

# MAIN STREET SOLUTION CENTER USER'S GUIDE

## Hints and tips for getting the most out of the Solution Center



### Q: What is the Main Street Solution Center?

The new Main Street Solution Center is a one-stop online portal and virtual library that puts an expanding inventory of tools and resources at your fingertips.

### Q: Why was the Solution Center created?

After years of developing and collecting resources, Michigan Main Street's online resources page has been reimagined to become the Main Street Solution Center.

A revamped interface makes it easier to explore a growing collection of best practices, case studies, guides, videos, and other resources for advancing organizational development and district revitalization efforts in downtowns and traditional neighborhood commercial districts across the state of Michigan.

### Q: How are Solution Center contents organized?

Solution Center contents are organized within eight categories to make it easier for you to match challenges to solutions: Business, Real Estate, Events, Marketing, Preservation, Place, Capacity, and People.



Resources tagged as **Starting** level are rudimentary or fundamental and could be especially helpful for new organizations and those undergoing a reboot.

Resources ascribed to the **Evolving & Excelling** level are generally considered more intermediate or advanced in nature and could be ideal for fine-tuning organizational strategies or taking projects and initiatives to a new level.

### Q: What is the difference between resources in the starting level and the evolving & excelling level?

Resources in some categories have been grouped in two levels aligning with the scorecard's scoring scale, making it easier for you to locate resources based on your own self-evaluation and situation.

#### Scoring Scale

- 0—1 Starting:** Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a reboot.
- 2—3 Evolving:** Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.
- 4—5 Excelling:** Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Resources assigned to the Placemaking, Capacity, and People categories are not grouped in starting and evolving & excelling levels because they are more topical and expansive in nature, as opposed to being performance-based or a measure of organizational readiness.

### Q: Why do some resources appear in more than one category?

The Solution Center's extensive and expanding inventory of resources includes some that relate to more than one category. Thus, they appear in each relevant category.

### Q: How do we know which category or categories are most important for our organization?

The Main Street Solution Center's structure and flow recognizes there is not a one-size-fits-all solution or single "best category" for every organization.

The Solution Center Scorecard will help you first evaluate, and then match your organization's distinct needs and opportunities to appropriate categories and resources. Categories deemed most important will likely vary and change over time based on your own scorecard results and shifting organizational priorities, challenges, opportunities, and needs.



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## business solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. Business development efforts and the broader scope of district revitalization initiatives are focused on a targeted geographic area that is clearly defined and mapped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A building and business inventory of the district has been completed for all properties and businesses within the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A map identifying and analyzing the district's business and activity mix on first and upper floors is in place and updated regularly or as changes warrant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization has programming and resources in place to actively assist small businesses and entrepreneurs in the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The organization maintains current market information and a list of targeted business expansion and recruitment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Business development and recruitment collateral materials are in place and updated regularly or as needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The organization hosts regular business owner meetings and/or communicates regularly with business owners to determine needs or challenges, and share successes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>BUSINESS TOTAL SCORE</b>						



Scan the QR code to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

## GET STARTED NOW

1. Scan the QR code above or click your way to the online Main Street Solution Center at [www.miplace.org/programs/michigan-main-street/resources](http://www.miplace.org/programs/michigan-main-street/resources)
2. View the Top 40 Downtown and District Management Best Practices webinar
3. Download the Solution Center Catalog
4. Complete the Solution Center Scorecard
5. Dig into tools and resources that match your organization's development priorities

### Q: How should our organization use the Solution Center Scorecard to find resources?

Use the scorecard to evaluate your organization's performance, strengths, growth opportunities, and areas of need — and to identify resources in each of the eight categories that are most relevant to your organization.

- Your scorecard results will steer you to Solution Center tools and resources that “meet you where you are” — whether you're just getting started or working to take your organization and its efforts to a new level. For example:
- If most of your scorecard indicators for a category are clustered in the starting level, focus on resources tagged as starting level for that category.
- Similarly, resources for categories with higher concentrations of evolving & excelling scorecard entries will be tagged as those levels, accordingly.
- Scan your full scorecard results to assure any fundamental needs identified by a starting level indicator are reviewed and addressed – including those in categories otherwise having higher concentrations of evolving & excelling scores.
- Use scorecard indicators in the Placemaking, People, and Capacity categories to identify and match resources by specific topic, priority, opportunity, or area of interest (as opposed to the Starting and Evolving & Excelling scoring and readiness levels used for other scorecard categories).

### Q: We have a specific challenge. How do we find a resource that matches our need?

Start by identifying which one (or more) of the 8 categories most closely relate to your specific challenge. Then:

- Refer to your completed Solution Center Scorecard to note specific indicators pointing to a need or challenge, and then match resources, accordingly; and/or
- Use the Solution Center Catalog to browse the complete inventory of resources, making note of those most relevant to your specific challenge; and/or
- Click your way to the Solution Center and use the drop-down menu for each category to browse and select resources suited to your challenges and needs.

### Q: How can I learn more about the different Main Street Solution Center resources?

Follow MEDC MiPlace on [Facebook](#) and [LinkedIn](#), and stay tuned for Solution Center updates and spotlight features.

### Q: Are there plans to add more resources?

Yes! In fact, more than 20 new tools and resources will be added during 2023, and annual editions of the Solution Center Catalog will highlight new additions and features.



[miplace.org/programs/michigan-main-street/resources](http://miplace.org/programs/michigan-main-street/resources)

