



Main Street: Michigan's Grassroots Economic Development Engine

We are empowering the people of Michigan to get involved in the health of their communities while preserving the charm and history of our state.

2020 EDITION

MICHIGAN MAIN STREET State Coordinating Program

miplace.org



REAL IMPACT

The numbers to prove it!



\$19,426,752

2018-19 Total Private Investment
\$306,022,126
Program to date



\$10,352,395

2018-19 Total Public Investment
\$99,427,926
Program to date



109

2018-19 New Businesses
1,408
Program to date



100

2018-19 Façade Improvements
1,388
Program to date



49,092

2018-19 Volunteer Hours
739,831
Program to date

Michigan's Downtowns: The Vision Begins at the Heart

Michigan Main Street (MMS) assists communities across Michigan interested in revitalizing and preserving their traditional commercial district. MMS provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby developing attractive places that make the state economically stronger and culturally diverse.

EXECUTIVE DIRECTOR SPOTLIGHT

The positive change in our community is directly attributable to the Main Street program. I believe it works because it gives the power and responsibility for making needed change to people in the community that want to make a difference. The Main Street program provides the structure and process to follow, not to mention the assistance and networking everyone gets from being a part of the larger system.

—Lisa Croteau, Executive Director, Niles Main Street



DELIVERING REAL SERVICE DOWNTOWN



Developed and coordinated a pilot **Downtown Futures Service** in Howell with the purpose of identifying guiding principles for future development and design, opportunity sites, development patterns and future demand for housing and small businesses within the primarily built out Main Street/DDA district.



Developed and delivered a **Leadership Development Service** for eight local Main Street executive directors designed to assess and define a plan for active leadership development to support the executive director's specific role in leading, managing, and executing successful downtown revitalization efforts.



Developed a **volunteer toolkit** as a resource for volunteer management within Main Street communities and downtowns statewide.

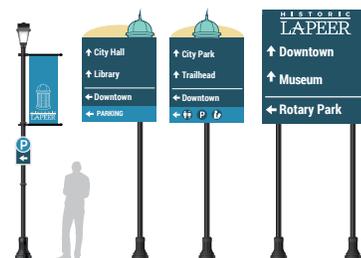
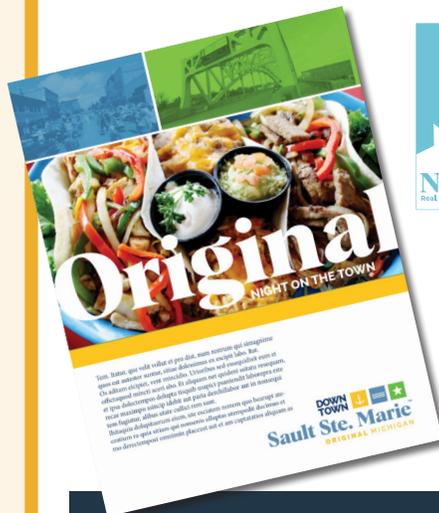


Engaged Level resources to all downtowns

- Launched the **MMS online resource library**, providing access to all of the guides and tools developed by the MMS program for communities statewide.
- Conducted two trainings for prospective Michigan Main Street communities throughout the state, and one specialized training for prospective **neighborhood commercial districts** in Detroit.
- Provided technical assistance to six **Engaged Level communities**: Grosse Pointe, Dearborn, Adrian, Corktown neighborhood (Detroit), Old Redford neighborhood (Detroit), and the Historic North-end neighborhood (Detroit).

COMMUNITY BRANDING

Provided **branding services** and \$5,000 for implementation to three communities: Lapeer, Niles, and Sault Ste. Marie



Michigan in the National Main Street Network

As a recognized leader in the National Main Street network, MMS hosted state coordinating program staff from across the country for the National Main Street Coordinator meeting in Owosso, Mich., and hosted Missouri Main Street staff while they shadowed MMS staff in their process to onboard new Main Street communities.



Connecting with Entrepreneurs

This year, Michigan Main Street partnered with Small Business Services to deploy financial and technical assistance resources that support the creation, retention, and growth of businesses on main street, the backbone of our successful and economically robust Main Street districts.

The **Match on Main** matching grant program was developed and launched to provide funding to support new and existing small businesses within Select and Master Level communities. The grant funding supports interior design/layout technical assistance, interior renovations and working capital. Since the program launched in March 2019, 11 businesses in nine Select and Master Level communities were granted a total of \$262,899 leveraging additional private investment of \$1,592,785.



Michigan Main Street deployed the pilot series of an **Entrepreneurial Ecosystem Service** designed to determine and make recommendations to address critical gaps in resources and programming for developing and supporting local entrepreneurs in three communities: Owosso, Grayling, and Charlevoix. MMS

is one of the leading state coordinating programs spearheading entrepreneurial ecosystem efforts with the National Main Street Center.

CITY PARTNER SPOTLIGHT

“Boyne City becoming a Michigan Main Street community in 2003 was a transformational moment in our history that continues to allow us to become the best we can be. As a Michigan Main Street community, we are provided with access to tools, skills and resources to build on the foundations of Boyne’s history. It didn’t happen overnight or without great effort. Even when operating within the Main Street framework, the path for each community is its own. One thing I know for sure, if we had never begun our Main Street journey, we would not have accomplished anywhere near as much or have traveled as far down the path towards our future as we have.”

—Michael Cain, City Manager, City of Boyne City



Getting on Board with Main Street

“Since moving back to Otsego and working at the ‘Community Shoppers Guide,’ I have been volunteering with a few local organizations. I was looking for something consistent that could help support our businesses and keep people coming to downtown Otsego. We just couldn’t seem to make things happen. Then about six years ago, we found the Main Street program. We found this program was much more complete providing us support in so many areas.

The Main Street program strives to foster a strong sense of community that has helped communication between our downtown businesses and the Otsego community. As a result, we have many local volunteers assisting with our events, sharing the load and offering valuable input. We often work side by side with city government and our Department of Public Works personnel. Their support is a key to our success.

We have filled almost all of our storefronts in our downtown. I believe this has a lot to do with the Main Street program. People in the community see positive things happening downtown and want to be a part of the excitement. We still have plenty more we want to do, but I don’t think we would even be close to having the downtown business success and community involvement and awareness if it wasn’t for the Main Street program.”

—Martin Bennet
Board Chair, Otsego Main Street



COMMUNITY OF THE YEAR Downtown Howell

Downtown Howell has had the most success in the country becoming a cultural destination with a strong local business community and knack for historic preservation, according to jurors for the Great American Main Street Award, a national award recognizing the best downtowns in the nation.

“Howell is a prime example of a small rural community that is doing big things. They have all the charm you’d expect in a historic Main Street community, but they don’t stop there,” president and CEO of the National Main Street Center, Patrice Frey, said. “Downtown Howell is setting itself apart as a supportive place for entrepreneurs and business owners and that’s how we’re seeing small communities stay competitive in today’s economy.”



“As a statewide non-profit organization devoted to quality community planning, the Michigan Association of Planning (MAP) applauds the Michigan Main Street (MMS) program as a successful part of the collaborative efforts necessary to create great places for all. The foundational principles of MMS reinforce planning best practices and integrate them into their direct work with Main Street communities, impacting and elevating the quality of communities they serve. MAP is proud to advise the program, and to be considered a close partner in this important work.”

—Andrea Brown, AICP, MMS Advisory Board Member, Executive Director, Michigan Planning Association

Michigan Main Street Advisory Council

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MEDC

Laura Krizov
MEDC

Michelle Parkkonen
MEDC

Mark Rodman
Michigan Historic
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Development Center

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City of Howell

Doug Baum
City of Grayling

Sarah Dvoracek
City of Ewart

Dave Acton
Owosso Main Street
Board Chair

Cathleen Ederly
Downtown Lansing Inc.

Lisa Croteau
City of Niles

Kelsie King-Duff
City of Boyne City

MAIN STREET TRAINING SERIES

If your community is interested in learning more about the Michigan Main Street program and the Main Street Approach®, join us during our training series:

JULY 23, 2020: BOYNE CITY
8:30 a.m.–4 p.m.

Commission Chambers, City Hall
319 N. Lake St., Boyne City

Register at <https://medc.cventevents.com/mainstreettrainingboynecity>

ONLINE TRAINING

We are excited to announce the launch of our **e-learning tool**, which is a great companion to our in-person trainings. If a member of your community cannot attend the training in person, visit www.miplace.org/elearning for information about our online training.

Our Communities

