

# BEST PRACTICES FOR DOWNTOWN MANAGEMENT

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MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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**The Michigan Main Street program exists to help communities develop main street districts that:**

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**ATTRACT  
residents and businesses**

**ENCOURAGE  
local investment**

**BUILD  
community capital**



# MAIN STREET APPROACH™



## COMMUNITY VISION + MARKET UNDERSTANDING

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.  
*Key tools: local surveys, market data*

## TRANSFORMATION STRATEGIES

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.  
*Key tools: focused strategy, implementable goals*

## IMPLEMENTATION & MEASUREMENT

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.  
*Key tools: project work plans, data collection and tracking*



SENSE OF VIBRANCY



SENSE OF PLACE



SENSE OF COMMUNITY



SENSE OF OWNERSHIP

A street scene with a clock tower and cars, overlaid with a black text box. The background shows a brick building on the left, a clock tower in the center, and cars on the right. The text is centered in a black box.

# ORGANIZATION BEST PRACTICES

# Set up an Effective Board

- Effective Bylaws and Policies
- Recruitment
  - Assess Board Composition
  - Develop Job Description and Application
  - Target Recruitment to meet needs
- Orientation
  - Board Member Packet
  - On-boarding Meetings
- Effective Meetings
- On-going Training
  - Identify relevant training needs and assign board members to attend

Are you current

Are you current  
subcommittee

Have you ever

Please come  
Main Street, Ir

Service on the  
at monthly co  
year. Minimum  
have any confi

Are you, your  
related to any

Do you, you  
currently h  
Street, inc.

Referenc

Name:  
Phone:  
E-mail:  
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## MICHIGAN MAIN STREET

### LOCAL MAIN STREET BOARD PERFORMANCE GUIDEBOOK



# Identify and Engage Key Stakeholders

- Downtown
- Public Sector
- Community-wide

# Develop a Shared Vision to Transform Downtown

- Strategy
  - Using Community Input and Market Data
- Goals
- Measures of Success





# MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

## Owosso Main Street – Day Tripper Tourism and Residential Development Transformation Strategy

*Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!*

PROJECT/ PROGRAMMING	OVERARCHING GOALS															PARKING LOT	FOUR POINTS													
	Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.							Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.						Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.					Economic Vitality		Design			Promotion			Organization			
	1. Increase in # of available residential units	2. # of new businesses	3. Increase in approved façade grant applications	4. Increase in building renovation and/or restoration	5. Increase in Main Street Volunteerism of City Staff and other community organizations	6. Active involvement of City in the Redevelopment Ready Community Program	7. Evidence of improved internal communication between City Departments (including Main Street) and other community organizations	1. # of new businesses	2. Increase in # of available residential units	3. Increase in gross sales; daily, monthly, annually	4. Increase in online digital outreach and connections	5. Increase in social media check-ins	6. Increase in real-estate sales/development activity	1. Evidence of cross-business referrals and promotion	2. Increase in collaborative, promotional strategies		3. Increase in networks and networking events	4. # of new businesses	5. Increase in collaboration and improved communication between Main Street, City Depts., and other community organizations	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement
Ask Owosso	X					X	X	X	X	X	X	X	X	X	X	X		X				X			X		X			
Decorate Downtown				X	X		X	X	X	X								X				X			X		X			
Flower Program				X	X		X	X	X	X					X					X	X			X		X		X		
Downtown Clean-up				X	X		X	X	X	X					X				X	X	X			X		X		X		
Business Development Guide		X	X	X		X	X	X	X	X	X								X	X	X	X	X	X	X	X	X	X	X	X
Art Walk		X					X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	
Trick-or-Treat									X	X	X		X		X									X			X			
Film at the Fountain								X	X	X	X		X	X					X		X	X	X	X	X	X	X	X		
Glow Owosso Events		X			X		X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X
Small Business Saturday		X					X		X	X	X	X	X	X	X	X			X			X	X	X	X	X	X	X		
Vintage Motorcycle Days					X			X	X	X	X		X	X	X				X	X	X	X	X	X	X	X	X	X	X	X
Open Streets					X			X	X	X	X		X	X	X				X	X	X	X	X	X	X	X	X	X	X	X
New Year		X			X		X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X
<b>TOTAL</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>10</b>	<b>13</b>	<b>13</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>5</b>	<b>12</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>5</b>	





# Build Strategic Partnerships

## NEW YEAR NEW VIEW

The Milan Area Chamber of Commerce and Milan Main Street are on the move!

Find us at our new office located at 3 E. Main Street, with a front seat view to downtown.



As the needs of our membership, businesses, and community evolve, so must the Chamber and Milan Main Street. When space at the historic Moore & Minto Building became available, we decided to take the leap and formally co-office. The small foot print and high visibility met both of our organizations needs for location and economy. Shared office space allows us to effectively collaborate and best serve our missions. It also increases our visibility and accessibility to visitors and to our community.

Drop in and say hi!



Kim Rhoney - Milan Area Chamber  
Jill Tewsley - Milan Main Street



- Ensure collaboration on projects/initiatives
- Examples:
  - Municipality
  - Chamber of Commerce
  - Schools and Library
  - Convention and Visitor's Bureau
  - Local/Regional Economic Development Corporation
  - Community Foundation

# Lead Budget and Fund Development Efforts

**Saline MAIN STREET**  
2019 SPONSORSHIP FORM

Friend of Old Town Donor	Old Townie Donor	Old Town Preservation Donor	Old Town Arts & Entertainment Donor
Up to \$99	\$100 - \$249	\$250 - \$499	\$500+
Recognition at major events and displayed at OTCA office	Recognition at major events and displayed at OTCA office	Recognition at major events and displayed at OTCA office	Recognition at major events
Annual Donor Sticker	Old Town Merchant Discount Card Annual Donor Sticker	Old Town Merchant Discount Card Free entry to quarterly OTCA Sponsored trainings/events Exclusive I Love Old Town t-shirt Annual Donor Sticker	Old Town Merchant Discount Card Free entry to quarterly trainings/events 2 I Love Old Town T-shirts 2 tickets to select Old Town events \$50 Old Town cash Annual Donor Sticker

Saline Main Street events ONLY (listed on page 1). Please refer to the chart to clarify which events your sponsorship is funding. It is at these Main Street events that your support will be promoted.

NON MAIN STREET EVENTS HOSTED BY OTHER GROUPS		DATE
Celtic Festival	Friends of the Festival   City of Saline	July
Summerfest	Summerfest   Picnic in the Park	August
Holiday Week & Parade	Saline Area Chamber of Commerce	December

Saline Main Street is a 501 (c)(3) nonprofit volunteer-driven organization. Your sponsorship is greatly appreciated!

- Annually budget for projects/programs that align with downtown development strategy
- Develop an annual sponsorship program
- Consider an individual contribution campaign
  - Friends of Downtown”
- Identify other revenue sources
  - Grants
  - Events
  - Merchandise sales
  - Crowd Funding

# Develop a Volunteer Management Program

- Recruitment
  - Prospective Volunteer Meetings
  - Job Descriptions & Applications
- Orientation
  - Volunteer Handbook
  - Volunteer Buddy/Mentor
- Tracking
- Retention & Recognition
  - Annual Recognition Event
  - T-shirts, SWAG, Food
  - Incentive Program



# Create an Internal Communication System



- Google Drive
- Trello
- Maestro Community Manager



# Share Impacts and Successes

## DOWN TOWN OWOSSO

Come explore downtown Owosso, and feel the warmth of gathering together.

Experience the amazing that happens here everyday. Meet the people that add color to our lives. Discover this place we call home, and become a friend in the process.

2020 EDITION OWOSSO MAIN STREET/DDA 989.725.0571 downtownowosso.org



### State of DOWNTOWN

- 18 Blocks
- 108 Acres
- 249 Parcels
- 57 Parcel owners
- 1,731 Public parking spaces
- 117 First-floor storefronts
- 100 Residential units
- 9 Restaurants
- 26 Retail stores

Engaged Redevelopment Ready Community™

### Owosso Main Street making a real difference

Downtown Owosso is widely known for its welcoming culture that invites all residents and visitors alike, show an environment of beautiful, walkable unique attractions, residential, and the small town-downtown with...

### Downtown's Goals

- Support a regulatory environment commitment to the development of community organizations in a welcoming and collaborative way
- Create and demonstrate a welcoming environment for the visitors, businesses, and residents of downtown Owosso.
- Expand and sustain a model of successful organizations and attractions.

## TRANSFORMING OWOSSO'S DOWNTOWN



Reignited the city's revolving loan fund offering low-interest working capital loans, redevelopment loans, and upper-floor residential development grants.



Completed a MEDC/CDBG Façade Grant restoring three historic downtown facades within the district. This grant provided over \$300,000.00 in grant funding for restoration efforts.



Partnered with the National Main Street and Michigan Main Street programs to develop an "Entrepreneurial Ecosystem" program, focused on commercial district revitalization. This program identifies key entrepreneurship assets, targets, and partners and develops key strategies to align your ecosystem with community target markets and real estate assets.

### REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT  
**\$897,891**

Program to date: \$19,890,727

17 Façade Improvements Program to date: 116

2 New Businesses Program to date: 68

### Community Profile

- Owosso | 2019
- Population **14,450**
- Households **6,257**
- Median HH Income **\$53,865**
- Median Age **35 years**
- Housing Units **6,634**
- 94% Housing is occupied
- 82% Owner-occupied
- 18% Renter-occupied

### Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner's meetings
- MEDC/state façade program
- Match on Main funding program
- Small Business Saturday champion
- Design assistance
- Market data
- Educational workshops

"Owosso Main Street/DDA is the accelerator that propels and sustains our collaborative spirit to work together and make a unified positive impact in our downtown for our residents and visitors."

—Nicholas Pidek, Co-owner, Foster Coffee Company

### Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	26,625	41,882	175,992
Households	11,618	17,725	73,008
Median HH Income	\$57,800	\$64,409	\$77,303

### In-demand Businesses

- Shopping & Retail**
  - Butcher/meat market
  - Arts, crafts, and hobbies
  - Specialty foods
  - Women's clothing
  - Grocery store
- Food & Drink**
  - Breakfast/brunch restaurant
  - Brewery or beerpub
  - Casual dining eatery
  - Wood-fired/klm oven pizzeria
  - Steakhouse

## Connecting with Place

Every year our Main Street volunteers work tirelessly to beautify and decorate our downtown. Most cleanup, planting, and decorating within the district is developed, coordinated and conducted by Main Street volunteers. From our beautiful downtown flowers, to our amazing downtown Christmas tree—all of it would not exist without our amazing volunteers. People are what make place matter. It is our volunteers that ignite the spirit of our revitalization efforts.



## VOLUNTEER SPOTLIGHT

"Volunteering with Owosso Main Street is like working with your family. We make a better place for all of us to live. The things we do are making positive memories for everyone. The more people that volunteer the more they see what a great community we live in."

—John Hankerd, Owner, Hankerd's Sportswear



### 2019 Pulse of Downtown

- 63%** Visit downtown Owosso most often for dining
- 51%** Described recent trends in downtown Owosso as improving or making progress.
- 26%** Said the frequency of their visits to downtown Owosso increased during the past year.

### Social Connection

8,890+ Facebook Followers

1,390+ Instagram Followers

### Volunteer Connection

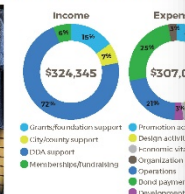
2,598 Volunteer hours in 2019

29,416 Volunteer hours (Program to date)

\$64,560 Volunteer value in 2019

\$730,988 Volunteer value (Program to date)

### In the Numbers



## DOWNTOWN ALIVE

Owosso Main Street Events 2018-19

**27,420**

- Glow Owosso (Blocks 8-9)
- NYE Block Party and Ball Drop
- ArtWalk Owosso
- Vintage Motorcycle Days
- Chocolate Walk
- Film at the Fountain
- Downtown Trick-or-Treat
- Moonlight Market (collaboration)
- Cruise the Pits (collaboration)
- Castle Nights (collaboration)



## Michigan Main Street

The Leader in Grassroots Economic Development

Michigan Main Street 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 making the state economically stronger and culturally diverse.

### Real Impact.

The numbers 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

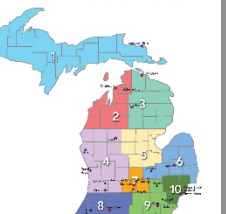
**109**  
2018-19 New Businesses  
**1,408**  
Program to date

**100**  
2018-19 Façade Improvements  
**1,388**  
Program to date

**49,092**  
2018-19 Volunteer Hours  
**739,831**  
Program to date

**Owosso's Board of Directors**  
Chair: Dana Acton  
Vice Chair: Jill Gilbert  
Treasurer: Kenneth Cushman  
Authority Member/Mayor: Chris Evesleigh  
Authority Member: Lance Orner  
Authority Member: Theresa Trelia  
Authority Member: Son Moore  
Authority Member: Jim Woodworth  
Authority Member: Robert Fuller

### Our Communities



★ Select Level ▲ Master Level

**MEDC**  
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION  
www.mplace.org





# DESIGN BEST PRACTICES

# Promote Improvements to Buildings and Public Spaces

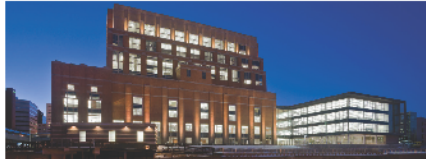


# Educate Property Owners

- Provide Resources, tools and assistance related to:
  - Building Maintenance
  - Appropriate Redevelopment
  - Working with Tenants
- Resources:
  - Redevelopment Ready Communities®
  - Incremental Development Alliance
  - Strong Towns



# Preserve and Enhance Historic Character



## OTTAWA STREET POWER STATION HISTORIC PRESERVATION TAX CREDITS



After Lansing's Ottawa Street Power Station stopped generating power in 1984, the building sat inactive for nearly two decades. Multiple uses were proposed over the years – as was demolition – but nothing materialized. Finally in 2008 the Christman Company and the Accident Fund (and its parent company Blue Cross Blue Shield) partnered to rehabilitate the building as the Accident Fund's national corporate headquarters using Federal and State Historic Preservation Tax Credits and other incentives. The rehabilitation resulted in the conversion of vast open space to office space. The project also involved the construction of a contemporary addition north of the power plant to provide room for additional employees. The rehabilitation and new construction represents millions of dollars of investment in Lansing. In addition, the Accident Fund will remain an anchor business and major employer in downtown Lansing.

LOCATION: 217 East Ottawa Street, Lansing

DIRECT INVESTMENT: \$144,378,000

INDIRECT INVESTMENT: \$164,590,920

STATE CREDIT: \$20,048,367

FEDERAL CREDIT: \$16,917,800

ECONOMIC IMPACT: \$308,968,920

JOBS CREATED: 3,556

PROJECT CONTACT: Michigan Limited Liability Company/James Cash

COMPLETED: 2011

Additional case studies at [michigan.gov/shpo](http://michigan.gov/shpo)  
517-373-1630

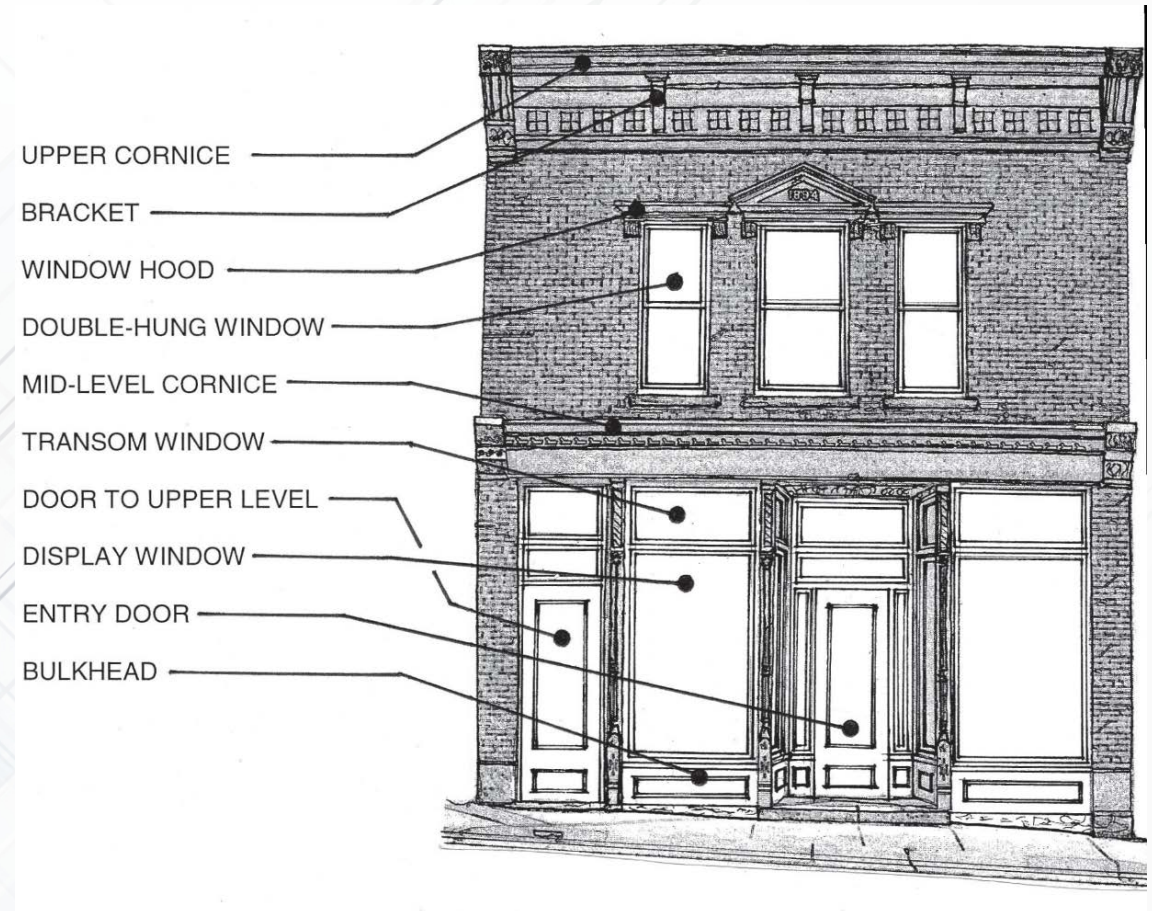
MSHDA 10/2017



- National Register of Historic Places
  - Individual Listing
  - National Historic District
  - Eligibility for 20% Federal Historic Tax Credit
- Certified Local Government
  - SHPO receives a portion of budget from Federal Historic Preservation Fund and is mandated to pass 10% to CLG's
  - \$120,000 annually available for projects including: Survey, National Register Nominations, Rehab planning documents, Building Rehab, Public education efforts
- Local Historic District
  - Provide the best protection and regulate what can happen to historic buildings

# Encourage Smart Planning and Best Practices

- Review Plans & Local Ordinances
  - Master Plan
  - Zoning Ordinance
  - Sign Ordinance
  - Historic District Ordinance
- Develop Design Guidelines



# Develop a Clean-up and Maintenance Program



# Create a Façade and Sign Incentive Program

- Off-set additional costs of proper restoration
- Act as a carrot to encourage proper design
- Project must be reviewed and approved by design review Board
- Types of Programs:
  - Façade Loan Program – used for façade renovations, signs, etc.
  - Building Improvement Loan Program – building maintenance, code compliance, interior renovations, structural repairs, etc.
  - Façade & Sign Grant Program – 50-50 matching grant for improvements such as façade restoration, signs, awnings, etc. Wide range from \$500 - \$5,000 or more



**OWOSSO MAIN STREET** 

**Revolving Loan Fund**  
Check out this new funding opportunity offered by Owosso Main Street/DDA and the City of Owosso. Our goal is to help support future development and redevelopment throughout our city.

989.494.3344  
downtownowosso@gmail.com  
@downtownowosso  
@downtownowosso

**New Local Funding Source!**

**What is it?**  
The Owosso Revolving Loan Fund is a newly updated loan and grant program offered by Owosso Main Street/DDA and the City of Owosso. If you are a commercial property owner in the City of Owosso and are interested in redeveloping your building, please contact us for more information.

**How Can It Help?**

- ✓ Low Interest loans for redevelopment
- ✓ Fire Suppression Grants
- ✓ Elevator Installation Grants
- ✓ Architectural Service Grants
- ✓ First Floor Build-out
- ✓ For more information contact us today!

**Activate Vacant Spaces** 

**Small Business Development** 

**Using Former Industrial Development** 

# Lead Efforts to Improve Infrastructure

- Parking Lots
- Cross-walks
- Sidewalks
- Wayfinding Signage
- Lampposts
- Planters or hanging baskets
- Banners
- Benches
- Movable chairs
- Trash receptacles
- Trees
- Other shade (umbrellas)
- Water features
- Charging stations and public WiFi





# Provide Technical Assistance for Appropriate Improvements

- Secretary of Interior's Standards
- National Park Service Preservation Briefs
- Consider paying for architectural drawings to encourage appropriate design
- Consider providing assistance for storefront window displays and other design aspects



# Activate Public Space Using Lighter, Quicker, Cheaper Placemaking



Resources: Project for Public Spaces, Public Spaces Community Places (MEDC), National Main Street Center, Tactical Urbanism Guide



# ECONOMIC VITALITY BEST PRACTICES

# Understand Market Conditions and Develop Economic Development Strategy

- Based upon community input and market data

Eating and Drinking Establishments	
Deli/Sandwich Shop	Restaurant
Top Features:	Top Features:
Sandwiches/salads	Casual, family-friendly
Homemade soups	Full-service
Grilled sandwiches	Dinner menu
Grab-and-go items	Outdoor dining
Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 39%	\$50K to \$100K: 30%
\$100K+: 48%	\$100K+: 56%

2014 Sales Surplus & Leakage Analysis		2.5 Miles	5 Miles	10 Miles
NAICS Code: Business Description		Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
Total Retail Trade and Food & Drink (NAICS 44 – 45, 722)				
	2011	\$28,130,332	\$7,878,460	(\$157,465,200)
	2014	\$24,779,797	(\$13,415,760)	(\$291,068,831)
Total Retail Trade (NAICS 44 – 45)				
	2011	\$27,886,095	\$13,032,923	(\$121,072,386)
	2014	\$23,679,524	(\$9,083,315)	(\$257,798,701)
Total Food & Drink (NAICS 722)				
	2011	\$244,237	(\$5,154,463)	(\$36,392,815)
	2014	\$1,100,273	(\$4,332,445)	(\$33,270,130)

# Create and Update Building and Business Inventory

A	B	L	M	N	O	P	Q	R	S	T
Business Name	Business Address	Local Contact Email	Business Location (basement, ground-floor, upper-floor)	Year Established	# of Full-time Jobs	# of Part-time Jobs	Business Hours	Estimated Annual Sales	Rent per Month	Size of Space (in square feet)

B	E	F	G	H
Property Street Address	Available	Known As	Notes	Owner Name
127 Court Street	N	Otsego Police Department	1 main entrance	Authority
218 N. Farmer Street	N	Otsego Historical Museum	2 store fronts	Authority
124 N. Farmer Street	N	Veterans of Foreign Wars	2 store fronts, 2nd floor apartment	Veterans of Foreign Wars
112 Kalamazoo Street	N	Church of God	parking lot	Church of God
117 E. Orleans Street	N	Otsego City Hall	2 entrances	City of Otsego
125 S. Farmer Street	N	Otsego Fire Department	2 main entrances	City of Otsego
115 S. Farmer Street	N	Alano Club	1 store front	City of Otsego
121 W. Allegan Street	N	Bob's True Value Hardware		Robert E & Carol H Meles; Br
141 N. Farmer Street	N	MillAssist Services Inc.	1 store front	MillAssist Services Inc
125 W. Allegan Street	N	Bob's True Value Hardware	apartment, open space	Robert E & Carol H Meles; Br
109 N. Farmer Street	N	365 Fitness	1 store front	William & Sandra Hambricht
131 E. Allegan Street	N	Little Pines Auto Repair	1 store front	Service
103 W. Allegan Street	N	Amish Oak Treasures	entrances, basement	Twin Lakes Sales LLC
114 W. Allegan Street	N	Antique Mall	access	Roger Newman
134 W. Allegan Street	N	W.I.C.	2 store fronts, 2nd floor office/apt	Richard Haugh
133 W. Allegan Street	N	Turn It Around Resale	2 entrances, add on Kalamazoo	c/o Thomas Rosenhagan
124 E. Allegan Street	N	Farmer's Insurance	1 store front	Nathan & Jennifer Hunt

# Identify Business Anchors and Clusters

## Anchor Businesses or Institutions

- Pizza Transit
- Wonderland Cinema
- Iron Shoe Distillery
- United Federal Credit Union
- Library
- The YMCA
- SLR Pilates
- Secretary of State
- Antique Stores
- Chapin Mansion
- Amtrak
- Brass Eye
- Harding's
- Inertia Cycleworks
- Rusty Hooks Bait & Tackle

## Business Clusters

### **Food & Restaurant**

- Restaurants
- Bakeries
- Food Shops (Cheese Shop)
- Craft Beer and Beverage

# Form an Environment Where Businesses can Thrive

- Regulatory environment
- Events + activities
- Parking
- Streetscape
- Resources
- Convening + listening



## Small Business Journey Mapping



Creates clear understanding for the processes and establishes accountability



Provides an overall understanding of the small business owner experience



Provides an easy to read framework identifying fees, permitting timeline + contact information



Streamlines the permitting process by identifying repetitive steps



Helps market your community as small business friendly!

# Understand Real Estate Development/Redevelopment

- Redevelopment Ready Community (RRC) Certification
- Learn about the available tools and incentive programs
- Partnerships between local Economic Development Organization (EDO), Chamber, Main Street/DDA, PS etc
- Understand the process + how you can provide support throughout
  - Market analysis + feasibility
  - Acquisition of land/property
  - Pre-Development (zoning, environmental assessment, site plan, development cost analysis, deal structure, pro forma, financing, incentives, permits, etc)
  - Construction
  - Post-Development





# Look at Creative and Best Uses for Spaces



- Light duty manufacturing, academic facilities, arts/culture institutions
- Consider shared spaces
- Pop-up shops

- Mobile retailing
- Creative/experiential retail
- Incubator space
- Food trucks

# Develop Tactics for Retaining Businesses

- Education programs
- Retention visits + surveys
- Recognition program
- Business owner meetings
- Technical assistance (team of experts)
- Create incentive programs
- Connection to resources
- Marketing + events



# Create Business Development Incentives + Opportunities

- Rental subsidy program
- Building acquisition/white-boxing
- Business incubator
- Pop-up shops
- Business expansion



# Explore Local Investing and Pitch Competitions

- Grubstake
- Northern Michigan Pitch Night

**grubstake**

[WHATISGRUBSTAKE.COM](http://WHATISGRUBSTAKE.COM)

## IT'S LOCAL INVESTING!

We want to teach you the fundamentals of how you can learn to make sound investments in your community. Register today at [WhatsGrubstake.com](http://WhatsGrubstake.com)!

Brought to you by the fine folks at...

NC3



MEDC

AMERICA'S  
SBDC  
MICHIGAN

REVALUE

**BUSINESS MODEL COMPETITION**  
**INVEST CHEBOYGAN**  
*County*

NOVEMBER 6, 2019  
CHEBOYGAN OPERA HOUSE  
DOORS OPEN AT 5:00PM  
STARTS AT 5:30PM

**Watch entrepreneurs vie for seed dollars!**

Cheboygan County entrepreneurs & business owners compete for a share of over **\$20,000** in startup funds plus a chance to advance to the Grand Event to win additional startup capital!

**FREE Admission. Seating is first come first served.**

Visit [www.investcheboygan.com](http://www.investcheboygan.com) for more information



# Create a Targeted Approach to Business Recruitment

- Pro-active outreach + marketing
- Grounded in market reality + community input
- Complimentary businesses
- Property info/recruitment packet
- Community profile
- Should be the last part of creating economic vitality

### Opportunity? Yes!

**45%** Of more than 400 "Top Prospects Survey" participants selected...

**Coffeehouse/Bakery**  
As their top choice for new or expanded business they would be most likely to frequent in Downtown Michirama.

Potential Market (Based on Survey Respondent Data)

- 76%** Female
- 68%** Age 35 to 54
- 58%** \$100K+ HH Income

### In Demand: Top Coffeehouse/Bakery Products and Features

Fresh coffees, teas, espresso, cappuccino, etc.	78.5%
Comfortable, "homey" atmosphere	40.2%
Pastries	35.5%
Breakfast sandwiches	29.0%
Donuts	28.0%
Limited-menu soups, sandwiches, and paninis	24.9%
Wi-Fi	22.4%
Pre-bagged and freshly roasted coffee beans, teas, etc.	7.5%

**68%** Of all survey respondents indicated they "probably would" or "definitely would" frequent or do business with a new or expanded coffeehouse/bakery in Downtown Michirama.

Source: Downtown Michirama Top Prospects Survey | 2018

### 10 Good Reasons To open or expand your business in Downtown Michirama

- More than \$10.6 million in new investment by the private and public sectors since 2015
- In the center of a market growing both in numbers and affluence
- At the heart of a major employment center with diverse—and expanding—businesses and industries employing more than 23,000 workers
- Year-round attractions and events that bring an estimated 7.4 billion people to our historic city center throughout the year
- Strong partnerships and a shared "can-do" attitude form the foundation a business-friendly environment that welcomes new ideas, ingenuity and investment
- Surrounded by abundant natural, cultural and recreational amenities, world-class healthcare facilities and an award-winning K-12 public school system
- The tireless, award-winning efforts of Michirama Main Street, Inc. volunteers and professional staff working to support businesses and create a vibrant core at the heart of our community
- The recent adoption and initial implementation of the Downtown Michirama 2030 Core plan to guide initiatives and investment toward an exciting future
- Michirama Pipeline—a streamlined, one-stop business start-up and development system with access to resources and expedited review, permitting and licensing processes
- We want you!

### Let's Get Together

The next great opportunity could be yours. Connect with us to learn more about exciting opportunities in Downtown Michirama.

**Generic**

123 Main Street | Michirama, Michigan 44321  
 ☎ (517) 555-2468  
 ✉ jassy@downtownmichirama.com • downtownmichirama.com

### DOWNTOWN MICHIRAMA

MICHIRAMA, MICHIGAN

### DRIVE TIME MARKET

Est. 2017

POPULATION				
60,595	20 Min	10 Min	5 Min	20 Min
2017 Estimate	18,740	51,102	60,595	
Growth (2017-22)	3.8%	2.8%	3.0%	

HOUSEHOLDS				
20,595	20 Min	10 Min	5 Min	20 Min
2017 Estimate	6,740	17,102	20,595	
HH Growth (2017-22)	3.8%	2.8%	3.0%	

MEDIAN HH INCOME				
\$51,763	20 Min	10 Min	5 Min	20 Min
2017 Estimate	\$36,953	\$46,759	\$51,763	
Growth (2017-22)	11.1%	9.8%	9.5%	

### LOCAL STATS

**Downtown Business Mix**  
Based on (a) Income Count, (b) occupancy, etc.

Category	Percentage	Count
Retail	37%	7,254
Eating & Drinking Places	18%	4,321
Services	15%	3,987
Government and Office	20%	3,333
Professional	9%	2,076
Others	11%	1,687
Housing Units—Count		123

**Major Area Employers**  
Based on 2016 rates of Downtown Michirama

Company	Count
Aqua Corporation	7,254
ABC Global Insurance	4,321
RTE Industries	3,987
Michi Enterprises	3,333
City of Michirama School System	2,076
Marine School District	1,687
Michirama County	987

### Michigan Main Street Community.

93 Net New Jobs Created

8,905 Volunteer Hours


16,415 Jobs Invested

\$3,095,825 Private Dollars Invested

Street | Michirama, Michigan ☎ (517) 555-2468 • downtownmichirama.com

**"Beyond expectations"**  
"The community's response to Trends has been overwhelming, beyond expectations. It's easy to love downtown Michirama."  
—Hayley Carson, Trends Boutique

**"Search Over. Done deal."**  
"We searched for and wide for the right location. When we found downtown Michirama, it was Search over. Done deal."  
—Sara Myler, WOW! Pizza



# PROMOTION BEST PRACTICES

# Build a Positive Image for the Downtown



# Identify a Brand or Identity for Downtown

- Use Community Input





# Create Events With a Specific Goal and Evaluate Event Success

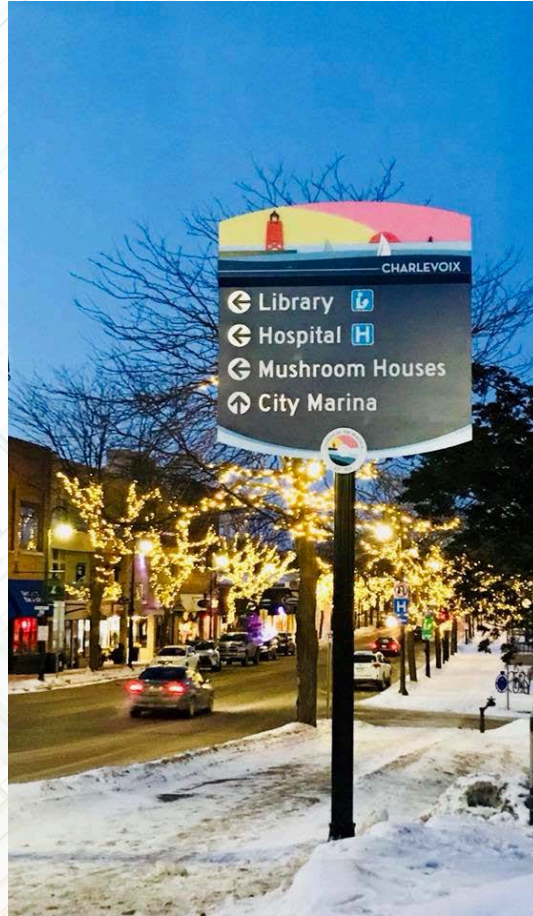


# Position Downtown as Center of Activity

- Bring activities of all kinds to downtown



# Identify, Document and Market Community's Unique Assets



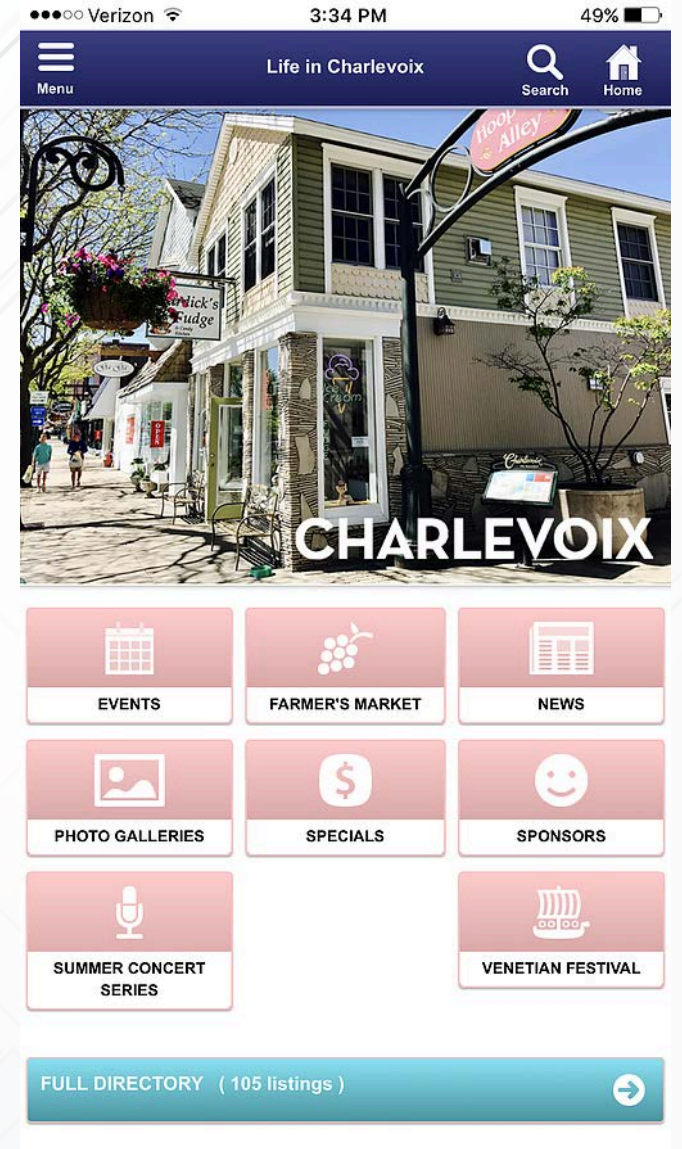
- Don't try to be someone else
- Promote what the downtown has to offer

## Assets

- Riverfront park
- Increased housing units
- Trailhead
- Main Street buildings
- The Fort
- Chapin Mansion
- Hunter Sculpture
- Amphitheater
- Riverfront

# Create a Downtown Directory

- Website
- App
- Printed

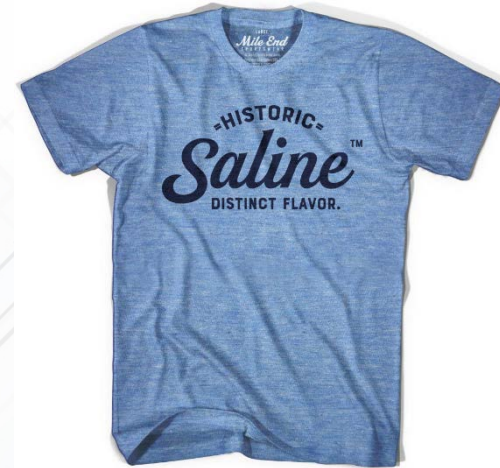
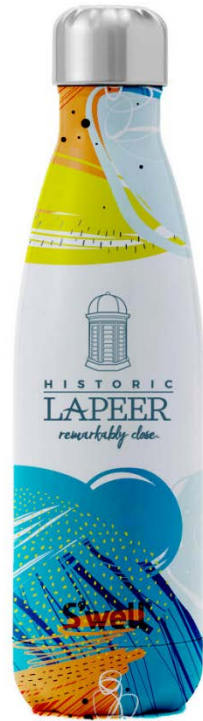


# Develop an Advertising Campaign





# Produce Downtown Swag



# Measure Success of Promotional Efforts

- Google Analytics
- Facebook check-ins, likes and shares
- Intercept survey during events
- Counting Foot Traffic and/or event attendance
- Annual Survey to business owners and community to gauge progress





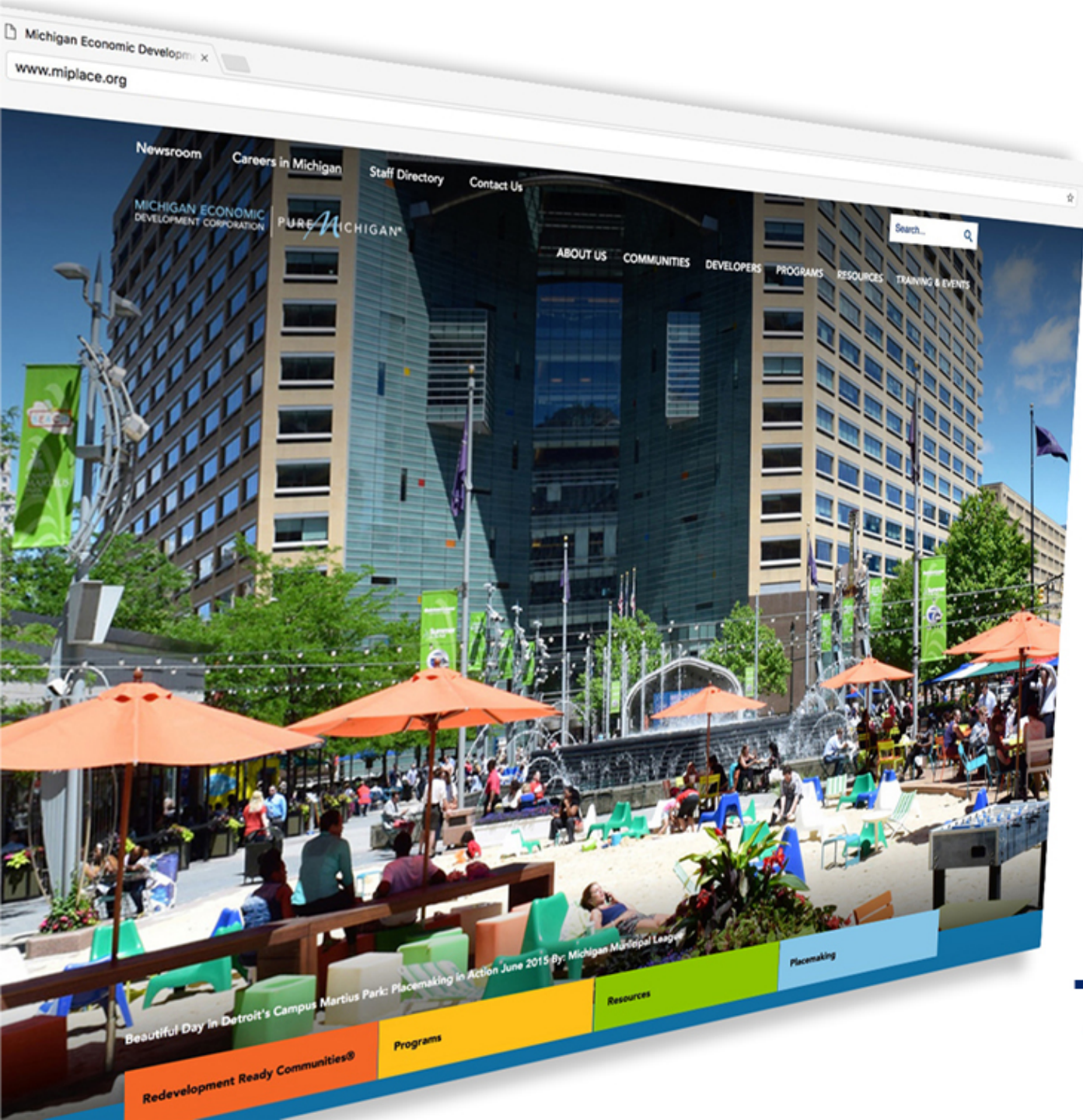
# Create a Comprehensive Annual Calendar of Events

The background of the slide is an abstract, dynamic composition of overlapping lines and arrows. The lines are thin and vary in opacity, creating a sense of depth and movement. The arrows are small and point in various directions, suggesting a forward-looking or multi-directional theme. The color palette is diverse, featuring shades of light blue, teal, green, and warm orange, which blend together to create a vibrant and modern aesthetic. The overall effect is one of complexity and forward momentum, fitting for a title about creating a comprehensive annual calendar.

DOWNTOWN MANAGEMENT ORGANIZATION CHECKLIST			
This tool is intended to help you identify the foundational strengths of your Downtown Management Organization in order to prioritize opportunities for organizational development. Rate your Downtown Management Organization in each of the following criteria.			
Criteria	Start-up	Grow	Sustain
<b>DISTRICT ASSESSMENT</b>			
Organization focuses on one targeted geographic area and the downtown district boundary is defined			
A map denoting the downtown district in relation to any other local district exists			
The business and activity mix of the downtown district has been evaluated through the completion of a building and business inventory			
A map denoting the activity mix of the downtown district on first and upper floors exists			
A Business and Building Inventory exists for the downtown district			
Organization has read, evaluated and uses existing planning documents, market studies, surveys, development plans and the zoning ordinance for the downtown district			
<b>ORGANIZATIONAL STRUCTURE AND CAPACITY</b>			
Organization has a management structure and organizational chart			
The board of the organization is composed of a diverse group of stakeholders from the downtown district			
The organization has professional, paid staff			
Organization has defined roles and responsibilities within the community that differ from and compliment the work of other organizations			
Organization has a vision and goals for the downtown district that is supported by consensus from key stakeholders			
Organization utilizes volunteers to accomplish some projects/programming			
Organization works to cultivate a strong volunteer base			
<b>STAKEHOLDER ENGAGEMENT</b>			
Organization has buy-in and support from downtown business owners, property owners and residents			
Organization has buy-in and support from other community organizations			
Organization has buy-in and support from the local municipality			
Organization communicates regularly with key stakeholders to gain support and encourage engagement and participation in organization's efforts			
Organization has identified other community organizations and/or local service providers that exist to support the downtown district and communicates regularly with them			
Organization knows where to go for resources and support, when needed			
<b>BUDGET AND FUNDRAISING</b>			
A budget exists to support projects and programming for downtown revitalization			
The line-items in the budget directly support the organization's strategic plan			
Organization has a plan to increase revenues through fundraising efforts such as an Annual Sponsorship Program, events, merchandise, individual pledges and contributions			
<b>PROJECTS AND PROGRAMMING</b>			
Organization has a strategic plan and/or Organization develops and implements strategic projects and programming designed to support the vision and goals for the downtown district			

# Downtown Management Checklist

Download at  
[www.miplace.org/mmslibrary](http://www.miplace.org/mmslibrary)



# RESOURCES

[www.miplace.org](http://www.miplace.org)

**LinkedIn:**

MEDDC Community  
Development

**Facebook:**

@MiPlaceNews

**Twitter:** @MiPlaceNews

# miplace | eLearning Webinar Series



## MARK YOUR CALENDARS

for the newly launched **Community Development Webinar Series** coordinated by Michigan Main Street and Redevelopment Ready Communities®. The webinar series has been developed to help provide your community with targeted resources related to any of your community development needs, whether it be fulfilling the RRC Best Practices, or successfully revitalizing and managing your community's downtown or urban neighborhood commercial district.

## WHO SHOULD ATTEND

Webinars are ideal for staff, officials (elected or appointed), and local stakeholders in communities currently engaged or certified in RRC and communities with a downtown or urban neighborhood commercial district management organization (DDA, PSD, BID/BIZ, non-profit, etc.)

## COST

Webinars are offered at **no cost**.

## REGISTER

For information about how to register, visit [www.miplace.org/elearning](http://www.miplace.org/elearning).



## 2020 DATES

<b>January 9</b>	Economic Development 101 for Local Officials
<b>February 6</b>	Historic Preservation 101 for Local Officials
<b>February 19</b>	BID/BIZ/PSD Overview**
<b>April 2</b>	Blight Management Approaches for Local Governments
<b>April 29</b>	Top 40 Best Practices for Downtown Management
<b>May 7</b>	Stories from the Front Line: Small-scale Developer Experiences
<b>May 27</b>	Downtown Business Recruitment 101
<b>June 4</b>	Financing Mixed-use Development 101
<b>July 22</b>	Place Management Organization Essentials**
<b>August 26</b>	Volunteer Recruitment and Management
<b>September 3</b>	Community Development Tools: Working with External Partners
<b>September 16</b>	Fund Development Strategies

*\*\* These webinars are specifically tailored to urban neighborhood commercial district management; however, the content can provide insight to broad community development initiatives.*

**CONTACT** the RRC team ([RRC@michigan.org](mailto:RRC@michigan.org)) or MMS team ([michiganmainstreet@michigan.org](mailto:michiganmainstreet@michigan.org)) with questions.

## MiPlace eLearning Webinar Series 2020

Twelve, FREE webinars available to any community.

Recordings will be available in the RRC Library.

Registration will be live within the next week.

**\*\*Dates subject to change during COVID-19 Crisis**

[www.miplace.org/elearning](http://www.miplace.org/elearning)

# MICHIGAN MAIN STREET

## Training Series 2020

### MAIN STREET TRAINING

**May 6 Charlotte**  
**8:30 a.m. – 4 p.m.**  
Windwalker Underground  
Gallery, 127 Cochrane Avenue  
Register at  
[https://medc.cventevents.com/  
MainStreetTrainingCharlotte](https://medc.cventevents.com/MainStreetTrainingCharlotte)

**July 23 Boyne City**  
**8:30 a.m. – 4 p.m.**  
Commission Chambers, City Hall  
319 North Lake Street  
Register at  
[https://medc.cventevents.com/  
MainStreetTrainingBoyneCity](https://medc.cventevents.com/MainStreetTrainingBoyneCity)

### TRAINING LOGISTICS

- Day-long workshop covering the fundamentals of the Main Street Approach™ to strategic and volunteer-driven efforts for community organizing and downtown and neighborhood commercial district revitalization
- Ideal for downtown/neighborhood commercial district management organization executive directors and staff; downtown/neighborhood commercial district management organization board members; local business/property owners; community champions/volunteers; local municipal leaders and staff; stakeholders from community partner organizations

### 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](http://www.miplace.org/elearning) for information about our online training.

### TRAINING AGENDA

#### Morning Session: MAIN STREET BASICS

Attendees will leave this session with strategies for:

- ✓ Identifying an area for focused revitalization efforts
- ✓ Developing an effective organizational structure and determining roles and responsibilities for your organization
- ✓ Building broad based community support designed to help your organization reach your goals
- ✓ Growing volunteer capacity
- ✓ Communicating effectively with stakeholders and partners

#### Afternoon Session: MAIN STREET IN PRACTICE

During this session attendees will learn:

- ✓ Strategies for developing an effective budget to support your organization
- ✓ Tactics for fundraising to develop projects and programming that support revitalization efforts
- ✓ Examples from communities utilizing the Main Street Approach™ to guide their revitalization efforts

The **Michigan Main Street** program exists to help communities develop main street districts that attract both residents and businesses, promote commercial investment and spur economic growth.

For more information, please contact [michiganmainstreet@michigan.org](mailto:michiganmainstreet@michigan.org).



## Michigan Main Street Training Series 2020

Free training series for any interested community.

Available in-person and online.

# RRC Best Practice Training Series 2020

## WHO SHOULD ATTEND

Staff, officials (elected or appointed) and local stakeholders from currently engaged or certified RRC communities, or those considering engaging in RRC.

**WHAT:** Detailed information, examples and implementation steps for achieving a solid planning, zoning and development foundation. An opportunity to network with communities pursuing the same goals of efficiency, transparency and predictability.

**WHY:** For already engaged communities, these trainings offer an opportunity to refresh on RRC best practices or introduce the best practices to new staff and officials. For non-engaged communities, training is required prior to formal engagement.

**COST:** Trainings are being offer at no cost; however, if you sign up and cannot make it to training, please email the RRC team at [RRC@michigan.org](mailto:RRC@michigan.org) to avoid a \$50 cancellation free. A light breakfast and lunch will be included.

## REGISTER:

February 4: <https://cvent.me/yRXgw2>

March 3: <https://cvent.me/OKkgzZ>

April 9: <https://cvent.me/Xk1RrG>

May 13: <https://cvent.me/WLkP27>

September 16–17: <https://cvent.me/3ErwYP>

**NOTE:** Training for RRC Best Practices 1–6 also continues to be available online, at no cost. This offers an opportunity for currently engaged communities to encourage additional staff, officials and stakeholders to learn about and become active participants in local RRC efforts. Register for the online training at [www.miplace.org/RRctraining](http://www.miplace.org/RRctraining).

Contact the RRC team at [RRC@michigan.org](mailto:RRC@michigan.org) with questions.

## BEST PRACTICES 1, 2, 3

TUESDAY, FEBRUARY 4 LANSING  
*Michigan Municipal League  
208 North Capitol Avenue, #1, Lansing*

THURSDAY, APRIL 9 DETROIT  
**CANCELED** SEMCOG  
*1001 Woodward Avenue, #1400, Detroit  
Co-sponsored by SEMCOG as part of their  
"SEMCOG University" series*

## BEST PRACTICES 4, 5, 6

TUESDAY, MARCH 3 LANSING  
*Michigan Municipal  
208 North Capitol Avenue, #1, Lansing*

WEDNESDAY, MAY 13 DETROIT  
**CANCELED** SEMCOG  
*1001 Woodward Avenue, #1400, Detroit  
Co-sponsored by SEMCOG as part of their  
"SEMCOG University" series*

## BEST PRACTICES 1–6

WED/THURS, SEPT. 16–17 ST. IGNACE  
*St. Ignace Library  
110 West Spruce Street, St. Ignace*

## GENERAL SCHEDULE

### BEST PRACTICES 1, 2, 3

8:30 a.m.–9 a.m. Registration  
9 a.m.–11:30 a.m. Best Practice 1  
11:30 a.m.–12:30 p.m. Lunch  
12:30 p.m.–4 p.m. Best Practice 2 and 3

### BEST PRACTICES 4, 5, 6

8:30 a.m.–9 a.m. Registration  
9 a.m.–11 a.m. Best Practice 4  
11 a.m.–12:30 p.m. Best Practice 5  
12:30 p.m.–1 p.m. Lunch  
1 p.m.–4 p.m. Best Practice 6

# RRC Best Practice Training Series 2020

Free training series for any  
interested community.

Available in-person and online.

Online system is undergoing  
improvements that should be  
live in Spring 2020.

[www.miplace.org/events](http://www.miplace.org/events)  
[www.miplace.org/rrctraining](http://www.miplace.org/rrctraining)





thank  
you

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MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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