

# MICHIGAN MAIN STREET

## Training Series 2018

### MAIN STREET BASICS

Main Street Basics Training will cover the fundamentals of the Main Street program. The training will consist of an introduction to the Michigan Main Street program and the Main Street framework for downtown revitalization and management. Attendees will leave with strategies for establishing a local Main Street organization and communication strategies for building broad-based community support for a local Main Street effort. You'll hear from local Main Street executive directors, board members, volunteers and municipal staff on how they started their local Main Street organization, built local community support and momentum, and what Main Street has done for their downtown and community.

### MAIN STREET IN PRACTICE

The Main Street In Practice Training will cover an in-depth review of strategies for moving forward with building and funding a local Main Street organization. Attendees will leave with an understanding of the criteria for identifying their Main Street district and tactics for planning and executing successful fundraising activities. Local Main Street executive directors, board members, volunteers and stakeholders will review their experience establishing their local Main Street organization, building the Main Street budget, and will share their fundraising efforts that ensure continued organizational sustainability.



4101-171130

### MAIN STREET BASICS TRAININGS

- Mar 13** Charlotte  
Windwalker Underground Gallery  
125 S. Cochran Ave.  
Click <https://medc.cvent.com/mainstreetbasicscharlotte> to register (registration is limited to 50 people)
- June 21** Charlevoix  
Charlevoix City Hall, 210 State St.  
Click <https://medc.cvent.com/mainstreetbasicscharlevoix> to register (registration is limited to 50 people)

### MAIN STREET IN PRACTICE TRAININGS

- Apr 25** Saline  
Trinity Lutheran Church  
195 E. Michigan Ave.  
Click <https://medc.cvent.com/mainstreetinpracticesaline> to register (registration is limited to 50 people)
- July 10** Otsego  
Otsego Main Street Office  
218 N. Farmer St.  
Click <https://medc.cvent.com/mainstreetinpracticeotsego> to register (registration is limited to 50 people)

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)

