

# MICHIGAN MAIN STREET

## Training Series 2017

### MAIN STREET BASICS

Main Street Basics Training will cover the fundamentals of the Main Street Program. The training will consist of review of Michigan Main Street program, its services, and past results. Attendees will leave with strategies for establishing a local host organization and communication strategies for building broad-based community support for a local Main Street effort. You'll hear from local Main Street managers, volunteers and municipal staff on how they started their local program and what Main Street has done for them.

### MAIN STREET IN PRACTICE

The Main Street in Practice training will be split between panel discussions led by Select and Master Level Main Street communities and in-depth review of strategies for moving forward. Attendees will leave with an understanding of the criteria for identifying their district and tactics for planning and executing successful fundraising activities. Panel discussions include local volunteers, community development partners, and others and will review their experience establishing a program, the role it plays in regional community development, and the community's vision for moving their downtown forward.



3760-161123

### MAIN STREET BASICS TRAININGS

- April 13** Milan City Hall  
147 Wabash St., Milan  
Click [www.cvent.com/d/jvqvmq](http://www.cvent.com/d/jvqvmq) to register (registration is limited to 50 people).
- July 18** Comstock Inn  
300 E. Main St., Owosso  
Click [www.cvent.com/d/2vq540](http://www.cvent.com/d/2vq540) to register (registration is limited to 50 people).

### MAIN STREET IN PRACTICE TRAININGS

- May 18** Loutit District Library  
407 Columbus Ave., Grand Haven  
Click [www.cvent.com/d/lvqv19](http://www.cvent.com/d/lvqv19) to register (registration is limited to 30 people).
- Aug 17** Grayling City Hall  
1020 City Blvd., Grayling  
*Registration limited to 60 people*  
Click [www.cvent.com/d/1vq54p](http://www.cvent.com/d/1vq54p) to register (registration is limited to 60 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)

