

MICHIGAN MAIN STREET

Training Series 2019

TRAINING LOGISTICS

- Day-long workshop covering the fundamentals of the Michigan Main Street program
- Hosted in a Michigan Main Street Select or Master Level Community
- Ideal for DDA executive directors, DDA board members, local business/property owners, downtown champions/volunteers, local municipal leaders and staff, stakeholders from downtown partner organizations (Chamber of Commerce, CVB, etc.)

TRAINING AGENDA

- **Morning Session: 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.
- **Afternoon Session: 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 Organization Panel Discussion**
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. In addition, the local community will review their experience building the Main Street budget, and will share their fundraising efforts that ensure continued organizational sustainability.

MAIN STREET TRAININGS

April 30: Howell

8 a.m.–4 p.m.

TBD

Registration:

<https://MEDC.cvent.com/MainStreetTrainingHowell>

June 19: Wayland

8 a.m.–4 p.m.

New Life Community Church
160 Pine Street, Wayland

Registration:

<https://MEDC.cvent.com/MainStreetTrainingWayland>

July 25: Ewart

8 a.m.–4 p.m.

The Ewart Depot
200 South Main Street, Ewart

Registration:

<https://MEDC.cvent.com/MainStreetTrainingEwart>

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

