

A photograph of a city street scene. In the background, a clock tower with a blue roof and a white clock face is visible. The street is lined with trees and parked cars. A semi-transparent blue overlay covers the middle of the image, containing white text.

Planning at the Forefront:
MEDC's Integrated Approach to Economic
Development - RRC & MMS

RRC and MMS build a solid foundation for creating strong places that retain and attract business investment and talent.



Together, MMS and RRC

- Strengthen public-private partnerships between local Main Street Organization, public sector leaders and investors
- Provide framework for local capacity building to gather resources and support for programming based on local needs
- Align community vision with downtown plan and economic development strategies
- Encourage focus on measurable economic outcomes that help communicate impact

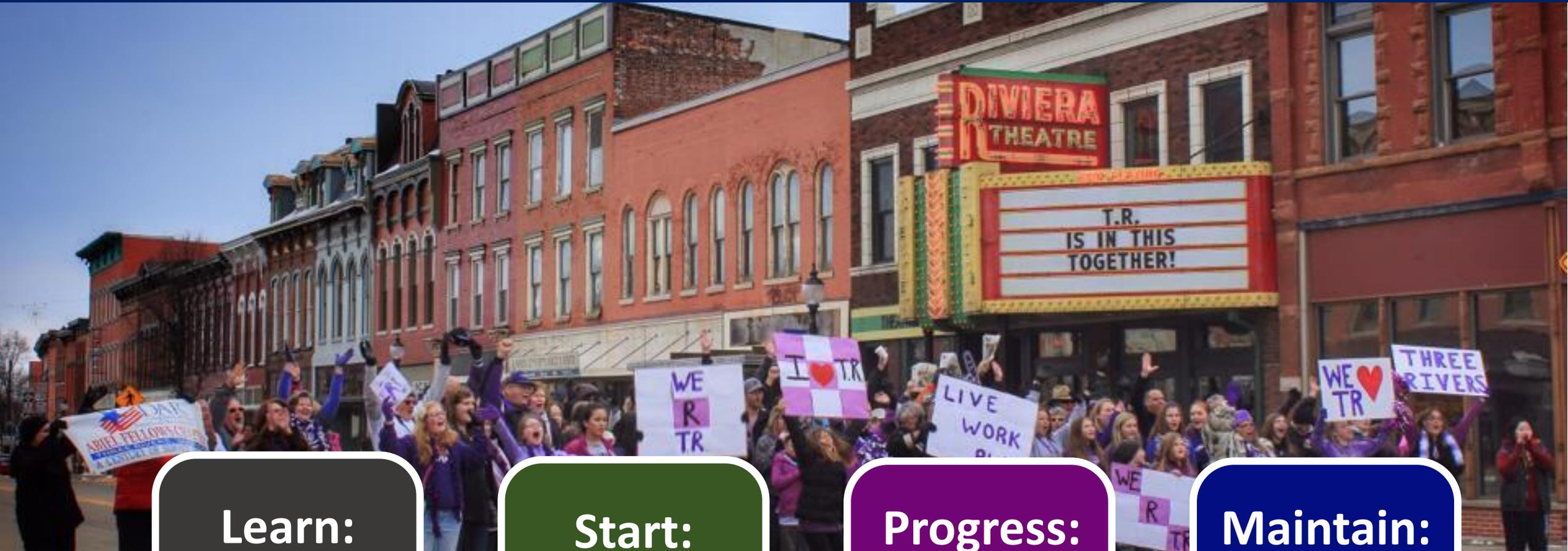


MICHIGAN MAIN STREET

OPEN



Michigan Main Street Program Levels



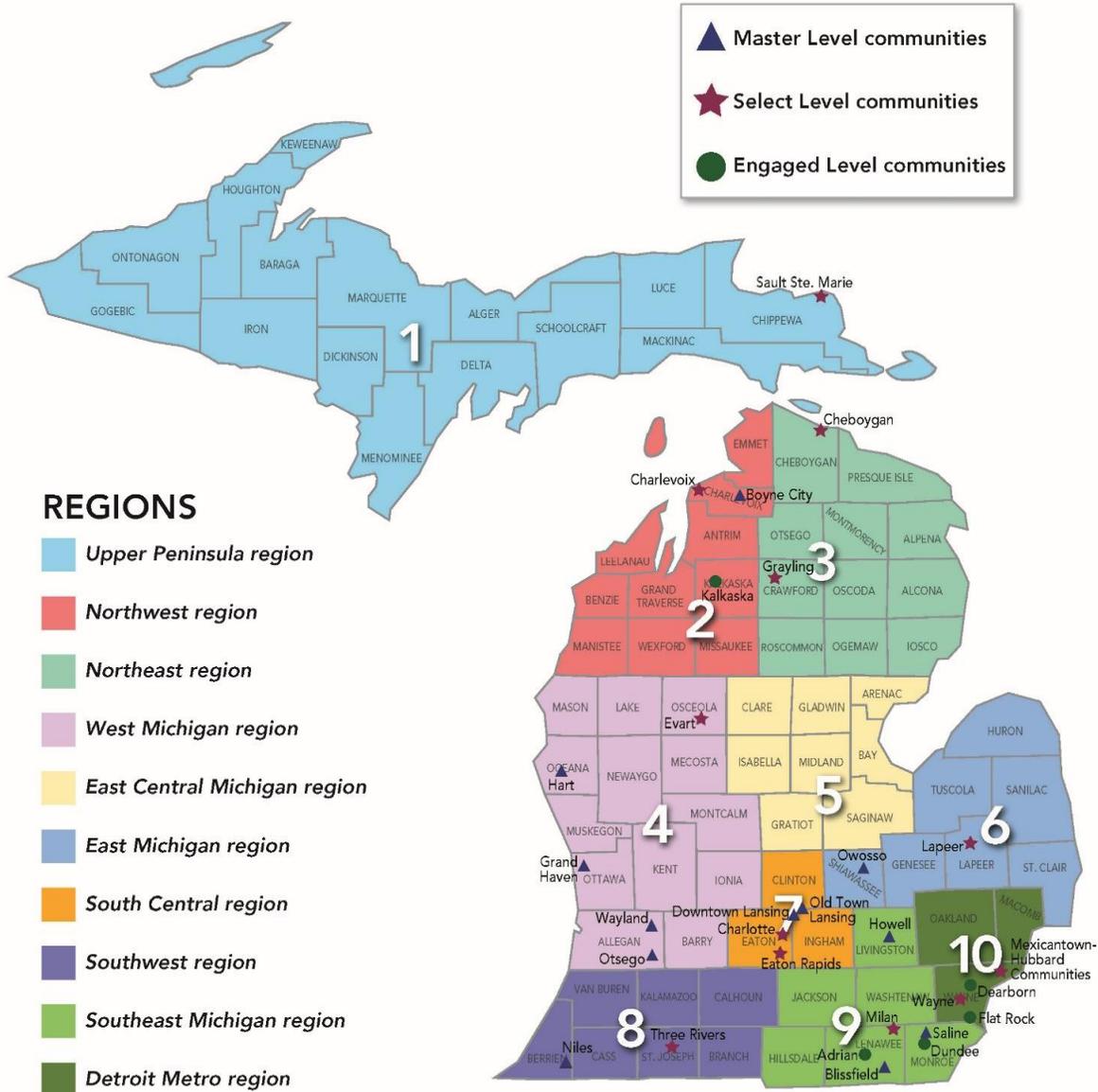
Learn:
Training
Series

Start:
Engaged
1-3 years

Progress:
Select
5 years

Maintain:
Master
At least 2 years

Michigan Main Street Communities 2019





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

- ✓ **ATTRACT** both residents and businesses
- ✓ **PROMOTE** private commercial investment
- ✓ **SPUR** economic growth

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.

Transformation Strategies

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

Implementation and Measurement

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

Comprehensive Impact of Main Street

ECONOMIC VITALITY



DESIGN



PROMOTION



ORGANIZATION



redevelopment ready
communities®



Empower communities to shape their future by establishing a solid foundation to retain and attract business investment and talent.

redevelopment ready communities[®]

Technical assistance
Review of plans, processes,
policies and practices
Planning and economic
development
Business, talent, place
Certification

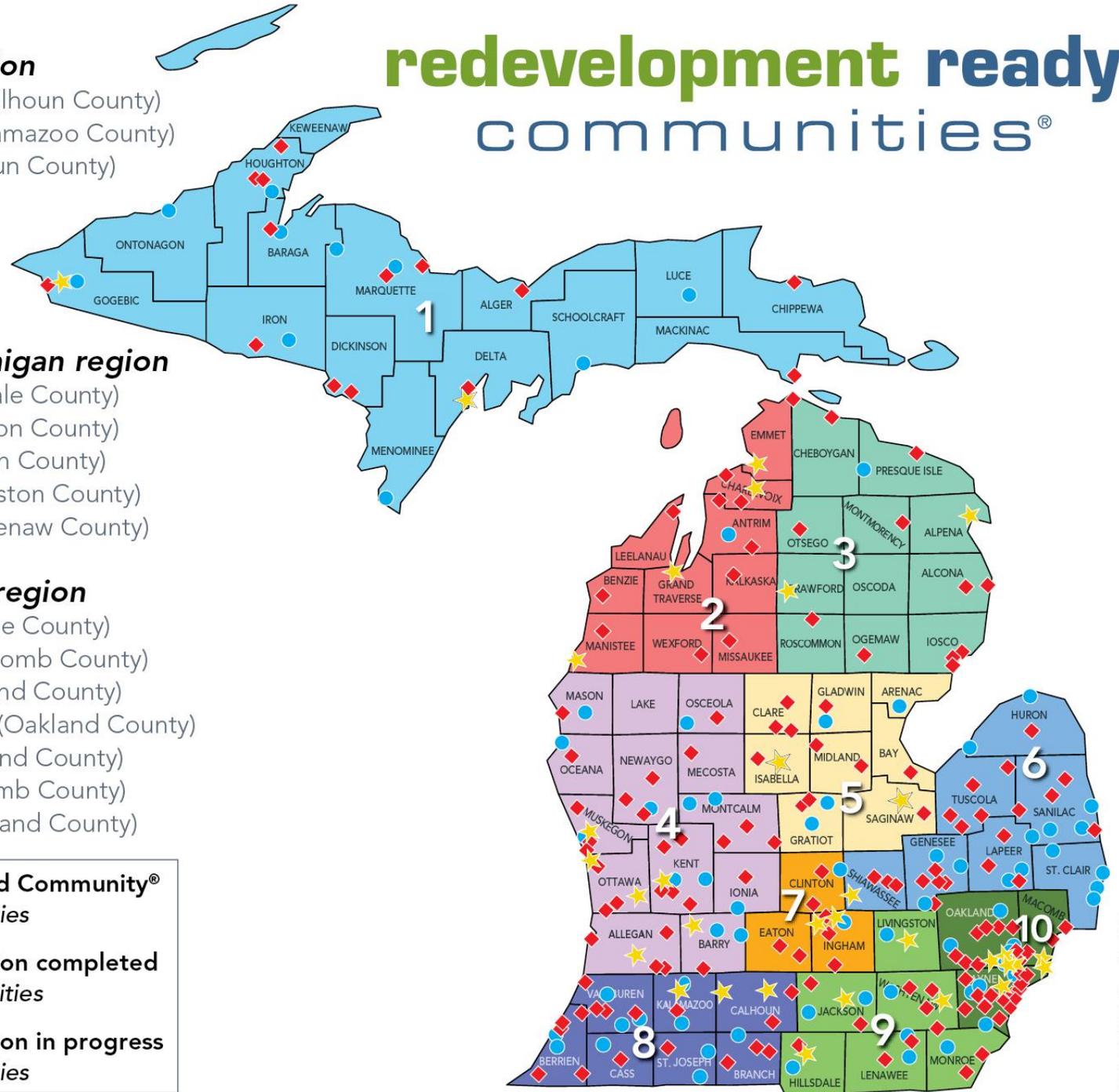


redevelopment ready communities®

- 1 Upper Peninsula region**
 - ★ Bessemer (Gogebic County)
 - ★ Escanaba (Delta County)
- 2 Northwest region**
 - ★ Boyne City (Charlevoix County)
 - ★ Manistee (Manistee County)
 - ★ Petoskey (Emmet County)
 - ★ Traverse City (Grand Traverse County)
- 3 Northeast region**
 - ★ Alpena (Alpena County)
 - ★ Grayling (Crawford County)
- 4 West Michigan region**
 - ★ Allegan (Allegan County)
 - ★ Grand Haven (Ottawa County)
 - ★ Grand Rapids (Kent County)
 - ★ Hudsonville (Ottawa County)
 - ★ Middleville (Barry County)
 - ★ Muskegon (Muskegon County)
- 5 East Central Michigan region**
 - ★ Mt. Pleasant (Isabella County)
 - ★ Saginaw (Saginaw County)
- 6 East Michigan region**
 - ★ Laingsburg (Shiawassee County)
- 7 South Central region**
 - ★ Lansing (Ingham County)
 - ★ Meridian Twp. (Ingham County)

- 8 Southwest region**
 - ★ Battle Creek (Calhoun County)
 - ★ Kalamazoo (Kalamazoo County)
 - ★ Marshall (Calhoun County)
- 9 Southeast Michigan region**
 - ★ Hillsdale (Hillsdale County)
 - ★ Howell (Livingston County)
 - ★ Jackson (Jackson County)
 - ★ Pinckney (Livingston County)
 - ★ Ypsilanti (Washtenaw County)
- 10 Detroit Metro region**
 - ★ Dearborn (Wayne County)
 - ★ Eastpointe (Macomb County)
 - ★ Ferndale (Oakland County)
 - ★ Lathrup Village (Oakland County)
 - ★ Oak Park (Oakland County)
 - ★ Roseville (Macomb County)
 - ★ Southfield (Oakland County)

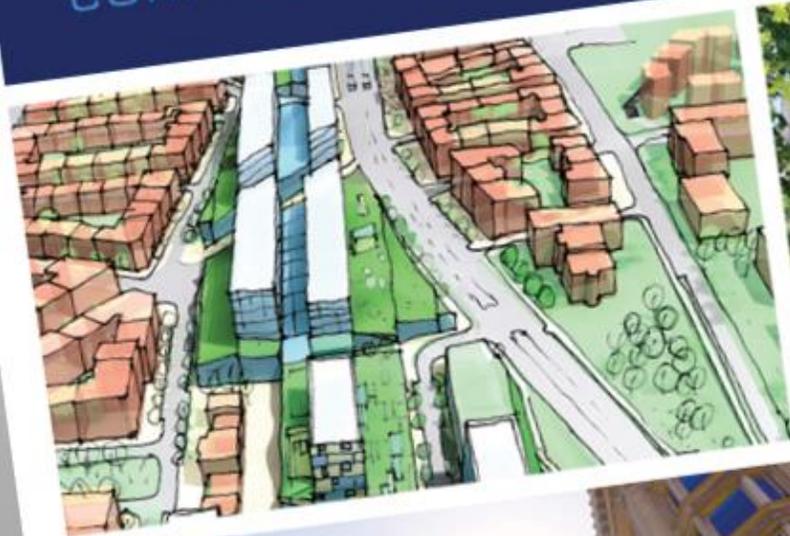
- ★ RRC Certified Community®
34 communities
- ◆ RRC evaluation completed
166 communities
- RRC evaluation in progress
65 communities





redevelopment ready
communities®

BEST PRACTICES



1. Community plans and public outreach
2. Zoning regulations
3. Development review process
4. Recruitment and education
5. Redevelopment Ready Sites®
6. Community prosperity

Communities in both programs

Certified

Boyne City, Grand Haven, Grayling, Howell, Lansing (2 MMS)

Engaged

Charlevoix, Charlotte, Cheboygan, Eaton Rapids, Hart,
Lapeer, Mexicantown (Detroit), Milan, Niles, Ostego, Owosso, Saline, Sault Ste
Marie, Three Rivers, Wayland, Wayne



RRC BEST PRACTICES:

Community plans and public outreach

Municipality

- ✓ Planning documents integrate community vision for future development and identify development priorities
- ✓ Community identifies and engages stakeholders

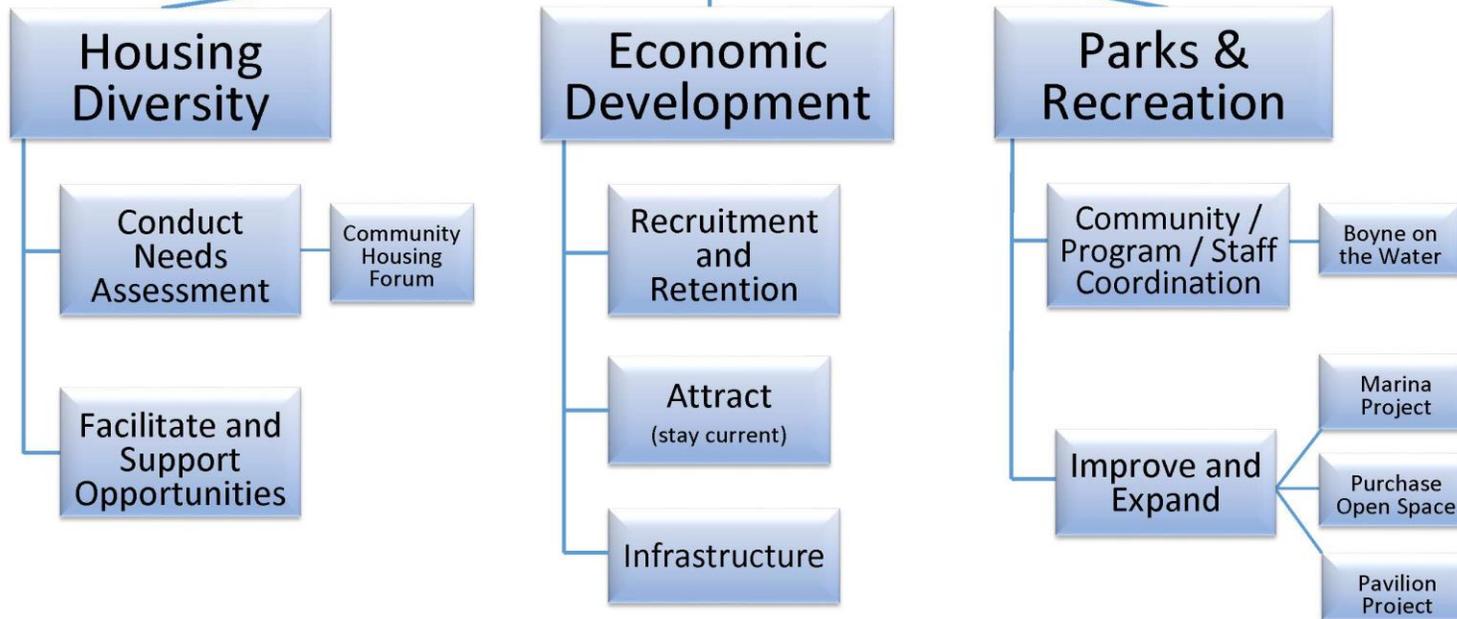
Main Street

- ✓ Vision for Downtown District integrated into Master Plan
- ✓ Downtown Plan reflective of local Main Street Organization's vision and transformation strategies
- ✓ Community engagement is critical in creating vision for downtown and continued revitalization efforts

Boyne City Master Plan Goals and Transformation Strategy Alignment



2016 / 17 City-wide Goals



Boyne City - Community Engagement

Community Input Overview

Community Meeting

- 41 people attended / gave input
- 32 people participated in poling
- Broke into focus groups to identify community issues
- Recognized the top 18 issues
- Narrowed down issues to top 7
- Expanded on top 7 issues

Online Survey

- 465 people participated
- 450 (approx.) participated in poling
- Rated and commented on top 7 issues identified at the meeting
- Rated the remaining 11 issues
- Provided feedback on issues not listed from the meeting feedback

The image shows a screenshot of the Boyne City Main Street Facebook page and website. The Facebook page header includes the name "Boyne City Main Street" and a search bar. The profile picture is a logo with the text "Boyne City Main Street" and "Where Life Meets Lake". The cover photo is a collage of images including a lake, a cabin, and food. The page has a "Send Message" button and a "Status" section with a "Write something on this Page..." prompt. The right sidebar shows the page is a "Government Organization in Boyne City, Michigan" with a 4.8-star rating and a "Very responsive to messages" badge. The website header features the "Michigan Boyne City Main Street" logo and navigation links for "ABOUT", "COMMITTEES", "LIFESTYLES", "HISTORY", "BUSINESSES", and "FARMER'S MARKET". The main content area shows a large photo of a community event on a lawn in front of a brick building. The footer includes the slogan "Where Life Meets Lake" and a navigation menu with links for "Stroll the Streets continues through Sept 1", "Harvest Festival Sept 30", "Walkabout Sculpture Show - Vote for your favorite!", "Calendar", and "Gallery".



RRC BEST PRACTICES:

Zoning regulations

Municipality

- ✓ Zoning Ordinance aligns with Master Plan
- ✓ Encourages appropriate and desired form of development
- ✓ Includes flexibility to encourage quality development
- ✓ Is easy to understand

Main Street

- ✓ Zoning ordinance aligns with adopted downtown plan
- ✓ Regulates and encourages the type of development appropriate for Downtown Districts

Downtown Lansing Housing Development



Downtown Sault Ste. Marie Form Based Code





RRC BEST PRACTICES:

Development review process

Municipality

- ✓ Clearly identified Development Review Procedures
- ✓ Project Tracking
- ✓ Internal/External communication

Main Street

- ✓ Ensure Downtown Directors, Staff and Board members are knowledgeable resources and participate in the Development Review and Approval Process

Lapeer



Owosso Collaborative Approach to Downtown Development





RRC BEST PRACTICES:

Recruitment and education

Municipality

- ✓ Recruitment, orientation and on-going education for staff, elected and appointed officials
- ✓ Applications and descriptions for open board and committee positions

Main Street

- ✓ Recruitment and descriptions of roles and responsibilities for downtown board members and staff
- ✓ Proper orientation, education and training of board members, staff and volunteers provided

Michigan Main Street Training Model



Otsego – Attending Trainings as a Community



Main Street Volunteer Recruitment and Education

Wayne Main Street Volunteer Handbook



Be involved.

Two hours of volunteering can create a street lined with flowers.

Wayne Main Street is more than an organization. It's a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.

HOURS & CONTACT INFO

Office:

1 Town Square Wayne, MI 48184

Mailing Address:

PO Box 327 Wayne, MI 48184
734-629-6822

Hours: Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm
or by appointment

HOME ABOUT US 4-5-20 REWARDS BUSINESSES & ATTRACTIONS EVENTS BUSINESS FRIENDLY VOLUNTEER NEWS MERCHANDISE FUNDING PARTNERS CONTACT US



Volunteer

Volunteers like you contribute unique talents, skills, and knowledge to events and organizations in communities all over the world. This philosophy on volunteerism is vital to the Main Street DDA's belief about what we need to provide the best services possible for the stakeholders in our community.

OPPORTUNITIES:

- Photography Volunteer
- Promotional Material Distributors
- Downtown Planting Day
- Business Liaisons
- Friendraiser
- Farmers Market Volunteer



DONATE TO YOUR
DOWNTOWN

Search



RRC BEST PRACTICES:

Community prosperity

Municipality

- ✓ Community identifies goals and actions necessary to strengthen overall economic health
- ✓ Community markets itself to create community pride and investor confidence

Main Street

- ✓ Transformation strategies based on current economic market dynamics
- ✓ Transformation Strategies act as the economic development strategy for the downtown
- ✓ Transformation strategies align with community's economic development strategy
- ✓ Marketing of downtown to promote assets and create a positive image



ECONOMIC DEVELOPMENT STRATEGY

Prepared for
The City of Grayling, Michigan
March 2017



Prepared by:
Joe Borgstrom, Principal
Email: joe@placeandmain.com
Phone: (517) 614-2733



Milan – Main Street and City implementing transformation strategies together



FAMILY-FRIENDLY



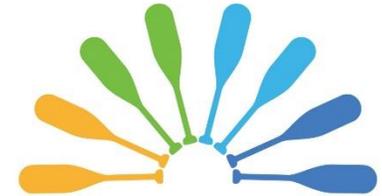
ARTS & ENTERTAINMENT



GRAYLING
Naturally Colorful



The City of
GRAYLING
MICHIGAN



GRAYLING
MAIN STREET

D O W N T O W N

GRAYLING

MICHIGAN'S MOST COLORFUL RIVERTOWN



RRC BEST PRACTICES: Redevelopment Ready Sites[®]

Municipality

- ✓ Community identifies priority redevelopment sites
- ✓ Sets a vision for sites
- ✓ Defines targeted uses for infill/redevelopment of sites
- ✓ Actively promotes and markets sites

Main Street

- ✓ Main Street Organization creates list of identified redevelopment opportunities and/or vacant storefronts downtown
- ✓ Alignment of key downtown sites with community's priority sites for redevelopment
- ✓ Utilizes market analysis to understand economic market dynamics influencing infill/redevelopment
- ✓ Actively promotes and markets sites on website and other media

Selecting Sites: Vernon



Commercial Building/Multipurpose

100 W Main – Café

Parcel Number
012-60-006-009

Current Owner
Bob Calley

Sale Information
10/9/2018

Current Zoning
B-1 General Business

Asking Price
\$149,900

2018 S.E.V.
\$62,000

2018 Taxable Value
\$62,000

Incentives
Community Development
Block Grant (CDBG)
Brownfield
MEDC
CRP
Redevelopment Liquor
Licenses
Public Spaces
Community places

This property is currently listed with Re-max Platinum. For more information please contact Kathy Talt at 810-577-8795



Building Features:

Café Setting and Equipment

Banquet room that could be converted to a separate business

Large second story that could be converted in 2 to 3 apartments or into a 5 room Air B&B

3 Separate Basements for storage.

Main Street Access

Vernon is a quaint little Village with a lot to offer an investor. Located in the heart of the Village the possibilities are vast. This historic turn of the century brick café is full of character and lots of potential. The café is available with all the equipment inside, including ovens, refrigerators, tables, chairs and more. The banquet room could be additional dining space or used for a separate business. The upper level is accessible from Main street and provides a great option to add income through suite apartments or creating a Bed and Breakfast space. You could also turn the upper level into a private office space. With the new canoe launch, the recent reopening of the Ice Cream Shoppe, the Irish Pub opening in the spring and more, Vernon is the place to be. We want you to be a part of our community. Venture to Vernon and see all of the unique features we have to offer.

Tax Roll Description: ORIGINAL PLAT VERNON VILLAGE N 100 FT OF W 29 FT OF LOT 10, BLK 6 ALSO AN UNDIVIDED 1/2 INTEREST IN & TO E WALL OF BUILDING SITUATED ON ABOVE DESC PROPERTY, SD WALL ON E 8 FT OF LOT 10 ALSO E 8 FT OF N 90 FT OF LOT 10 & W 16 FT OF N 90 FT OF LOT 9, BLK 6

Marketing Sites: Grand Haven & Howell

GRANDHAVEN MICHIGAN MAIN STREET year round eateries, shops, arts, style

SEARCH

Historic Grand Haven Shop & Dine Things to Do Getting Around Festivals & Events Community

Real Estate
Business Resource Guide
Market Study
Permits
Downtown Studies
Centertown Survey

Photo of Grand Haven, Michigan

YouTube Twitter Facebook Maps

About Main Street MSDDA at Work Volunteer Sponsorship Business Resource Guide

Real Estate

Looking for information about leasing or purchasing a property in the Grand Haven Main Street Downtown Development Authority district for your business or organization?

The Main Street office keeps a current list of available properties should you wish to inquire about availability. There are also many qualified real estate professionals in Grand Haven who can help you select the perfect site for your new business.

For detailed information about available real estate in the DDA district, please contact Diane at 616.844.1188

HOME ABOUT US BUSINESSES & ATTRACTIONS EVENTS BUSINESS FRIENDLY VOLUNTEER 100 FRIENDS NEWS MERCHANDISE FUNDING PARTNERS CONTACT US

Available Real Estate

1015-1017 E. Grand River Ave

For Sale - \$450,000
Size: 6800 Sq. Ft.

Contact: Steve Kozak
248.948.9000

309 E. Grand River Ave.
The Pearl

For Lease - Restaurant Space
4500 Sq. Ft.

Contact: Jeff Doyle
P: 517-548-4774
C: 517-404-8257
Jeff@doylehomes.us

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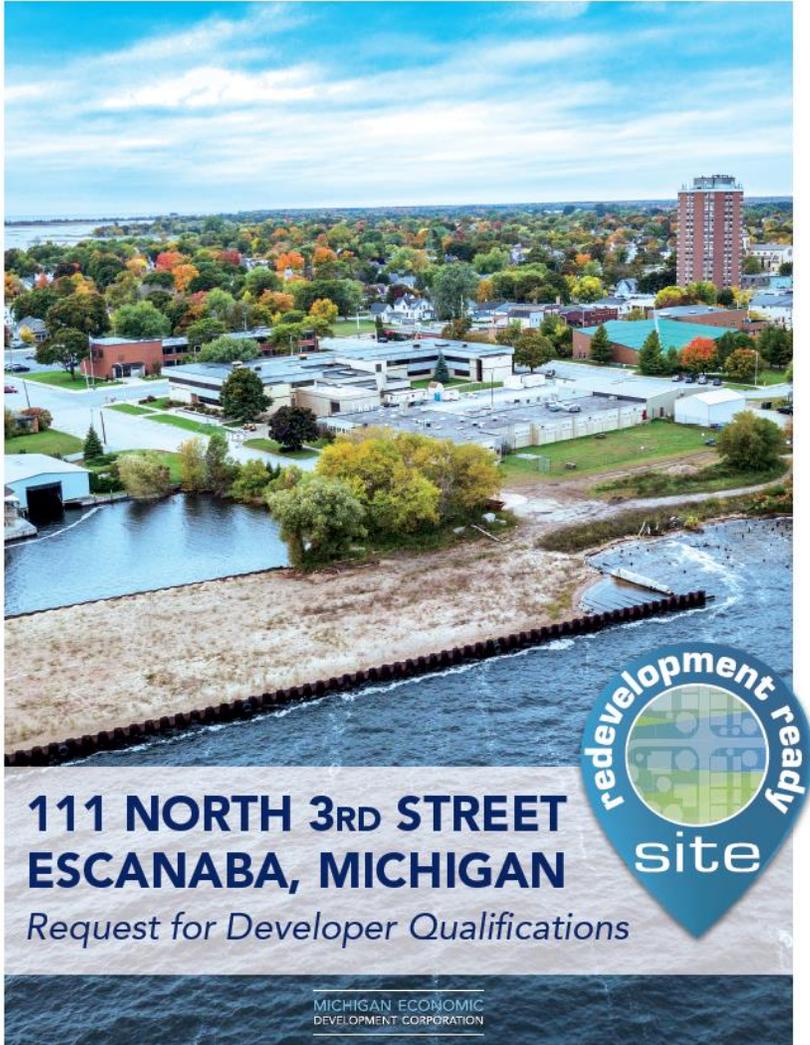
Name

First Name Last Name

Email Address *

SUBMIT

Active Redevelopment Partnership: Escanaba

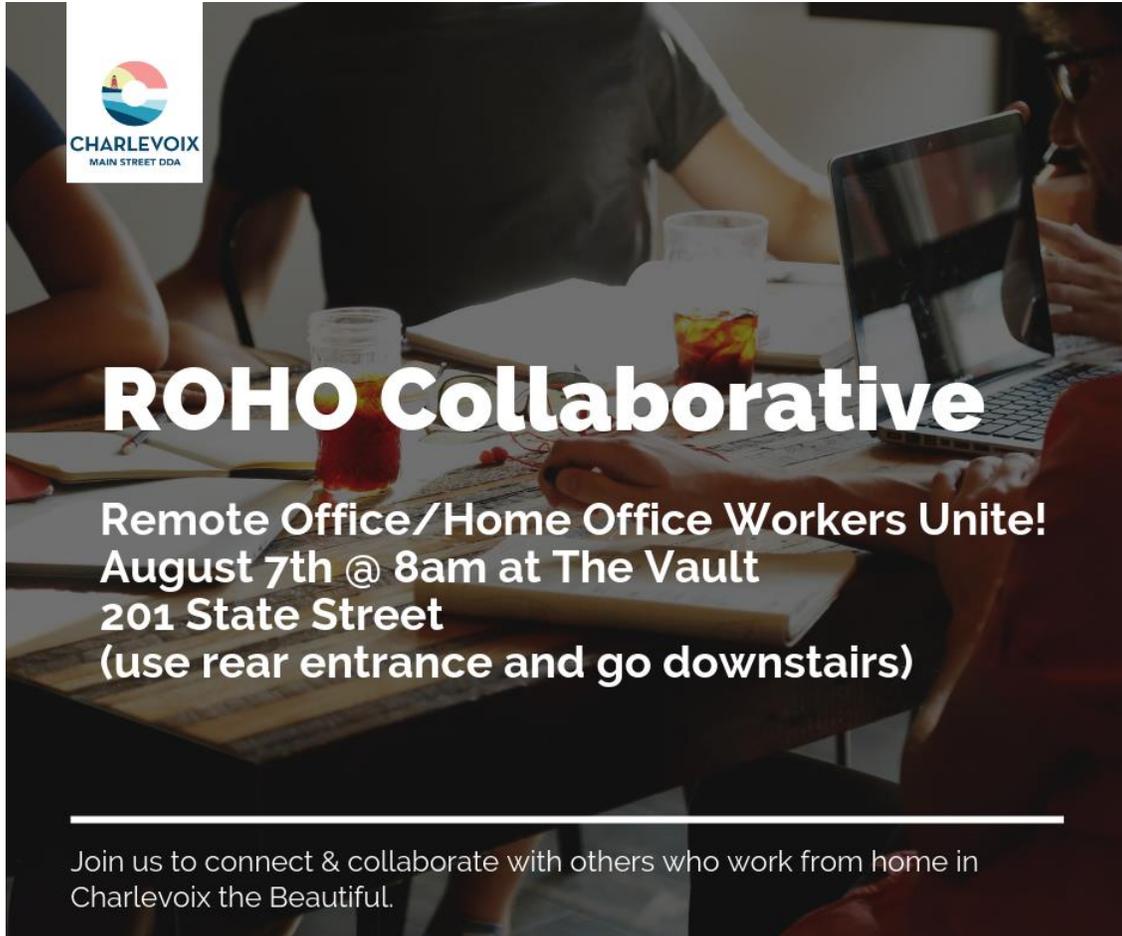


- RRC certified community since 2017; non-Main Street community with an active DDA & Director.
- DDA has been an active participant in the search process for a developer to redevelop this key downtown site.
- Downtown resources via TIF are an available incentive for the project.
- DDA priorities such as upgrades to Ludington Street (downtown corridor) are important components of marketing the site.

Straight from the source: Niles



Straight from the source: Charlevoix



ROHO Collaborative

Remote Office/Home Office Workers Unite!
August 7th @ 8am at The Vault
201 State Street
(use rear entrance and go downstairs)

Join us to connect & collaborate with others who work from home in Charlevoix the Beautiful.



Charlevoix
is **OPEN**
FOR BUSINESS

ELEMENTS
downtowncharlevoix.com

Leveraging MMS & RRC



