



ANNUAL REPORT

2017–2018

www.mplace.org/communities/mms

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

February 8, 2019

Dear Friends and Partners,

2018 was a year of celebrations! Not only did the Michigan Main Street (MMS) program turn 15, we also celebrated two communities who have been with our program since inception; cheers to Boyne City and Portland! We also celebrated with Howell Main Street who was awarded the 2018 Great American Main Street Award, which brings recognition as one of the best downtowns in the country.

When not celebrating, we were hard at work delivering a robust and diverse number of technical assistance services and trainings to 23 communities throughout the state, including a business recruitment service for Otsego Main Street, branding for Owosso Main Street and Saline Main Street, and a brand-new communication plan service in several communities. In addition, MMS developed new tools which include: a data resource guide to help streamline data collection and ensure validity; an event evaluation tool to help communities evaluate the economic and fiscal return from their events; and a board self-assessment to ensure local communities' Main Street boards are operating at the highest level.

Over the past year, the 23 Select and Master Main Street MMS communities generated more than \$28 million in private investment, over 100 new businesses and improved 92 façades. The MMS program is proof that a community-driven approach to economic development delivers tangible results while supporting local economic growth for long-term success.

We are excited to share the individual stories and successes from MMS communities on the following pages. In the coming year, the MMS team looks forward to building on these accomplishments by working with the amazing volunteers, staff and community stakeholders who work tirelessly to leverage local assets, build strong relationships, develop local businesses and execute community events in order to build thriving Main Streets across the state.

My team and I truly value the friendships and partnerships that have been built as a result of this impactful program. We look forward to continuing to grow and support your local efforts in 2019.

Best regards,



Katharine Czarnecki
Senior Vice President, Community Development
Michigan Economic Development Corporation



MAIN STREET APPROACH™



Main Street.

Two words that evoke nostalgic feelings and warm memories in many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

The Michigan Main Street program provides technical assistance services to communities working to develop main street districts that attract residents and businesses, promote commercial investment and spur economic growth. Main Street programs use the Main Street Approach™—a common-sense method for tackling the complex issues of revitalization by capitalizing on downtown's history and the unique assets of the community itself.

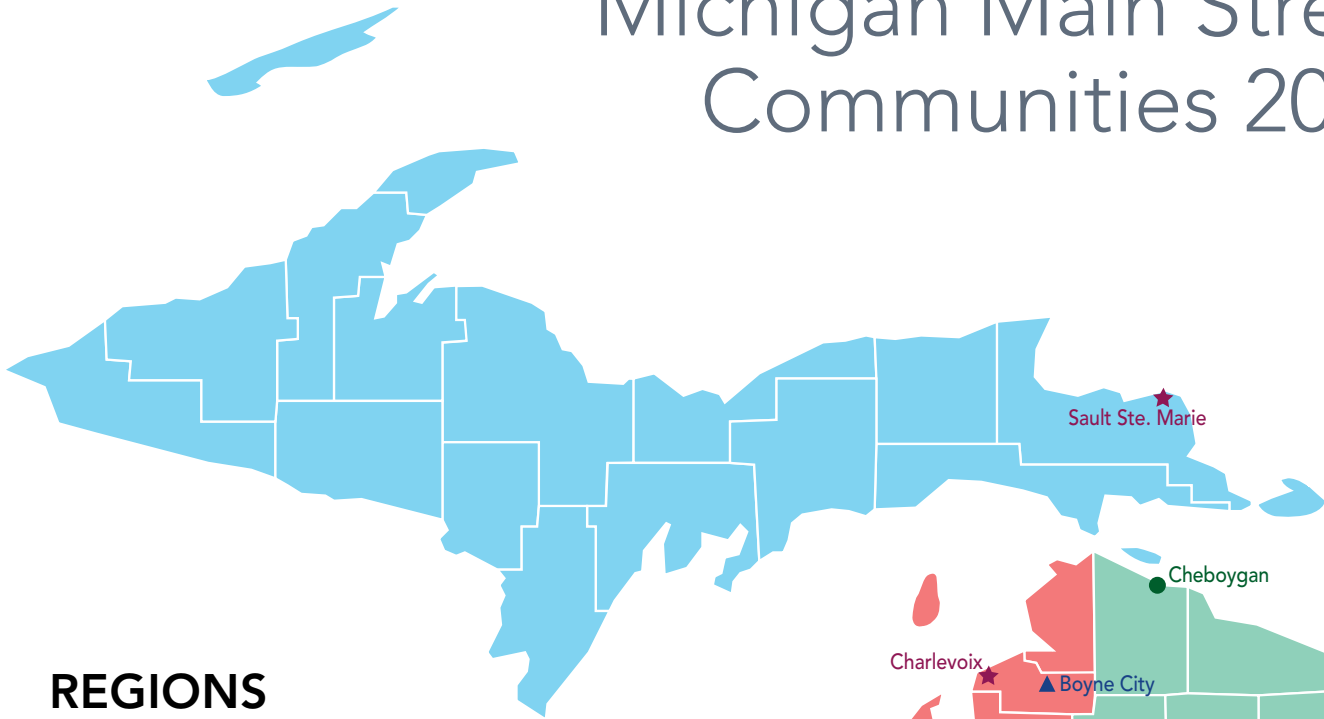
The **Main Street Approach™** is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.



The Main Street Approach™ is a methodology consisting of three integrated components:

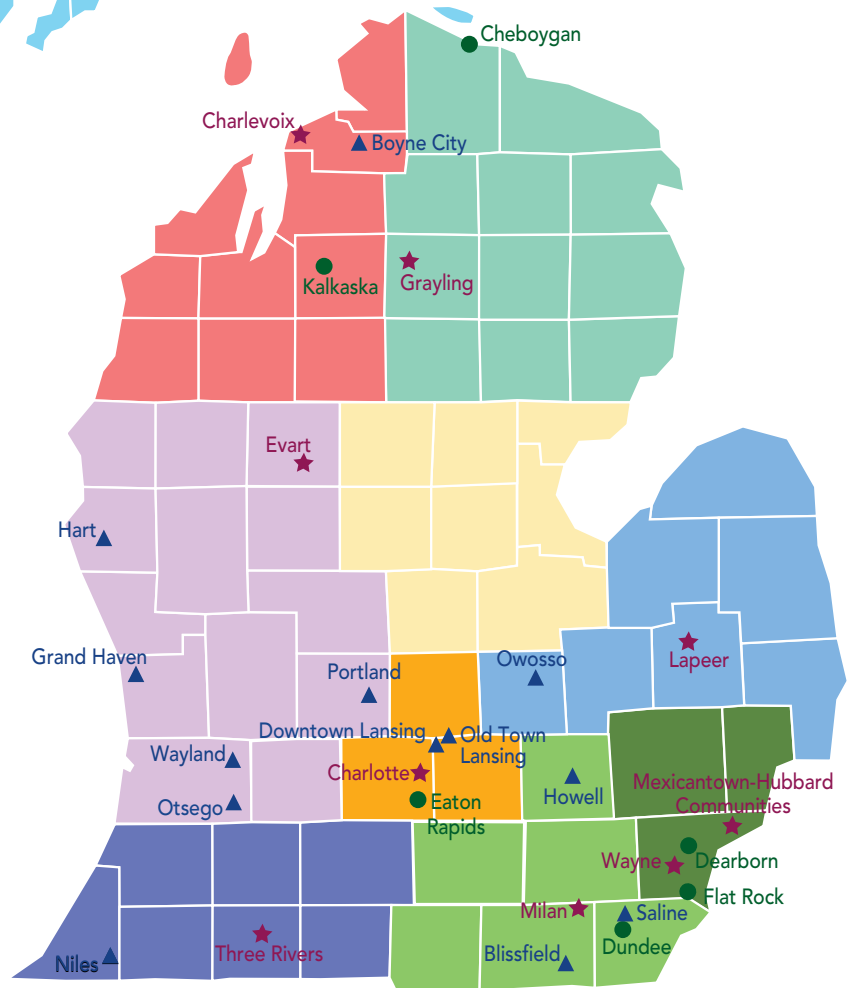
1. The vision provides a foundation for outlining the community's identity, expectations and ideals for future development while being grounded in an understanding of the economic market realities of the district.
2. Transformation strategies identify long-term and short-term actions that provide a clear sense of priorities and direction to help move a community closer to implementing their vision. Work on these strategies should align with the Main Street Four Points of organization, promotion, design and economic vitality.
3. The Main Street organization must show visible results that can only come from implementing action items and completing projects in the short-term and long-term. Main Street must focus on measuring progress and results in order to justify and demonstrate the wise use of scarce resources.

Michigan Main Street Communities 2018



REGIONS

- Upper Peninsula region*
- Northwest region*
- Northeast region*
- West Michigan region*
- East Central Michigan region*
- East Michigan region*
- South Central region*
- Southwest region*
- Southeast Michigan region*
- Detroit Metro region*



- Select Level communities
- Master Level communities
- Engaged Level communities

MICHIGAN MAIN STREET



The **Michigan Main Street 2017–18 Annual Report** includes communities that are required to report local statistics as part of their participation in the Select and Master Level of the Michigan Main Street program. Over the past year, Michigan Main Street communities have continued to generate real results for their communities by supporting new and existing businesses, planning and funding physical improvements, organizing events and promotions to raise the profile of their downtown district and engaging community members in downtown revitalization.

A note about numbers: In fall 2017, Michigan Main Street commissioned consulting firm Jon Stover & Associates to assess the reliability of locally collected Main Street program data. Economic indicators from historic annual reports were compared with one or more of the best available third-party data providers. Data collected locally by Main Street directors was found to be largely accurate. In fact, program-reported data was found to generally be more reliable than third party data for six out of seven key economic indicators used in the study, including business count, business mix, average rent, commercial vacancy, housing, and property value. The results of this assessment highlight the important role that local Main Street programs play in helping their community quantify economic impacts and track the result of downtown investments.

2017–18 TOTAL PRIVATE INVESTMENT:

\$28,798,135

Program to date: \$286,595,375



2017–18 TOTAL PUBLIC INVESTMENT:

\$4,103,949

Program to date: \$89,075,530



2017–18 VOLUNTEER HOURS: 56,566

Program to date: 690,739



2017–18 NEW BUSINESSES: 116

Program to date: 1,299



2017–18 FAÇADE IMPROVEMENTS: 92

Program to date: 1,288



BLISSFIELD

designation year: 2010



www.blissfieldmainstreet.com | Master Level

HIGHLIGHTS

- Blissfield Main Street documented record attendance for the Wassail Festival as participation grew to over 500 people and brought in thousands of dollars of revenue for the Main Street program while showcasing over a dozen local businesses in the light of Christmas décor and holiday cheer.
- Blissfield Main Street continued to strengthen their relationship with the Blissfield Elementary School's BELL Lab to grow flowers and greenery that are planted in downtown planters.
- Blissfield Main Street hosted a new fall event "Antiques in Autumn" which featured local businesses along with pop-up vendors. The event brought in hundreds of shoppers and vendors reported outstanding sales numbers.
- This year, five new businesses opened including a new restaurant, and an antiques and vintage retail shop filling empty store fronts in downtown Blissfield. One business expanded from a small physical therapy office to include a public 24-hour gym facility.

Population (2010 Census):
3,291



2017-18 TOTAL PRIVATE INVESTMENT: \$68,572
Program to date: \$4,778,846



2017-18 VOLUNTEER HOURS: 1,856
Program to date: 16,330



2017-18 NEW BUSINESSES: 5
Program to date: 28



2017-18 FAÇADE IMPROVEMENTS: 4
Program to date: 36



BOYNE CITY

designation year: 2003



RRC Certified

www.boynecitymainstreet.com | Master Level

HIGHLIGHTS

- The Boyne City Main Street program celebrated 15 years as an organization in 2018! Their "Stroll the Streets" event series and the Boyne Thunder Poker Run also celebrated 15 years. Boyne Thunder raised a record \$210,000 and reached \$1 million total for the life of the event. The event was also named the "World's Best Poker Run" by *Speed on the Water* magazine, a leader in the powerboating industry.
- Boyne City Main Street was named a finalist for the 2019 Great American Main Street Award. This means they are one of the top 10 downtowns in the country.
- Boyne City Main Street has diligently worked to better align their programming and events with their outdoor recreation transformation strategy. As a result, a free bike share program was created downtown. Downtown maps were also updated to include outdoor recreation highlights both in downtown and immediately bordering. New banners were created, reflecting some of the most popular outdoor activities in our area.
- Boyne City Main Street has also been working on business related activities. An updated market study was completed alongside a business recruitment test. A downtown parking study was also completed, in partnership with the Redevelopment Ready Communities® program. The local façade grant program granted out \$20,000 in matching grants to downtown building owners. Their relationship with the regional Small Business Development Center office is strong and they are working on hosting a business training series in spring.

Population (2010 Census):
3,751



2017–18 TOTAL PRIVATE INVESTMENT: \$199,160
Program to date: \$28,129,736



2017–18 VOLUNTEER HOURS: 4,975
Program to date: 54,150



2017–18 NEW BUSINESSES: 6
Program to date: 91



2017–18 FAÇADE IMPROVEMENTS: 7
Program to date: 44



CHARLEVOIX

designation year: 2015



RRC Engaged

www.charlevoixmainstreet.org | Select Level

HIGHLIGHTS

- The Charlevoix Farmers Market, sponsored by the Charlevoix Main Street program, has again served as a business incubator with another vendor recently acquiring a downtown storefront to open a brick and mortar business. The total number of brick and mortar businesses from the market is four.
- In partnership with the city's recreation department, Charlevoix Main Street added an interactive map on the "Life in Charlevoix" mobile app, highlighting points of interest for cyclists in Charlevoix like trailheads, downtown businesses, and bike rental locations.
- In partnership with Charlevoix Public Library and Charlevoix Area Chamber of Commerce, Charlevoix Main Street has started a Remote Office/Home Office Workers Collaborative that meets monthly to discuss ideas related to creating a co-working space in Charlevoix.
- Charlevoix Main Street is working to support local business owners by hosting a Small Business Development Center training series in partnership with Boyne City and Grayling that will focus on three different small businesses topics.

Population (2010 Census):
2,513



2017-18 TOTAL PRIVATE INVESTMENT: \$2,161,500
Program to date: \$5,070,735



2017-18 VOLUNTEER HOURS: 2,203
Program to date: 11,679



2017-18 NEW BUSINESSES: 12
Program to date: 35



2017-18 FAÇADE IMPROVEMENTS: 3
Program to date: 27





RRC Engaged

www.charlotterising.com | Select Level

HIGHLIGHTS

- The CharlotteRising building facade grant program divided \$25,000 among five different projects that leveraged more than \$100,000 in private investment.
- CharlotteRising raised \$115,000 for a new community gathering space, the East Lawrence Pocket Park. Construction was approved by City of Charlotte and was started by removing "The Piece," a dilapidated building, to prepare the site for construction to be completed in the spring of 2019.
- In collaboration with the Arts Council of Greater Lansing and Windwalker Underground Gallery, CharlotteRising coordinated Eaton County's first Arts Night Out to showcase art in and around the downtown Charlotte businesses.
- CharlotteRising collaborated with CAN DO to develop and introduce a new community logo for Charlotte.

Population (2010 Census):
9,074



2017-18 TOTAL PRIVATE INVESTMENT: \$201,535
Program to date: \$201,535



2017-18 VOLUNTEER HOURS: 373
Program to date: 373



2017-18 NEW BUSINESSES: 8
Program to date: 8



2017-18 FAÇADE IMPROVEMENTS: 10
Program to date: 10



DOWNTOWN LANSING

designation year: 2013



RRC Certified

www.downtownlansing.org | Master Level

HIGHLIGHTS

- Downtown Lansing Inc. successfully completed their five-year commitment as a Select Level program and is now a Master Level Main Street community.
- DLI has developed several new partnerships and collaborations with several businesses and organizations that have helped support public art projects and events.
- The design committee began working on Phase II of the downtown's new wayfinding system with the installation of pedestrian kiosks. The project received a \$50,000 grant from the MEDC and support from the Greater Lansing Convention and Visitors Bureau and City of Lansing to fund this phase of the project.
- The Public Spaces committee raised \$25,000 from multiple partners for a public art wallscape project. The artist and design have been approved with final installation in the spring of 2019. The committee expanded the hanging basket sponsorship program which more the doubled the number of baskets downtown. In addition, 50 new custom LED wreaths were installed throughout downtown during the holiday season along with updates to downtown's iconic big red ornaments.

Population (2010 Census):
119,128



2017-18 TOTAL PRIVATE INVESTMENT: \$10,730,075
Program to date: \$85,110,689



2017-18 VOLUNTEER HOURS: 2,354
Program to date: 12,899



2017-18 NEW BUSINESSES: 6
Program to date: 65



2017-18 FAÇADE IMPROVEMENTS: 3
Program to date: 36



GRAND HAVEN

designation year: 2005



RRC Certified

www.downtowngh.com | Master Level

HIGHLIGHTS

- 2018 was an exciting year for the Grand Haven Main Street Organization Committee and Main Street Board, as they witnessed the completion and opening of the Lynne Sherwood Waterfront Stadium, a \$3.2 million project that resulted in a redesigned waterfront—a vision that came out of the Main Street Organization Committee 10 years ago.
- In 2018, Main Street staff worked alongside city staff to continue implementation of the “2017 Downtown Parking Study,” including expanded bicycle parking, adding designated scooter parking on Washington Avenue, and expanded public awareness with new maps and new signage.
- The “Adopt A Planter” program continues to successfully engage volunteers and build a sense of “community ownership” for the raised planters throughout the downtown district. Volunteer hours invested in maintaining the planters are estimated at more than 200 hours resulting in an additional \$4,830 in human resource “investment” in downtown. A grant received from the William H. & Dorothy Mixer Fund at the Community Foundation enabled Grand Haven Main Street to plant vibrant annuals within the raised flower planters.

Population (2010 Census):
10,650



2017–18 TOTAL PRIVATE INVESTMENT: \$3,550,000
Program to date: \$29,418,861



2017–18 VOLUNTEER HOURS: 4,659
Program to date: 60,494



2017–18 NEW BUSINESSES: 2
Program to date: 62



2017–18 FAÇADE IMPROVEMENTS: 1
Program to date: 57



GRAYLING

designation year: 2014



RRC Engaged

www.downtowngrayling.com | Select Level

HIGHLIGHTS

- Grayling Main Street added programming that invited development and business teams into their Downtown to change how space is utilized. This year they saw new businesses move into the community, properties change ownership, and developments get underway.
- Grayling Main Street has focused on a new partnership with The Sawmill Rural Business Center that will aid in their efforts to provide valuable and desired services to entrepreneurs and small businesses in their community.
- Grayling Main Street also began exploring ways to amplify the limited resources they have in their community by strengthening existing partnerships and building on previous successes. Partnering with the Grayling Regional Chamber of Commerce during Grayling's largest festival, AuSable River Festival, allowed them to increase fundraising revenue, as well as keep festival patrons in downtown longer.

Population (2010 Census):
1,884



2017–18 TOTAL PRIVATE INVESTMENT: \$5,000
Program to date: \$2,842,950



2017–18 VOLUNTEER HOURS: 2,094
Program to date: 9,692



2017–18 NEW BUSINESSES: 1
Program to date: 13



2017–18 FAÇADE IMPROVEMENTS: 1
Program to date: 17





HART

designation year: 2010

RRC Engaged

www.hartmainstreet.org | Master Level

HIGHLIGHTS

- As the Hart Main Street program collected community input to guide their strategy implementation process, they found themselves aligned with City of Hart's master plan, both focusing on developing recreational assets and celebrating the historic and family-friendly community.
- Working in partnership with the Historic and Genealogical Society and Hart Public Schools, the Hart Main Street program launched a banner project for the street lights throughout downtown, featuring historic photographs and student art, themed "Hart at Play," to bring attention to the recreation Hart has to offer.
- An expanded event, the "Whatever Floats Your Boat" regatta this year, included the Hart Lake Paddlefest, a paddling event offering free kayaking to participants with partners including Pentwater Outfitters, John Gurney Park, Oceana Sheriff Department, DNR, Hart Hydro, and Oceana Conservation District.
- The Pocket Park Design Charrette was held bringing an enthusiastic representation of community members who actively engaged in the hands-on experiences seeing how the future park could be designed. Some great input was gathered, and ideas were put into an engineered plan that Hart Main Street will seek the support to bring to reality!

Population (2010 Census):
2,108



2017-18 TOTAL PRIVATE INVESTMENT: \$429,200
Program to date: \$1,816,956



2017-18 VOLUNTEER HOURS: 1,758
Program to date: 21,699



2017-18 NEW BUSINESSES: 3
Program to date: 27



2017-18 FAÇADE IMPROVEMENTS: 2
Program to date: 57





HOWELL

designation year: 2005

RRC Certified

www.downtownhowell.org | Master Level

HIGHLIGHTS

- Howell was named a top downtown in the U.S., receiving the distinguished honor of being named a 2018 Great American Main Street Award winning community! This was due to the hard work of countless volunteers who combined communication, vision, and innovation to bring quality programming and placemaking efforts to downtown Howell via food trucks, the very first Flying Grass Carpet, alley-way improvement projects, community branding, and more.
- Howell Main Street Inc. kicked-off a "Future of Downtown Development" technical assistance service that will assist the city in planning for the future of community development in their downtown. This service used feedback from over 770 individuals to develop a plan that focuses on finding the right development and business mix to ensure that downtown Howell will serve as an everyday destination for residents and visitors for years to come.
- Howell Main Street Inc. is seen as a leader in the community, driving innovation and strategic planning as they focus on the design and economic vitality of the four main quadrants of downtown Howell. Howell Main Street's year-round programming will continue to positively position and promote downtown Howell as the heart and hub of the community!

Population (2010 Census):
9,505



2017-18 TOTAL PRIVATE INVESTMENT: \$1,664,950
Program to date: \$23,550,817



2017-18 VOLUNTEER HOURS: 3,382
Program to date: 51,606



2017-18 NEW BUSINESSES: 7
Program to date: 156



2017-18 FAÇADE IMPROVEMENTS: 12
Program to date: 189



LAPEER

designation year: 2017



RRC Engaged

www.downtownlapeer.com | Select Level

HIGHLIGHTS

- The Lapeer Main Street DDA is focused on implementation of their "Family Friendly" transformation strategy. That has never been more prevalent than 2018.
- A new bike rack that doubles as a piece of pop art sculpture was installed as well as the first Little Free Library, a partnership with the Lapeer District Library and Lapeer ISD. A "Hometown Hero" banner project was also installed and with the support of the community, the Lapeer Main Street DDA was able to honor seventy past and present service men and women from Lapeer County.
- The board looked at the events offered and identified ways to make them more family friendly and increase their overall quality, while getting feedback from businesses and residents. Lapeer Main Street events have brought over 11,000 people to the downtown and increased sales for downtown establishments and merchants.
- Utilizing resources through MEDC, Lapeer Main Street DDA was able to crowd fund \$60,292 toward the new downtown Lapeer pocket park, unlocking a matching grant of \$50,000 through the Public Spaces Community Places program.

Population (2010 Census):
8,841



2017-18 TOTAL PRIVATE INVESTMENT: \$20,240
Program to date: \$20,240



2017-18 VOLUNTEER HOURS: 1,088
Program to date: 1,088



2017-18 NEW BUSINESSES: 5
Program to date: 5



2017-18 FAÇADE IMPROVEMENTS: 3
Program to date: 3



MILAN

designation year: 2016



RRC Engaged

www.facebook.com/MilanMainSt | Select Level

HIGHLIGHTS

- Downtown Milan, according to Lucy Ann Lance of WLBY Ann Arbor Talk Radio, "is undergoing a renaissance."
- Innovative event programming designed to build pride of place, generate an elevated awareness for downtown businesses, increase foot traffic and sales, and make downtown Milan an attractive place for new businesses played a significant role in decreasing vacancy rates, improving design, and creating a more vibrant and prosperous downtown.
- In the last 16 months, 19 businesses have expanded, relocated, or opened in the Milan Main Street district. Two additional businesses are set to open in early 2019, making their vacancy rate reach an all-time low.
- Milan Main Street has developed fresh programs in support of businesses and has fostered new partnerships and existing alliances to fortify efforts to revitalize Milan's downtown district. Some programs of note include a Façade and Sign Grant Program and a promotion to encourage local spending. Launched on Small Business Saturday, the three-week long promotion rewarded shoppers with a "stamp" for every \$5 spent in a single transaction at participating business. Once shoppers earned \$50 in stamps, they entered to "Win the Window" filled with prizes donated by local businesses valued at more than \$6,000. The promotion resulted in nearly \$125,000 in local spending.

Population (2010 Census):
5,836



2017-18 TOTAL PRIVATE INVESTMENT: \$125,644
Program to date: \$577,669



2017-18 VOLUNTEER HOURS: 1,163
Program to date: 4,295



2017-18 NEW BUSINESSES: 7
Program to date: 12



2017-18 FAÇADE IMPROVEMENTS: 7
Program to date: 13



NILES

designation year: 2004



RRC Engaged

www.uncoverniles.com | Master Level

HIGHLIGHTS

- 2018 was a prosperous year for downtown Niles! Investment in five new projects, including a 53-unit housing complex located two blocks off of Main Street, that exceeded \$13 million private dollars.
- After working on their new Main Street transformational strategies, "local foods," with a secondary focus on arts and antiques, things are going well. The first craft distillery, Iron Shoe Distilling located in downtown Niles, along with the first craft brewery, Niles Brewing Company are both scheduled to open early 2019.
- The former Elks building, after being vacant for more than a decade, was purchased by a local couple and is currently undergoing transformation into a state-of-the-art event center, with plans to include co-working space. It will also house the aforementioned Niles Brewing Company.

Population (2010 Census):
11,502



2017-18 TOTAL PRIVATE INVESTMENT: \$1,084,148
Program to date: \$11,976,511



2017-18 VOLUNTEER HOURS: 4,776
Program to date: 56,959



2017-18 NEW BUSINESSES: 2
Program to date: 126



2017-18 FAÇADE IMPROVEMENTS: 4
Program to date: 111



OLD TOWN LANSING

designation year: 2006



RRC Certified

www.iloveoldtown.org | Master Level

HIGHLIGHTS

- Old Town Lansing has always considered itself a destination for those who love the arts. Through the Main Street Refresh process and the identification of Old Town's transformation strategy, "Creative Art & Entertainment," Old Town's programming will continue to support that sentiment.
- Having received community input, feedback from City of Lansing, and information from Michigan Main Street, Old Town is embarking on a new project that will create a performance stage at Burchard Park. This facility will be available for the community to use for anything from concerts and staged readings to yoga in the park.
- In addition to celebrating the community through its regular festival schedule, a new edition was added, "...Brrs, Beers and Brews: A Lumberjack Festival." This new festival provided an opportunity to engage the community during the winter months, a time period somewhat neglected in prior years. It's a great reminder that there is always a reason to come and celebrate community in Old Town Lansing.

Population (2010 Census):
119,128



2017-18 TOTAL PRIVATE INVESTMENT: \$325,450
Program to date: \$9,390,278



2017-18 VOLUNTEER HOURS: 1,532
Program to date: 46,206



2017-18 NEW BUSINESSES: 1
Program to date: 103



2017-18 FAÇADE IMPROVEMENTS: 2
Program to date: 101



OTSEGO

designation year: 2013



RRC Engaged

www.otsegomainstreet.org | Master Level

HIGHLIGHTS

- Volunteer work through the Michigan Main Street “Business Recruitment and Market Study Update” service has been a huge accomplishment for the economic vitality committee over the last year. Through this service, the Otsego Main Street program has a significantly stronger base to recruit new businesses and open downtown Otsego to new economic development opportunities.
- Enhanced relationships with other local organizations, such as the Otsego Historical Society, the Otsego Rotary Club, several local churches, and the Otsego/Plainwell Chamber of Commerce, has set up Otsego Main Street for continued success.
- Otsego Main street finished a riverfront redevelopment master plan and is now going to utilize this plan for the next 15 years of active development along the Kalamazoo River in downtown Otsego. This plan and work has been pushed extensively by several key volunteers on the design committee and has been received positively with additional input from the public in Otsego.

Population (2010 Census):
3,956



2017–18 TOTAL PRIVATE INVESTMENT: \$894,360
Program to date: \$2,780,204



2017–18 VOLUNTEER HOURS: 1,930
Program to date: 18,768



2017–18 NEW BUSINESSES: 4
Program to date: 19



2017–18 FAÇADE IMPROVEMENTS: 6
Program to date: 34



OWOSSO

designation year: 2009

SHOP
SMALL

RRC Engaged

www.owossomainstreet.net | Master Level

HIGHLIGHTS

- Owosso has experienced a banner year, with millions of dollars in private investment within the Main Street district, upper floor residential units are 100 percent occupied, four residential units were redeveloped, and 79 new jobs were created.
- Owosso Main Street produced 30 events and promotions through a collaborative effort with the Downtown Owosso Farmers Market, Owosso Historical Commission, Owosso Amphitheater, and the Shiawassee Regional Chamber of Commerce. The collective effort brought over 35,000 visitors into downtown Owosso.
- Downtown celebrated the completion of the Armory Project, a development by the Shiawassee Regional Chamber of Commerce.
- Owosso's transformation strategy, "Day-Tripper Destination," has helped the Main Street program ensure current programming, tasks, and events align with their vision. The transformation strategy has attracted new volunteers with new ideas and Owosso has seen a change in the way downtown is promoted.

Population (2010 Census):
15,194



2017-18 TOTAL PRIVATE INVESTMENT: \$5,653,575
Program to date: \$18,992,836



2017-18 VOLUNTEER HOURS: 2,260
Program to date: 26,818



2017-18 NEW BUSINESSES: 20
Program to date: 66



2017-18 FAÇADE IMPROVEMENTS: 6
Program to date: 99



PORTLAND

designation year: 2003



RRC Engaged

www.miportland.org | Master Level

HIGHLIGHTS

- In December 2017, Portland Main Street DDA was able to reveal a project that had been a “wish” on the books for many years. The lighting of Veteran’s Memorial Bridge, an iconic and historic structure, not only in the Main Street district but for the entire city, was spectacular in the initial event as well as engaging throughout the year. The colors change by season and holiday, and area residents, visitors, and folks returning to the area use it as a backdrop for memorable photos. It is continuously remarked upon with pleasure and pride.
- There has been a significant increase in volunteer participation and in local business sponsorships around events the Portland Main Street DDA organizes, as well as a growth in events other organizations put on. This renewed interest has demonstrated added energy, collaboration, and passion for the Portland community.
- Portland Main Street DDA implemented and launched a community gift certificate program that makes gift giving convenient and receiving enjoyable. Portland Prime is available online 24/7 and can be printed or emailed for gifting immediately. This program benefits 21 local participating small businesses by keeping money that would have been gifted outside the community, or with big box retailers local. In its first 45 days, over \$3,000 had been sold.

Population (2010 Census):
3,892



2017–18 TOTAL PRIVATE INVESTMENT: \$456,550
Program to date: \$4,098,549



2017–18 VOLUNTEER HOURS: 1,766
Program to date: 23,035



2017–18 NEW BUSINESSES: 4
Program to date: 61



2017–18 FAÇADE IMPROVEMENTS: 5
Program to date: 73





SALINE

designation year: 2012

RRC Engaged

www.salinemainstreet.org | Master Level

HIGHLIGHTS

- In early September 2018, Saline Main Street received new branding and logos. From branding the events, to getting the word out about the perfect blend of both historic and contemporary assets, the new logo and branding mimic the liveliness of downtown Saline's personality and small town flavor.
- Saline Main Street was the driver behind beautiful hanging flower baskets, holiday adornments and a robust boulevard banner program.
- This year, Saline Main Street collaborated with the Small Business Development Center to develop business plans and submit CEED start-up loans on behalf of two new, growing businesses in the downtown district.
- Saline Main Street collaborated with City of Saline to support City of Saline's downtown parking study and plans to activate the pocket park known as Merchant Plaza. Partnering with City of Saline and Praxis Properties, Saline Main Street will support the addition of this micro arts space to the downtown, offering a place for light performances, live music, games and community gathering.

Population (2010 Census):
8,976



2017-18 TOTAL PRIVATE INVESTMENT: \$149,500
Program to date: \$1,547,202



2017-18 VOLUNTEER HOURS: 7,307
Program to date: 42,324



2017-18 NEW BUSINESSES: 7
Program to date: 25



2017-18 FAÇADE IMPROVEMENTS: 2
Program to date: 13



SAULT STE. MARIE

designation year: 2017



RRC Engaged

www.downtownsault.org | Select Level

HIGHLIGHTS

- 2018 was a busy year for Main Street Sault Ste. Marie! If the year could be summarized with one word, it would "volunteerism." Main Street Sault Ste Marie has had hundreds of volunteers work tirelessly to complete major projects, including park and garden makeovers, public art installations, event and festival support, and daily tasks as simple as keeping sidewalks and curbs clean.

- The volunteer committees made huge progress in organizing and launching new, innovative programs such as: weekly weeding to improve garden spaces; a new garden sponsorship program; a real estate block party to recruit businesses; a historic banner program to decorate vacant storefronts; and snowmobile trail map installations to guide trail users downtown.

- Main Street Sault Ste. Marie couldn't have succeeded in 2018 without the support of partners and collaborators, either by their hard work or through financial support. Main Street has brought a deeper understanding of building the key relationships with partners to help make things happen downtown.

Population (2010 Census):
14,144



2017-18 TOTAL PRIVATE INVESTMENT: \$212,637
Program to date: \$212,637



2017-18 VOLUNTEER HOURS: 1,585
Program to date: 1,585



2017-18 NEW BUSINESSES: 5
Program to date: 5



2017-18 FAÇADE IMPROVEMENTS: 5
Program to date: 5



THREE RIVERS

designation year: 2014



RRC Engaged

www.trdda.net | Select Level

HIGHLIGHTS

- The Three Rivers DDA/Main Street program celebrated its fourth year as a Main Street Select Level community. The board and the committees worked diligently to continue to make things happen. Building on the work of the communication study, the organization committee made great strides in adding simple yet effective messaging by way of quarterly newsletters and also a quarterly event for business and building owners and tenants, called "Meet Me on Main."
- Monthly and seasonal events included the addition of the "First Friday" series which brought an average of 200 people to downtown. In partnership with the merchants, the Three Rivers DDA/Main Street was able to offer monthly themed events which encouraged people to shop local and enjoy the variety of restaurants and bars that are part of our footprint. The "Upstairs Downstairs Tour" provided a unique opportunity for visitors to explore vacant spaces yet to be developed and see firsthand the upper floor housing that has been an ongoing part of their revitalization efforts. It was also a monumental year for their Harmony Fest event as well, as they celebrated "25 Years" of music, an annual tradition that takes place on Labor Day weekend right on Main Street. Many of these events drove the retailer's "busiest days."
- Building on the collaboration with the St. Joseph County EDC and the establishment of the R2 Rush Grant program, the Three Rivers DDA/Main Street Program was able to see new businesses added to their downtown Inventory. The economic vitality committee was proactive in meeting with potential business owners that were consistent with the market study data.

Population (2010 Census):
7,811



2017-18 TOTAL PRIVATE INVESTMENT: \$38,500
Program to date: \$538,667



2017-18 VOLUNTEER HOURS: 3,711
Program to date: 14,089



2017-18 NEW BUSINESSES: 5
Program to date: 22



2017-18 FAÇADE IMPROVEMENTS: 5
Program to date: 17



WAYLAND

designation year: 2010



RRC Engaged

www.downtownwayland.com | Master Level

HIGHLIGHTS

- The face of downtown Wayland has transformed dramatically over the last year. The Wayland Main Street program partnered on four new façade rehabilitations, with an additional four planned for 2019. These accomplishments support efforts for listing downtown Wayland as an historic district on the National Register of Historic Places.
- Wayland Main Street was awarded \$200,000 through the newly launched Façade Restoration Initiative from the Michigan Strategic Fund. The award recognizes the positive impact of the Wayland Main Street program to date and is essential to maintaining the program's momentum.
- City of Wayland celebrated its sesquicentennial, which Wayland Main Street commemorated with an extremely successful paint-by-number mural.
- The Wayland Main Street program partnered with the Michigan Realtor Association's MI Great Places Inc. to complete a public pavilion near the rain garden, which was installed last year. All of the downtown improvements made this year support placemaking efforts and are economic drivers in the commercial district.

Population (2010 Census):
4,075



2017-18 TOTAL PRIVATE INVESTMENT: \$67,338
Program to date: \$1,628,233



2017-18 VOLUNTEER HOURS: 2,329
Program to date: 18,638



2017-18 NEW BUSINESSES: 1
Program to date: 23



2017-18 FAÇADE IMPROVEMENTS: 4
Program to date: 18



WAYNE

designation year: 2014



RRC Engaged

www.downtownwayne.org | Select Level

HIGHLIGHTS

- Wayne Main Street has had a phenomenal program year in 2018 that included the continued growth of many events and activities. Events including the annual Chocolate Walk, Downtown Days, Scarecrow Show, and Small Business Saturday saw a significant increase in participation this year.
- Wayne Main Street also worked to broaden revenue streams and bring in new sources of funding to help sustain the organization.
- Wayne Main Street was able to complete two important public spaces improvement projects: installation of overhead lighting in Derby's Alley; and the installation of bike racks throughout their district.
- Wayne Main Street continues to work closely with the Wayne Downtown Development Authority, Wayne Chamber of Commerce, Wayne Rotary Club, Wayne Historical Society, Wayne Bicycle Club, Wayne Garden Club, and the Knights of Columbus—Council #3021. They also forged a new relationship with the Champions of Wayne program at Wayne Memorial High School.
- Wayne Main Street continues to work on projects that speak to their community's transformation strategies of cultural arts and entertainment and creating a food district. WMS is currently working on a public art project and are delighted that, this year, one new restaurant has opened in the district.

Population (2010 Census):
17,593



2017–18 TOTAL PRIVATE INVESTMENT: \$760,200
Program to date: \$3,779,753



2017–18 VOLUNTEER HOURS: 3,468
Program to date: 12,329



2017–18 NEW BUSINESSES: 5
Program to date: 21



2017–18 FAÇADE IMPROVEMENTS: 0
Program to date: 26

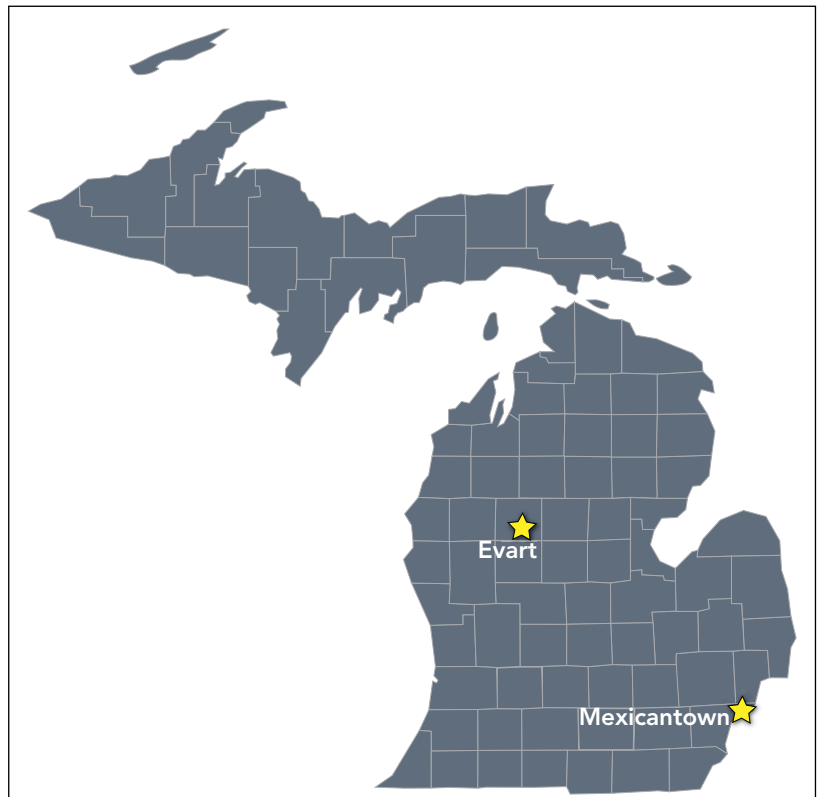


CONGRATULATIONS TO THE 2017–18 SELECT LEVEL COMMUNITIES!



The following communities were welcomed to the Michigan Main Street program in February 2018 after a successful application and presentation to the Michigan Main Street Advisory Council:

- Ewart
- Mexicantown Detroit





The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community and talent development with the focus on growing Michigan's economy. Dedicated to shared economic success, MEDC promotes the state's assets and opportunities that support business investment and community vitality.

The Community Development unit focuses on creating vibrant, sustainable and unique places by providing economic development services and programs to attract and retain talent in Michigan communities. The global economy has drastically shifted how municipalities and regions establish and maintain a competitive advantage. Success is determined by the ability to attract and retain the best people and ideas. These "knowledge workers" balance job opportunities with lifestyle, seeking more than just employment when deciding where to live. The concept of placemaking considers cultural and natural amenities, resources and social and professional networks.