

Main Street: Michigan's Grassroots Economic Development Engine

Celebrating 20 years of empowering the people of Michigan to get involved in the health of their communities while preserving the charm and history of our state.

2024 EDITION

MICHIGAN MAIN STREET State Coordinating Program | miplace.org



REAL IMPACT

The numbers prove it!



\$17,485,873

2022-23 Total Private Investment

\$424,613,279
Program to date



\$9,639,829

2022-23 Total Public Investment

\$146,697,645
Program to date



40,812

2022-23 Volunteer Hours

892,702 Program to date



144

2022-23 New Businesses

1,897 Program to date



144

2022-23 Façade & Building Improvements

2,817 Program to date

Michigan's Downtowns: The Vision Begins at the Heart

Michigan Main Street (MMS) assists communities across Michigan interested in revitalizing and preserving their traditional commercial district. MMS provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby developing attractive places that make the state economically stronger and culturally diverse.

EXECUTIVE DIRECTOR SPOTLIGHT

"The Main Street program serves as the cornerstone of our efforts in downtown Wayland. The Michigan Main Street program has enabled us to access several grants and services that would otherwise be unavailable to us. From training programs for our volunteers to technical assistance and grants, this program has been instrumental in the continued growth of downtown Wayland. In addition to these benefits, as the director, the relationships I've formed with other directors and the MEDC have been invaluable to our success."

—Holli McPherson, Executive Director, Downtown Wayland



DELIVERING REAL SERVICE DOWNTOWN



Launched a new service in partnership with Revitalize LLC to empower downtown directors in guiding property owners through building rehabilitation and financing processes. Evert Main Street piloted this coaching service, drawing over 40 stakeholders interested in exploring redevelopment opportunities to a community meeting. Since the **Property Development Primer** service's implementation, a local property owner began redeveloping a large mixed-use building, the regional EDC showcased downtown Evert to interested developers, and the village is working to list the downtown on the National Register of Historic Places to provide access to additional financial tools, fostering preservation and redevelopment.



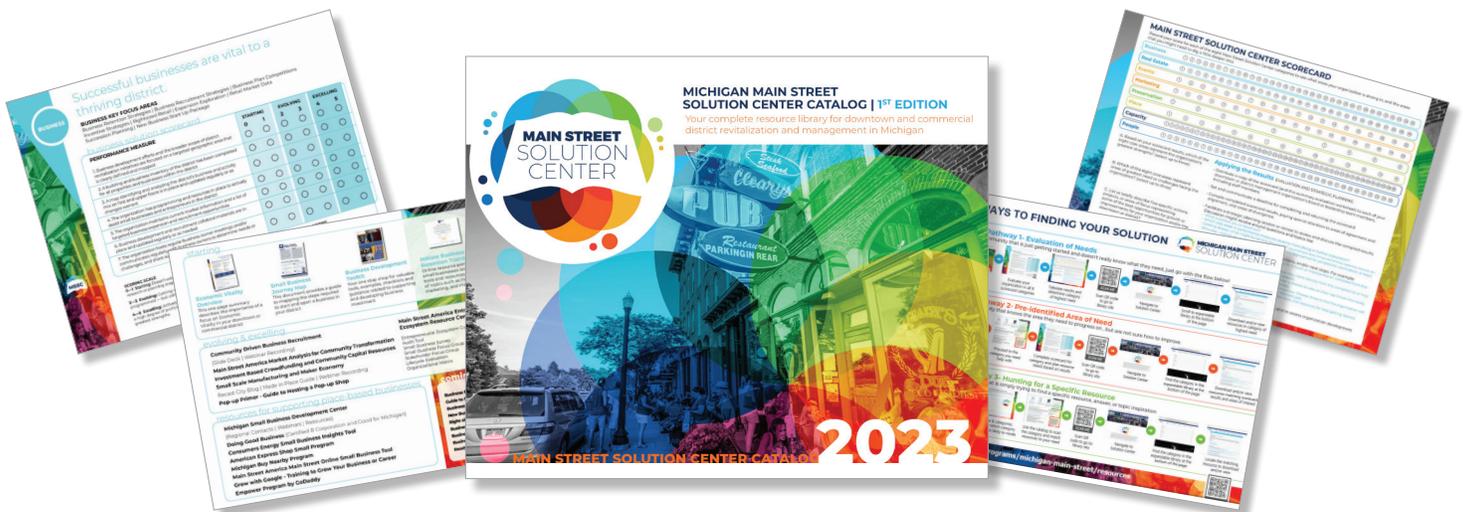
In their communities, Main Street directors are increasingly seen as the initial point of contact for downtown economic development deals, with some Main Street organizations acquiring and redeveloping properties themselves. Recognizing this new set of expectations and challenges, Michigan Main Street staff worked with Place + Main Advisors to provide a **Real Estate Development Training Series And Workshop** around various topics, including how Main Street supports regional economic development efforts, how to interpret and utilize market data, and what steps communities should take before recruiting businesses and developers.



Developed destination and organization brands for six communities through our **Branding Service** with Arnett Muldrow and Associates. The community brands are crafted following a series of focus group meetings used to gather information about the organization and community input about the downtown or district's unique characteristics. Each brand portrays the district and regional history as well as prominent assets within the community.

LAUNCH OF THE MAIN STREET SOLUTION CENTER

In an effort to provide more resources for communities state-wide, the Main Street Solution Center was created and launched this year. The Solution Center is an online library that provides a comprehensive collection of best practices, case studies, guides and videos on the challenges and solutions for downtown and commercial district revitalization and management. The Solution Center is organized into eight categories, with both aspiring and experienced downtown and district leaders in mind, to make finding the right solution to challenges easier. The solution center includes a comprehensive catalog listing all of the existing resources, as well as a downtown scorecard which allows communities to identify areas of focus and resources to meet their needs.



Engaged Level Resources To All Downtowns

This year, three Main Street Training Series virtual cohort meet-ups were held to better engage with prospective Main Street communities and continue to provide resources after completion of the online training series. Eleven communities participated and received additional technical support to help the communities meet the Engaged Level and further their participation in the program.

Michigan Main Street Turns 20!

Michigan Main Street (MMS) celebrated 20 years of programming in 2023. MMS communities have generated a total economic impact of \$445.6 million and helped create over 4,000 jobs in Main Street districts across the state. The work of local programs has contributed to a cumulative state tax revenue of \$8.8 million. MMS collaborates directly with local Main Streets, providing training, technical assistance, and leadership to strategize for vibrant downtowns.

To capture the effect of MMS, they collaborated with Jon Stover & Associates for a comprehensive study on its 20-year impact, revealing 851,890 volunteer hours valued at \$25.7 million and showcasing national leadership in placemaking, entrepreneurship, preservation, and investment.

To support the commemoration its two-decade journey, Michigan Main Street created a video series, "Why Michigan Main Street Matters," exploring the impact and legacy of the program. With a growing network from four initial local programs in 2003 to 23 today, Michigan Main Street looks forward to building upon its legacy, dedicated to fostering local economic vitality and social vibrancy in the years to come.

The Impact of Michigan Main Street

\$445.6 million

Total Economic Impact of Michigan Main Streets

\$239.6 million

Business Revenue Attributable to Michigan Main Streets

4,000+ jobs

Supported Because of Michigan Main Street Communities

\$8.8 million

Total Cumulative State Tax Revenue Attributable to the Programming of Michigan Main Street Communities

CITY PARTNER SPOTLIGHT



"The partnership with Michigan Main Street has allowed the city the ability to enhance resources for the community that otherwise

would be overlooked. The assistance of the Michigan Main street staff has helped us develop a plan to aid downtown businesses for future sustainability.

The services offered have educated the downtown district the possibilities of revitalizing the downtown and bringing back the economic vitality. I am excited to see the impact these resources achieve for the city of Ewart and the legacy it will leave for future generations. It is an honor to be a part of the beginning of the change moving ahead."

—Pepper Lockhart,
City Manager, Ewart

BOARD MEMBER SPOTLIGHT

"The Main Street program is so much bigger than people understand. They might say, 'Why did we need to do this? We're doing OK.' The benefit of being part of Michigan Main Street is the tremendous support and resources offered. It provides a proven structure and framework to keep our community moving forward.

Before becoming a Main Street community, we would have been fine, but we wouldn't have been our best. That's what Main Street is teaching us—it's empowering to know what we can become."

—Kasey Malley, Board Chair, Main Street Grosse Pointe



