



Main Street Board Training

September 2021

MICHIGAN MAIN STREET

Training Agenda

- Main Street Approach + Model for Revitalization
- Main Street Board Roles and Responsibilities
- Board Composition and Recruitment
- Board Orientation and Training
- Board and Organizational Structure
- Main Street Board at Work
- Leading through Strategy
- Communicating the Value of Main Street
- Next Steps



Main Street Program Overview

Main Street Approach and Main Street Model for Revitalization



THE MAIN STREET APPROACH

A grassroots, community- and volunteer-driven strategy encouraging **economic development** through **historic preservation**.

Main Street Economic Development



Traditional Economic Development:

- Staff Driven
- Municipal ownership
- Chase Jobs
- Municipal financed
- One way communication



Main Street Economic Development:

- Volunteer Driven
- Community Ownership
- Grow Jobs
- Celebrate cultural assets
- Financed through public/private partnership
- Two way communication



Main Street Guiding Principles

Comprehensive

Incremental

Self-help

Partnerships

Capitalize on Existing Assets

Quality

Change

Implementation

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.

Key tools: local surveys, market data

Transformation Strategies

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

Key tools: focused strategy, implementable goals

Implementation and Measurement

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

Key tools: project work plans, data collection and tracking

Main Street Four Points®



Economic Vitality

Strengthens existing economic assets, while also identifying opportunities for new development and growth.

Design

Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Organization

Cultivates partnerships and coordinates resources around a shared community vision for downtown.

Promotion

Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

Economic Vitality

Strengthens + diversifies the local economy supporting existing base, entrepreneurship, and appropriate development

- **Support existing economic base**
 - Retention, Expansion, Transition
- **Promote strategic use of space + development**
 - Business Recruitment, Real Estate Development, Monitoring and Reporting Change
- **Assemble resources**
 - Partnerships, Strategic Planning, Supporting Incentives



Design

Improves physical elements while preserving the community's authentic fabric, character + identity

- **Promote physical improvements**
 - Buildings + Public Space
- **Preserve + enhance historic fabric**
 - Education + Awareness
- **Encourage planning + best practices**
 - Planning, Standards, Assistance



Promotion

Position the district as the center of activity, culture, commerce and community life, market its assets and positive image

- **Position district as center of activity**
 - Community + Special Events
- **Market the district's assets**
 - Retail Promotions + Marketing
- **Enhance positive Image**
 - Image Building + Branding



Organization

Bring the Community together to build consensus and common vision, assemble resources, and lead revitalization

- **Promote the revitalization efforts**
 - Communication + Public Outreach
- **Foster community engagement**
 - Partnerships + Volunteer Leadership
- **Encourage investment in revitalization**
 - Funding + Other Resources



Break-Out Activity

- Main Street District Four-Point Assessment

MAIN STREET APPROACH FOUR POINT ASSESSMENT WORKSHEET

Assess the current strengths and opportunities of the Main Street District related to each of the Main Street Four Points.

ORGANIZATION

- Promote the Revitalization Effort
- Foster Community Engagement
- Encourage Investment in Revitalization

Business and Property Owners I Know Personally:

- _____
- _____
- _____
- _____
- _____
- _____

Organization Stakeholders and Partners I Know Personally:

- _____
- _____
- _____
- _____
- _____
- _____

MAIN STREET APPROACH FOUR POINT ASSESSMENT WORKSHEET

Assess the current strengths and opportunities of the Main Street District related to each of the Main Street Four Points.

DESIGN

- Promote Physical Improvements
- Preserve + Enhance Existing Historic Fabric
- Encourage Planning + Best Practices

District Physical Conditions (Buildings + Public Space):

- _____
- _____
- _____
- _____
- _____
- _____

Sense of Place – Historic Fabric:

- _____
- _____
- _____
- _____
- _____
- _____

ECONOMIC VITALITY

- Support Existing Economic Base
- Promote Strategic Use of Space + Development
- Assemble Resources

Strengths + Needs of Existing Business Base:

- _____
- _____
- _____

Conditions + Opportunities of Available Space:

- _____
- _____
- _____

Resources Provided to Existing and New Businesses:

- _____
- _____
- _____

Comprehensive Impact of Main Street

ECONOMIC VITALITY



Sense of Vibrancy

DESIGN



Sense of Place

PROMOTION



Sense of Community

ORGANIZATION



Sense of Ownership



Board Roles and Responsibilities

Overview of Basic Main Street Board Roles and Responsibilities

Main Street Board of Directors

Traditional Municipal Boards :

- Governing Boards
- Staff-driven
- Primarily financed by Tax Increment Financing (TIF)
- Enabled through state legislation – Public Act 197
- Open Meetings Act
- FOIA

Main Street Boards:

- Working Boards
- Volunteer-driven
- Primarily financed through fundraising, memberships, event revenue, etc.

Board of Directors

- Lead the Direction of the Main Street Program
- Policy
 - Financial
 - Volunteer
 - Personnel
 - Purchasing
 - Conflict of interest
 - Media
 - Fundraising
- Planning
- Committee Oversight
 - Recruiting effective chairs
 - Work plan approval
 - Monitoring activities
 - Providing adequate resources
- Funding & Financial Management
 - Annual budget
 - Approving and monitoring
 - Authorizing audit or review
 - Responsible for fundraising
- Advocacy
 - Publicizing importance of organization to community
- Personnel/Evaluation





Board Composition and Recruitment

Board Member Profile, Diverse Representation, Board Application Process

Board Member Recruitment

Are you currently a volunteer with Howell Main Street? How long?

Are you currently on a Howell Main Street committee or subcommittee?

Have you ever served on a Board of Directors?

Please comment on why you wish to serve on the Howell Main Street, Inc. Board of Directors


Service on the Howell Main St. Inc. Board of Directors requires monthly committee meetings, attendance at one Board meeting per year. Minimum time commitment is 2-4 hours per month. Do you have any conflicts or other factors which could impact your ability to serve?

Are you, your spouse, or an immediate family member related to any City Official or Department Head?

Do you, your spouse, or an immediate family member currently have a business relationship with Howell Main Street, Inc. or the City of Howell?

References: Please List Two (2):

Name:
Phone:
E-mail address:
Relationship to you:


Howell Main Street Inc. Board Member Application

Deliver completed application to: Howell Main Street Inc. Office
ATTN: C.O.O.
118 W. Clinton St.
Howell, MI 48843

Thank you for your interest in serving on the Howell Main Street Inc. Board of Directors. The Howell Main Street Board requires that every member of the board meet the following qualifications:

- You reside, work, have business interests, own property or are invested in the downtown Howell district.
- Are not currently a member of council governmental body
- Are not a relative of Howell Main Street Inc. staff.
- Willing to annually donate to Howell Main Street Inc.
- Committed to serving on a Main Street committee.

Name In Full: _____ Phone: _____

Home Address: _____

E-mail: _____

Place of Employment: _____ Title: _____

Business Address: _____ Business Phone: _____

Do you live and/or work within the City of Howell? _____ How long? _____

Educational Background: _____

Occupational Background: _____

Have you ever served as a volunteer, and in what capacity? _____ How long? _____

- Assess Board Composition
- Identify Program Skillset Needs
- Develop Position Descriptions
- Identify Potential Candidates
- Create an Application and/or Interview Process

Building an Effective Board

Board Member Profile:

- Age
- Gender
- Race
- Resources
- Connections
- Qualities
- Expertise
- Tenure



Break-Out Activity

- Individually complete the Board Member Profile Worksheet
- As a Board, complete the Board Composition Worksheet

MAIN STREET BOARD MEMBER AND VOLUNTEER PROFILE		
Profile	Characteristics	Fill in the blank with your individual profile and characteristics
Individual background	Age	
	Gender	
	Race/ethnicity	
Representation	Downtown	
	Municipality/government	
	Organization	
	Community	
Skills/Interests	Other	
	Economic vitality	
	Design	
Personal qualities	Promotion	
	Organization	
	Leadership	
	Willingness to work	
Community connection	Wisdom	
	Wealth	
	Connection to organization's mission	
	Personal style (visionary, strategist, proclaimer, bridge builder, warrior, etc.)	
	Other	
	Religious organizations	
	Corporation	
	Schools/education	
	Chamber of commerce	
	Community/economic development	
Hospital/health-related organization		
Financial institutions		
Utilities/safety		
Civic groups/philanthropy		
Downtown property owner		
Downtown businesses		
Downtown resident		
Neighborhood residents		
Other		

MAIN STREET BOARD COMPOSITION										
Board member name	CURRENT BOARD MEMBERS					POTENTIAL BOARD MEMBERS				
Age										
Under 18										
19-24										
25-30										
31-45										
46-60										
Over 60										
Gender										
Male										
Female										
Race/ethnicity										
Caucasian										
African American										
Asian/Pacific Islander										
Hispanic/Latino										
Native American										
Other										
Representation										
Downtown business owner										
Downtown property owner										
Downtown resident										
Organization										
Municipality/government										
Community										
Other										
Skills/Interests										
Economic vitality										
Design										
Promotion										
Organization										
Personal qualities										
Leadership										
Willingness to work										
Wisdom										
Wealth										
Connection to organization's mission										
Visionary										
Strategist										
Proclaimer										
Bridge builder										
Warrior										
Other										
Community connection										
Religious organizations										
Corporation										
Schools/education										
Chamber of Commerce										
Community/economic development										
Hospital/health related organization										
Financial institutions										
Utilities/safety										
Civic groups/philanthropy										
Downtown property owner										
Downtown businesses										
Downtown resident										
Neighborhood residents										
Other										



Board Orientation and Training

Main Street Board Member Commitment, Orientation and Training

Board Member Orientation



- New Member Orientation Process
- Orientation Packet
 - Information about the Main Street District
 - Information about the local program and Main Street Approach
 - Roles and responsibilities

Board Member Commitment

- Annual Letter of commitment/agreement
- Annual Self-Assessment/Evaluation
- Understand the Mission
- Advocate
- Contribute
 - Financial donation
 - 8-10 hours/month
 - Serve on at least one committee
- Attend meetings and events
 - Working board member
- Be Motivated
- Assess Role in Organization
- Gain Satisfaction



Board Member Training

- Program of Professional Development for Board Members
- Training Opportunities:
 - National Main Street Conference
 - Michigan Main Street Quarterly Trainings
 - Other Training Opportunities
 - Michigan Downtown Association
 - MEDA
 - CEDAM
 - Non-profit Network



MICHIGAN
DOWNTOWN
ASSOCIATION

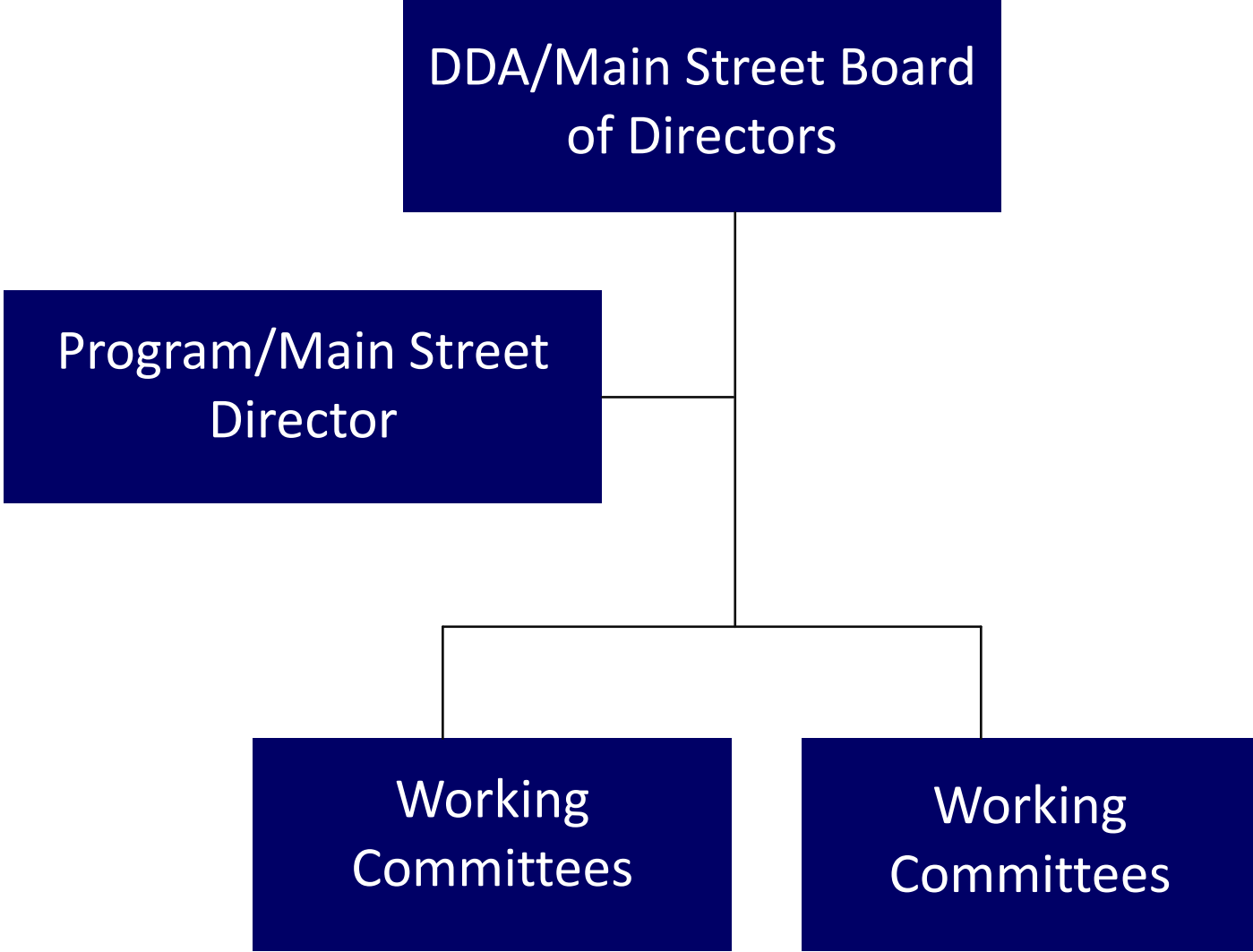




Board and Organizational Structure

Main Street Board Executive Committee, Executive Director and Committee Structure

Organizational Structure



Executive Committee

- Optional
- Role: process information/ideas prior to a discussion with the full board to review and discuss
- Chair
 - Primary link to Executive Director
 - Coordinates decision making process
 - Chairs board meetings
 - Accountable for the organization
- Vice Chair
 - Supports and shares duties delegated by Chair
 - Assists in monitoring committee activity
- Secretary
 - Keeps the records of the organization
 - Prepares meeting minutes
- Treasurer
 - Pays the bills
 - Prepares monthly financial reports
 - Maintains financial records



Executive Director – Professional Management



- Relationship + Capacity Building
- Program Advocate
- Volunteer Management – The Motivator and Coach
- Work Plan Coordination – Development & Implementation with Committees/Teams
- Administrative – Day to Day Operations/Budget Management

Executive Director Does Not



- Create Agendas
- Take minutes
- Carry out most tasks on the work plan
- Report to individual board members
- “Boss” the volunteers
- Take sides

Managing the Executive Director

- Create a Job Description
- Create Performance Criteria
- Conduct Annual Evaluation/
Performance Review
 - Maintain a record of feedback through performance reviews
- Budget for Training and Professional Development
- Succession Plan
- Executive Director Retention



Executive Director Evaluation

- Board completes questionnaire
- Executive committee reviews
- Chair conducts evaluation
- Salary review - know the market
- Evaluate Director based on strengths and areas of needed improvement
 - What is the Director doing well?
 - Where does the Director need improvement?
 - What should the Director focus on?
 - Where is the Director spending time appropriately?
 - Where should the Director dedicate additional time?



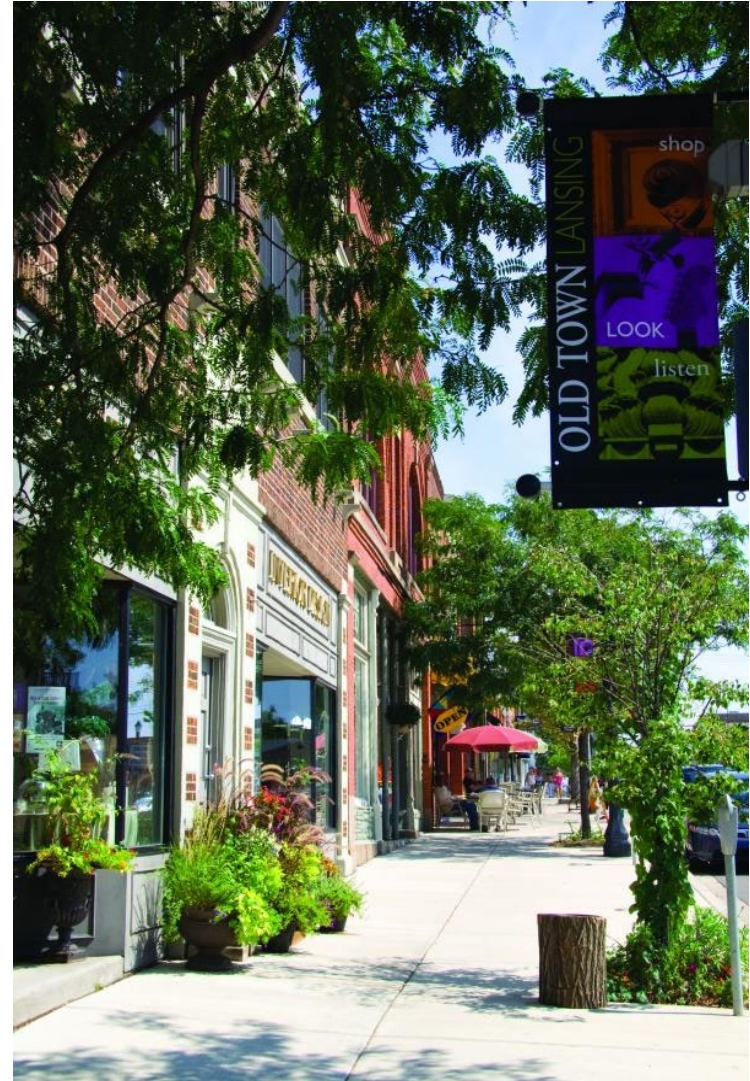
Executive Director Retention

- Too many long hours
- Too small of salary
- Does not feel appreciated
- Lack of benefits
- Personal reasons
- Personality conflicts
- Burnout



Project Committee/Team Responsibilities

- Develop and implement projects and tasks needed to achieve goals identified by board
- Develop annual work plan and budget for specific projects
- Work in collaboration by communicating with other committees/team members
- Create and communicate benchmarks that measure the success of specific projects and impact of the organization



Board Member Role on Committees



- Participate on at least one committee
- Participate and contribute to committee projects
- Receive updates on committee projects
- Evaluate success and effectiveness of committee projects

Volunteer Management

- Recruitment
 - Identify needs based on current projects
 - Create job descriptions
 - Match volunteers to projects based on identified skills, interests, and time commitment
- Orientation
 - Volunteer packet
 - Volunteer mentor/buddy system
- Management
 - Track volunteer time
 - Evaluate volunteer performance
- Recognition
 - Annually recognize hard work and achievements
 - Recognize major accomplishments throughout the year

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



Main Street Board at Work

Bylaws, Policies, Board Meetings, Financial Oversight and Communication

Board Bylaws

- Size of the Board
 - Term limits (2-8 years)
- How the Board is managed and operated
- Roles and duties of officers
 - Rules and procedures for electing/appointing officers
- Rules and procedures for holding meetings
- Open meeting requirements
 - Advertising public meetings
 - Quorum definition
 - Voting
 - Robert's Rules of Order
- Financial powers including budgeting



CITY OF HOWELL

NOTICE OF PUBLIC MEETING

NOTICE is hereby given that the City of Howell Downtown Development Authority will hold an Executive Committee Meeting on **Monday May 8, 2017 at 5:00 p.m.** at the Main Street DDA Office, located at 118 W. Clinton St. This meeting will be to discuss and set the agenda for the Howell Main Street Downtown Development Authority regular Board meeting. Any questions please contact 517-545-4240.

This notice is given pursuant to Public Act 267 of 1976, the Open Meetings Act.

Posted
5.05.17

Additional Board Policies

How We Treat One Another

We are committed to encouraging, creating and sustaining an environment that honors the inherent dignity of every member of our community. Respectful behavior should always be the norm in all forms of communications and in all situations.

As a Community:

- We welcome a diverse range of perspectives and opinions and uphold the importance of civil debate.
- We fully support the free exchange of ideas and beliefs, as well as the expression of provocative or less popular ideas.
- We believe that only through the process of open and honest dialogue can we generate knowledge and deepen our mutual understanding.
- We believe all members of the community have a responsibility to behave in a manner that does not harm others and shows respect for those with different opinions.
- Behavior that attacks, humiliates, belittles or conveys personal hatred toward others diminishes our thriving and safe community environment.
- Everyone is asked to do their part in creating a healthy and positive community and a culture that truly values each person's uniqueness, experiences and perspectives.

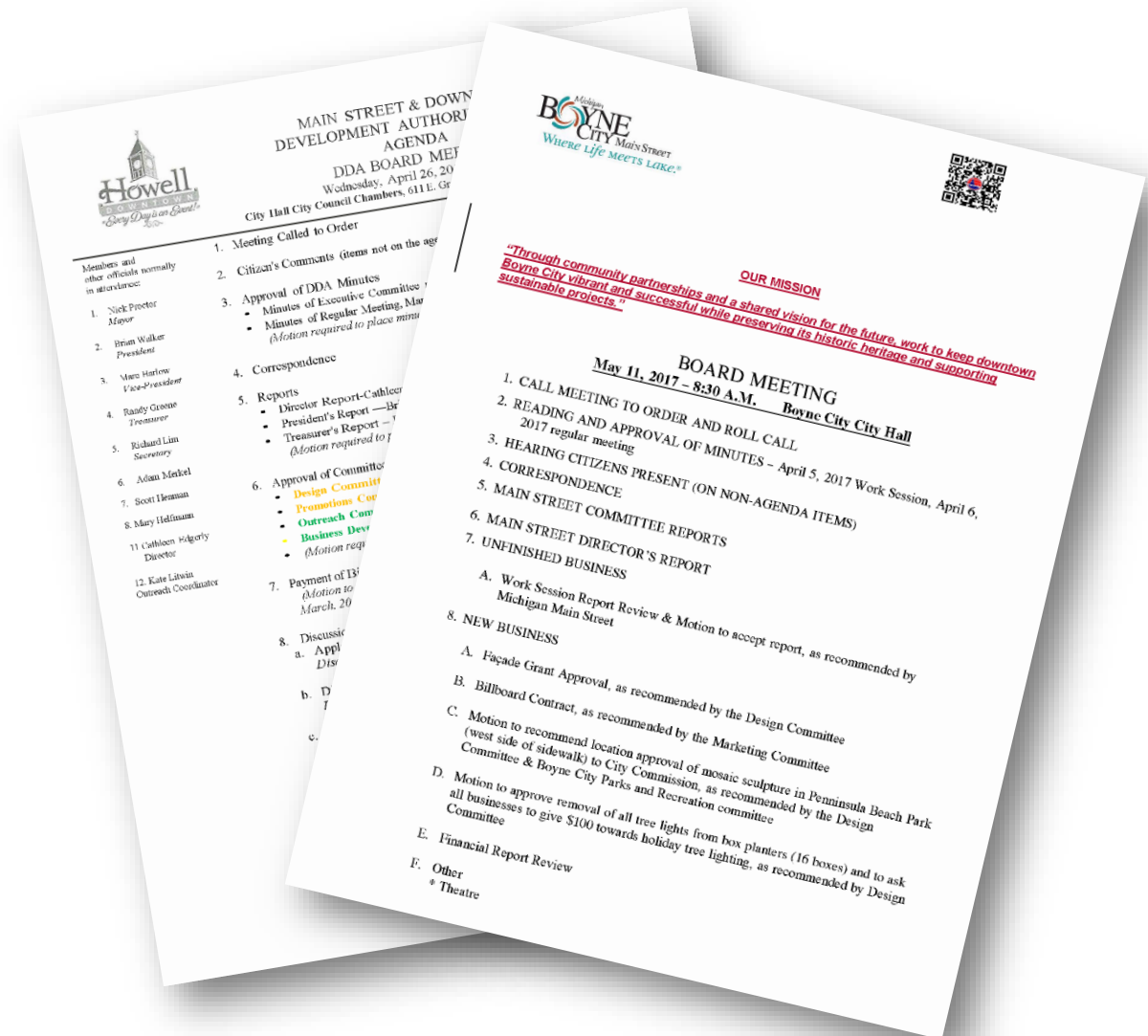
We Can Disagree Without Being Disagreeable



- Code of Conduct
- Conflict of interest policies and procedures

Effective Board Meetings

- Prepare Board Member Packet
- Organize Agenda Items:
 - Attendance
 - Approval of minutes
 - Executive Committee Report
 - Treasurer's report
 - Executive Director's report
 - Old/New Business
 - Committee/Project Updates
- Meeting Minutes
- Start and end on time
 - 1 hour meetings
 - Build in a consent agenda



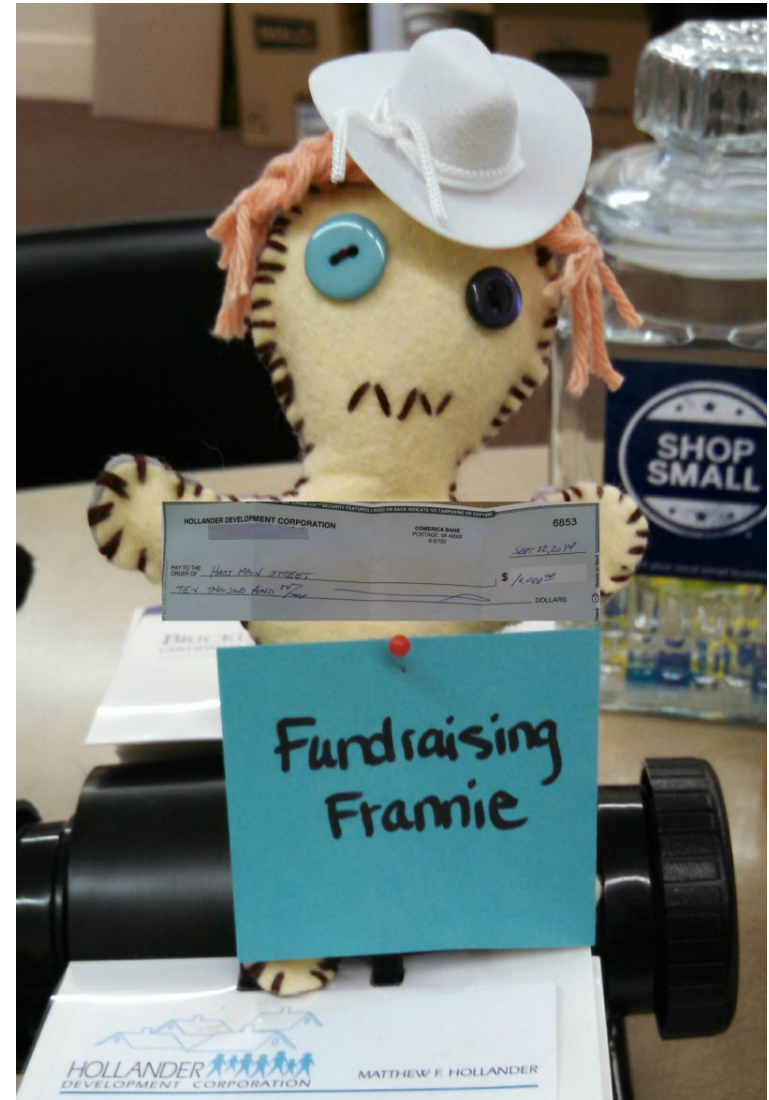
Board Decision Making



- All final decisions made at Board meetings following discussion and vote
- United/cohesive decision making and communication about final decisions

Board Financial Responsibilities

- Ensuring the program is well-funded
- Developing and monitoring 5-year Program Budget
- Developing a plan for organization funding
- Preparing and supporting fundraising activities
- Making a financial contribution



Financial Best Practices



- Revenue
 - Tax Exemption
 - In kind donations
 - Tax exempt receipt
- Monthly Financial Reports
 - Year to date balance sheet
 - Account receivable and aging report
 - Expense/Revenue month and year to date
 - General ledger
 - Budget/actual month and year to date
 - Project performance

Board Communication Responsibilities

- Purpose: Promoting the Main Street Program and downtown revitalization efforts to engage key stakeholders



Mission Statement

**MAIN STREET
MAD LIBS**

We are _____
Organization Name

and we believe in _____
Value

Every day, we _____ _____
Verb Noun

on behalf of _____
Constituency

in _____
Place

so that _____
Aspiration/ Change that you want to make

JOIN WITH US!

- Main Street Mad Lib Exercise

Key Messaging



- **DOWNTOWN**
 - The Vision
 - The Positives
 - The Opportunities
 - The Results
- **THE PROGRAM**
 - The Mission
 - The Value
 - The Opportunities
 - The Results

Internal Communication

- Internal Communication:
 - Between Board Members
 - Email/Text – remember FOIA
 - No Decisions made by email or text
 - Between Board and Committees
 - Communicate with Committee/Project Chair
 - Between Board and Executive Director
 - Board Chair is main point of contact for Executive Director
- External Communication:
 - Communicate as a unified Board – not as individual Board members



Build Partnerships



Private Sector Stakeholders:

- Downtown Stakeholders
 - Property & Business Owners
 - Employees
 - Residents
 - Organizations
- Community
 - Property & Business Owners
 - Residents
 - Chamber of Commerce
 - Community/Service Organizations
 - Community Foundations
 - Corporations & Industry
 - Hospitals
 - Churches
 - Financial Institutions
 - Utilities
 - Media (TV, Radio, Print, Web)
- Visitors/Surrounding Neighbors

Public Sector Stakeholders:

- Local Municipal Leaders
- Municipal Staff & Departments
- Schools
- Library
- County Government

Partnerships with Community Organizations

- Know the mission, goals and responsibilities of each organization
- Be strategic of how each of your efforts overlap downtown
- Example Community Organizations
 - Chamber of Commerce
 - Visitor's Bureau
 - Business Associations
 - Economic Development Agency
 - Schools
 - Institutions (i.e. hospitals)
 - Municipality
 - County





Leading Through Strategy

Board Role in Defining Strategic Direction and Focus

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.

Key tools: local surveys, market data

Transformation Strategies

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

Key tools: focused strategy, implementable goals

Implementation and Measurement

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

Key tools: project work plans, data collection and tracking

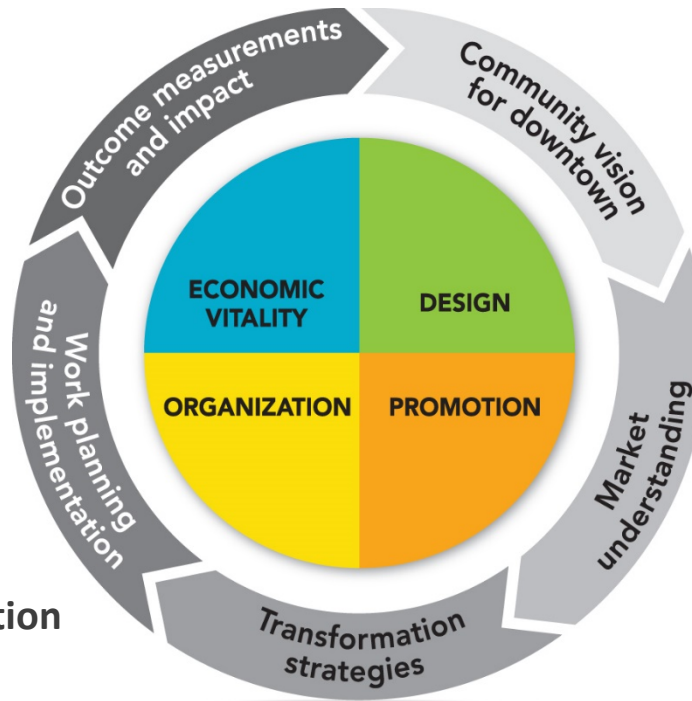
Board Roles – Main Street Approach

Outcome Measurement + Impact

- Measure the success towards your district's strategy
- Monitor progress and guide Organization
- Package and share impact and value
- Define next steps of success

Work Planning + Implementation

- Lead the planning and implementation of programming that follows chosen strategy



Community Vision

- Represent stakeholder's interests
- Build consensus and a unified vision for the district
- Foster community's sense of ownership/engagement

Market Understanding

- Understand your district's strengths, market conditions and opportunities

Transformation Strategy

- Define and maintain strategic direction for the Main Street Organization

Changing & Elevating Organization Roles

Board Members:

- Strategy driven vs. project driven
 - Ensuring projects will have an impact on overall strategy
 - Evaluating projects against goals and measures of success
- Ensure organization continues to have a comprehensive focus
- Approve projects once per year based on completed work plans
- Continue to get updates on progress of projects based on the work plans throughout the year
- Celebrate and increase awareness of the impacts of organization's efforts

Committee Members:

- Align projects with strategy, goals and measures of success
- Complete work plans for all projects to guide the work of the committee/project team
- Meet as often as necessary to assess progress and provide updates on projects based on the work plans
- Measure the impact of projects
 - Defining measures of success for each project and incorporating a task to measure the impact



Main Street Programming

Board Responsibilities and Work Plan Process

Successful Revitalization + Community Development

Programming

Organization

ECONOMIC VITALITY



DESIGN



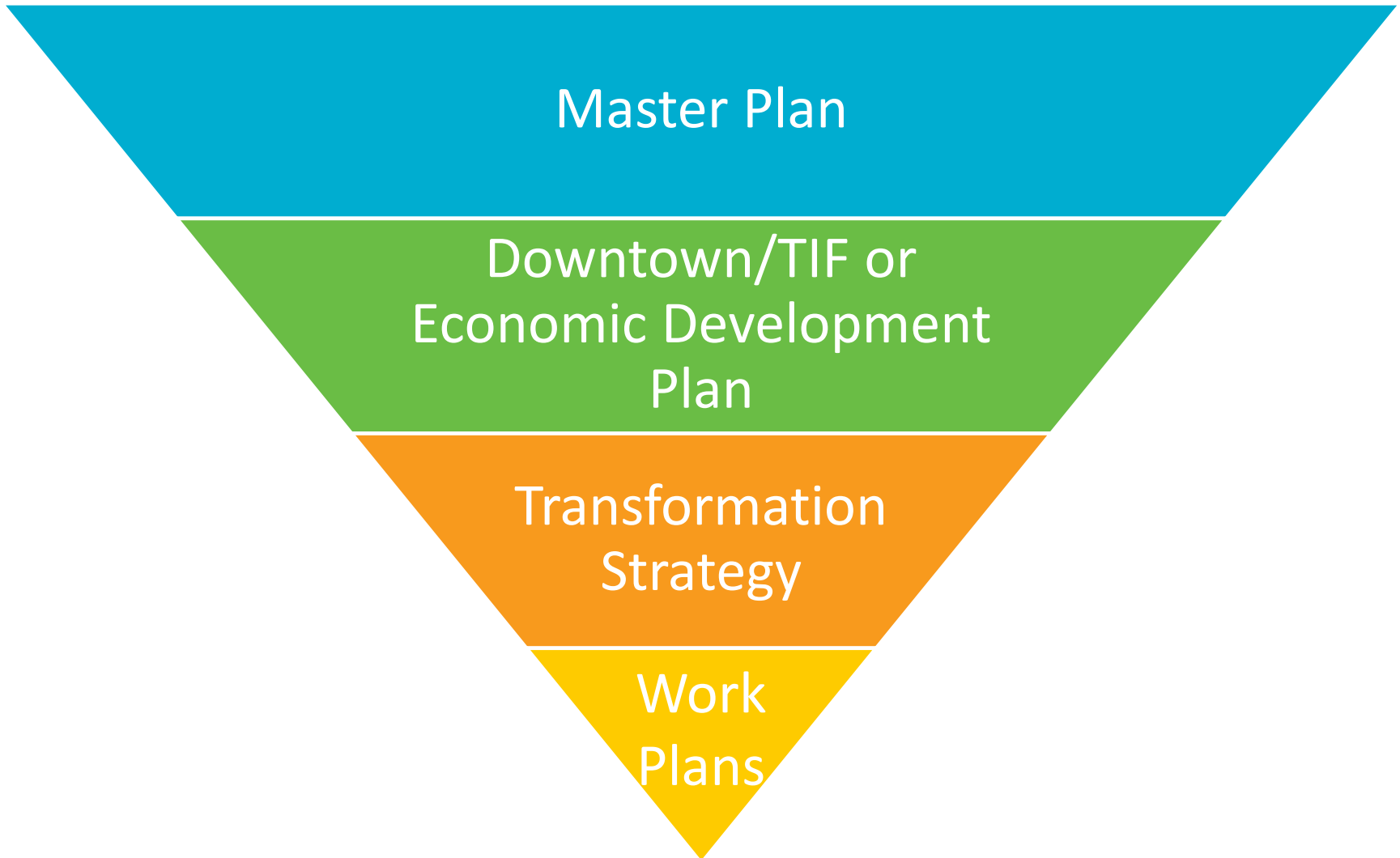
PROMOTION



ORGANIZATION



Main Street Planning

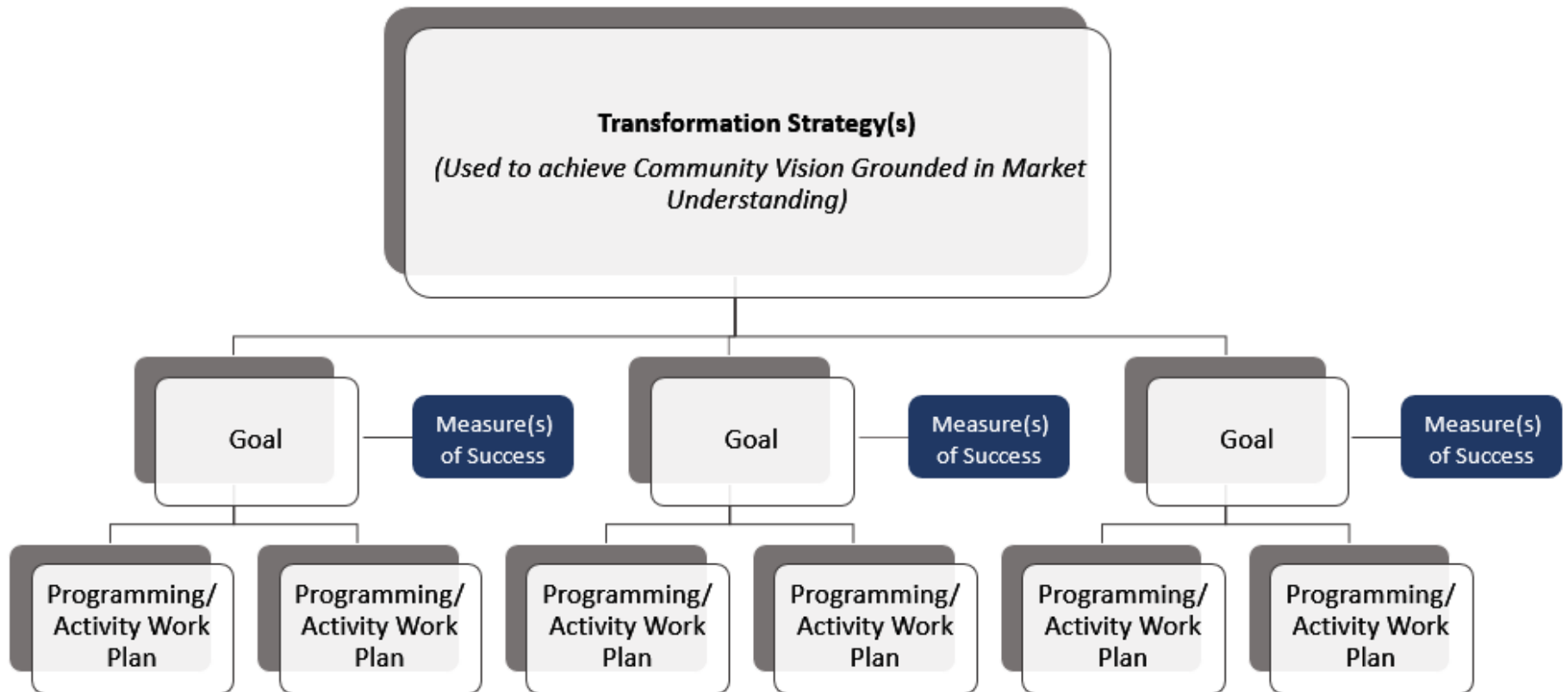


Work Plan Process

1. Transformation Strategy Identification
 - Community vision
 - Market data
2. Strategy Development
 - Board identifies and sets goals
 - Develops measures of success
3. Strategy Implementation
 - Committees develop projects to meet Board goals
 - Work plans created for each project
4. Board reviews and approves work plans
5. Board approves annual budget
6. Board submits annual budget to municipality, if necessary



Transformation Strategy Implementation



Strategy Implementation - Programming Alignment

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION	
<p align="center">Grayling Main Street – The Art of Recreation Transformation Strategy</p> <p align="center"><i>Downtown Grayling inspires creativity, inviting people to come, play and stay in its beautiful, eclectic and fun live and work spaces, surrounded by the art of nature and the artistry of its residents, with diverse commercial offerings and modern amenities abundant throughout our historic, river town.</i></p>	
PROJECT PLANNING	
Project Name	
Project Description (Purpose + Intended Outcome)	
Project Responsibility and Resources	Project Lead:
	Project Volunteers:
	Project Budget:
Timeline of Project	

MAIN STREET TRANSFORMATION STRATEGY ALIGNMENT													
PROJECT/ PROGRAMMING	OVERARCHING GOALS												
	Increase residential density in Downtown Grayling.			Target opportunities and resources to improve the physical environment of Downtown Grayling.					Increase the arts and recreation-related business density and diversity of Downtown Grayling.				
		1. Changes in residential availability	2. % of new residential development	Residential occupancy rates	1. Change in occupied square footage vs. available square footage	2. Increased sales tax collected	3. Increase in pedestrian traffic	4. Changes in parking lot occupancy	5. Increase in downtown Walkscore	Change in DPW throughput	1. # of new recreation-related businesses	2. # of new art-based businesses	3. # of artists/artisans rotating through existing galleries

MAIN STREET FOUR POINT ALIGNMENT												
PROJECT/PROGRAMMING	FOUR POINTS											
	Economic Vitality			Design			Promotion			Organization		
		1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement

Strategic Programming – Planning Framework

1. Identify current projects and programming that are in process, or will continue from year to year.
2. Identify existing time and resources (human + financial) needed for current projects and programming.
3. Assess alignment of current projects and programming with Board-defined goals and measures of success and the Main Street Four Points
4. Identify gaps in current programming relative to the transformation strategy, goals and measures of success and the Main Street Four Points
5. Address gaps in programming through either enhancing current programming or through identifying new programming to strategically fill the gaps
6. Brainstorm potential projects and assess how each aligns with goals, measures of success and the Main Street Four Points.
7. Identify the time and resources (human + financial) necessary to complete potential projects.
8. Determine projects to move forward with (both current and potential) based on available resources.
9. Complete List of Annual Projects.
10. Board approves the list of projects based on alignment with Strategy (goals + measures of success) and the Main Street Four Points.
11. Committees begin to complete work plans.
12. Board approves work plans based on the available time and resources (human + financial) needed to complete all of the projects.
13. Board develops annual budget based on approved projects and related project budgets.
14. Board submits the annual budget to the municipality for approval (if necessary).

Programming Process

1. Identify current projects and programming to continue with in 2018
2. Identify existing time and resources (human + financial) needed for current projects and programming
3. Look at potential projects and see how they align with goals, measures of success and Four Points
4. Identify the time and resources (human + financial) necessary to complete potential projects
5. Determine projects to move forward with based on available resources
6. Complete List of 2018 Projects
7. Board approves the list of projects based on alignment with Strategy (goals + measures of success) and Four Points
8. Committees begin to complete work plans
9. Board approves work plans based on the available time and resources (human + financial) needed to complete all of the projects

Work Plan Components

- Project Definition
- Project Goals/Objectives
- Task list
- Timeline
- Champion and Responsibility
- Budget
- Measure of success



Work Plan Example

PROJECT:									
BRIEF DESCRIPTION:									
OBJECTIVE:									
MEASURE OF SUCCESS:									
COMMITTEE LEAD:		COMMITTEE OVERLAP:							
COMMITTEE CHAIR:									
PROJECTED EXPENSES	\$ -		ACTUAL EXPENSE	\$ -					
PROJECTED REVENUE	\$ -		ACTUAL REVENUE	\$ -					
TASK	RESPONSIBLE	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	CONSIDERATIONS	NOTES	STATUS

Board Role in Work Plan Process

- Not to micro-manage
- Evaluate projects relative to goals and transformation strategy implementation
- Ensure projects are meeting goals and strategy is being implemented
- Budget – allocate money





Communicating the Value

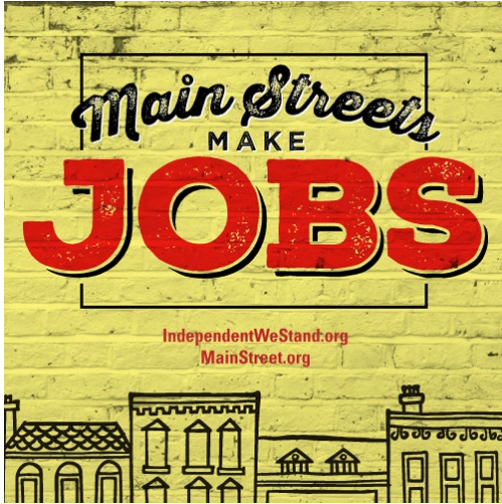
Data and Metric Collection to Demonstrate Impact

Measure the Impact

- Data collection is integral to demonstrating the value of Main Street and success of transformation strategy
- Ultimate goal of showing the economic impact of Main Street programming
- Develop a process for data collection for programming
- Share and reflect on data
- Use data to evaluate programming relative to transformation strategy



Monthly Reinvestment Statistics



- Façade and Building Rehab Private and Public Investment
- # of Buildings Sold
- # of New Businesses
- # of Full-time Jobs Added
- # of New Housing Units
- # of Rehab Housing Units
- # of Events
- # of Volunteer Hours

Programming Measures of Success

- Define the Goal of the project
- Determine the data to collect
 - What do we need to know?
 - What will success look like?
- Agree on documentation method(s)
 - Must be observable, measurable and accessible
- Assign data collection
 - Who will collect the data?
Provide tools and training
- Share and reflect on the data
- Use data to evaluate programming relative to transformation strategy



Annual Report

Visit Grayling, Michigan's Most Colorful Downtown, to experience the Art of Recreation.

Drive, ride, or paddle in for your fill of outdoor and artisan inspired goods, from our friendly retailers and restaurants.

2021 EDITION GRAYLING MAIN STREET 989.350.7659 downtowngrayling.com

TRANSFORMING GRAYLING'S DOWNTOWN



Our long running partnership with the Grayling Promotional Association blossomed into some amazing flower hats this year!



Concerted, branded messaging helped our community reopen responsibly. Staying safe is an important part of keeping our business open.



We worked with city council and staff to develop a new parklet application and rules of use, to help businesses move into the street.

State of DOWNTOWN

- 7 Blocks
- 13 Acres
- 46 Parcels
- 36 Parcel owners
- 269 Public parking spaces
- 34 First-floor storefronts
- 6 Restaurants
- 8 Retail stores

Grayli making

- Downtown to come, please plan fun live and nature and commercial throughout
- Downtown to come, please plan fun live and nature and commercial throughout
- Target opportunities physical environment downtown
- Increase the related business diversity of

REINVESTMENT STATS 2019-2020

- PRIVATE INVESTMENT**
- \$10,000**
- Program to date: \$2,859,450
- 1** Façade & Building Improvements Program to date: 58
- 3** New Businesses Program to date: 18

Community Profile

- City of Grayling | 2019
- Population: 1,820
- Households: 782
- Median HH Income: \$42,557
- Median Age: 41 years
- Housing Units: 1,009
- 76% Housing is occupied
- 65% Owner-occupied
- 36% Renter-occupied

Match on Main: Covid-19 Style

The coronavirus pandemic presented new challenges, and new opportunities, for our small businesses. State-wide closures left many of our locally owned shops without their traditional foot traffic. This change of pace sparked innovation and growth in downtown Grayling. Through a grant from MEDo, Grayling Main Street was able to provide \$42,000 in grants to small businesses in our community to help them recover and restart.



VOLUNTEER SPOTLIGHT

"I love volunteering because it is so rewarding in so many ways! Pride to see our town look appealing to everyone who comes to Grayling, especially the local people. It all comes down to loving our town."

—Gail Swope

2019 Pulse of Downtown

- 68%** Visit downtown Grayling most often for dining
- 78%** Described recent trends in downtown Grayling as improving or making progress.
- 30%** Said the frequency of their visits to downtown Grayling increased during the past year.

Social Connection

- 2,865+** Facebook Followers
- 750+** Instagram Followers
- 190+** Twitter Followers

Volunteer Connection

- 459** Volunteer hours in 2019-2020
- 11,825** Volunteer hours (Program to date)
- \$11,838** Volunteer value in 2019-2020
- \$304,967** Volunteer value (Program to date)

In the Numbers



- Use data to:
 - Evaluate programming
 - Influence fundraising activities
 - Communicate value of Main Street to build relationships with key stakeholders
 - Demonstrate Economic impact



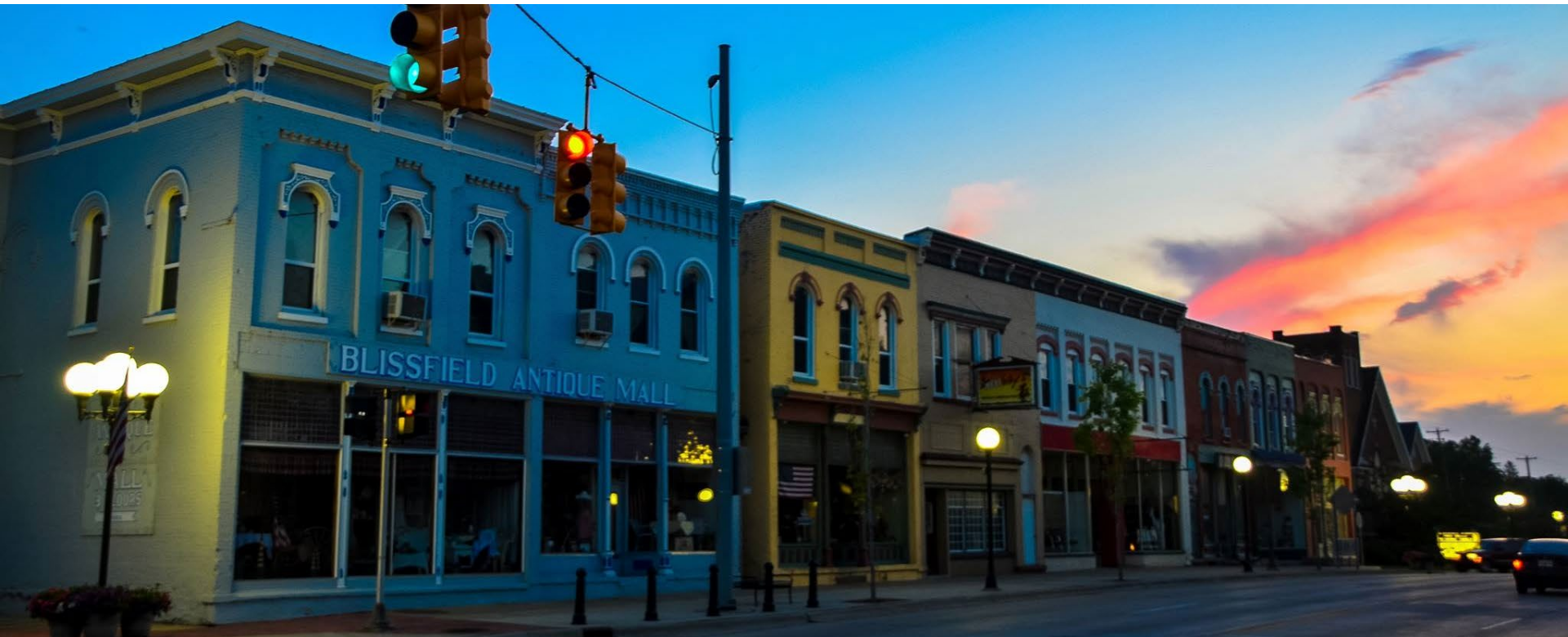
Wrap up

Next Steps

Next Steps



- Board Self-Assessment
 - Identify areas of needed improvement
 - Develop a plan to address



Thank You!

Michigan Main Street Center

<https://www.miplace.org/programs/michigan-main-street/resources>

