



Michigan Main Street 101

January 2025

MICHIGAN MAIN STREET



Training Agenda

- Main Street Approach Overview
- Main Street Four Points Deep Dive
- Resources



Main Street Program Overview

Main Street Approach and Main Street Model for Revitalization

MAIN STREET: A FRAMEWORK



A community-driven economic development strategy encouraging downtown revitalization through **historic preservation** and **stakeholder engagement**.



Comprehensive



Leverage
Existing Assets +
Partnerships



Self-Empowerment



Incremental



Quality Change -
Making



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 Impact of Main Street



BUSINESS ATTRACTION + RETENTION

Attracting New Businesses to Main Street and Supporting Downtown Businesses

\$180.7 Million
Total Economic Impact

2,150 Jobs
Supported by Total Impact

Michigan Main Street Communities bring new businesses to their downtown communities, filling vacant storefronts and meeting untapped market demand. Main Streets across the state tailor their business attraction efforts specific to the on-the-ground realities of their commercial community. They leverage the robust resources through the MMS Coordinating Program and MEDC and follow scalable best practices set forward by Main Street America™ for attracting new businesses to locate in their downtowns. MEDC's Match on Main, a reimbursable grant program for MMS Communities and Redevelopment Ready Communities®, exemplifies collaborative partnerships between MMS Communities and local businesses, encouraging small business growth, pathways for new business opportunities, and authentic downtowns across Michigan.

How MMS Communities Support Their Downtown Local Businesses

The targeted technical assistance and business support MMS Communities provide are tailored to the specific needs of their downtown economy. Through the Main Street model, MMS Community leadership forms strong relationships with their local businesses, ensuring that Main Street efforts provide value to their local business community.

89% Provide Resources to Current and Prospective Businesses

89% Connect Businesses with Outside Financial Resources

79% Host Networking and Mentorship Initiatives

68% Offer Direct Financial Support to Businesses

63% Assist with Business Marketing Efforts

32% Host Entrepreneurship and Incubator Programs

1,753
businesses opened in Main Street Communities since the program's inception.

89%
of Main Streets actively work to bring businesses to their downtown.

94%
of Main Streets prioritize business retention efforts.

Note: This economic impact of business growth in Main Streets assumes 4% of the net new business activity is attributable to the direct presence of a Main Street based on prior studies through Main Street America™. Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates, InoGroup (2023)



Fidelity Instruments | Old Town Lansing



A Match on Main Success:

In 2019, The Curator opened its doors in Downtown Grayling with the support of MEDC's Match on Main and Grayling Main Street. The Match on Main grant funds helped launch the business with funding for its point-of-sale system and initial inventory, allowing the business owners to dedicate additional resources to the 130-year-old building.

"Here in Michigan, we're proud to support risk-takers, groundbreakers and innovators in bringing their business to life. Whether it's by supporting small businesses through our Match on Main program or preparing our communities for development through Michigan Main Street and the Redevelopment Ready Communities program, we're committed to helping transform a dream business into a thriving success."

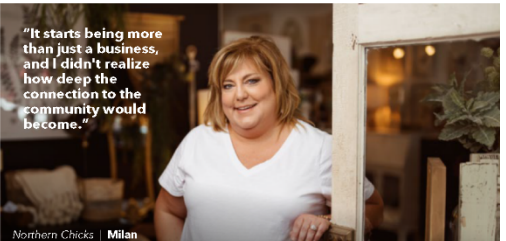
— Quentin L. Messer, Jr., CEO, MEDC

"It's just wanting to play a part in creating a vibrant downtown for people to enjoy."

Fitness Coliseum | Owosso



Tandon | Grand Haven



Northern Chicks | Milan

"It starts being more than just a business, and I didn't realize how deep the connection to the community would become."

Michigan Main Street Story Series

A recent initiative of MMS, the Michigan Main Street Story Series shares the stories and perspectives of local business owners throughout Main Street communities. Through its partnership with Storyville Social, this effort, combined with the economic impact of Main Street business attraction and retention, impressively articulates the power of Main Streets for entrepreneurship, growth, and inclusion. To read and watch the stories of Michigan Main Street's business owners, visit: www.mplace.org/programs/michigan-main-street/story-series.

Economic Impact of Main Street



MARKETING, BRANDING + EVENTS

Attracting More Customers to Local Downtown Businesses

\$116.9 Million
Total Economic Impact

1,091 Jobs
Supported by Total Impact

From helping to brand and market commercial districts to planning and hosting events that expand the customer base of local businesses, Michigan Main Street Communities directly bring more customers to their businesses. As champions of local branding and marketing the collective business community, Main Streets highlight and share the unique personas and experiences of the downtown communities across the state. From social media advertisements, to partnering with local tourism bureaus, to creating downtown itineraries for out-of-town visitors, MMS Communities launch a variety of tools, mechanisms, and approaches for marketing, branding, and customer attraction.

To help bring more customers to downtown businesses, MMS Communities plan, partner, and host celebrated events throughout all times of the year. These events offer more than a good time but directly support local businesses with expanded revenue and drive the local economy. Michigan Main Street helps guide MMS Communities in shifting events to meet the specific needs of its business districts, targeting events in the off-season when business revenue is low as well as during peak times to heighten and enhance local spending. Main Street events introduce new visitors to the commercial district and their businesses. One out of every three Main Street event attendees comes from outside their local municipality to experience the Main Street Community, offering meaningful first impressions and encouraging people to return downtown.

95%
of Main Streets directly help bring customers to their local businesses.

100%
of Main Streets host events, giving more reasons to come downtown.

4.2 million
people attended Main Street events since the first events in 2003.

34%
of Main Street event attendees come from outside the community.

13,700
people come, on average, annually to the events put on by a Main Street Community.

75
volunteer hours go into a typical Main Street event in recent years.

Note: This economic impact of Main Street customer attraction includes programmatic budget allocated toward marketing efforts, event planning, and the attributable visitor spending at Main Street events. This model assumes that Main Street event attendees' spending is based on prior national studies.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



24%
of the typical MMS Community' budget is allocated towards marketing, branding, and event efforts. This equates to nearly \$60,000 annually for the average Main Street.

"The Lapeer Main Street DDA uses marketing campaigns that include video, photos, and community storytelling to create engaging materials designed to showcase our downtown as a whole and businesses within our community."

- Lapeer Main Street DDA



22%
of the typical MMS Community' staff time is dedicated towards customer attraction, including marketing, branding, and event programming.

Economic Impact of Main Street



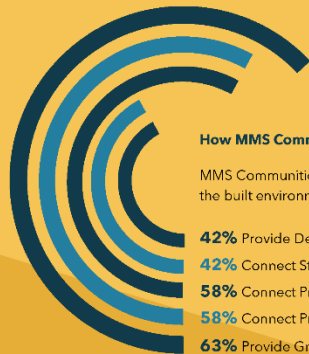
HISTORIC PRESERVATION

Revitalizing and Preserving Downtown Communities

\$24.6 Million
Total Economic Impact

123 Jobs
Supported by Total Impact

Ingained in the original idea of Main Street America™ as a subsidiary of the National Trust for Historic Preservation, MMS and its Communities dedicate efforts to preserving the existing fabric and downtown character while imagining the future and bringing new investment across Michigan.



How MMS Communities Revitalize and Preserve Downtowns

MMS Communities dedicate resources, time, and capacity to improving the built environment and building stock of their downtowns.

- 42%** Provide Design Support Services
- 42%** Connect Stakeholders with Tax Credits
- 58%** Connect Property and Business Owners with Local Incentives
- 58%** Connect Property and Business Owners with Industry Professionals
- 63%** Provide Grants for Historic Preservation and Façade Improvements

2,673
building and façade
improvements occurred in
Main Streets since 2003.

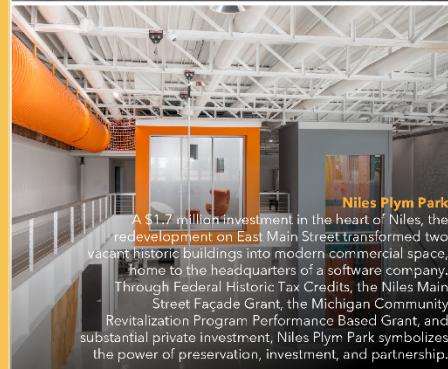
\$407 Million
of private investment has
gone into Main Streets
since the program began.

\$137 Million
of public investment has
been committed to Main
Streets since 2003.

Note: This economic impact of Main Street historic preservation efforts is based on the programmatic budget allocations of Main Streets for historic preservation, restoration, and building improvements.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



Historic Downtown Owosso Façade Improvements
In 2014, seven historic buildings received façade revitalization through MEDC's Community Development Block Grant Façade program, locally matched funds through private investment, and allocated DDA Funds. The \$360,500 investment transformed the visual conditions of Owosso and sparked investment from other nearby business owners.



Niles Plym Park
A \$1.7 million investment in the heart of Niles, the redevelopment on East Main Street transformed two vacant historic buildings into modern commercial space, home to the headquarters of a software company. Through Federal Historic Tax Credits, the Niles Main Street Façade Grant, the Michigan Community Revitalization Program Performance Based Grant, and substantial private investment, Niles Plym Park symbolizes the power of preservation, investment, and partnership.



Milan Wabash and Main Redevelopment
Through five years of dedicated planning and a year of construction, the entire Wabash and Main block in downtown Milan was redeveloped. The \$5.3 million investment restored obsolete and vacant buildings and brought lofts and housing downtown and over 10,000 square feet of ground floor commercial space.

Living Downtown: Michigan Main Street Housing and Residents



Michigan's Main Streets are more than just the centers for business activity, retailers, and entrepreneurs – they are the home and livelihood of many Michiganders across the state.

Since the program's origin, Michigan Main Street has recognized the power of local residents in Main Street programs and the continued importance of downtown housing. From tracking key indicators such as new housing added to downtown or rehabilitated units to providing training and oversight on the value of Main Street residents, MMS has been the leader of many statewide Coordinating Programs in strategizing for downtown housing in Main Streets.

Beyond providing a wider variety of housing options for Michigan residents, MMS Communities pull their residential populations directly into their efforts and prioritize for shaping downtown. The recently launched MMS Pulse Poll Surveys offer an innovative approach to understanding community sentiment, activity and consumer behavior, and vision for the future – keeping MMS Communities' "finger on the pulse" of their broader communities.

Economic Impact of Main Street



PLACEMAKING

Developing Attractive,
High-Quality Places
Across the State

\$123.4 Million
Total Economic Impact

637 Jobs
Supported by Total Impact

Vibrant communities showcase investment, community pride, and unique atmosphere as a place for people to gather, socialize, and enjoy their experiences. Known as placemaking, improvements to the public realm through design enhancement, public space creation, beautification, and cleanliness, is a key undertaking of Michigan's Main Street Communities as Main Streets supplement and enhance municipal services and embed the charisma of each community into the storefronts, streetscaping, and pedestrian experience. Importantly, the key aspects of Main Street programmatic efforts, including business attraction and retention, marketing and branding, events, and historic preservation, all play into placemaking – filling the storefronts and sidewalks with people and investment.

How MMS Communities Create Attractive Places



100% Execute Landscape and Beautification



74% Install Wayfinding and Signage



74% Host Community Clean-Up Events



79% Add Public Art and Murals



74% Hang Street Banners Downtown



68% Add Bicycle Infrastructure

100%
of MMS Communities work to improve the public realm of their downtowns.

14%
of the average Main Street Community's time is dedicated toward placemaking.

Note: This economic impact model allocates Main Street programmatic operation budgets as placemaking impacts, netting out the budget allocations of Main Streets toward the other impact categories.
Source: MMS Reinvestment Statistics (2003-2023), MMS 2023 Leadership Survey, Jon Stover & Associates



Main Street Vibrancy Grant

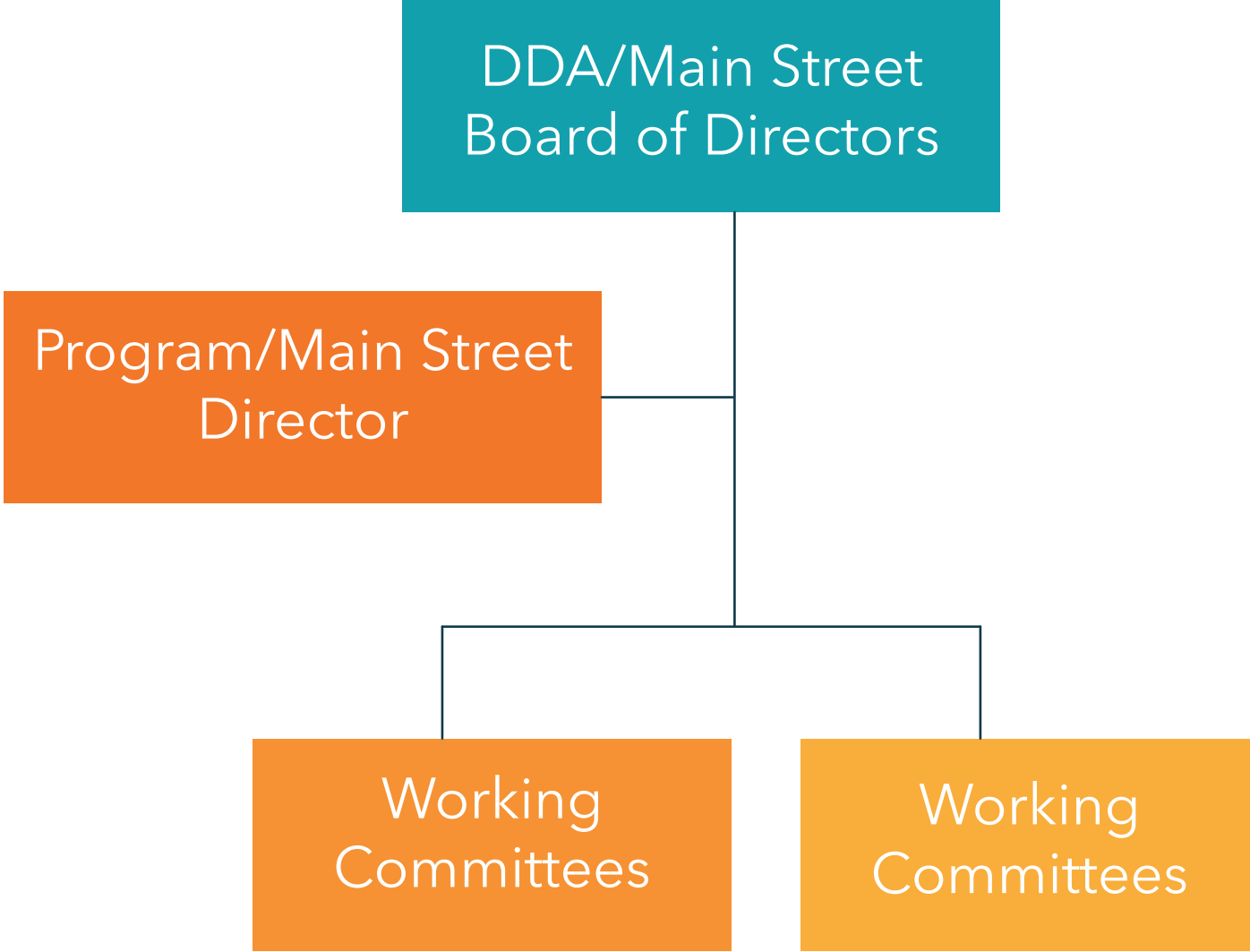
Michigan's Main Street Vibrancy Grant is one of many tools that celebrate Michigan Main Street's community-based economic development approach. The Main Street Vibrancy Grant helps communities implement projects within their foundational community plans and specific targeted transformational strategies. To date, \$460,000 of grant funding has gone towards MMS Communities funding projects ranging from public art, outdoor dining improvements, wayfinding, alley activation, seasonal festivities, and public space reimagination.



Main Street Organization

Board, Committee and Executive Director Roles and Responsibilities

Organizational Structure



Board of Directors

- Establish the Strategic Direction of the Main Street Program
- Policy
- Planning
- Committee Oversight
- Funding & Financial Management
- Advocacy
- Personnel/Evaluation



Executive Director – Professional Management

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**



- 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

Committee 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



Committee Member Responsibilities

Committee Member:

Time

Attend and participate in committee meetings

Prepare for meetings

Follow through on tasks and projects

Recruit new members

Attend training

Avoid conflicts of interest

Committee Chair:

PLUS:

Prepare agendas and host meetings

Communicate with committee members

Serve as Board liaison

Committee Coordinator:

PLUS:

Meeting notes with action items



Main Street Four Points

Deep-Dive

Economic Vitality

ECONOMIC VITALITY focuses on capital, incentives, and other tools to assist new and existing businesses, catalyze property development, and assemble resources for the entrepreneurs and innovators that drive local economies.

- **Support existing economic base**
 - Retention, Expansion, Transition
- **Promote strategic use of space**
 - Business Recruitment, Property Development
- **Assemble resources**
 - Partnership Development, Strategic Planning, Incentive Utilization, Public-Private Partnerships



Economic Vitality Focus



BUSINESS SUPPORT focuses on creating a thriving local business ecosystem, where everyone from entrepreneurs to legacy businesses are supported through the business lifecycle and add to the vibrancy of the whole district.



PROPERTY SUPPORT aims to drive continual investment in the built environment of the Main Street district, from informing current and prospective property owners about local regulations to providing incentives to fully utilize downtown buildings.

Existing Economic Base

Support existing businesses through retention, expansion and transition

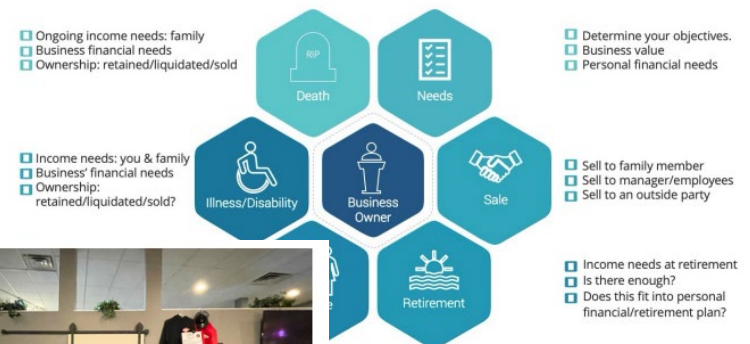
- Conduct business check-ins and roundtables to build relationships
- Collaborate on marketing and recognize success
- Share market and community data
- Provide technical assistance and support

“With, not For”

MARKET TRAITS | SOURCE: ESRI 2022

HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	7,517	15,113	31,136
- Owner Occupied	44.8%	58.8%	66.6%
- Renter Occupied	43.1%	31.5%	25.1%

Succession Planning Checklist for Business Owners



Infographic created by Aqua Financial Consulting



Start-Ups and Recruitment

Welcome and support entrepreneurs and start-ups to your community

- Understand the process to open a new business
- Network with small business support providers
- Analyze gaps in the local market
- Know what space is available and best suited

SMALL BUSINESS JOURNEY MAPPING CHECKLIST

1. **Identify the various permitting tracks required in your municipality.**

- PERMITTED USE
- SPECIAL LAND USE
- REZONING PROCESS
- ZONING BOARD OF APPEALS (Variance Process)
- RENTAL REGISTRATION
- BUSINESS LICENSES
- BUILDING PERMIT PROCESS
- CONSTRUCTION BOARD OF APPEALS

2. **Document each step in the process.**
Reference the Grand Haven Journey Map example as a guide.

- MAP OUT THE JOURNEY BY IDENTIFYING EVERY STEP IN THE PROCESS
- LIST THE FEE SCHEDULES
- IDENTIFY THE TIMELINE
- ESTABLISH THE CONTACT PERSON
- PROVIDE CLARIFICATION IN THE NOTES SECTION

3. **Review. Refine. Share.**

- ONCE THE PROCESS IS OUTLINED, MEET WITH MUNICIPAL STAFF TO IDENTIFY AREAS THAT CAN BE STREAMLINED.
- REFINE AND FINALIZE SMALL BUSINESS JOURNEY MAP.
- PROVIDE DIGITAL COPY TO MUNICIPALITY TO POST ON WEBSITE. POST ON MAIN STREET WEBSITE AND HAVE HARD COPIES AVAILABLE AT THE MAIN STREET OFFICE.

SMALL BUSINESS JOURNEY MAPPING | Page 2



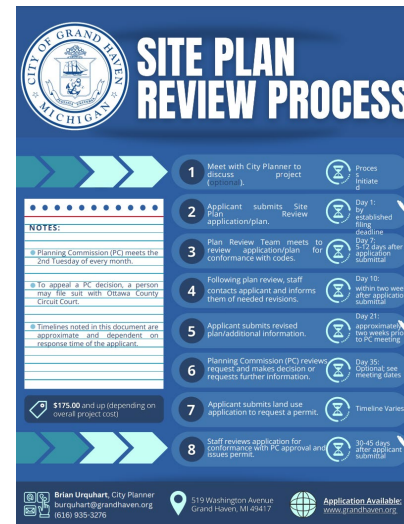
SALES GAP FACTORS | DOWNTOWN ADRIAN DRIVE TIMES

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	10.1	12.7	3.5
Furniture and Home Furnishings Stores	(61.6)	(80.5)	(76.9)
Electronics and Appliance Stores	(8.0)	(32.3)	(2.5)

Property Investment

Support property owners in filling their vacancies and continually investing in their built assets

- Maintain a building and business inventory
- Understand local planning and zoning regulations
- Host property owner meetings and facilitate broad communication
- Identify or develop local incentives to maintain and rehabilitate space
- Advocate for the activation of upper floors
- Work with property owners to match prospective tenants and community needs



In-demand Businesses

Food & Drink

- Coffee shop
- Breakfast/brunch restaurant
- Brewery or brewpub
- Healthy menu eatery
- Deli/sandwich shop

Shopping & Retail

- Mexican-made ceramic tiles and other home artisan interior design products
- Arts, crafts and hobbies
- Bookstore
- Vintage/repurposed goods
- General/variety store



Owosso Main Street & Downtown Development Authority
Revolving Loan & Grant Program

Build Partnerships

Small businesses and property owners need a broad coalition of support to be successful

- Intra-City Partnerships (planning commission, code enforcement)
- Local Financial Institutions
- Entrepreneurship pipelines (farmers markets, college programs)
- Michigan Small Business Development Centers
- Local Economic Development Organizations



EV Support Documents


Market Snapshot

Building and Business Inventory

Visitor Data

DOWNTOWN ADRIAN

ADRIAN, MICHIGAN



MARKET SNAPSHOT

Main Street Adrian and community partners are taking a pro-active approach to planning for the future prosperity of Downtown Adrian. Ongoing efforts are serving to heighten the appeal of Downtown Adrian as a place to work, visit, live, do business, and invest. A holistic approach to revitalization is sparking a new wave of activity and positioning Downtown Adrian as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information provides a starting point for evaluating the market, identifying potential opportunities, and assessing Main Street Adrian enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Adrian.

MAIN STREET ADRIAN

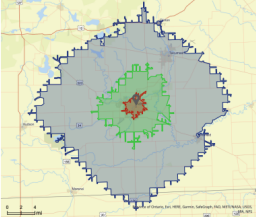
(517) 264-4816

adriancity.com/community/development_adrian/index.php

Michigan is a Michigan Main Street community. Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts. The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™—a consensus-driven approach to tackling the complex issues of revitalization by capitalizing on downtown's history and identifying the unique assets of the community itself.

DEMOGRAPHIC FAST FACTS

Source: Esri 2022



	5 Minutes	10 Minutes	20 Minutes
POPULATION			
2010 Total	17,668	37,825	75,338
2020 Total	17,323	37,245	75,189
2022 Estimate	17,298	37,488	74,813
2022 Projection	17,159	37,141	74,195
Growth (2022-27)	-0.8%	-0.9%	-0.8%
<small>Projected State Population Growth (2022-27)</small>			-0.2%
2022 DAYTIME POP			
Total Daytime Population	18,271	38,447	68,427
Workers	8,070	17,369	27,462
Residents	10,201	21,078	40,965
Daytime Change	5.8%	2.6%	-8.5%
HOUSEHOLDS			
2010 Total	6,522	13,383	27,797
2020 Total	6,621	13,714	28,630
2022 Estimate	6,602	13,652	28,565
2022 Projection	6,592	13,600	28,518
Growth (2022-27)	-0.2%	-0.4%	-0.2%
<small>Projected State Households Growth (2022-27)</small>			0.3%
MEDIAN HH INCOME			
2022 Estimate	\$38,500	\$47,556	\$54,912
2027 Projection	\$41,735	\$52,736	\$60,859
Growth (2022-27)	8.4%	10.9%	10.8%
<small>2022 State Median HH: \$63,818</small>			2022-27 Growth: 18.7%

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	A	B	C
	Business Name	Property Street Address	Use (use dropdown)
3	FOUR CORNERS PARK	FOUR CORNERS PARK	Civic uses
4	LOFTS AT MILNES PLAZA	20 N HANCHETT ST	Residential
5	MILNES PLAZA	MILNES PLZ	Civic uses
6	X RACHELS SALON	76 W CHICAGO ST	Vacant
7	INTEGRITY APPAREL	52 W CHICAGO ST	Retail occupied
8	COLDWATER WORLD MARKET	70 E CHICAGO ST	Grocery stores
9	X MAIN THEATER	64 E CHICAGO ST	Vacant
10	DUTCH UNCLE DONUTS	58 E CHICAGO ST	Eating & Drinking
11	JTS BILLIARD & BAR	50 E CHICAGO ST	Eating & Drinking
12	JTS BILLIARD & BAR PATIO	44 E CHICAGO ST	Vacant
13	JTS BILLIARD & BAR PARKING	11 S HUDSON ST	Vacant
14	BRANCH COUNTY PARKING	33 S HUDSON ST	Vacant
15	DENNING GLASS	21 S HUDSON ST	Manufacturing
16	BRANCH COUNTY PARKING	17 S HUDSON ST	Vacant
17	BRANCH DISTRICT LIBRARY	10 E CHICAGO	Civic uses
18	ARNOLD AUTO PARTS & TREEHOUSE	20 E CHICAGO ST	Retail occupied
19	TREEHOUSE	34 E CHICAGO ST	Vacant
20	BRANCH COUNTY PARKING	22 S HUDSON ST	Vacant
21	BRANCH COUNTY COMPLEX	31 DIVISION ST	Civic uses
22	CENTURY BANK & TRUST REPO LOT	59 HARRISON ST	Vacant
23	CENTURY BANK & TRUST PARKING	35 N CLAY ST	Vacant
24	CENTURY BANK & TRUST	100 W CHICAGO ST	Office
25	NUTRITION EXPRESSION	130 W CHICAGO ST	Eating & Drinking
26	CITOG WEST	138 W CHICAGO ST	Auto business
27	STOAGIES FAMILY ROOM CAFE	91 E CHICAGO ST	Eating & Drinking

Grand Haven Main Street

Grand Haven, Michigan



Photo Credit: Grand Haven Main Street

11K residents
of Grand Haven city, Michigan
(U.S. Census Bureau, 2020)

702.9K visitors
number of visitors to Grand
Haven Main Street in 2023

2.6M visits
to Grand Haven Main
Street in 2023

**July 2023 -
Busiest Month**

Grand Haven Main Street had
414.9K visits in July 2023

**Fridays and
Saturdays -
Busiest Days**

About 41% of visits take place
on Fridays and Saturdays

**Lunch and
Dinner - Busiest
Times**

About 31% of visits occur
between Noon to 2pm and
6pm to 8pm

Visitor Profile + Event Analysis | Prepared by Main Street America | October 2024

Economic Vitality Resources

Economic Vitality Committee Curriculum

Resources for on-boarding Economic Vitality committee members

Economic Vitality Four-Point Overview

[Michigan Main Street Economic Vitality Worksheet](#)

[Main Street America Foundations: Economic Vitality](#)

District Data

[Main Street America Market Analysis for Community Transformation](#)

[Building and Business Inventory](#)

Local Market Snapshot

Local Visitor Data

Business Retention and Recruitment

[Business Development Toolkit](#)

[Guide to Supporting Entrepreneurs](#)

[Business Recruitment Webinar](#)

Real Estate

[Introduction to Planning for Downtown](#)

Real Estate Development Webinar Series

[Main Street and Economic Development](#) | [Turning Numbers into Opportunity](#) | [Getting Your Act Together Before You Market](#) | [Property Marketing 101](#)

[Building Improvement Incentives Guide](#)

[Strategies for Filling Vacancies](#)



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



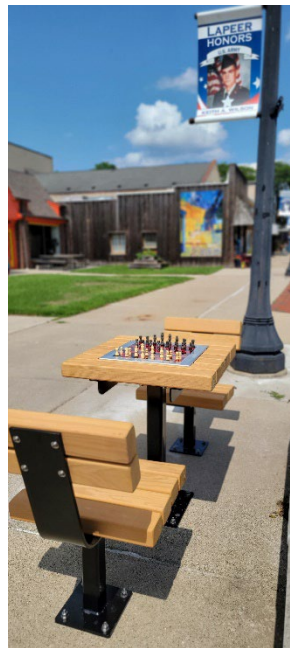
Promote Physical Improvements

- Promote physical improvements to both buildings and public spaces
 - Facades, parking lots, streetscapes, parks, alleys



Promote Physical Improvements

- Promote physical improvements to both buildings and public spaces
 - Clean-up and maintenance programs
 - Beautification and placemaking
 - Infrastructure improvements



Preserve and Enhance Historic Fabric

- Education + Awareness: advocate and educate the community about the value of downtown's unique assets
 - Learn about and share your district's history
 - Document historical assets
 - Conduct architectural assessment
 - Develop programs to share history with community such as historic markers and walking tours
 - Outreach: teach others about the impact of design improvements and preservation tools
 - Property Owners
 - Community Members
 - City Council and Staff



Preserve and Enhance Historic Fabric

- Education + Awareness: Identify preservation-based resources, partners, and incentives that will help implement local historic preservation efforts



NPS.gov / Home / What We Do / The Secretary of the Interior's Standards for the Treatment of Historic Properties

The Secretary of the Interior's Standards for the Treatment of Historic Properties

Using the Standards and Guidelines for Preservation, Rehabilitation, Restoration & Reconstruction

The purpose of **The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings (2017)** is to provide guidance to historic building owners and building managers, preservation consultants, architects, contractors, and project reviewers prior to beginning work. It is always recommended that preservation professionals be consulted early in any project.

- [Introduction, Historical Overview, Preservation Standards & Guidelines, Rehabilitation Standards & Guidelines \(pp.1-162, PDF\)](#)
- [Restoration Standards & Guidelines and Reconstruction Standards & Guidelines \(pp.163-241, PDF\)](#)

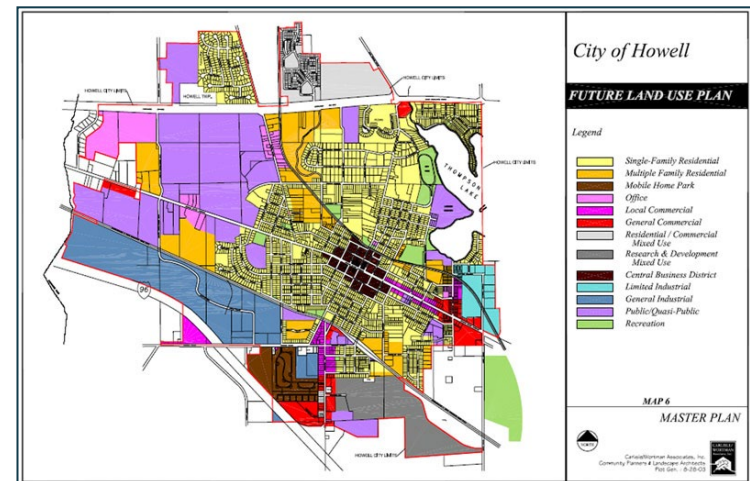
The Standards for the Treatment of Historic Properties address four treatments: preservation, rehabilitation, restoration, and reconstruction. As stated in the regulations ([36 CFR Part 68](#)) promulgating the Standards, "one set of standards ... will apply to a property undergoing treatment, depending upon the property's significance, existing physical condition, the extent of documentation available, and interpretive goals, when applicable. The Standards will be applied taking into consideration the economic and technical feasibility of each project." These Standards apply not only to historic buildings but also to a wide variety of historic resource types eligible to be listed in the National Register of Historic Places. This includes buildings, sites, structures, objects, and districts.

IMPORTANT LINKS

- [Standards & Guidelines for Preservation](#) >
- [Standards & Guidelines for Rehabilitation](#) >
- [Standards & Guidelines for Restoration](#) >
- [Standards & Guidelines for Reconstruction](#) >
- [Other Guidelines for Applying the Standards](#) >
- [History of the Standards](#) >
- [Rehabilitation Standards—Tax Credit Projects](#) >
- [Planning Successful Rehabilitation Projects](#) >

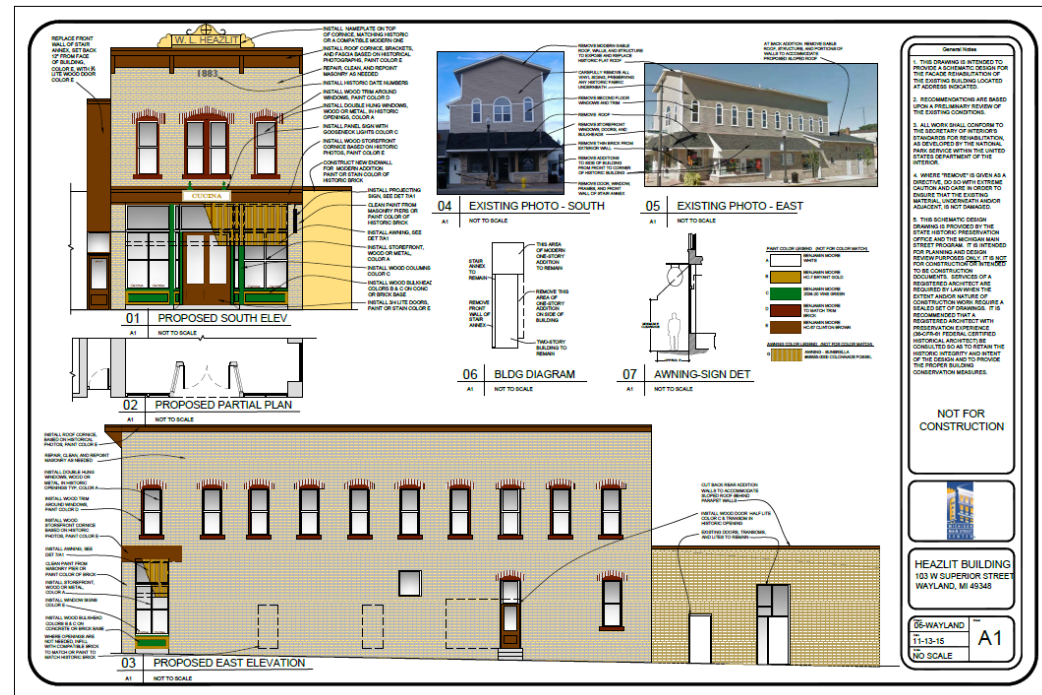
Encourage Planning & Best Practices

- Build relationships and resources to support planning and best practices in the design of downtown (re)development
 - Review planning studies and ordinances
 - Review Zoning, Master Plan, Sign Ordinance, Historic District Ordinance, etc.
 - Develop Design Guidelines



Encourage Planning & Best Practices

- Provide Technical Assistance and Support
 - Develop local incentive program
 - Support appropriate improvements
 - Building façades
 - Interior rehabilitation, maintenance and repair
 - Signage
 - Awnings
 - Window displays
 - Energy efficiency



Design Resources

Design Committee Curriculum:

Resources for on-boarding Design committee members

Design Four Point Overview

[Michigan Main Street Design Worksheet](#)

[Main Street America Foundations: Design](#)

Preservation

[Historic Preservation 101 Webinars](#)

[What is Historic Preservation](#) | [Storefront Design](#) | [How to Encourage Catalytic Revitalization](#)

[Main Street America Design Guide](#)

[Guide to Creating Design Guidelines](#)

Place

[Project for Public Spaces Placemaking Overview](#)

[AARP Pop-up Placemaking Toolkit](#)



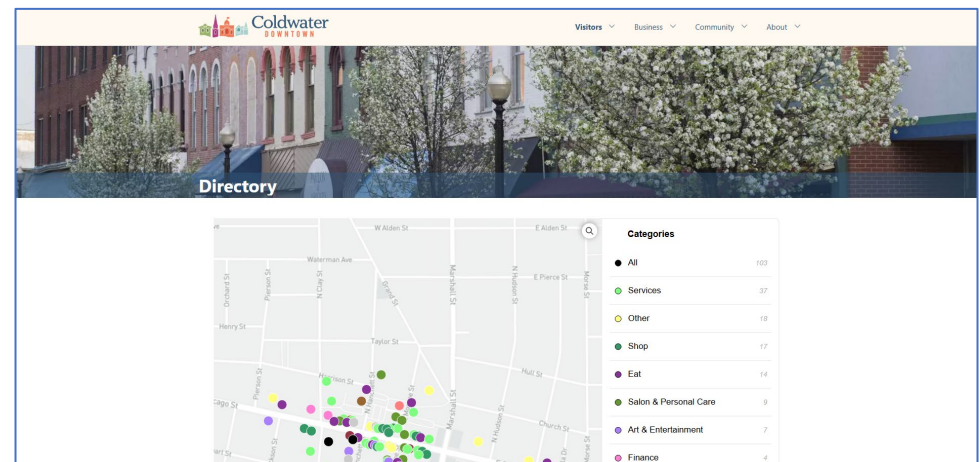
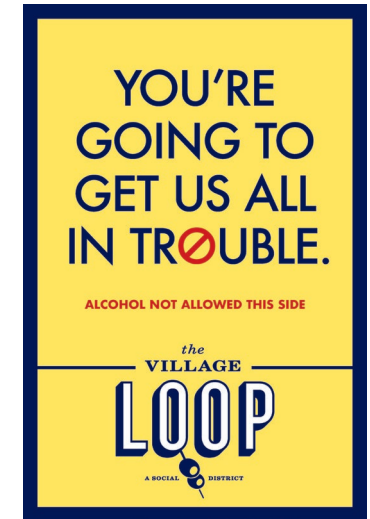
Promotion



Positions the downtown as the **center of the community** and the **hub of economic activity** while creating a **positive image** that showcases a **community's unique** characteristics.

Key Objectives of Promotion

- Positions the district as the center of activity
 - Community and Special events
 - Retail events
 - Annual Calendar of events
 - Event evaluation
- Market district assets:
 - Asset mapping
 - Downtown directory
 - Maintaining website
- Enhance positive image
 - Community Branding
 - Marketing plan
 - Image building
 - Advertising
 - Social media



Power of Promotion

Enhance or reshape image of the district, reflecting both **vibrancy** and **character**

Strengthen your downtown's role as a hub of **activity and connection**

Supports economic **growth & investment**



Storytelling

Old Town Lansing

Summer Bucket List



Order Iced Coffee from Blue Owl



Enjoy a meal at the Pablo's



Check out our many neighborhood murals



Get a cone from Scoops Ice Cream



Snag a new do' at Loyalty Barbershop



Order takeout from Ozone's Brewhouse



Watch the sunrise at Brenke Fish Ladder



Find a new favorite snack at Cravings Gourmet Popcorn



Visit one of our 40 amazing boutiques



Take a stroll down historic Turner Street



Catch a tan on the Lansing River Trail



Meet friends for a picnic at Turner Mini Park



Building Effective Promotions



Identify Assets & Unique Features



Understand Audiences



Market Audience:
Current Audience



Target Market:
Desired Audience

Marketing Tools

Digital Platforms

- Website
- Blogs
- Social Media

Traditional Materials

- Brochures
- Flyers
- Newsletters
- Banners

Direct Marketing

- Email & Newsletters
- Printed Mail Campaigns

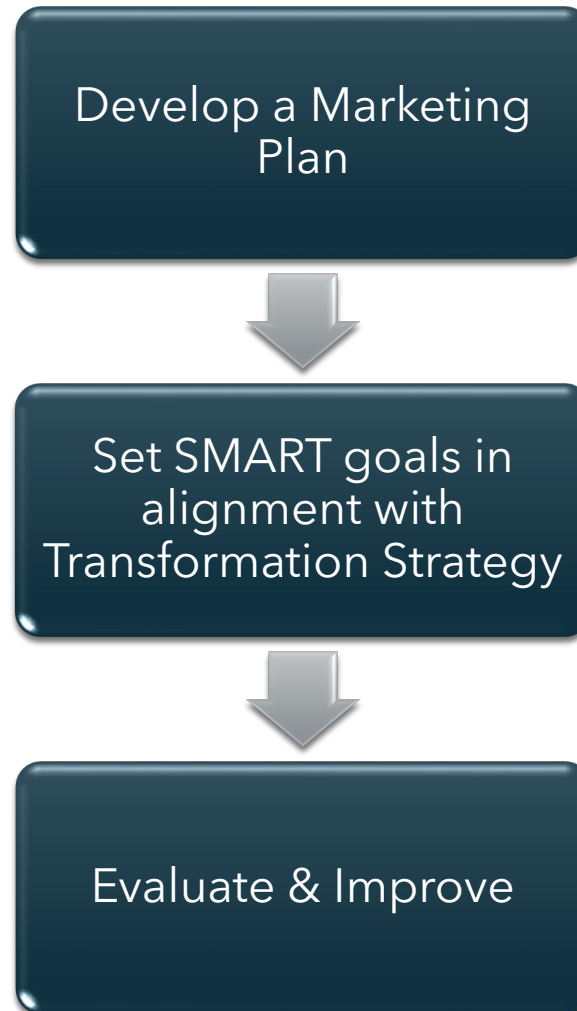
Earned Media

- Press Coverage
- Public Relations

Promotion & the Other Points



Actionable Steps



Promotion Resources

Promotion Committee Curriculum:

Resources for on-boarding Promotion committee members

Promotion Four Point Overview

[Michigan Main Street Promotion Worksheet](#)

[Main Street America Foundations: Promotion](#)

Events

[Guide to Planning Strategic Events](#)

[Best Practices for Retail Events](#)

[Guide to Single-Ask Sponsorship Campaigns](#)

[Guide to Event Evaluation](#)

Marketing

[Asset Mapping](#)

[Organization and Destination Marketing 101](#)

[Design a Marketing Plan](#)



Organization

Bring the community together to create a shared vision, define clear goals, and create a strong foundation for revitalization efforts

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

VISION & MISSION STATEMENTS

Vision Statement

Downtown Cheboygan is a welcoming, walkable destination that celebrates its natural beauty, riverfront, trails, and historic charm. Tree-lined streets and green spaces connect the community to music, arts, and culture, while full storefronts and upper floor housing enrich our vibrant, small-town feel. Our vision preserves Cheboygan's character, supporting locally owned businesses and creating an authentic experience that serves both locals and visitors.



Build a Sense of Ownership



WITH *versus* **FOR**

Promote the Revitalization Efforts

Communications Planning

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



Identify Partners



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

Create Consistent Message



Reinvest. Rebuild. Revitalize.
Downtown Coldwater makes a splash with a brand new website and updated campaigns to promote businesses and events.

2025 EDITION COLDWATER MAIN STREET 517.279.6912 DowntownColdwater.com



State of DOWNTOWN

- 13 Blocks
- 39 Acres
- 3 Acres of public green space
- 129 Parcels
- 12 Restaurants
- 91 Residential units
- 898 Public parking spaces
- 185.9k Visitors

Coldwater Main Street is making a real difference.
The Downtown Coldwater Main Street program is to support a dynamic environment that considers demonstrates a collective energy and synergy. We strive to foster entrepreneurial investment and growth and encourage a vibrant, multicultural, family-oriented downtown that is enjoyed by our community.

Downtown's Goals

- Family-friendly experiences with a focus on arts and culture
- Revitalize buildings and public spaces to enhance an authentic sense of community that is attractive to all ages
- Create an entrepreneurial ecosystem that supports existing and new, experience-based and multicultural businesses

Engaged. Reckless. Ready. Community.

TRANSFORMING COLDWATER'S DOWNTOWN



Coldwater Main Street sponsored a new mural at 40 South Hancock Street. The mural, painted by artist and board member Matt Biochini, was dedicated to his mother, Paula.

Hope Cafe celebrates big! During its 10th anniversary party, the cafe received news that it would be the recipient of a \$20,000 Match on Main award.

Community members took part in a walking tour to discuss opportunities for public space improvements that will drive future projects.

Main Street is Helping Businesses Thrive

- Low Interest Loan Pool program
- Match on Main Grant program
- Facade Restoration Initiative Grant
- Market data
- Exterior design assistance
- Visitor Data
- Revolving Loan Fund

"We are so proud to be a part of the downtown and we're glad that the Match on Main program felt that our work in the downtown and community wide is worth enhancing."

—Kim Hemker, Director, BCCADSV and Hope Cafe

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT \$585,760
Program to date: \$2,609,404

12 Facade & Building Improvements
Program to date: 23

5 New Businesses
Program to date: 13

Community Profile
City of Coldwater | 2024

- Population: 13,550
- Households: 4,812
- Median HH Income: \$52,237
- Median Age: 37.7 years
- Homeless Units: 5,195
- 89% Housing occupied
- 94% Overoccupied
- 30% Rent unoccupied

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	13,200	30,501	112,239
Households	4,730	7,825	44,317
Median HH Income	\$52,527	\$61,753	\$63,403

In-demand Businesses

Food & Drink
Bakery
Italian restaurant
Deli-casual pizza/ris
Steak house

Retail Establishments
Bookstore
Women's clothing
Cards and gifts
Home furnishings
Specialty foods

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

Appeal to Stakeholder Interests

- Value proposition
- What's in it for them?
- Why does a strong downtown matter?
 - How does it benefit each unique stakeholder?
- What will motivate them to support the organization and get involved?



Main Street Communication Plan

MAIN STREET COMMUNICATIONS PLAN WORKSHEET																									
WHO?	WHAT?	HOW?														ACTION!									
		Door-to-Door/Face-to-Face	Stakeholder Meeting	Presentations	Council Updates	Board/Committee Update	Other:	Newsletter	Email	Brochures	Press Releases	Website	Posters	Social Media	Booths at Events		Other:	Volunteer	Donate/Invest Money	Sponsor	Subscribe to Newsletter	Call/Invite a Friend/Share Message	Attend an Event Downtown	Visit Downtown Eaton Rapids	Other:
AUDIENCE: STAKEHOLDER/PARTNER	MESSAGE	DIRECT COMMUNICATION					INDIRECT COMMUNICATION					CALL TO ACTION				Follow Up									
City of Eaton Rapids	Describe the Main Street Program, ask for monetary and in kind support	x	x		x			x			x		x	x			x		x						Partner to launch kickoff event
Eaton Rapids Marketing Alliance	Ask to launch the program		x			x			x								x	x	x						Partner to launch kickoff event
Downtown Development Authority (DDA)	Describe the program, ask for monetary support. Ask them to host the program and	x	x	x		x		x	x	x		x				x	x	x	x						Initiate formal partnership
Local Development Finance Authority (LDFA)	Describe the Main Street Program, ask for monetary and in kind support		x	x		x		x	x	x		x							x						Schedule presentation at meeting, invite to kickoff
Chamber of Commerce	Ask them to be actively involved in the program.	x	x					x	x	x		x	x	x	x		x	x	x	x					Schedule presentation at meeting, invite to kickoff
Quality of Life Boards- Arts Council, River Recre	Ask for volunteer support and participation	x	x			x		x	x	x		x	x	x	x		x	x	x	x					Schedule presentation at meeting, invite to kickoff
Hamlin Township and Eaton Rapids Township	Describe the program, ask for monetary support and participation	x	x	x				x	x	x		x	x				x	x	x	x					Schedule presentation at meeting, invite to kickoff
Eaton Rapids Public Schools, Humpty Dumpty Preschool, Island City Academy	Describe the program, ask for monetary support and participation	x	x					x	x	x		x	x	x	x		x	x	x	x					Invite to kickoff, ask superintendent the best way to approach the board
Service Clubs/Organizations- Health Alliance, Rc	Describe the program, ask for monetary support and participation	x	x	x				x	x	x		x	x	x	x		x	x	x	x		x			Schedule presentation at meeting, invite to kickoff
Residents	Describe the benefit, ask for volunteer support, participation, committee involvement		x					x	x	x		x					x			x	x	x	x		Invite to kickoff event
Commercial Industries- Meridian Magnesium, D	Describe the program, ask for monetary support and participation	x	x					x	x	x		x	x				x	x							Invite to kickoff, meet to ask for donation
Small Business Owners	Describe the program and how it can benefit them, ask for monetary support and participation	x	x					x	x	x		x	x	x			x	x	x	x	x	x			Invite to kickoff event
Eaton Rapids Development Corporation	Describe the program, ask for monetary support and participation	x						x	x	x		x					x	x	x	x					Invite to kickoff event
Non Profits- Eaton Rapids Medical Center, Eaton	Ask for volunteer support, participation, committee involvement		x					x	x	x		x	x	x	x		x	x	x	x		x			Invite to kickoff event
Capital Region Community Foundation	Describe the program, ask for monetary	x	x	x				x	x	x		x	x	x			x		x				x		Request a donation
Downtown Property Owners	Describe the benefits of the program, ask for monetary support and participation		x					x	x	x		x					x	x	x	x	x	x			Invite to kickoff event
Local Media- Flashes, Eaton Rapids Community	Describe the benefit, ask for volunteer support, participation, committee involvement		x					x		x	x		x								x	x	x		Invite to kickoff

Communication Calendar

- Identifies Lead to develop messaging tool
- Identifies frequency to deliver messaging tool
- Planning tool - outline tasks needed to develop and deliver messaging tool

MAIN STREET COMMUNICATION CALENDAR WORKSHEET																	
MESSAGING TOOL	STAKEHOLDER	LEAD	FREQUENCY												ACTION ITEMS/TASKS		
			Daily	Weekly	January	February	March	April	May	June	July	August	September	October		November	December
Direct Communication	Face-to-Face																
	Stakeholder Meeting																
	Presentation/Update																
	Other:																
	Other:																
In-Direct Communication	Newsletter																
	Brochure																
	Flyer																
	Press Release																
	Website																
	Other:																

Main 5 Communication

- Identifies Main 5 Audiences and common messaging for each

AUDIENCES

DONORS	Sponsors Donations Members Investors Planned Giving
OWNERS	Business Building Property Developer
PUBLIC	Customers Citizens Event Goers
VOLUNTEERS	Board Committees Events Service In-kind
GOVERNMENT	Mayor Council Schools County Chambers CVBs

Foster Community Engagement

Volunteer Management

- Recruitment
 - Identify needs based on current projects
 - Create application and job descriptions
- Orientation
 - Volunteer packet
- Management
 - Volunteer Database
 - Track volunteer time
 - Evaluate volunteer performance
- Recognition
 - Annually recognize hard work and achievements
 - Recognize major accomplishments throughout the year



Volunteer Trends

1

Create an executive summary of strategic plan or yearly plans to share with all volunteers and stakeholders

2

Develop a targeted ask for volunteers; Be specific about volunteer opportunities

3

Get to know volunteer's interests and skillsets; Match-make with available opportunities

4

Allow flexibility in volunteer opportunities

5

Start a volunteer mentor or buddy system

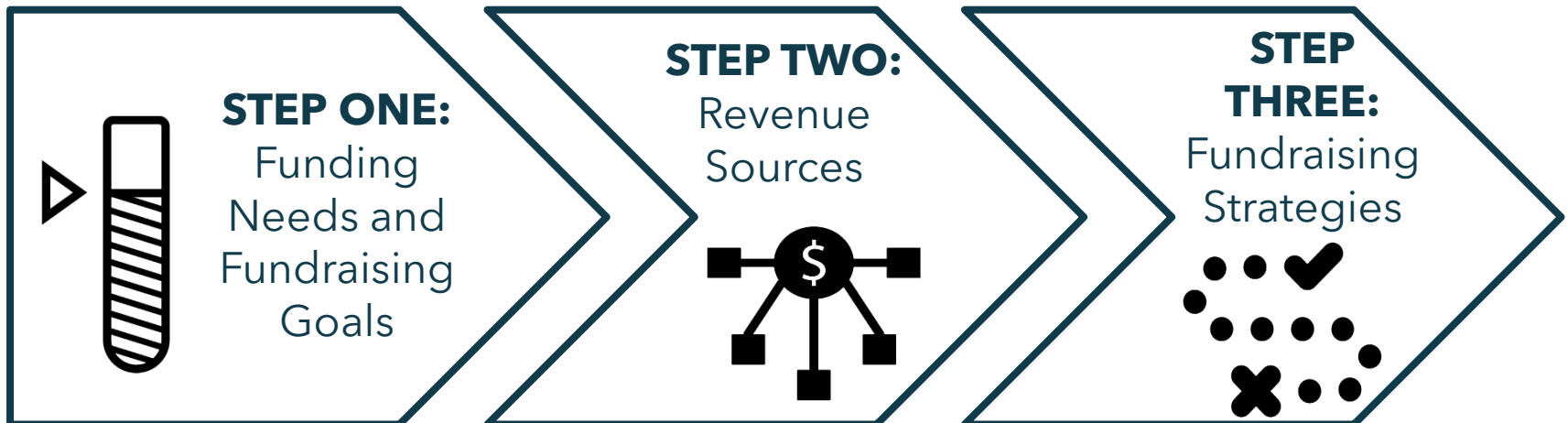
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Use volunteer opportunities as a pipeline for organizational leadership

Encourage Investment in Revitalization

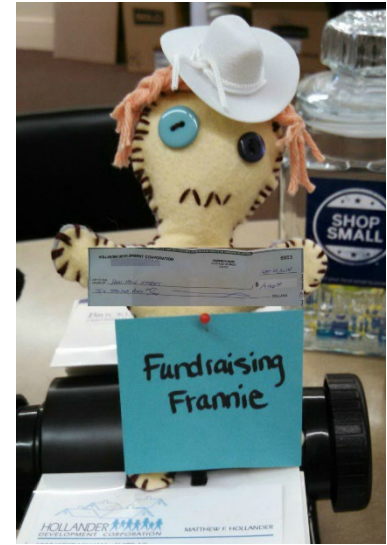
Budget and Fund Development

- Purpose: details every dollar you anticipate spending and how you intend to raise the money
- Components:
 - Identify Funding Needs
 - Create Fundraising Goals
 - Identify Revenue Sources
 - Use Fundraising Strategies



Fundraising Strategies

- Fundraising Campaign
 - Pledge Drive/Annual Giving
 - Sponsorship Package
 - Annual One-Time Ask for Events and other Programming
- Events
- Merchandise



Organization Resources

Organization Committee Curriculum

Resources for on-boarding Organization committee members:

Organization Four Point Overview:

[Michigan Main Street Organization Worksheet](#)

[Main Street America Foundations: Organization](#)

Outreach/Communication:

[Communication plan](#)

Local Community Main 5 Communication Resources

Fundraising and Fund Development

[Beginner's Guide to Fundraising](#)

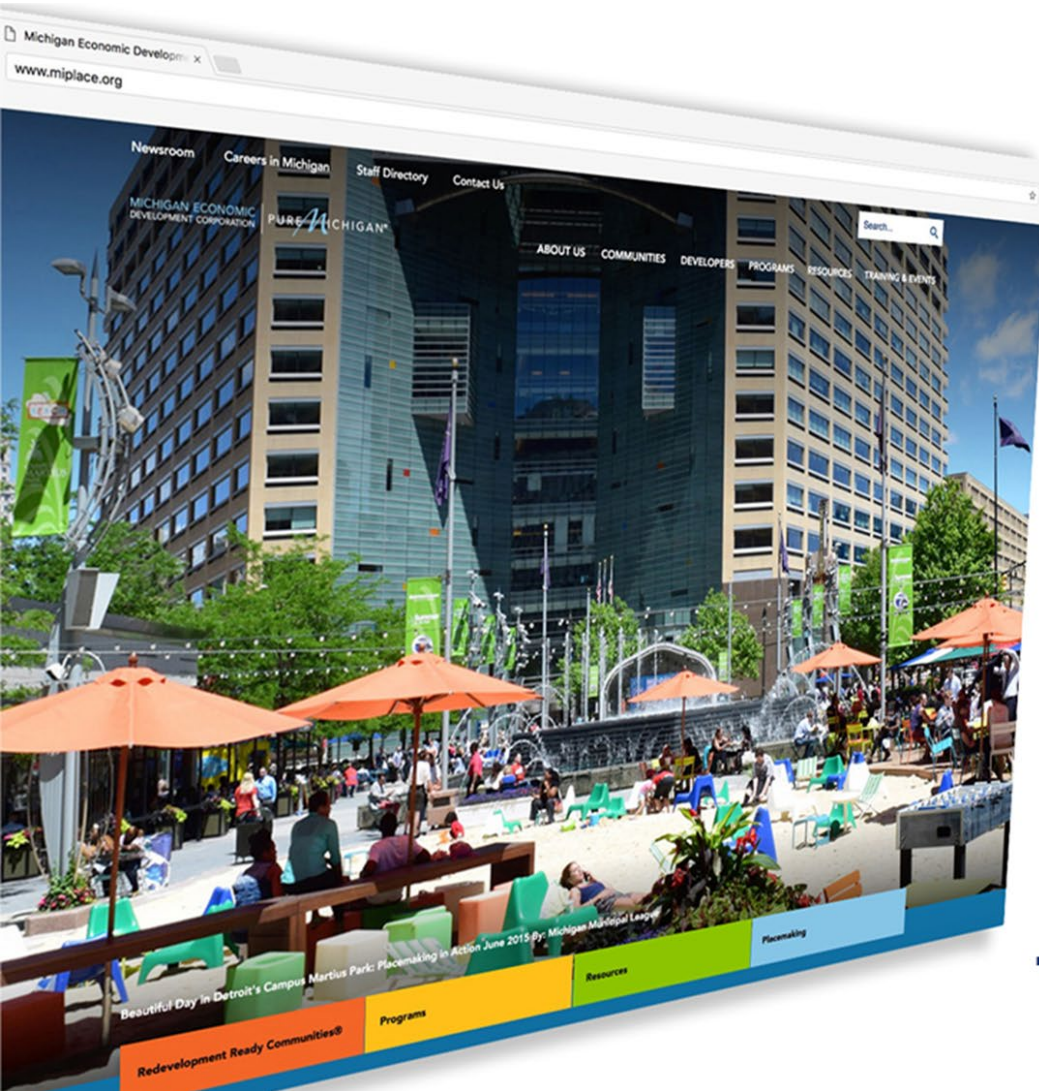
[Fund Development Toolkit](#)

Volunteer Management:

[Volunteer Toolkit](#)

[Volunteer Management Webinar](#)





RESOURCES

www.miplace.org

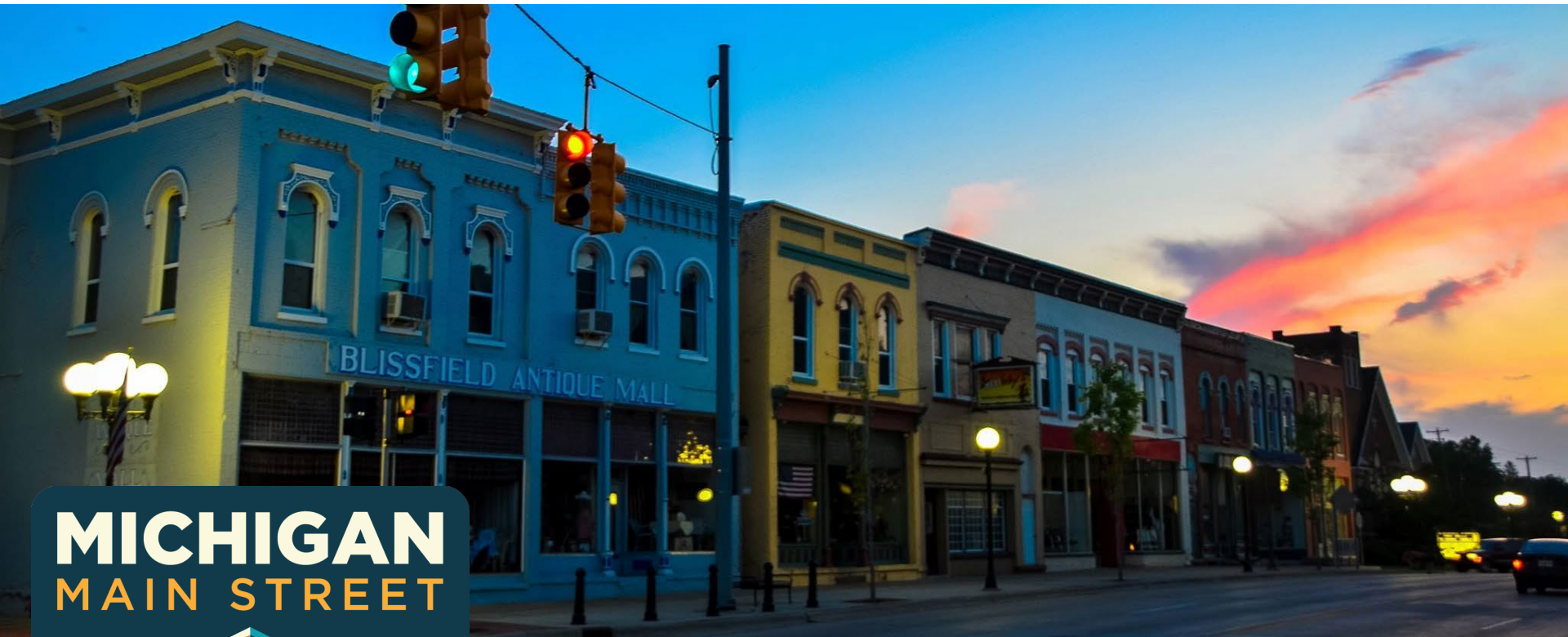
LinkedIn:

MEDC Community
Development

Facebook:

@MiPlaceNews

Twitter: @MiPlaceNews



MICHIGAN MAIN STREET



Thank You!

Michigan Main Street Center

<https://www.miplace.org/communities/mms>