



MAIN STREET SOLUTION CENTER

CATALOG 2024



WELCOME TO THE MAIN STREET SOLUTION CENTER

The Main Street Solution Center is a comprehensive online resource hub designed to support downtown and district organizations in revitalizing and managing their communities. It provides a wide array of tools, strategies, and examples tailored to meet the diverse needs of urban and rural districts alike. This introduction aims to guide you through utilizing the Main Street Solution Center and its eight categories of resources effectively to maximize the benefits for your organization.

Step 1: Getting Started

Begin by visiting the Main Street Solution Center website. Familiarize yourself with the site's layout and features to navigate the resources with ease.

Step 2: Explore the Eight Categories of Resources

The Solution Center is organized into eight primary categories, each focusing on a different aspect of downtown or district revitalization and management.

Step 3: Utilize the Resources

Each category offers a wealth of resources, including case studies, toolkits, webinars, and articles. Identify your downtown's or district's needs and challenges, and explore relevant resources to find solutions and inspiration.

Step 4: Apply What You Learn

Apply the strategies, tools, and ideas you discover to your own downtown or district. Tailor the solutions to fit your community's unique context and needs. Remember, revitalization is a process that requires patience, persistence, and adaptability.

Step 5: Stay Engaged

Stay engaged with the Main Street Solution Center by following MEDC MiPlace on social media, participating in webinars, and connecting with other downtown and district organizations. Sharing your own experiences and successes can also contribute valuable insights to the community.

By leveraging the Main Street Solution Center and its eight categories of resources, your downtown or district organization can gain the knowledge and tools necessary to foster a vibrant, thriving community.

USING TO THE SOLUTION CENTER CATALOG

The catalog offers a path for evaluating and planning, and is a gateway to an expanding collection of tools and resources for advancing organizational development and district revitalization efforts in downtowns and traditional neighborhood commercial districts across the state of Michigan.

Explore the complete inventory of Main Street Solution Center tools and resources by scanning the QR Code to the right or at www.miplace.org/programs/michigan-main-street/resources.



THE CATEGORIES

Our eight category system helps to make the massive collection of resources far less daunting and more helpful. This is how we have organized the information:

Business

This section focuses on supporting, developing, retaining, and recruiting business to your district.

Real Estate

From building inventories to redevelopment strategies and vacancy treatments, this section is focused on getting the most out of your buildings.

Events

Strategic events help bring the district to life, create vibrancy, stimulate retail activity, and help people fall in love with your place.

Marketing

From organization and destination branding to social media, this section helps you foster advocacy for your efforts and build brand value for your district.

Preservation

Our buildings tell our story. Preservation is the basis of place-based economic development and is the essence of what makes your district unique and special.

Place

Memorable places and experiences create lasting connections that can be nurtured to build support for the district and to mobilize people who are passionate about the place.

Capacity

Efforts to build an organization with a broad base of support, to earn the trust of community leaders, and to foster strong relationships with stakeholders are key.

People

Our people are our greatest asset. We must build relationships and be intentional in our efforts to recruit, retain and recognize them.



USING THE SOLUTION CENTER SCORECARD

Use the scorecard in to evaluate your organization's performance, strengths, growth opportunities, and areas of need, and to identify just some of the nearly 100 Main Street Solution Center tools and resources that could provide inspiration and help take your organization to the next level.



The scorecard is designed as an evaluation and strategic planning tool based on best practices and fundamental criteria associated with high performing downtown and district management organizations. Use the tool to:

- Gauge and benchmark your organization's performance
- Identify growth opportunities, areas of need, and possibilities for new processes, programs, or areas of focus
- Help facilitate board or leadership team development and strategic planning activities
- Match needs, opportunities, priorities, and areas of interest to Main Street Solution Center tools and resources

Successful businesses are vital to a thriving district.

BUSINESS KEY FOCUS AREAS

Business Retention Strategies | Business Recruitment Strategies | Business Plan Competitions
 Incentive Strategies | Rightsized Retail | Expansion Exploration | Retail Market Data
 Succession Planning | New Business Start Up Package



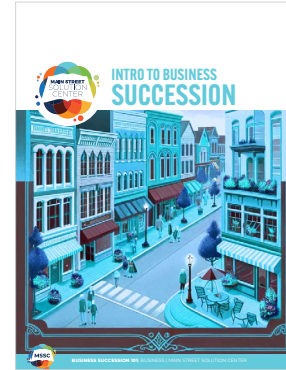
Hosting a Meeting for Business Owners

Learn to effectively host and facilitate productive meetings for business owners, focusing on goal setting, agenda planning, and engaging participation.



Business Development Incentives

Uncover the variety of business development incentives available to entrepreneurs, including tax breaks, grants, and support programs, to stimulate growth and innovation.



Intro to Business Succession

Navigate the complexities of business succession planning with insights on ensuring a smooth transition in leadership and ownership for long-term sustainability.



Hosting a Business Pitch Competition

Find out how to organize a compelling business pitch competition, from setting criteria and assembling a panel of judges to engaging the community and supporting participants.



Planning for Business Expansion

Discover key strategies for planning a successful business expansion, covering market analysis, financial planning, and scalability considerations.



Micro Retail on Main Street

Explore the essentials of launching and thriving in micro retail on Main Street, focusing on niche market opportunities, small-scale operations, and community engagement.



Supporting Entrepreneurs

Learn how to foster a supportive environment for entrepreneurs through mentoring, networking opportunities, and access to resources, enabling their businesses to flourish.



Supporting Business Startups

Discover strategies to support business startups, offering guidance on business planning, financial resources, and navigating the early stages of development.

Business Resources

Getting Oriented

Economic Vitality Overview
Economic Vitality Foundation Video and Tools
Business Development Toolkit

Getting Started

Building and Business Inventory Tool
Hosting a Meeting for Business Owners
Market Analysis for Community Transformation

Business Recruitment

Community Driven Business Recruitment
Ready to Recruit - Business Recruitment Library

Business Retention

Business Development Incentives
Intro to Business Succession
Planning for Business Expansion

Business Trends

Hosting a Business Pitch Competition
Micro Retail on Main Street
Small Scale Manufacturing -Recast City Blog
Maker Economy Made in Place Guide
Made in Place Webinar Recording
Pop-up Primer - Guide to Hosting a Pop-up Shop
Store Design and Display Best Practices

Business Startup Support

Small Business Journey Map
Entrepreneurial Ecosystem Resource Center
Entrepreneurial Ecosystem Guide
Audit Tool
Small Business Survey
Stakeholder Focus Group
Lifecycle Evaluation
Organizational Matrix
Crowdfunding & Community Capital Resources
Supporting Entrepreneurs
Supporting Business Startups

Small Business Resources

MI Small Business Dev Center Regional Contacts
MI Small Business Dev Center Webinars
MI Small Business Dev Center Resources
Doing Good Business
Consumers Energy Small Business Insights Tool
American Express Shop Small Program
Michigan Buy Nearby Program
Main Street Online Small Business Tool
Grow with Google
Empower Program by GoDaddy



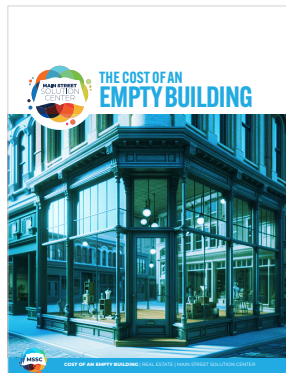
Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



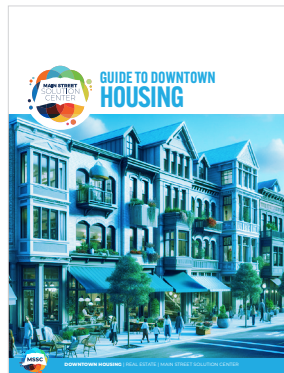
Investment in property development and building rehabilitation is the key to growing the value of place.

REAL ESTATE KEY FOCUS AREAS

Building Inventory | Available Property Listings | Property Owner Brainstorms | Vacancy Treatments | Building Rehabilitation | Property Redevelopment | Upper Floor Renovations



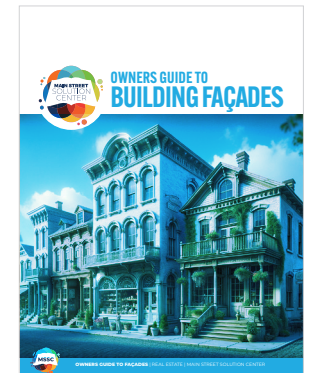
The Cost of An Empty Building
An insightful analysis on the financial and operational impacts of maintaining vacant properties, offering strategies to minimize costs and maximize value.



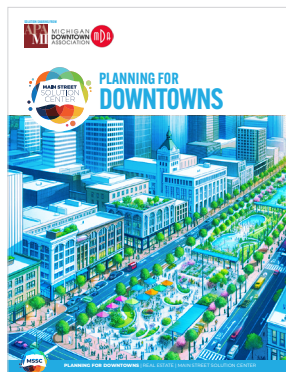
Guide to Downtown Housing
A strategic guide to developing downtown housing, focusing on revitalization, community engagement, and sustainable urban living solutions.



Building Improvement Incentives
An informative overview of incentives for building improvements, detailing financial and regulatory support mechanisms to encourage property enhancements and energy efficiency.



Owners Guide to Building Façades
A detailed handbook for property owners on the maintenance, restoration, and enhancement of building façades to preserve aesthetics and structural integrity.



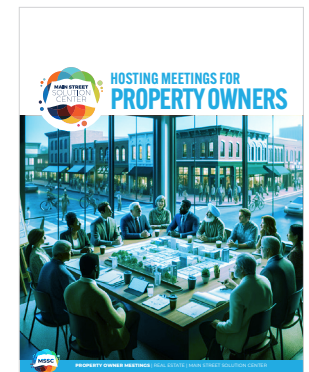
Planning for Downtowns
A strategic blueprint for downtown development, emphasizing community involvement, economic revitalization, and sustainable urban planning practices.



Filling Vacancies
A comprehensive strategy guide for effectively addressing and reducing vacancies, with innovative marketing and leasing techniques tailored to attract and retain tenants.



Working with Property Owners
An expert guide on building collaborative and productive relationships with property owners, focusing on negotiation, communication, and shared goals for property development and management.



Hosting Meetings for Property Owners
A practical manual for organizing and conducting effective meetings with property owners, designed to foster communication, collaboration, and consensus on development initiatives.

Real Estate Resources

Getting Oriented

Economic Vitality Overview
Economic Vitality Foundation Video and Tools
Economic Development Strategy Guide

Getting Started

Building and Business Inventory Tool
Planning and Zoning Basics
Planning and Zoning for Downtowns
Quick Sheet: Master Plan to Zoning to Development
Working with Property Owners
Hosting Meetings for Property Owners
Planning for Downtowns

Building Improvement

Owners Guide to Building Facades
Building Improvement Incentives

Property Development

Local Economic Development Incentive Policies
Guide to Redevelopment Ready Sites
Request for Proposal/Request for Qualifications
Guide to Issuing a Developer RFQ
Zoning Reform Toolkit - Tools to Expand Housing
Filling Vacancies
Guide to Downtown Housing

Real Estate 101

Main Street and Economic Development
Turning Numbers into Opportunity
Getting Your Act Together Before You Market
Property Marketing 101
MEDC Developer Toolkit
Real Estate Development Bootcamp - CEDAM
The Cost of an Empty Building

Real Estate Support

State Land Bank Authority
Historic Preservation Tax Credits
MEDC Incentive Programs



Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



EVENTS

A well designed event strategy creates vibrancy, builds brand equity, and proves market viability.

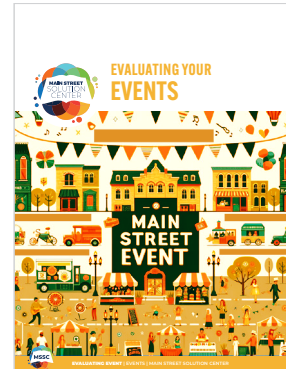
EVENTS KEY FOCUS AREAS

Small, Reoccurring Habit Forming Events | Extended Hours Events
Streamlined Festivals | Micro-celebrations



Planning & Promoting Extended Hours

Planning and promoting extended hours offers strategies for effectively extending operational hours and engaging customers through targeted marketing and communication efforts.



Evaluating Your Events

Evaluating your events provides methods for assessing the success and areas for improvement of your events through feedback collection, data analysis, and performance metrics.



Best Practices for Retail Events

Discover key strategies for maximizing the impact and success of retail events through effective planning, engaging marketing, exceptional customer experiences, and thorough post-event analysis.



Single-Ask Sponsorship Campaigns

A guide on Single-Ask Sponsorship Campaigns provides a focused approach to securing sponsorships through targeted, personalized requests that clearly outline the benefits and opportunities for potential sponsors.



Strategic Events

A guide on strategic events offers insights into designing and executing events with clear objectives, aligning them with broader organizational goals, and measuring their impact to ensure they contribute to long-term success.

Event Resources

Getting Oriented

Promotion Overview
Promotion Foundation Video and Tools

Strategy

Best Practices for Retail Events
Planning & Promoting Extended Hours
Strategic Events

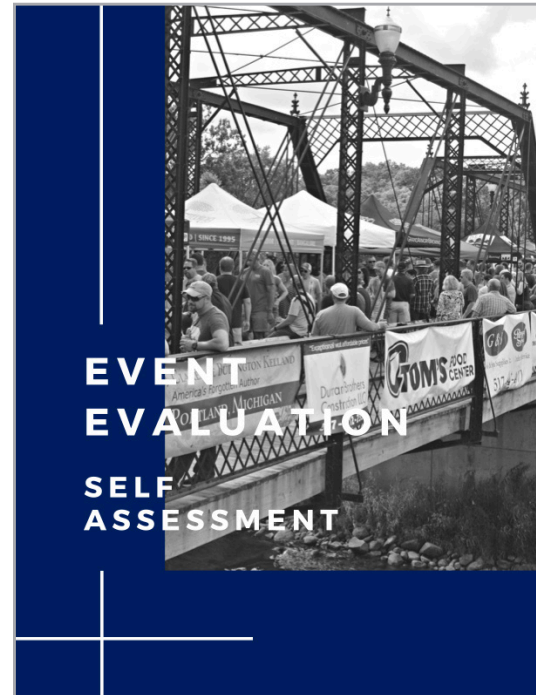
Funding

A Guide to Single-Ask Sponsorship Campaigns

Evaluation

Event Evaluation Tool
Evaluating Your Events

RESOURCE SPOTLIGHT



Event Evaluation

The goal of this tool is to help your organization gather all event information in one place, identify accomplishments and strengths, analyze areas that need improvement, or determine if an event should be retired. This tool will help staff, board members, and other stakeholders make informed decisions on the future of your events.



SCAN ME

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

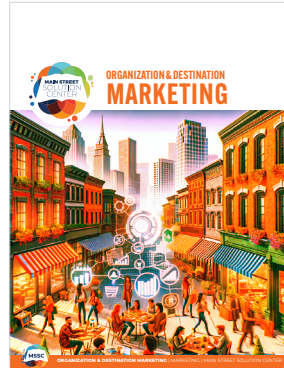
Telling your story and building your brand is essential to success

MARKETING KEY FOCUS AREAS

Storytelling | Social Media Spotlights | Faces of Places Spotlight | Image Building | Promotion and Advertising



A Look Inside a Branding Guide
Revealing the components of a branding guide, including visual identity, tone of voice, and brand positioning, to ensure consistency and coherence in all communication and marketing efforts.



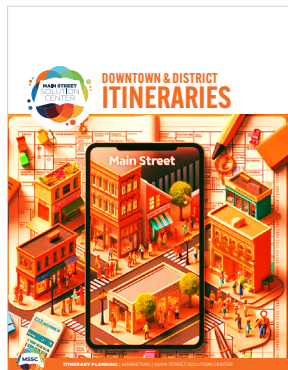
Organization & Destination Marketing
Delivering strategies for organizations and destinations to market themselves effectively, leveraging unique selling points, engaging target audiences, and fostering memorable experiences to drive interest and loyalty.



Downtown & District Directories
Creating comprehensive downtown and district directories that serve as essential guides for visitors and locals, detailing businesses, attractions, and services to facilitate exploration and engagement.



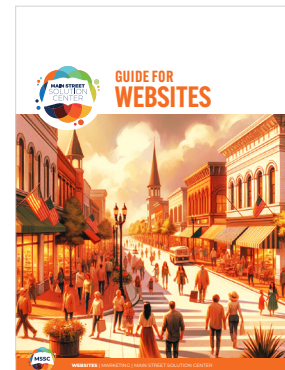
Designing a Marketing Plan
Outlining a step-by-step approach to creating a comprehensive marketing plan that aligns with business objectives, targets the right audience, and utilizes effective channels and tactics for maximum impact.



Downtown & District Itineraries
Crafting engaging downtown and district itineraries that highlight key attractions, promote local businesses, and enhance visitor experiences through thoughtful route planning and storytelling.



Guide for Social Media
Unlocking the power of social media through strategic content creation, audience engagement, and analytics to build brand awareness and foster community.



Guide for Websites
Exploring the essentials of effective website design, content management, and user engagement to establish a strong online presence and achieve digital marketing goals.

Marketing Resources

Getting Oriented

Promotion Overview

Promotion Foundation Video and Tools

Getting Started

Asset Mapping Guide

Asset Mapping Template

Building An Image

Community Storytelling Toolkit

Designing A Marketing Plan

Organization & Destination Marketing

A Look Inside a Branding Guide

Guide for Social Media

Guide for Websites

Advocacy

Arranging a Site Visit with Elected Officials

Advocacy for Main Street Leaders

Tips for Inviting Legislators for Visits - MDA


Destination Marketing

Downtown & District Directories

Downtown & District Itineraries

Guide to promoting tourism via Travel Michigan

RESOURCE SPOTLIGHT

MICHIGAN DOWNTOWN ASSOCIATION 
www.michigandowntowns.com

Schedule a Visit with Your Legislators

Offering a visit and tour of your downtown to your state and federal legislators is an invaluable way to showcase your work and needs. The MDA encourages our members to schedule a visit with state and federal officials at least once a year.

TIPS TO REMEMBER WHEN INVITING LEGISLATORS FOR A VISIT:

1. Don't wait for a project to be complete before scheduling the visit. Show off any stage of the project/initiative.
2. Look at your legislators' schedules. For example, the MI House and Senate are in session in Lansing Tuesday-Thursday so a visit outside of Lansing would not be possible. [Find the schedule here.](#)
3. Invite one month from the proposed date (be flexible) and work with the legislator's scheduler and/or District Director.
4. Work with your neighboring communities. Can the visit be combined with a visit to a neighboring community?
5. If the legislator isn't available, ask a staff member to attend. Often, he/she can visit longer and report directly to the legislator.
6. Create a schedule of the tour/visit and stick to it.
7. Who from your community needs to be part of the tour to create value and impact?
8. Get local businesses involved. Perhaps one or two business owners speak to the legislator in their place of business.
9. Before the visit, send an email to the legislator stating who is scheduled to join the tour from your downtown.
10. Do your homework. In which committees does the legislator participate? What bills has he/she recently supported?
11. Take pictures and share, share, share!
12. Have simple and easy-to-read documents to share. Use reliable data but don't offer any lengthy reports.
13. Make a direct ask of the legislator and get a commitment. Start big and keep asking until you get a "Yes."
A. BIG: Will you support Bill 1234, which would provide funding for our XYZ Project?
B. SMALL: May I follow up with you in two weeks regarding our progress?
14. After the visit, send a handwritten thank you card to the District Office and a thank you email to staff. Make sure to include follow-up materials and any photos from the visit.

For information regarding Michigan Bills and Laws and for Legislators' schedules and contact information, please visit [Visit Your Legislators](#) page!

Tips for Legislator Visits

Follow this Tip Sheet when inviting state and federal legislators for a tour of your downtown or district to ensure a successful visit.



Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

Our buildings are our character. They make us who we are. We must restore and protect our authenticity and uniqueness.

PRESERVATION KEY FOCUS AREAS

Façade and Building Improvement Grants | Community Master Plans and Ordinances
Component Grants | Roof and Building Stabilization | Historic Preservation Standards
Property Owner Education | Historic Designation



GUIDE TO DESIGN GUIDELINES



MSSC

DESIGN GUIDELINES | PRESERVATION | MAIN STREET SOLUTION CENTER

Guide to Design Guidelines

The document provides an in-depth guide on creating design guidelines for the preservation and development of downtown areas and districts, emphasizing the balance between maintaining historical integrity and allowing for modern advancements. It outlines essential components such as the introduction of the guidelines, historical context, design principles, architectural standards, and the inclusion of sustainability measures. Additionally, it details the procedural steps for guideline creation, from project initiation and community engagement to drafting, review, adoption, and ongoing monitoring. Implementation mechanisms, regulatory information, incentives, and case studies are also highlighted to aid in practical application and enforcement.

Cities like Charleston, Savannah, Santa Fe, Alexandria, San Francisco, Boston, and Boulder are cited as successful examples of integrating preservation with contemporary development through well-crafted design guidelines. These examples illustrate the document's core message: effective preservation guidelines require a collaborative process that incorporates historical research, public input, and clear, adaptable standards. This approach ensures that historic downtown areas retain their character and significance while evolving to meet current and future needs.

Preservation Resources

Getting Oriented

Design Overview

Design Foundation Video and Tools

Guidelines

Main Street America Design Guide

Standards for Historic Building Rehabilitation

Preserving, Rehabilitating, & Restoring Components

Guide to Design Guidelines

Historic Preservation 101 (webinars)

Historic Designation

Downtown and District Historic Designation Overview

Historic Resource Survey Program

Local Historic Districts

National Register of Historic Places


Preservation Support

State Historic Preservation Office

Michigan Historic Preservation Network

Certified Local Government Program

RESOURCE SPOTLIGHT



PRACTICAL PRESERVATION
a bulletin series of the Michigan Certified Local Government program

SHPO
Michigan State Historic Preservation Office

SURVEY AND DESIGNATION # 3 | APRIL 2022 | MICHIGAN.GOV/SHPO

What's the Difference? National Register vs. Local Designation

While often confused, listing a property in the National Register of Historic Places and designation of a local historic district are not related. Both are effective preservation tools that help a community identify and plan for its historic resources, but they have different purposes, requirements, and benefits. In addition, while properties can be both listed in the National Register and locally designated, the two have no bearing on one another.

National Register of Historic Places

The National Register of Historic Places is the nation's official list of properties important in American history, architecture, engineering, archaeology, and/or culture. It was established in 1966 as part of the National Historic Preservation Act as a way to identify important historic properties across the country and encourage their preservation.

The National Register is **HONORARY**. It recognizes properties that tell stories important to our communities. Listing in the National Register neither protects a property nor places limitations on private property owners. Rather, it helps local governments, state and federal agencies, and others identify historic properties that should be considered in planning decisions. Listing also provides property owners with access to certain financial incentives.

Local Historic Districts

A local historic district is a historically significant area that is protected by a local historic district ordinance established under the state enabling legislation, Public Act 169 of 1970, as amended. A district may include one or more resources that are related by history, architecture, archaeology, and/or culture.

Local designation **PROVIDES LEGAL PROTECTION**. It requires that proposed new construction, demolition, and exterior work be reviewed and approved by the local historic district commission (HDC) before it is undertaken. This review is legally binding and helps to ensure that growth, development, and change respect the character of the district for the benefit of current and future generations. Local designation also provides property owners with access to certain financial incentives.

NATIONAL REGISTER AT-A-GLANCE

Purpose: To recognize and honor important historic properties across the country and to aid local, state, and federal agencies in planning

Legal Authority: National Historic Preservation Act of 1966, as amended

Administrator: U.S. Department of the Interior, National Park Service (NPS), in partnership with the State Historic Preservation Office (SHPO)

Designation Process: An applicant starts by submitting a brief questionnaire to SHPO to determine if a property is eligible for listing. Upon consensus by SHPO, the applicant prepares a nomination package for review by SHPO and the State Historic Preservation Review Board. Once finalized, documentation is forwarded to the NPS for review and official listing.

LOCAL HISTORIC DISTRICTS AT-A-GLANCE

Purpose: To legally protect historic resources by requiring design review for proposed changes in designated areas

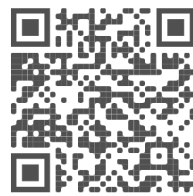
Legal Authority: Michigan's Historic Districts Act Public Act 169 of 1970, as amended

Administrator: Local government

Designation Process: The local government appoints a committee to study the history of an area, get public input, and prepare a report. Based on the findings, the local government may either vote to establish the district or decide not to move forward with designation.

Historic Designation Overview

This document provides an overview on the varying levels of district designation from National Register to Local Designation



SCAN ME

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

Placemaking binds people to place. That connection drives investment.

PLACE KEY FOCUS AREAS

Parklets | Banners | Wayfinding Systems | Streetscapes | Parking Systems & Awareness | Public Art



Cleanup & Maintenance

The document provides a detailed overview of the various activities involved in maintaining clean, safe, attractive, and functional downtown and neighborhood commercial districts, including trash and recycling collection, street and sidewalk cleaning, landscaping, and more. It outlines a comprehensive maintenance plan that addresses these components to create a vibrant, welcoming, and functional urban core, emphasizing the importance of regular maintenance, community involvement, and the setting of clear, achievable goals.



Plans & Strategies for Public Art

Public art represents a diverse array of artistic expressions intended for public spaces to engage and be accessible to a broad audience, including sculptures, murals, installations, and digital art, each contributing to the vibrancy and identity of communities. Effective public art initiatives require comprehensive planning, stakeholder engagement, mapping and geographic strategies, administrative guidelines, and review guidelines to ensure the art aligns with community values and enhances public spaces equitably.

Place Resources

Getting Oriented

Design Overview

Design Foundation Video and Tools

Getting Started

Design Guide

Vibrant Blocks for Businesses - A Main Street Design

Guide for More Beautiful Commercial Districts

Cleanup & Maintenance

Placemaking

AARP How to Create a Livable Community

AARP Pop-up Placemaking Toolkit

Better Block Project (Placemaking Manual | Website)

Enabling Better Places - User's Guide to Zoning Reform

Project for Public Spaces - What is Placemaking?

Nature Based Placemaking

Tactical Urbanism

Winter Placemaking Strategies

Plans & Strategies for Public Art

Sustainability

Community Resiliency Toolkit

MSU Sustainable Built Environment Initiative

Tourism

First Impressions: Assessing Your Community

Planning for Tourism - MI APA

Guide to promoting tourism-Travel Michigan

Transportation

Streets as Places Toolkit

Trail Town Guide

Grant Programs/Funding

MEDC Public Spaces Community Places

Michigan Arts and Culture Council



Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



A strong, sustainable organization is one that understands and communicates its value to the community.

CAPACITY KEY FOCUS AREAS

Single-ask sponsorship Campaigns | Investor Relations | Proactive Communication | Diversifying Revenue | Building Volunteer Support | Spotighting Volunteers



A Beginners Guide to Fundraising

“Fundraising Tactics 101” is a comprehensive guide aimed at helping organizations, particularly those at the grassroots level, develop and execute effective annual fundraising strategies. It outlines various popular fundraising campaigns and tactics, including pledges, memberships, friends programs, sponsorships, and capital campaigns, each with specific guidelines and steps for implementation. The guide emphasizes the importance of structured fundraising efforts that provide clear opportunities for local businesses and individuals to invest, helping organizations grow and sustain their development. It also touches on alternative funding sources like individual gifts, product sales, and grants, suggesting ways to integrate them into a broader fundraising strategy.

To ensure campaign success, the guide advocates for a full-court press or single-ask approach, recommending organizing public-facing activities within a condensed timeframe, ideally a two-week period each year. It offers a detailed ten-step course for planning and executing a campaign, covering everything from defining objectives and identifying potential investors to creating compelling pitches, managing investor relationships, and evaluating campaign outcomes. Additionally, the guide includes practical exercises to prepare for and generate funding, advice on avoiding common fundraising pitfalls, and emphasizes the importance of thanking and recognizing investors. By following the guide’s strategies, organizations can build excitement around their campaigns, maximize the time of those involved, and demonstrate a well-orchestrated initiative deserving of support.

Capacity Resources

Getting Oriented

Organization Overview

Organization Foundation Video and Tools

Financial

Main Street Budget Worksheet

Main Street Campaign Worksheet

Main Street Communication Plan

Fund Development Toolkit

A Beginner's Guide to Fundraising

Grants 101

Finding Grants

Grant Proposal Development

After the Grant Award

Volunteer

Volunteer Toolkit

Volunteer Management and Recruitment

Value of Volunteer Time

RESOURCE SPOTLIGHT



Volunteer Toolkit

This toolkit contains information that can guide your organization's efforts for volunteer management



SCAN ME

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

PEOPLE

Grassroots economic development is people-driven.

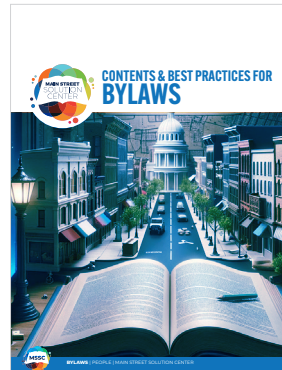
PEOPLE KEY FOCUS AREAS

Mobilizing Leaders and Volunteers | Single-serving Missions | Strategy Driven Focus | Respecting Human Capital
Celebrating Investments of Time | Measuring Impact | Telling Our Story



Board & Committee Agendas

A comprehensive guide to crafting effective and organized agendas for board and committee meetings, ensuring streamlined discussions and decision-making processes.



Contents & Best Practices for Bylaws

An essential resource outlining the content and best practices for drafting bylaws, providing a solid foundation for organizational governance and operations.



Board Member Annual Commitment

A detailed guide on establishing and managing annual commitments for board members, aimed at enhancing engagement and accountability within organizations.



Executive Director Job Description

A comprehensive template for crafting an Executive Director job description, highlighting key responsibilities, qualifications, and skills needed to lead an organization effectively.



Defining a Mission & Vision

A practical manual for articulating clear and inspiring mission and vision statements, serving as a roadmap for organizational direction and purpose.



Executive Director Evaluations

A step-by-step guide for conducting thorough and constructive evaluations of Executive Directors, aimed at improving leadership effectiveness and organizational success.

People Resources

Administration & Reporting

Tax Increment Financing Act - PA 57 of 2018
Downtown Development Authority Fact Sheets
MDA PA 57 Presentation
Overview of PA 57 in Six Easy Steps
MDA PA 57 Quick View Reporting Requirements
Dept. of Treasury TIF Reporting Requirements
Main Street Data Resource Guide
Organization Critical Information Inventory

Strategy Driven Focus

Community Transformation Guide
Transformation Strategy Guidebook
Community Engagement for Main Street
Market Analysis for Community Transformation
Main Street Four Points Overview - Organization
Main Street Four Points Overview - Design
Main Street Four Points Overview - Economic Vitality
Main Street Four Points Overview - Promotion
Main Street Project Planning Worksheet
Main Street Programming Alignment Worksheet
Main Street Work Plan Template
Defining a Mission & Vision

Downtown/District Executive Director

Main Street Executive Director Manual
Main Street Executive Director Hiring Guide
Executive Director Evaluations
Executive Director Job Description

Board Leadership

Main Street Board Training
Main Street Board Guidebook
Main Street Board Self-Assessment Tools
Board Member and Volunteer Profile
Board Composition Matrix
Main Street Approach Four Point Worksheet
Meetings/Parliamentary Procedure
Open Meetings Act
Freedom of Information Act
Contents & Best Practices for Bylaws
Board Member Annual Commitment
Board & Committee Agendas

Training and Education

MDA Downtown Management Training Series
Michigan Downtown Association Podcast
MI APA On-Site and Build Your Own Workshops
MDA Professional Downtown Mgmt Certificate Program
Main Street America Institute



Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!