



ANNUAL REPORT

2016-2017

www.miplace.org/communities/mms

February 1, 2018

Dear Friends and Partners,

First, thank you all for making 2017 one of the best years yet for Michigan Main Street (MMS)! We would not be nearly as successful without the friendships and partnerships MMS has built through the years and 2017 was no exception.

We are very proud that Michigan was the first state-coordinating program in the country to successfully implement the refreshed Main Street Approach®, a strategy-driven, results-oriented update to the original Main Street Four Point Approach®. Michigan Main Street staff have been seen as leaders throughout the country in identifying, defining and implementing unique economic development strategies in partnership with our local Main Street programs. As a result of these efforts, in 2017 the Michigan Main Street program received the Main Street Hero Award from the National Main Street Center. The award recognized the Michigan Main Street program for our work championing community-driven economic development and our impact on local communities throughout the state of Michigan, as well as our contribution to enhancing national efforts to revitalize America's downtowns.

Michigan also was the first state to have two local Main Street programs recognized for the Great American Main Street Award in the same year. A huge congratulations goes out to the Howell Main Street program and the Saline Main Street program as 2018 Great American Main Street Semi-finalists!

Over the past year, the twenty-one Select and Master Main Street Michigan Main Street communities generated more than \$25 million in private investment, over 100 new businesses and improved 136 façades. Michigan Main Street is proof that a community-driven approach to economic development delivers tangible results while supporting local economic growth for long-term success.

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

Sincerely,



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

MAIN STREET APPROACH™



Main Street.

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

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

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



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

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

Michigan Main Street Communities 2017



▲ Master Level communities

★ Select Level communities

MICHIGAN MAIN STREET



The **Michigan Main Street 2016–17 Annual Report** includes communities that are required to report local statistics as part of their participation in the Select and Master Level of the Michigan Main Street program. Over the past year, Michigan Main Street communities have continued to generate real results for their communities by supporting new and existing businesses, planning and funding physical improvements, organizing events and promotions to raise the profile of their downtown district and engaging community members in downtown revitalization.

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

2016–17 TOTAL PRIVATE INVESTMENT:

\$25,614,840

Program to date: \$257,797,240



2016–17 TOTAL PUBLIC INVESTMENT:

\$20,135,064

Program to date: \$84,971,582



2016–17 VOLUNTEER HOURS: 78,082

Program to date: 634,173



2016–17 NEW BUSINESSES: 136

Program to date: 1,183



2016–17 FAÇADE IMPROVEMENTS: 136

Program to date: 1,196



BLISSFIELD

designation year: 2010



www.blissfieldmainstreet.com | Master Level

HIGHLIGHTS

- Increased event participation to record levels. The five car shows saw 100+ cars and bikes and brought in more sponsorships and prizes than in previous years. Yuletide Festival tripled donations to just under \$10,000. New event components included beer tasting, pop-up market, storefront decorating contest, and additional holiday décor. Downtown businesses recorded record sales during the three-day event. Wassail Festival participation grew to over 400 people and brought in thousands of dollars of revenue for the program while showcasing over a dozen local businesses in the light of Christmas décor and holiday cheer.
- Installed a downtown carillon sound system, skateboard deterrents on planters, and two sets of decorative banners for the 40 light posts alongside US-223 and South Lane Street. Collaborated with the village, generous donors, and the A&B Railroad to install decorative lights on 15 crabapple trees alongside US-223. and on the railroad bridge above the Raisin River.
- Created a new business recruitment and retention packet to highlight opportunities to local and outside entrepreneurs, resulting in attracting a new business that utilized a facade grant to rehabilitate their building.
- Increased volunteer participation and local business sponsorships, adding new skill sets, programming, energy, collaboration, and passion for the local community

Population (2010 Census):
3,291



2016–17 TOTAL PRIVATE INVESTMENT: \$53,041
Program to date: \$4,710,274



2016–17 VOLUNTEER HOURS: 2,236
Program to date: 14,474



2016–17 NEW BUSINESSES: 1
Program to date: 23



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 32



BOYNE CITY

designation year: 2003



RRC Certified

www.boynecitymainstreet.com | Master Level

HIGHLIGHTS

- Raised record-breaking proceeds in July 2016 and 2017 through Boyne Thunder, the organization's largest fundraising event. Main Street received \$48,000 in 2016 and \$69,000 in 2017. In 2016, the event committee reinvested \$32,000 into the dock at the Boyne City marina. Partnered with two other organizations for the event, Camp Quality of Michigan and Challenge Mountain, to raise over \$138,000 in 2016 and over \$197,000 in 2017.
- Awarded \$12,000 in matching façade grants to local business owners. Projects supported include \$7,000 to the Boyne Theatre restoration project and \$5,000 to Paga Family Dentistry for rear, street-facing façade improvements that enhance the district's vibrancy.
- Broke ground on the Veteran's Park Pavilion, a project that sits in the heart of downtown has been a priority for several years. Together with the city raised close to \$150,000 for Phase 1 of the pavilion through private donations, public investment, and grants.
- Installed The Last River Draw, a sculpture by a local artist Martha Sulfridge reflecting the lumbering heritage of Boyne City, in the Boyne River in the heart of downtown in November of 2016. Funding for this project came through MEDC's Public Spaces Community Places crowdfunding tool.

Population (2010 Census):
3,751



2016–17 TOTAL PRIVATE INVESTMENT: \$2,229,200
Program to date: \$27,930,576



2016–17 VOLUNTEER HOURS: 4,980
Program to date: 49,175



2016–17 NEW BUSINESSES: 9
Program to date: 85



2016–17 FAÇADE IMPROVEMENTS: 7
Program to date: 37



CHARLEVOIX

designation year: 2015



RRC Engaged

www.charlevoixmainstreet.org | Select Level

HIGHLIGHTS

- Launched a successful rebranding of Charlevoix through a strong partnership between City of Charlevoix, Charlevoix Main Street DDA, the Charlevoix Area Chamber of Commerce, and the Convention and Visitors Bureau. Developed a new brand adopted by the city, Main Street, and soon by the Convention and Visitor's Bureau. The new brand has already made appearances on downtown maps and kiosks, city vehicles, social media, and more. The next big rollout for the brand will be the inclusion on our new wayfinding signage throughout the downtown.
- Implemented the first phase of a \$50,000 wayfinding signage project. Developed a plan for sign placement, content, and signage design.
- Expanded year-round downtown tree lights to include side streets and installed upgraded lights in the large spruce tree in East Park used for the annual holiday tree lighting and parade.
- Developed and introduced new façade grant incentive program funding the rehabilitation of six storefronts in the downtown. The program provides a 50% reimbursement grant up to a maximum of \$10,000 per building. Main Street awarded \$28,000 out of a \$30,000 fund.

Population (2010 Census):
2,513



2016–17 TOTAL PRIVATE INVESTMENT: \$1,587,735
Program to date: \$2,909,235



2016–17 VOLUNTEER HOURS: 2,731
Program to date: 9,476



2016–17 NEW BUSINESSES: 17
Program to date: 23



2016–17 FAÇADE IMPROVEMENTS: 14
Program to date: 24



DOWNTOWN LANSING

designation year: 2012



RRC Certified

www.downtownlansing.org | Master Level

HIGHLIGHTS

- Established new destination branding and wayfinding signage design to capitalize on existing visitor destinations while simplifying and strengthening the visitor experience. On wayfinding signage an individual color and logo represents each of the four newly created downtown districts: Capital Complex, Washington Square, Riverfront District, and Stadium District.
- Updated downtown markets study and new business recruitment process to be strategic and proactive based on the results of our top prospects community survey data.
- Increased annual program revenue through a three-year renewal of the principal shopping district (PSD) along with an assessment increase of District A of the PSD for each of these years. This was the first assessment increase to pass through city council since the establishment of the district in 1996.
- Implemented a sponsorship program to offset costs of 34 beautiful two-foot-diameter hanging flower baskets on Washington Square.
- Collaborated with the Lansing Lugnuts to host the first Forks & Corks fundraising event. Forks & Corks guests enjoyed an upscale evening of wine and food pairings, highlighting wines from around the globe and culinary treats from metro Lansing's top dining spots, in the suites of Cooley Law School Stadium. The evening also featured live music, in addition to educational wine-related seminars.

Population (2010 Census):
119,128



2016–17 TOTAL PRIVATE INVESTMENT: \$4,489,240
Program to date: \$74,380,614



2016–17 VOLUNTEER HOURS: 2,800
Program to date: 10,545



2016–17 NEW BUSINESSES: 13
Program to date: 59



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 33



GRAND HAVEN

designation year: 2005



RRC Engaged

www.downtowngh.com | Master Level

HIGHLIGHTS

- Hosted a full-time VISTA Member who implemented new volunteer recruitment and management strategies, expanded social media communications and marketing plan, and wrote grants for program projects.
- Listed two community places on the National Register of Historic Places: the Grand Trunk Western Railroad Grand Haven Coal Tipple, and the Grand Haven Central Historic District.
- Expanded collaboration with local Chamber of Commerce, Small Business Development Center (SBDC), SCORE and MEDC to bring business resources to district stakeholders, included linking local businesses with grant opportunities and the Pure Michigan Business 2 Business Connect program. A peer-to-peer mentoring program distributes welcome packets and support to new businesses.
- Created a comprehensive marketing plan to support consistent use of the Grand Haven Main Street logo, stronger brand image for the organization, and outreach to local Grand Haven residents.
- Increased the impact of ArtWalk, which features the work of local, regional and national artists in businesses within the district through special events, art exhibits, youth activities, community art projects and an awards program. In 2017, 157 artists participated with art installations in 50 Main Street businesses. Public voting increased by 50 percent over prior years. Three new corporate sponsors supported the event with financial contributions.

Population (2010 Census):
10,650



2016–17 TOTAL PRIVATE INVESTMENT: \$242,900
Program to date: \$25,868,861



2016–17 VOLUNTEER HOURS: 6,727
Program to date: 55,835



2016–17 NEW BUSINESSES: 5
Program to date: 60



2016–17 FAÇADE IMPROVEMENTS: 2
Program to date: 56



GRAYLING

designation year: 2014



RRC Engaged

www.downtowngrayling.com | Select Level

HIGHLIGHTS

- Enhanced collaborative relationships in our community and grew awareness of our program's mission and works.
- Collaborated with the city in planning efforts for a new year-round market serving as an incubator and accelerator for small businesses. Coming to the edge of the DDA district, the new market will offer residents and visitors some significantly larger selections of produce and meats, other perishable goods, and some textile options. The two retail hubs of the community, downtown and the new market, will complement each other with diverse offerings at both ends of town.
- Implemented a new communication strategy to optimize social media and local resources, increasing exposure to the community. Through both a newspaper column and an enhanced social media presence Grayling Main Street reaches a larger percentage of our local population, and engages with folks outside of our region.

Population (2010 Census):
1,884



2016–17 TOTAL PRIVATE INVESTMENT: \$1,266,000
Program to date: \$2,837,950



2016–17 VOLUNTEER HOURS: 3,390
Program to date: 7,598

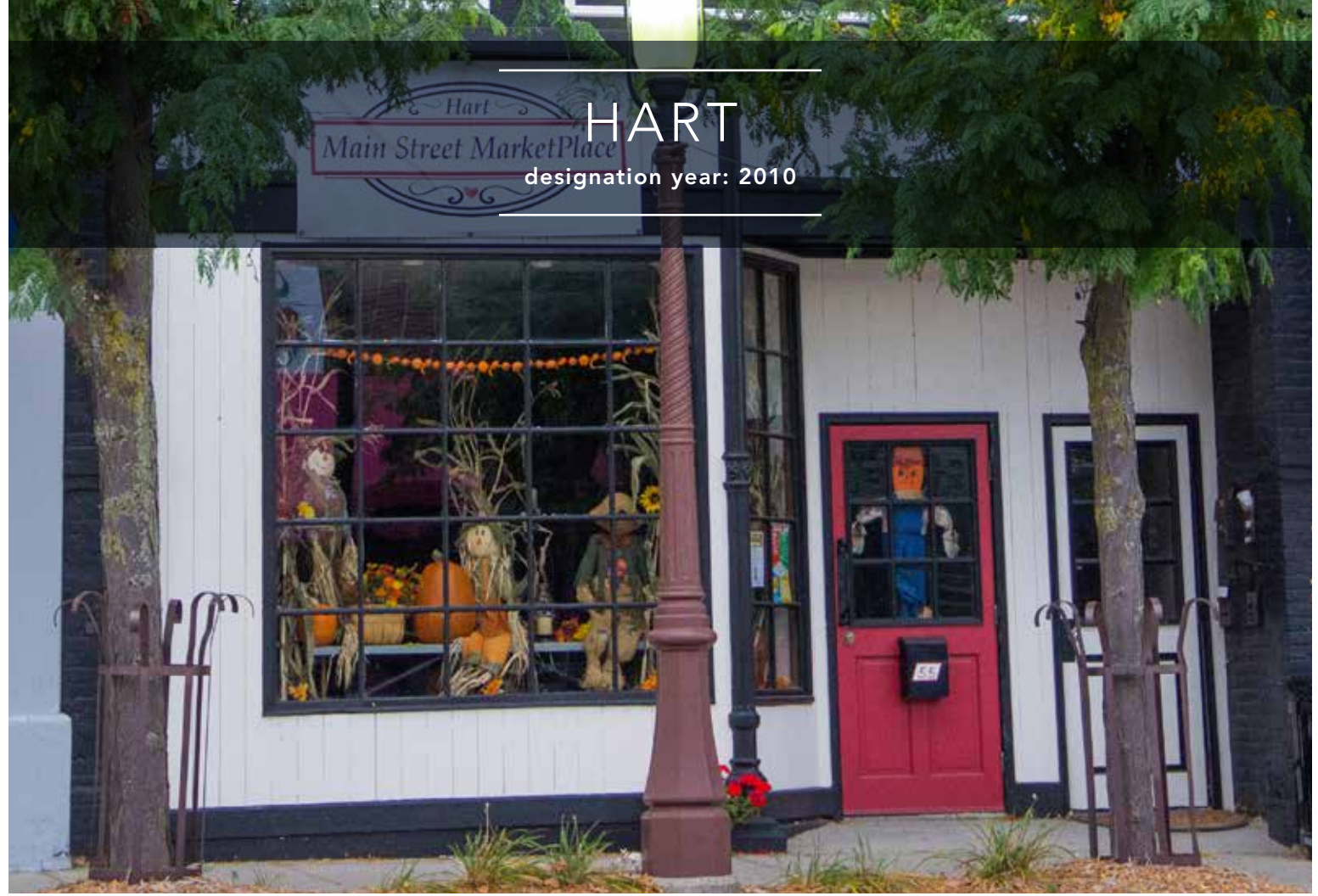


2016–17 NEW BUSINESSES: 5
Program to date: 12



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 16





RRC Engaged

www.hartmainstreet.org | Master Level

HIGHLIGHTS

- Implemented a successful outreach campaign to local businesses and organizations resulting in stronger support and sponsorships totaling over \$13,000.
- Collaborated with City of Hart to support the city's purchase of vacant property between two downtown buildings for development of a new public space. The property currently functions as a pass-through from rear parking lots to the storefronts on Main Street. Future goals include community design workshops and a crowdfunding campaign for improvements.
- Introduced farmers markets into downtown Hart through partnerships with District 10 Health Department's Healthy Families of Oceana County program and other major sponsors. Linking our rural community to our downtown provides fresh local food and an excellent source of social engagement.
- Opened a pop-up marketplace project in an empty storefront, supporting local entrepreneurs and retail shopping in downtown Hart. This model, shared from Milan Main Street, provided both of our programs compelling data that resulted in an approved proposal to present at the National Main Street Conference in Kansas City March 2018.

Population (2010 Census):
2,108



2016–17 TOTAL PRIVATE INVESTMENT: \$170,100
Program to date: \$1,387,756



2016–17 VOLUNTEER HOURS: 3,182
Program to date: 19,941

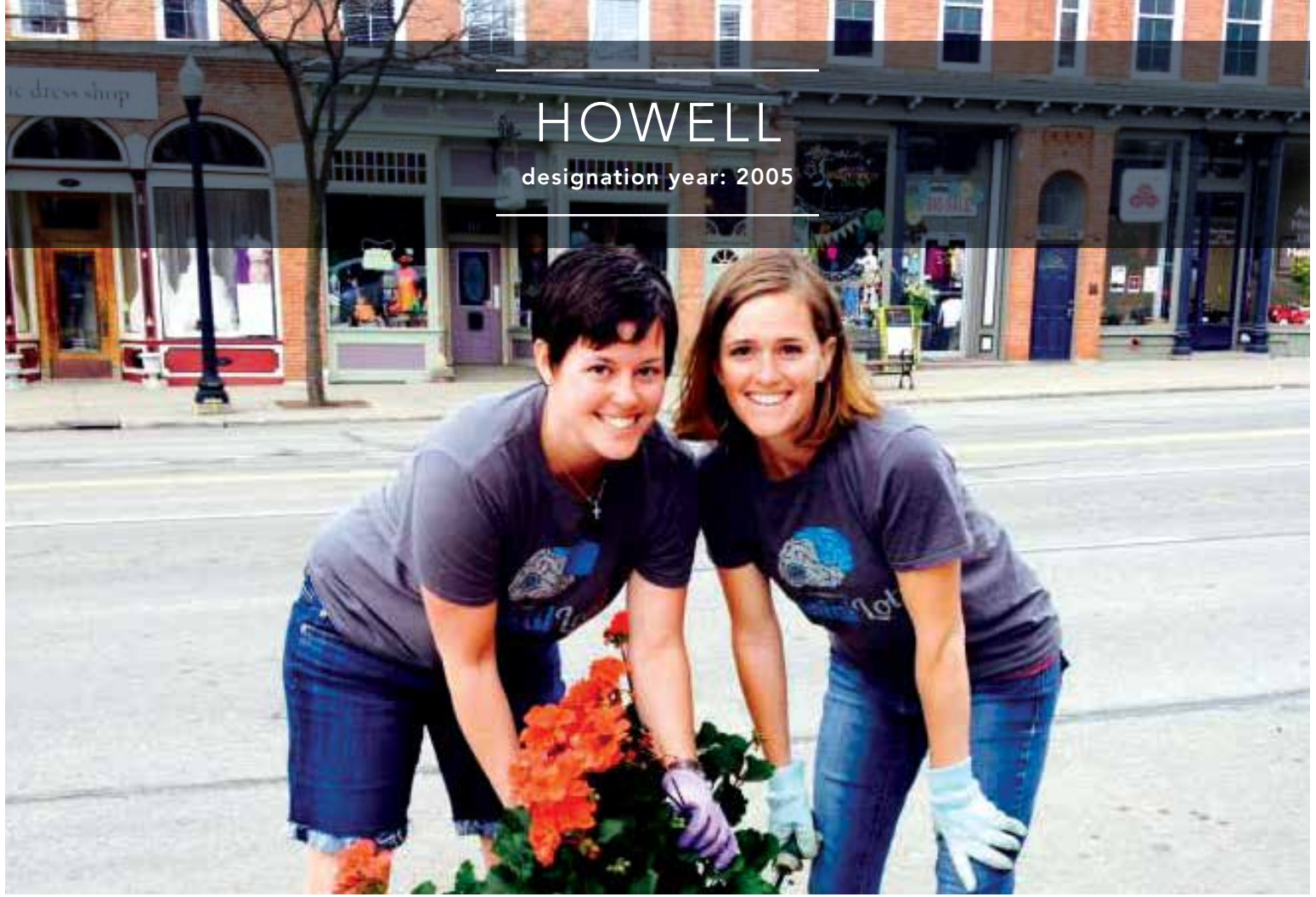


2016–17 NEW BUSINESSES: 4
Program to date: 24



2016–17 FAÇADE IMPROVEMENTS: 10
Program to date: 55





HOWELL

designation year: 2005

RRC Engaged

www.downtownhowell.org | Master Level

HIGHLIGHTS

- Named a semi-finalist for the Great American Main Street award for the second time in three years.
- Howell Main Street separated from City of Howell's DDA, securing a five-year transition agreement between Howell Main Street Inc. and City of Howell. As a result, fundraising hit an all-time high, with over \$93,000 in funds raised from goodwill donations, grants and foundation support, sponsorships, as well as event revenue.
- Marketed downtown Howell as a destination as part of Howell's Main Street Inc's strategic vision and launched new placemaking efforts to bring the community together. Through MEDC's Public Spaces Community Places crowdfunding tool, Howell Main Street Inc. funded the Peanut Row Alley project, a 100-plus-foot mural that depicts both Howell's history and new endeavors downtown. Local placemaking efforts led to an international placemaking speaking opportunity recognizing Howell Main Street staff as leaders in community engagement and creative approaches to strengthening their local economy.
- Established high levels of community support for Food Truck Rallies and Food Truck Tuesdays as well as Rock the Block, an outdoor summer music and foodie series. Planning has already begun for new community sites that can hold larger crowds while still driving traffic and sales throughout the downtown district.

Population (2010 Census):
9,505



2016–17 TOTAL PRIVATE INVESTMENT: \$5,311,033
Program to date: \$21,885,867



2016–17 VOLUNTEER HOURS: 5,321
Program to date: 48,224

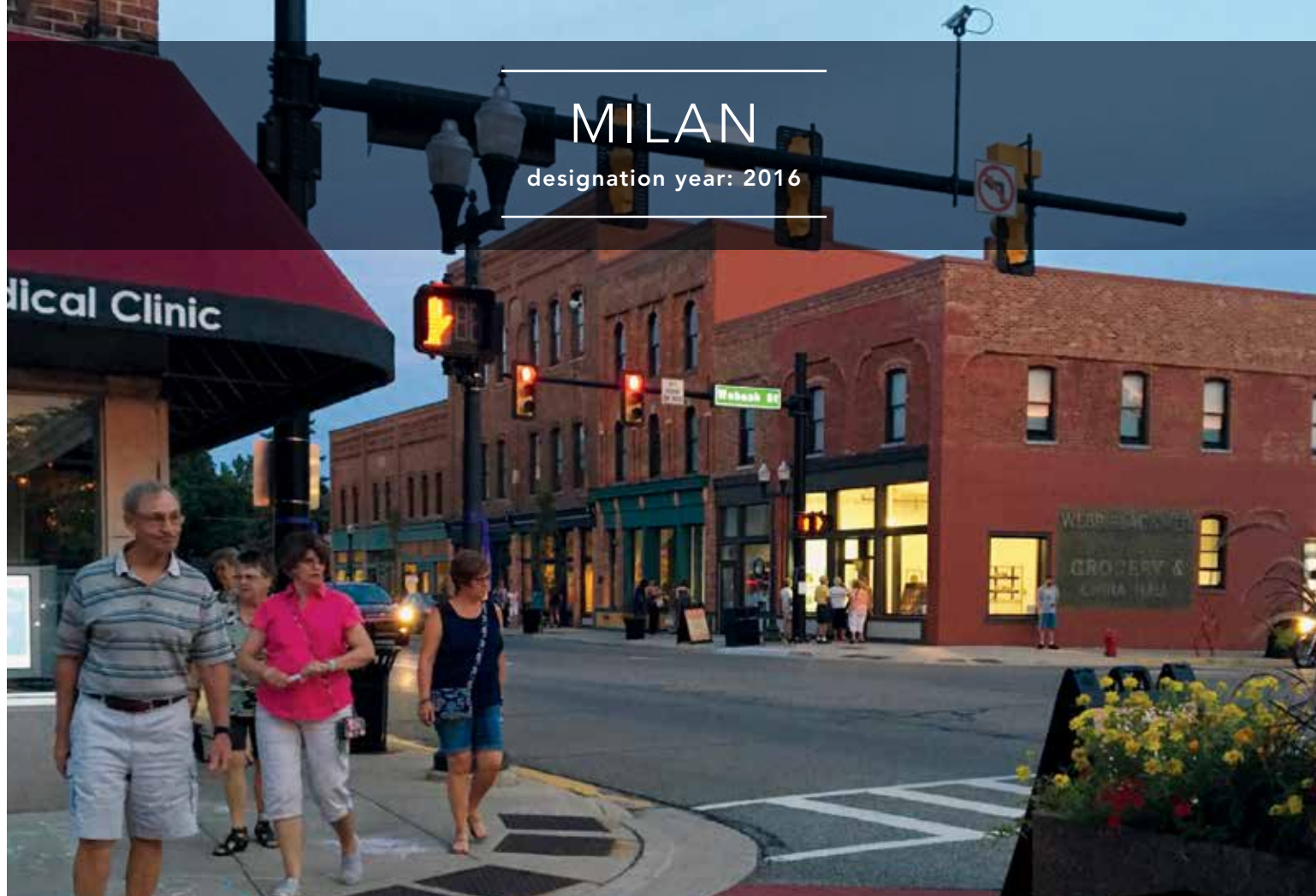


2016–17 NEW BUSINESSES: 12
Program to date: 149



2016–17 FAÇADE IMPROVEMENTS: 19
Program to date: 177





MILAN

designation year: 2016

RRC Engaged

www.facebook.com/MilanMainSt | Select Level

HIGHLIGHTS

- Presented several major events that boosted the economic vitality and image of our community. Let's Chill Winter Fest attracted participants from Mich., Ohio, Ind., and Ill., and over 5,000 attendees, generating significant revenue through sponsorships, tickets sales, and vendor fees. 3rdThursdays, a reinvention of the weekly farmers' market in downtown Milan that was struggling to secure vendors and attendees, attracted 750–1,000 visitors every week. Downtown businesses offered specials and expanded hours, reporting strong sales.
- Transitioned two pop-up markets into to traditional retail store on Main Street through the success of the 3rdThursdays event: Watchtower Comics & Collectibles and Northern Chicks. Also expanded two businesses into larger locations on Main Street, adding additional hours and staff: Fit-Mod and The Owl, Morning 'til Night.
- Received a \$10,000 grant from the Washtenaw County Convention and Visitors Bureau for enhancements to Tolan Square including lighting, a Christmas tree, additional seating, temporary fencing, and a sound system.
- Opened the MarketPlace, a community-run store in a vacant storefront offering retail space for prospective handcrafted merchandise businesses considering Milan Main Street as a new location. Open two days a week from November through the end of January, The MarketPlace earned nearly \$14,000 in sales for the artisans. Milan Main Street will present the MarketPlace's success during the national Main Street conference in Kansas City in 2018.

Population (2010 Census):
5,836



2016–17 TOTAL PRIVATE INVESTMENT: \$452,025
Program to date: \$452,025



2016–17 VOLUNTEER HOURS: 3,132
Program to date: 3,132



2016–17 NEW BUSINESSES: 5
Program to date: 5



2016–17 FAÇADE IMPROVEMENTS: 6
Program to date: 6



NILES

designation year: 2004



RRC Engaged

www.uncoverniles.com | Master Level

HIGHLIGHTS

- Selected a strategic focus for Main Street efforts based on community survey and market data. The primary strategy is food, with an emphasis on local foods, with a secondary focus on arts and antiques.
- Three new local food businesses opened in spaces not previously restaurant ready: a local coffee shop, frozen yogurt shop, and smoothie shop. We were also able to attract a very popular local Mexican restaurant back downtown to fill a vacancy left by a departing restaurant.
- Partnered with Niles Entrepreneurial and Culinary Incubator to open the first full-service bakery in downtown Niles in more than 20 years.
- The downtown outdoor market morphed into Artisan Alley, a wonderful underused alley in the heart of downtown. Local artists, joined by our high school art students, created joyful space by painting on boarded up doors and windows. The space was used for our summer market, and hosts a winter outdoor market during Small Business Saturday with live entertainment, artisan crafts, art, antiques and local food.

Population (2010 Census):
11,502



2016–17 TOTAL PRIVATE INVESTMENT: \$762,799
Program to date: \$10,892,363



2016–17 VOLUNTEER HOURS: 4,679
Program to date: 52,183



2016–17 NEW BUSINESSES: 16
Program to date: 124



2016–17 FAÇADE IMPROVEMENTS: 10
Program to date: 107



OLD TOWN LANSING

designation year: 2006



RRC Certified

www.iloveoldtown.org | Master Level

HIGHLIGHTS

- Continued to delight residents and visitors alike with festivals and retail events, including Festival of the Moon and Sun, Taste and Tour, Oktoberfest, and Chocolate Walk.
- Expanded the entries at Scrapfest, one of Old Town's signature events. What began as an opportunity for local artists to showcase their skills at upcycling scrap metal supported to a community of artists that have helped to establish Old Town as an art district. Scrapfest has now become a two-day destination festival for the midwest region thanks to the dedication of our artists and committee members.
- Supported beautification and placemaking efforts to maintain Old Town as an aesthetically pleasing area of the city. Dedicated groups of volunteers maintain public spaces through trash pickup and garden upkeep, create opportunities for pop-up placemaking, maintain our public art and lead sculpture walks.
- Maintained a historically low vacancy rate during 2017. There is avid interest from businesses and service organizations to become a part of the community thanks to strong relationships among stakeholders. Businesses understand that success goes hand-in-hand with the success of their neighbor.

Population (2010 Census):
119,128



2016–17 TOTAL PRIVATE INVESTMENT: \$773,500
Program to date: \$9,064,828



2016–17 VOLUNTEER HOURS: 3,053
Program to date: 44,674



2016–17 NEW BUSINESSES: 8
Program to date: 102



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 99





RRC Engaged

www.otsegomainstreet.org | Master Level

HIGHLIGHTS

- Expanded Otsego Main Street's special events, providing opportunities for all age groups to come downtown through the Gus Macker Tournament, Steins & Vines, Hometown Christmas, Movies at the Museum, and the Pirate Poker Crawl. The Gus Macker Tournament brought in over \$10,000 of profit to Otsego Main Street.
- Created a riverfront development plan for the Kalamazoo River in Otsego, building off the on-going success of the river clean-up process supported by MDEQ and EPA. The riverfront development master plan includes pavilion farmer's market, outdoor amphitheater, splash pad, boat launch, kayak launch, and fishing platforms, all along the Kalamazoo River near downtown.
- Created a volunteer database and management plan. This comprehensive database enhances the efficiency and effectiveness of volunteer recruitment efforts. Also created an updated volunteer waiver, Otsego Main Street volunteer nametags, and a volunteer recruitment packet explaining the mission of Otsego Main Street.

Population (2010 Census):
3,956



2016-17 TOTAL PRIVATE INVESTMENT: \$356,694
Program to date: \$1,885,844



2016-17 VOLUNTEER HOURS: 8,710
Program to date: 16,838



2016-17 NEW BUSINESSES: 4
Program to date: 15



2016-17 FAÇADE IMPROVEMENTS: 11
Program to date: 28





OWOSSO

designation year: 2009

RRC Engaged

www.owossomainstreet.net | Master Level

HIGHLIGHTS

- Over \$7 million in private investment within the Owosso Main Street District
- Organized 20 events and promotions that brought over 25,000 visitors into our community.
- Upper-floor residential units are currently at 100 percent occupancy.
- Started a community-wide marketing initiative supported by local businesses and implemented by local talent.
- Collaborated with our community partner, the Shiawassee Regional Chamber of Commerce, to support the use of the "Main Street Small Deal Fund" offered by the National Trust Community Investment Corporation by a development project in Owosso Main Street. Shiawassee Regional Chamber of Commerce secured both federal Historic Tax Credits and New Market Tax Credits through the National Trust Community Investment Corporation. This is the first such pairing in the nation and brought in \$1.24 million to the \$5 million dollar armory project.

Population (2010 Census):
15,194



2016–17 TOTAL PRIVATE INVESTMENT: \$6,987,397
Program to date: \$13,339,261



2016–17 VOLUNTEER HOURS: 5,096
Program to date: 24,558



2016–17 NEW BUSINESSES: 8
Program to date: 46



2016–17 FAÇADE IMPROVEMENTS: 15
Program to date: 93



PORTLAND

designation year: 2003



RRC Engaged

www.miportland.org | Master Level

HIGHLIGHTS

- Successfully enhanced communications through developing a database for all stakeholders and implementing a new Main Street website with a community calendar and property directory. These efforts enhanced visibility and access for the organization, stakeholders, and the community.
- Completed an overhaul of the maintenance program for the entire Main Street area. Recruited two service businesses with quality reputations and reasonable rates to assist businesses and property owners in maintaining attractive entries, windows, and awnings. Redeveloped a pocket park and staged it for future placemaking amenities for downtown visitors and community members.
- Successful engagement and outreach to local businesses generated over \$22,500 in sponsorships to support downtown programs and activities, attracting the largest numbers to date of visitors and area residents and raising the visibility of Portland downtown through signature events Block Party and BeerFest on the Bridge.
- Welcomed new developer into downtown and facilitated access to MMS and MEDC services for five continuous buildings that have all been vacant for several years. Plans include interior and exterior improvements with living space, commercial space and revitalized opera house. On-going work has generated interest for improvements among additional business owners.

Population (2010 Census):
3,892



2016–17 TOTAL PRIVATE INVESTMENT: \$408,080
Program to date: \$3,641,999



2016–17 VOLUNTEER HOURS: 3,083
Program to date: 21,269



2016–17 NEW BUSINESSES: 8
Program to date: 57



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 68



SALINE

designation year: 2011



RRC Engaged

www.salinemainstreet.org | Master Level

HIGHLIGHTS

- Created a sign grant program providing up to \$500 matching grants toward new signage for businesses in the Main Street District. In the first year, two of the newest downtown businesses participated.
- Installed replicas of local artists' work around the downtown area, in partnership with City of Saline's Arts & Culture Committee for an "Art Around Saline" project.
- Opened four new businesses, an all-time high, and supported development plans for a major building including a restaurant and high-end apartments in the first quarter of 2018.
- Hosted a certified tourism ambassador class for business owners, staff, and volunteers to enhance their customer service acumen and find new ways to promote the district.
- Performed a parking study and made recommendations to City of Saline for ways to improve parking in the Main Street district. The city implemented many of the recommendations.
- Hosted two successful Main Street events. A new Trunk or Treat event had triple the attendance anticipated. The Taste of Saline event was back in 2017, after a hiatus for road construction in 2016, and brought over 250 people to downtown to taste the food, hear the music and see the artists of Saline.

Population (2010 Census):
8,976



**2016–17 TOTAL PRIVATE
INVESTMENT: \$54,800**
Program to date: \$1,397,702



2016–17 VOLUNTEER HOURS: 6,693
Program to date: 35,017



2016–17 NEW BUSINESSES: 6
Program to date: 18



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 11



THREE RIVERS

designation year: 2014



RRC Engaged

www.trdda.net | Select Level

HIGHLIGHTS

- Awarded \$78,400.00 worth of matching grants to five business and property owners, through a \$100,000 program funded by the St. Joseph County Commission to promote new businesses and residential units through permanent, interior rehabilitation. Grants supported the creation of three residential rental units, a microbrewery, and a wings restaurant. Two additional projects under construction include a café and a taphouse and grill. Total project value for all grant-funded projects exceeds \$1,000,000 and has led to a dramatic increase in inquiries for vacant commercial properties.
- Secured four- and five-figure, multi-year pledges from manufacturers, chain retailers, banks, real estate firms, and other community stakeholders. American Axel, Three Rivers' largest employer, committed in the spring of 2015 to \$15,000 per year for three years, which has inspired support from additional community businesses.
- Implemented two signature downtown events and a new monthly shopping and dining promotion. The new First Fridays event series encouraged existing downtown businesses to expand their hours of operation one day per month while promoting downtown as an experiential shopping, dining, and entertainment destination. Signature retail event Christmas Around Town drew thousands of visitors downtown to shop local for the holiday season and enjoy Main Street's community spirit, while HarmonyFest provided exposure for downtown businesses to a new segment of the community.

Population (2010 Census):
7,811



2016–17 TOTAL PRIVATE INVESTMENT: \$215,850
Program to date: \$500,167



2016–17 VOLUNTEER HOURS: 6,084
Program to date: 10,378



2016–17 NEW BUSINESSES: 7
Program to date: 17



2016–17 FAÇADE IMPROVEMENTS: 6
Program to date: 12



WAYLAND

designation year: 2010



RRC Engaged

www.downtownwayland.com | Master Level

HIGHLIGHTS

- Expanded small business resources through relationships with area economic development experts and matched businesses' needs with existing services.
- Organized three small business trainings focused on local businesses needs and implemented a billboard co-op that allows downtown businesses the opportunity to participate in a marketing platform previously unavailable due to cost. Welcomed four new businesses into downtown.
- Engaged property owners in Michigan Main Street Design Services and coached them through façade rehabilitation. Successfully completed two façade rehabs, with another three under construction. Received a blight elimination grant through the CDBG program.
- Partnered with a local utility supplier for a \$9,500 commitment to build a rain garden and pavilion in an underutilized lot downtown. Built the rain garden with assistance of Main Street volunteers and the local Boy Scout troop and planned the build-out of the pavilion for future years. This project is another example of our ability to take a design consultation provided by Michigan Main Street Center, partner locally, and turn it into reality.
- Partnered with AmeriCorps VISTA to bring in a talented volunteer to enhance organizational capacity. Elevated our communication and marketing practices and developed a guide/handbook.

Population (2010 Census):
4,075



2016–17 TOTAL PRIVATE INVESTMENT: \$187,178
Program to date: \$1,560,895



2016–17 VOLUNTEER HOURS: 2,819
Program to date: 16,309



2016–17 NEW BUSINESSES: 5
Program to date: 22



2016–17 FAÇADE IMPROVEMENTS: 0
Program to date: 14





WAYNE

designation year: 2014

WELCOMES
YOU

RRC Engaged

www.downtownwayne.org | Select Level

HIGHLIGHTS

- Increased organizational revenue by 50 percent from funding sources including AARP, Greater Metropolitan Association of Realtors, Michigan REALTORS, the National Trust for Historic Preservation, and Wayne-Westland Federal Credit Union.
- Increased participation and revenue from annual programs and events through focus on quality and partnership with other community stakeholders. Chocolate Walk grew from 50 to 100 participants; our third annual Jazz on the Avenue event saw a six-fold increase in net revenue; and Small Business Saturday grew 10-fold from 15 participants last year to 150 this year.
- Launched three new initiatives: The DIA InsideOut program, Downtown Days, and a Public Spaces Community Places campaign. DIA InsideOut included an opening event, bike tour, scavenger hunt, and a craft day for kids. Downtown Days involved partnership with the Knights of Columbus, the Wayne Dispatch, the Wayne DDA, and a number of business owners and included sidewalk sales, community events, and a concert bringing close to 20,000 people into downtown Wayne. The Public Spaces Community Places campaign crowdfunded bike racks for Downtown Wayne in coordination with Mark Chevrolet, Beaumont Hospitals, Healthy Wayne, the Wayne BicycleClub, and the Wayne DDA. The campaign was an overwhelming success, raising close to \$8,000 locally in 35 days, exceeding our goal of \$5,500.

Population (2010 Census):
17,593



**2016–17 TOTAL PRIVATE
INVESTMENT: \$67,269**
Program to date: \$3,019,553



2016–17 VOLUNTEER HOURS: 3,367
Program to date: 8,861



2016–17 NEW BUSINESSES: 3
Program to date: 16



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 26



CONGRATULATIONS TO THE 2016–17 SELECT LEVEL COMMUNITIES!



The following communities were welcomed to the Michigan Main Street program in February 2016 after a successful application and presentation to the Michigan Main Street Advisory Council:

- Charlotte
- Lapeer
- Sault Ste. Marie





ADVISORY COUNCIL

Andrea Brown, Michigan Association of Planning

John Bry, Oakland County Main Street

Katharine Czarnecki, Michigan Economic Development Corporation

Jennifer Deamud, Michigan Small Business Development Center

Jerry Detloff, Michigan Downtown Association

Nancy Finegood, Michigan Historic Preservation Network

Jeff Garrett, Michigan Council for Arts and Cultural Affairs

Jennifer Goulet, ArtServe Michigan

Elissa Hillary, Local First

Michael B. Kapp, Michigan Department of Transportation

Laura Krizov, Michigan Economic Development Corporation

Rob McKay, Michigan State Historic Preservation Office

Michelle Parkkonen, Michigan Economic Development Corporation

Jennifer Rigterink, Michigan Municipal League

Jamie Schriner-Hooper, Community Economic Development Association of Michigan

Diane Sheridan, Grand Haven Executive Director



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

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