



MAIN STREET 101 OVERVIEW

SOUTH LYON DDA BOARD



MAIN STREET OAKLAND COUNTY

Established in 1998

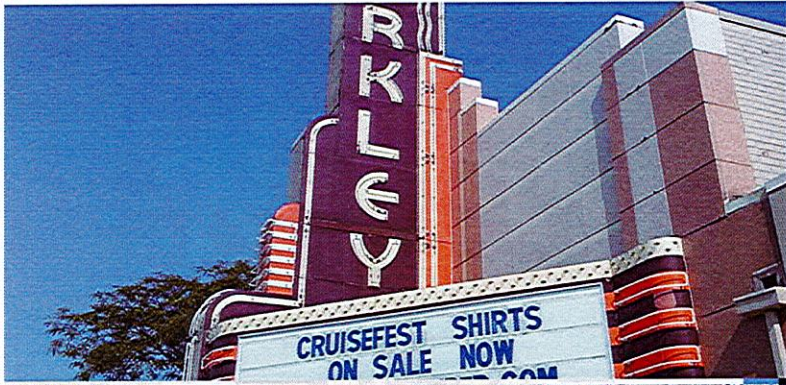
The only countywide Main Street
Program in the United States

Follows the principles and best practices
of the National Main Street Program that
was established around 1980.

MAIN STREET OAKLAND COUNTY

An economic development program for historic commercial districts that utilizes Historic Preservation and sense of place in which to build upon, and create, walkable, sustainable, and economically viable traditional downtowns, historic commercial corridors, and emerging community centers that are made possible through public-private partnerships and a diverse entrepreneurial base of businesses.

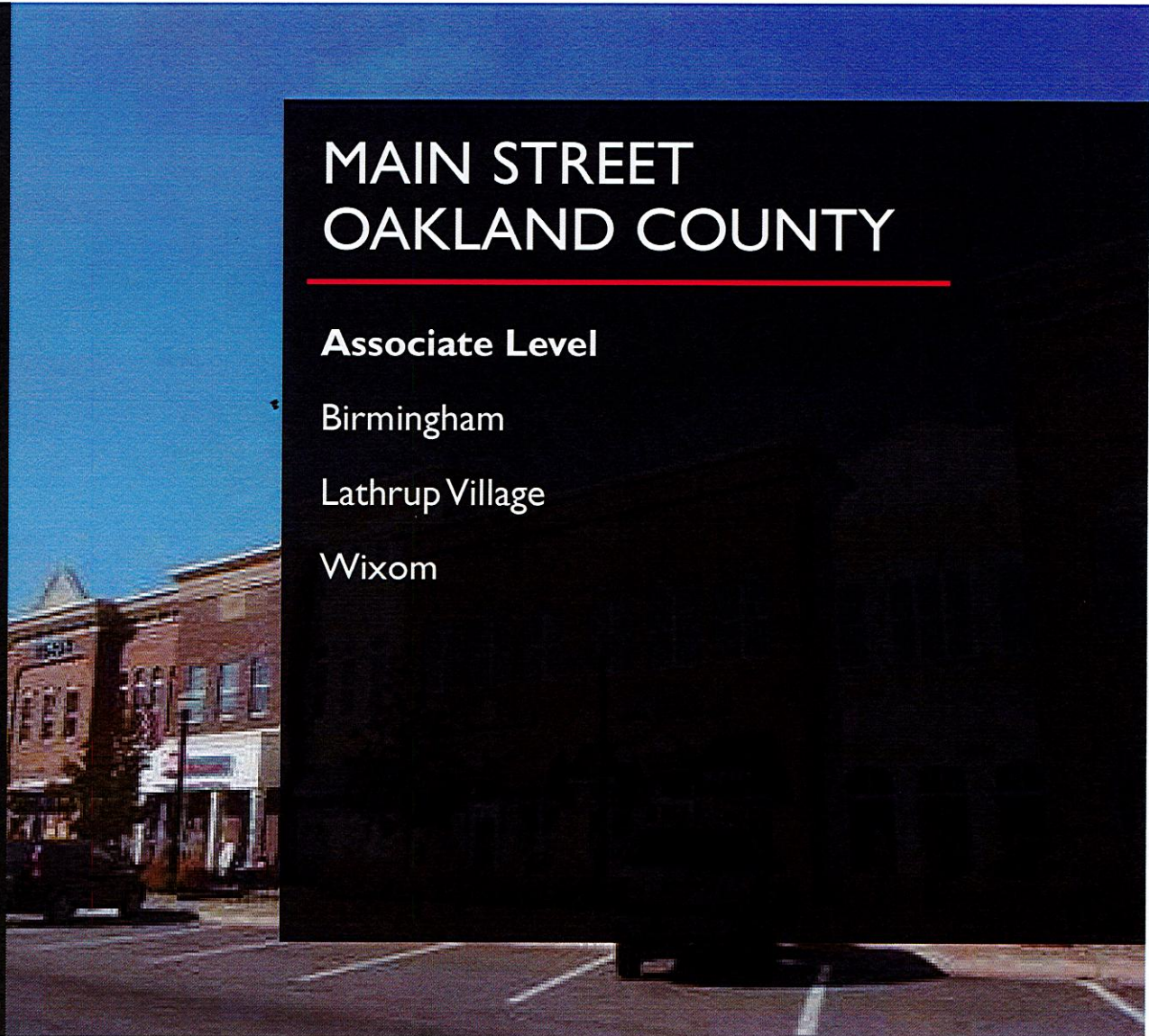
**25 Communities
Participate in
MSOC**



MAIN STREET OAKLAND COUNTY

Select Level

Berkley	Lake Orion
Clawson	Pontiac
Farmington	Ortonville
Ferndale	Oxford
Franklin	Rochester
Highland	Royal Oak
Holly	



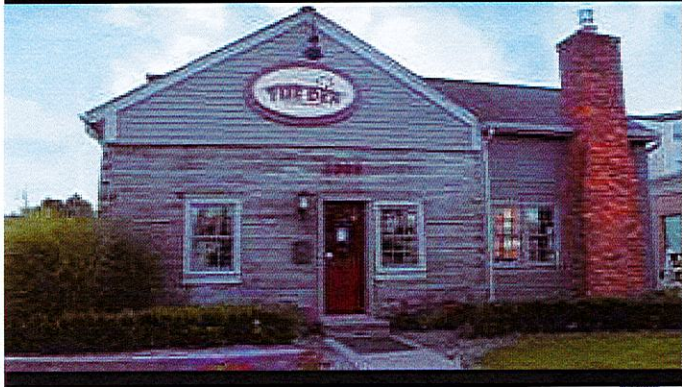
MAIN STREET OAKLAND COUNTY

Associate Level

Birmingham

Lathrup Village

Wixom



MAIN STREET OAKLAND COUNTY

Affiliate Level

Auburn Hills

Clarkston

Dixie Highway (Groveland-Holly Townships)

Leonard

Hazel Park

Oak Park

South Lyon



MAIN STREET FOUR POINT APPROACH



MAIN STREET 101

Design (*In a nutshell*) Everything physical about the downtown district:

Examples: Historic Preservation, in-fill construction, parking, streetscapes, zoning, traffic, window displays, alleys,



MAIN STREET 101



Organization: (*In nutshell*) The group implementing the plan and strategy.



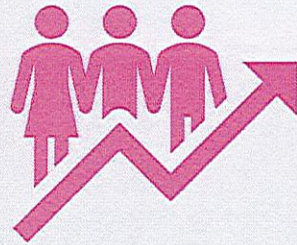
The DDA gives a “vehicle”, but car needs wheels. **Examples:** (volunteers, public relations, fundraising, training, work planning)

MAIN STREET 101

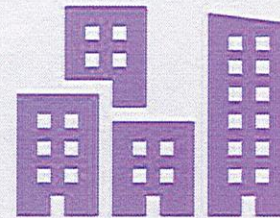
Promotion (*In a nutshell*) Promotes the downtown and what it has to offer to residents, investors, visitors, and consumers through special events, retail events, image campaigns and other marketing efforts.

Examples: (Christmas Parade, Rack Cards, Welcome packets)

MAIN STREET 101



Economic Vitality (*In a Nutshell*) Using market data to devise a strategy for the district.



Examples: (Business recruitment and retention, new uses for existing spaces, developing incentives, market analysis, working with developers and investors)

MAIN STREET OAKLAND COUNTY

Comprehensive,

Quality

Assets

Change

Incrementalism

Self Help

Public-Private
Partnerships

Action Oriented

Flexibility

Repeat, repeat,
repeat



MAIN STREET OAKLAND COUNTY

What We Do



Technical Assistance (Teach,
Train, Trouble Shoot, Design,
Evaluate, Support)



Resources
(Connect, strategies,
information, "go to" source)



Funding Support
(New private partnerships)

WHAT MAIN STREET BOARDS DO

- Governing and Working
- Deals with Present and Future
- Volunteer Driven (Not Staff Driven)
- Raises Funds, Sets Priorities and Policies
- Determine Mission and Vision
- Hire Staff
- Develop Budget
- Advocate
- Monitor
- Support Staff



MAIN STREET OAKLAND COUNTY



WHAT'S NEW?



PRIVATE
PARTNERSHIPS
& FUNDING



ECONOMIC
VITALITY
FOCUS



GROWING
PROGRAM




“ON THE
GROUND
SUPPORT” AND
RECOGNITION



MAIN STREET OAKLAND COUNTY

FLAGSTAR BANK AND
GENISYS CREDIT UNION



A photograph of a man standing at the front of a room, pointing towards a projection screen. He is wearing a dark shirt. The room has a brick wall on the right and a white wall on the left. An American flag is visible in the background. Several people are seated at tables, facing the presenter. The image is overlaid with a dark, semi-transparent filter. A thin red horizontal line is positioned above the text.

LUNCH & LEARNS
AND MORE LOCAL
LEVEL
PROGRAMMING

MAIN STREET
OAKLAND COUNTY

Congratulations
to All
Award Winners

MAIN EVENT AND
ACCREDITATION
RECOGNITIONS

MAIN STREET OAKLAND COUNTY

