

# ECONOMIC GROWTH INITIATIVES

## *Main Street Oakland County*

- ◆ In February 2000, the Oakland County Planning Group began to partner with the National Trust for Historic Preservation in Washington, D.C. and established the very first county-level Main Street Program in the United States.
- ◆ [Main Street Oakland County](#) (MSOC) is an economic development program specifically designed to provide technical assistance to the 30 traditional downtowns in Oakland County. The program works to maximize the downtowns' economic potential and to preserve the heritage and sense of place in the County's historical commercial districts, ensuring that the character of these communities will continue for future generations.
- ◆ Founded in 1980, the National Trust's Main Street Center's Four Point Approach of: Organization, Design, Promotion and Economic Restructuring, has been successfully implemented in over 2,000 downtowns in forty states over the past thirty years.
- ◆ Main Street Oakland County is currently working with 11 designated downtowns:
  - [Farmington](#)
  - [Ferndale](#)
  - [Franklin](#)
  - [Highland](#)
  - [Holly](#)
  - [Lake Orion](#)
  - [Ortonville](#)
  - [Oxford](#)
  - [Pontiac](#)
  - [Rochester](#)
  - [Walled Lake](#)



- ◆ The Main Street downtowns have generated \$520 million in public and private investment since the program's inception.
- ◆ The Main Street Oakland County [Mentoring Program](#) educates local communities about the services available and the benefits of participating in Main Street Oakland County. Communities currently participating in the mentoring program include: Berkley, Clarkston, Clawson, Hazel Park, Leonard, South Lyon, and Waterford.
- ◆ Main Street Oakland County established an [awards](#) program in 2008 to recognize downtown revitalization excellence in five categories: Special, Organization, Promotion, Design, and Economic Restructuring.

Source: Oakland County PEDS, [www.MainStreetOaklandCounty.com](http://www.MainStreetOaklandCounty.com), 2010 Prosper Magazine  
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