

MAIN STREET OAKLAND COUNTY REINVESTMENT SUCCESS STATISTICS

Program Totals 2001 through 2010

The following data summarizes the economic impact, activity and investment of the Main Street Oakland County (MSOC) Program through 2010. MSOC compiles the data annually and reports it to the National Main Street Center in Washington DC.

- **\$560,273,174 in Total New Public & Private Investment** in the MSOC Downtowns based upon the 3 following categories:
 1. **\$107,827,579 of DDA/TIF Investment** spent directly on downtown redevelopment and Main Street Program Management (Projects, management activities, committees, operations, staff)
 2. **\$67,091,535 in Public Improvements Dollars Invested** (streets, sidewalks, trees, sewer, water, parking and lighting) in addition to DDA funded projects.
 3. **\$385,354,060 of Private Sector Investment Leveraged** within the DDA Districts for new buildings, building rehabs and business improvements.
- **5,122 new jobs were created.**
- **551 new businesses were established.**
- **2,855,858 square feet of new floor space was constructed.**
- **169,870 volunteer hours were Invested** in the organizational, promotions, design and economic restructuring (business development, recruitment and retention) committee work plan projects, tasks and activities by community residents, business and property owners.
- **2,516 Special Events were held, including festivals and retail events.**
- **\$7,070,970 in Cash Sponsorship received by the MSOC downtowns.**

Main Street Oakland County Mission Statement

To maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic commercial districts by encouraging and facilitating the use of the Main Street Four Point Approach which emphasizes comprehensive economic development within the context of historic preservation