

MAIN STREET OAKLAND COUNTY REINVESTMENT SUCCESS STATISTICS

2010

The following data summarizes the economic impact, activity and investment in the Main Street Oakland County (MSOC) communities in 2009 as reported by MSOC to the national Main Street Center for the eleven MSOC communities of Rochester, Walled Lake, Holly, Lake Orion, Ferndale, Farmington, Pontiac, Oxford, Ortonville, Highland and Franklin:

- **\$22,306,054 in Total New Public & Private Investment** in the MSOC Downtowns based upon the 3 following categories:
 - 1) **\$7,155,011 of DDA/TIF Investment** spent directly on downtown redevelopment and Main Street Program Management (Projects, management activities, committees, operations, staff)
 - 2) **\$977,966 in Public Improvements Dollars Invested** (streets, sidewalks, trees, sewer, water, parking and lighting) in addition to DDA funded projects.
 - 3) **\$14,173,077 of Private Sector Investment Leveraged** within the DDA Districts for new buildings, building rehabs and business improvements.

- **1,084 new full time jobs.**

- **144 new businesses were established.**

- **72,156 square feet of new floor space was constructed.**

- **7 new housing units were built.**

- **246 buildings were rehabilitated.**

- **Over 23,000 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.

- **363 Special Events were held, including festivals and retail events.**

- **\$495,350 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.