

Presenting...
**MAIN STREET
OAKLAND COUNTY'S
2008
AWARDS**

CONGRATULATIONS TO MAIN STREET OAKLAND COUNTY'S 2008 AWARD WINNERS!

SPECIAL AWARDS:

Featuring an iridescent glazed Oak Leaf tile, this is a newly designed traveling award ~

Main Street Spirit (page 4)
Walled Lake Downtown Development Authority

Featuring a Tudor Rose tile~

Guts and Determination (page 4)
Jill Bahm, Highland DDA

Sponsor of the Year (page 4)
National City Bank

Community Commitment (page 4)
Shuman Chrysler Jeep, Walled Lake DDA

Outstanding Volunteer (page 5)
Wendell Allen, Walled Lake DDA

Outstanding Board Member (page 5)
Casey Ambrose, Walled Lake DDA

Outstanding Volunteer Project (page 6)
The Main Street Messenger, Pat Shelton, Editor
Farmington DDA

(continued)

MAIN STREET FOUR POINT AWARD WINNERS

ORGANIZATION AWARD:

Featuring a Gingko Botanical tile~

Outstanding Public Relations Effort (page 8 - 9)
Downtown Streetscape Information Campaign,
Farmington DDA Organization Committee

PROMOTION AWARDS:

Featuring a Botanical tile~

Outstanding Special Event
Kite Day - Pontiac DDA Promotions Committee (page 10)
and
Kris Kringle Market - Rochester DDA (page 11)

Outstanding Event Series (page 12)
Beets, Beats, and Eats Farmers Market - Ortonville DDA

DESIGN AWARD:

Featuring a Chrysanthemum/Daisy tile~

Outstanding Building Rehabilitation Over \$50,000 (page 13)
104 Battle Alley, Holly, Michigan
by Robert J. Hoffman and Richard Hoffman

All of the 2008 Main Street Oakland County's Awards feature a handcrafted tile from Detroit's Pewabic Pottery and were custom made by Creative Designs & Signs, Inc. of Pontiac.

HONORING THE 2008 MSOC AWARD NOMINEES (pages 14- 15)

MAIN STREET OAKLAND COUNTY'S 2008 AWARD Nomination Categories (pages 16- 17)

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MORE ABOUT THE 2008 AWARD RECIPIENTS ~

SPECIAL AWARD ~ Main Street Spirit: **Walled Lake Downtown Development Authority**

This past year has been an incredible journey of leadership, new commitment and enthusiasm in re-establishing the Walled Lake DDA and its relationship with the City of Walled Lake. The DDA Chair, past and present, DDA Board, DDA Executive Director, Main Street Committees, City Council and City Staff are now all working together in the best interests of local businesses and community residents to revitalize the entire Walled Lake DDA. New concentrated efforts to revitalize the Historic Lakefront Area are now underway. There is a contagious and over whelming sense of positive energy and enthusiasm that respects community involvement and utilizes the community talent pool. Walled Lake was the over whelming choice for the 2008 Main Street Spirit Award.

SPECIAL AWARD ~ Guts and Determination: **Jill Bahm, Highland DDA**

Jill Bahm consistently demonstrated her professionalism, diplomacy, historic preservation ethic and persistence in her work as the DDA Executive Director for Highland Township. Through Jill's leadership and her teamwork with the DDA Board and Main Street Committees, a tremendous base was put in place for redevelopment of the historic Highland Station commercial area and the entire DDA. Jill's hard work and steadfast commitment to the recently adopted Highland Station Master Plan as an amendment to the overall community Master Plan and her efforts to gain approval by the Road Commission for Oakland County of the Milford Road design through Highland Station made her the obvious choice for this year's award.

SPECIAL AWARD ~ Sponsor of the Year **National City Bank**

In 2000, National City Bank became the first private sector sponsor for the new Main Street Oakland County (MSOC) Program. Since that time, each and every year, National City Bank has sponsored a variety of MSOC events, especially our promotional materials and other expenses for the Annual National Main Streets Conference and the MSOC Hurricane Katrina Response Team for Hattiesburg, Mississippi in 2006. We value our long and continued partnership and hope that it will continue under the new ownership by PNC.

SPECIAL AWARD ~ Community Commitment: **Shuman Chrysler Jeep, Walled Lake**

When it comes to commitment, loyalty to the community, leadership, community service and leading by example, Shuman Chrysler Jeep is at the top of the list. Rather than bow to corporate pressure to relocate the family owned dealership to a "higher traffic count area," Shuman Chrysler Jeep chose reinvestment by totally redesigning and expanding their business operations. The MSOC panel of Judges reassigned the nomination category because of the outstanding community commitment demonstrated by Shuman Chrysler Jeep.

SPECIAL AWARD ~ Outstanding Volunteer:
Wendell Allen, Walled Lake DDA

Wendell Allen began his business, Mid-Oakland Building Company, in 1976 within the City of Walled Lake, moving the business to its own storefront in 1989. In 1992, Wendell was tapped for a position on the two-year old Walled Lake DDA Board, which he has served on since. After the Walled Lake DDA was awarded Main Street Oakland County status and the four committees were formed, Wendell was chosen to head up the Design Committee, based on his building experience and his specialty in remodeling.

In 2002, the Design Committee began the arduous task of creating design guidelines for the DDA district and completed the draft by 2005. After unexpected difficulties faced the DDA as a whole and activity was stalled, a stronger and very determined Walled Lake DDA rolled back up their shirt sleeves. Subsequently in 2007, the Design Committee finalized and adopted the City of Walled Lake's first set of design guidelines.

Instead of stopping to take a breath, Wendell began another challenging task – expanding the DDA district in and around the historic lakefront. Wendell was determined that the Historic Lakefront Master Plan was necessary to move Walled Lake and the DDA to the next level. He lobbied both the DDA Board and the City Council to approve this important step and the master plan process is currently underway.

Award jury panelists were impressed by Mr. Allen's broad range of involvement and his leadership qualities. Based on his strong and long term commitment to the City of Walled Lake and the DDA, Wendell Allen deservedly is awarded Outstanding Volunteer.

SPECIAL AWARD ~ Outstanding Board Member:
Casey Ambrose, Walled Lake DDA

In the late 1980s, when the City of Walled Lake was determined to build a new road that they deemed necessary to allow for redevelopment and reinvestment within the deteriorating downtown, a DDA was established to help fund the project. Based on his commitment during the DDA investigation and creation period, Casey Ambrose, lifelong resident and business owner of Casey's Sports Pub & Grille, was tapped as the first Vice-Chairman of the newly formed DDA. In turn, Casey became active in the promotion and organizational activities of the DDA.

In 1996, Casey was voted Chairman of the Walled Lake DDA. As the DDA matured, the City began to blossom. Buildings were spruced up, streetscape projects were underway and the new roadway proved its worth. Walled Lake was indeed rediscovering its previous potential. After acceptance into the Main Street Oakland County program, the DDA further expanded its scope with expanded staffing and plenty of volunteers to run its programs and promotions.

In his commitment to fully reactivate the DDA, which had been stalled by the city for a couple of years and to continue work on the revitalization of the City of Walled Lake, Casey stepped down from the DDA Board in November of 2007 to run for City Council. His dedication to Walled Lake continues in this new and important role. Casey Ambrose is recognized for his seventeen years of loyal and dedicated service to the Walled Lake DDA.

Members of the jury commended Mr. Ambrose for *his longevity to the Walled Lake DDA, for his dedication, passion and involvement, his diplomacy, his commitment to attending Main Street training, and for being a "model DDA Board Chair."*

SPECIAL AWARD ~ Outstanding Volunteer Project:
***The Main Street Messenger*, Pat Shelton, Editor,**
Farmington DDA

The Main Street Messenger is the Farmington DDA's semi-annual newsletter. Featuring a unique design, well written articles, and quality graphics, the newsletter has been packaged to make it a model for all downtowns. Farmington's *Main Street Messenger* is a great example of utilizing the community talent pool.

Pat Shelton, the editor, has served as an active volunteer on the Organization Committee of the Farmington DDA since the community was designated by Main Street Oakland County in 2003. Farmington DDA Executive Director, Annette Knowles, described Pat as one who never hesitates to also say "YES" to helping with other Organization Committee functions, such as coordinating forums and volunteer appreciation events.

In response to an issue that cropped up this spring over the proposed streetscape project, she contributed over fifty volunteer hours alone. Led by a determined Pat Shelton, the *Streetscape Smart Edition*, a special edition of *The Main Street Messenger*, was created and distributed to every Farmington resident. Pat's efforts are credited as being instrumental in helping the streetscape project move forward in the Farmington DDA's mission to better downtown.

The award judges felt that this ongoing *Main Street Messenger* project along with Pat Shelton's loyalty and long term commitment as editor are worthy of special recognition.

**MAIN STREET
OAKLAND COUNTY'S
2008
FOUR POINT AWARDS**

ORGANIZATION AWARD ~ Outstanding Public Relations Effort: Downtown Streetscape Information Campaign, Farmington DDA Organization Committee

In the spring of 2008, the Farmington DDA learned that their proposed streetscape project, such an important piece to achieving the goals set for the downtown, hit a "roadblock." Farmington's Design Committee and many volunteers had been working hard on making this a reality for the downtown for several years. However, a successful petition drive was pushed by a small group in the community, who was either misinformed and / or simply disliked the project. Consequently, for the project to move forward as planned, voter approved funding based on results from a primary election would now be required.

In response to this setback, the Downtown Farmington Streetscape Information Campaign was designed specifically to involve the community to partner in the efforts. The following goals were set: to educate the community about the project and the impact that it would have on the downtown, as well as the overall community; to help the public develop a greater understanding of the Main Street Program and the role it plays within the community, including long term objectives; to articulate how the Streetscape Project would move Farmington to that end; to illustrate the positive impact the project could have on the community; and to set a positive tone and generate enthusiasm to get people involved and to vote.

Elements of the campaign were varied and creative. Architectural renderings were commissioned to help illustrate the proposed streetscape project and were used throughout the DDA's educational efforts. A key campaign component was the *Imagine* video, created by two committee volunteers, Dan Higgins and Brian Golden, each who donated seventy-five hours to the project. Farmington residents received a special invitation from the DDA to attend the video's official premier at the historical Farmington Civic Theatre. A consistent message about the Farmington DDA, Main Street program and streetscape project was conveyed to the premier attendees throughout the evening – in the video, each gift bag with educational pieces, by the guest speakers and time to chat informally at the subsequent afterglow open house. The video also aired on the local cable channel regularly before the vote.

Moreover, business owners were involved early on in the campaign, by first being invited to an informational meeting on the project and then being encouraged to display color posters created to indicate merchant support. Curb signs were mounted throughout downtown to inform pedestrians on the ballot issue. A specially designed postcard was mailed to each resident to provide information and encourage them to vote. Another valuable resource was delivered to residents through the special *Streetscape Smart Edition* of the Farmington DDA's biannual *Main Street Messenger*. Compiled, edited and published with the assistance of the Organization Committee, the special edition featured an article from each committee chair that outlined how the project fit into that committee's long term goals. Finally, during Farmington's largest annual event, The Founders Festival, a replication of a portion of the streetscape was created using actual elements of the project. A local landscape company donated all of the materials and labor to put the exhibit together. Volunteers staffed a booth twelve hours during each of the three days of the festival, answering questions and handing out information about the project, DDA and Main Street Program.

Overall, the total number of volunteer hours donated to this campaign totaled an impressive 500. The impact of the Downtown Streetscape Information Campaign resulted in positive achievements, including a 68% voter approval to fund the project, contrasting with the less than 40% voter support before the campaign originated. In addition, with the increased visibility and awareness of the Farmington DDA, volunteer involvement in the Main Street program has increased significantly, as well as an enthusiasm for the importance of downtown Farmington. The campaign is an example of true community involvement and partnership, with the DDA working together with its committees, residents of all ages, the Chamber of Commerce, public library, the City of Farmington and Main Street Oakland County to achieve its goals.

Most importantly, the Farmington DDA and Organization Committee learned a valuable lesson on the importance of continuously communicating with the community.

Award jury members commented: *"I don't believe that this was a one time campaign...It had a long term effect of educating the entire community about the Main Street program in a variety of ways and increased volunteer participation." "It was an outstanding public relations effort, involving all of the committees and different media." "The video was a creative, innovative idea and very well done, particularly giving examples from other communities." "I like that they used the "Messenger"... publication to inform people as well. Certainly not every one (particularly the elderly) were able to view the video." and "...the initiative was innovative and creative..."*

PROMOTION AWARD ~ Outstanding Special Event:

Kite Day, Pontiac DDA Promotions Committee

Maureen Young (Chair), Daneen Butler, Jim Terebus, Sharon Lassiter, Lachen Lassiter and Pearl Daniel

The Sixth Annual Kite Day was planned and coordinated by the Pontiac DDA's Main Street Promotions Committee in conjunction with the Pontiac School District. Based on the original Kite Day Program, the special event focuses on a specially created curriculum package covering math, science and flight, which has been used as an example of innovative community education for downtown districts by the National Trust for Historic Preservation's Main Street Center.

Kite Day was designed this year with a goal to create a synergy in downtown Pontiac by drawing children in fourth through sixth grades, siblings, parents, grandparents, teachers and school administrators, who could witness firsthand the new improvements and businesses in the downtown district. Members of the Pontiac DDA Board and the Downtown Business Association, as well as downtown business owners, city employees and other volunteers all worked together to pull off the event by helping kids assemble and fly kites, serving food and playing music. As an incentive to encourage participation in Kite Day, the Pontiac public and charter elementary schools were challenged to a competition of the school with the most student participation. The winning school received a two foot high trophy as a reward and thank you.

By opening the event to the Pontiac charter schools this year, over one hundred additional participants enjoyed the free festivities of the 2008 Kite Day event. Most importantly, the goal of Kite Day was met on May 10, 2008, as the spring day allowed for high flying kites, kids having fun, parents alongside cheering them on and downtown Pontiac positively highlighted. Kite Day was a great success due to the Promotions Committee's detailed planning, following the work plan, hard work, dedication and willingness to volunteer, along with the generous donations of more than eight local businesses and the people who went above and beyond for the children of Pontiac.

Award jury members remarked about this event:

"Very innovative and inclusive, by reaching out to the schools," "Volunteer driven," and "Unique."

PROMOTION AWARD ~ Outstanding Special Event: **Kris Kringle Market, Rochester DDA**

Offering families an alternative to shopping at the malls over Thanksgiving weekend, often the busiest shopping days of the year, the idea of the Kris Kringle Market developed as a way to encourage people to shop in Downtown Rochester. This first time event for Rochester, held on November 23 - 24, 2007, was inspired by the 700 year-old tradition in Germany, Christkindlmärkt, a little market-fest held in German towns where people gather to enjoy the holiday season. Families in the community enjoyed the chance to experience the ambiance of an open-air European-style market in visiting Downtown Rochester's Kris Kringle Market, a German/American holiday market featuring traditional food and drink, live entertainment and great gifts for the holidays. Products included one-of-a kind handcrafted items for purchase, holiday greens, ornaments, roasted nuts, bratwurst, gingerbread, traditional German hot spiced wine and much more.

Starting with the concept that the Kris Kringle Market would be an extension of the Downtown Rochester Farmers Market, a winter venue was also provided for local farmers. A committee of the DDA staff, along with approximately ten volunteers, was formed in February of 2007 and regularly met until the opening of the market. The committee decided to create a theme for the market to include only handcrafted items and extend the size and scope of the market to include authentic German offerings. Emulating the look of the traditional German markets, individual tents were set up with vintage signage and decorated with festive greens and holiday lights, in order to create an "authentic" look and feel for the Kris Kringle Market.

Over the two-day period, the market attracted approximately 10,000 visitors from both the local Rochester community and the greater Detroit area. The success of the Kris Kringle Market can largely be attributed to the Rochester DDA's many partnerships formed with German-affiliated clubs and organizations, Rochester Community Schools, non-profit organizations and downtown Rochester businesses. Undoubtedly, the Kris Kringle Market was truly a community effort that built foot traffic and benefited the downtown.

Award judges described the event as:

"Well presented," "Sleek, shiny and big," "Well done in detail," and "Very retail driven."

PROMOTION AWARD ~ Outstanding Event Series:

Beets, Beats, and Eats Farmers Market, Ortonville DDA

(Key individuals include: Debbie Baker, BB&E Market Manager; Brenda Timmermans, photographer; Brenda Heffernan, activities; Jane Derry, DDA Booth; Molly LaLone, DDA Executive Director; and the food and market vendors)

While farmers markets have become increasingly popular across the country, the Village of Ortonville's Beets, Beats, and Eats Farmers Market is a unique offering to the community with a variety of vendors, affordable dinners, an open invitation to musicians with a place to "jam" unplugged and different family entertainment each Friday evening. This weekly summer event was enjoyed by those young and old, many who became "regulars," of the market, which was held in the relaxing, tree canopied setting of the downtown Crossman Park.

Complete with its own nickname (BB&E), logo and monthly newsletter, goals of the fourteen week summer event series included the following: to attract Ortonville residents to the downtown, to create a special event or theme each week to encourage attendance and to tie the Beets, Beats, and Eats Farmers Market back to the DDA business community by raffling each week a "market bag" containing small gifts from each DDA retailer. Local non-profit groups were also invited to participate as a vendor or by hosting an information table, with a chance to raise funds or public awareness of the organization.

With a mission "to serve Ortonville, by providing locally grown, fresh, high quality produce and products and to provide local farmers, producers, organizations, musicians and artisans with an economic outlet in historic downtown Ortonville," the Beets, Beats, and Eats Farmers Market event series offered just that. Regularly drawing two to four hundred people a week in a town with a population of 1600, the 2008 market ran from June into September. The season's addition of a different theme each week was a success, with "Bike Night: Bikes, Blues and Exhaust," "Kids Night," and "Pet Night" attracting the biggest crowds. Finally, Beets, Beats, and Eats was geared to the whole family, brought new people to the downtown area, provided a chance to catch up with neighbors and old friends, highlighted unique area businesses and grew an even greater sense of community and spirit in Main Street Oakland County's smallest designated town.

The award jury panel noted:

"This event series is strong on innovativeness, turning an average-day event into something special."

**DESIGN AWARD ~ Outstanding Building Rehabilitation Over
\$50,000:**

104 Battle Alley, Holly, Michigan

by Robert J. Hoffman and Richard Hoffman

In 2006, two brothers from the Waterford area purchased a rundown, vacant building on Holly's infamous Battle Alley. Robert and Richard Hoffman share a love of both historical buildings and downtown Holly. Mr. Robert J. Hoffman's sincere fondness for downtown Holly is quite evident when you speak with him about his vision of great potential for the community.

Beginning with a complete renovation of the upstairs apartment, the goal transitioned to refurbishing this 1870s building back to its overall original historical character, with work extending to the exterior. To this end, when renovating the front façade, the Hoffman brothers provided a picture of the building's original façade to a window company to ensure that the replacement windows matched exactly.

The entire façade and apartment renovation took about a year and the ground floor retail space is now ready to be built to meet the needs of a new business. When asked what the goal was of the project, Robert Hoffman explained that they wanted to keep the building historically significant and also wanted to raise the bar for Holly in hopes others will follow their lead in the future.

Some of the jury comments included the following:

"Respect for the original building was shown in that they did not try to make the building more than it ever was. It would have been easy to make this look like a new building, but they recognized what was important and what was needed to bring this character out." and "The rehabilitation of this building is, in the truest sense, green and sustainable demonstrating what preservation offers. Imagine if all of the Main Street community's rehabilitation efforts were like this."

HONORING THE 2008 MSOC AWARD NOMINEES

SPECIAL AWARDS: A total of 3 nominations were received in 2 categories

Outstanding Volunteer of the Year Award:

Farmington DDA: Pat Shelton

Walled Lake DDA: Wendell Allen

Outstanding Board Member of the Year Award:

Walled Lake DDA: Casey Ambrose

ORGANIZATION: A total of 2 nominations were received in 1 category

Outstanding Public Relations Effort Award:

Farmington DDA: Streetscape Information Campaign

Farmington DDA: Streetscape Video

PROMOTION: A total of 6 nominations were received in 2 categories

Outstanding Special Event Award:

Ortonville DDA: Creekfest

Pontiac DDA: Kite Day

Rochester DDA: Kris Kringle Market

Walled Lake DDA: Beach Party

Outstanding Event Series Award:

Farmington DDA: Rhythmx in Riley Park

Ortonville DDA: Beets, Beats, and Eats Farmers Market

DESIGN: A total of 3 nominations were received in 1 category

Outstanding Building Rehabilitation Over \$50,000 Award:

Farmington DDA: the Exchange Building, Farmington, by Cassidy Property Investments

Holly DDA: 104 Battle Alley, Holly, by Robert J. Hoffman and Richard Hoffman

Walled Lake DDA: Bayside Sports Grill, Walled Lake, by John Semma

ECONOMIC RESTRUCTURING: A total of 2 nominations were received in 2 categories

Outstanding Adaptive Use of a Building Award:

Walled Lake DDA: Shuman Chrysler Jeep

Outstanding Business Retention, Expansion, or Recruitment Award:

Rochester DDA: Downtown Rochester Business Recruitment Package

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CONGRATULATIONS to All Nominees!

MAIN STREET OAKLAND COUNTY'S 2008 AWARDS ~ Nomination Categories

SPECIAL AWARDS

- Outstanding Preservation Success Story Award
- Outstanding Volunteer of the Year Award
- Outstanding Board Member of the Year Award
- Outstanding Main Street Business of the Year Award

ORGANIZATION

- Outstanding Private / Public Partnership Award
- Outstanding Fundraising Project Award
- Outstanding Public Relations Effort Award
- Outstanding Volunteer Recruitment, Training and Recognition Effort Award

PROMOTION

- Outstanding Promotional Design Piece Award
- Outstanding Special Event Award
- Outstanding Retail Event Award
- Outstanding Event Series Award
- Outstanding Brand & Imaging Campaign Effort / Strategy Award

DESIGN

- Outstanding New Sign Award
- Outstanding Building Rehabilitation Under \$10,000 Award
- Outstanding Building Rehabilitation Between \$10,000-\$50,000 Award
- Outstanding Building Rehabilitation Over \$50,000 Award
- Outstanding Public Improvement Project Award

ECONOMIC RESTRUCTURING

Outstanding Adaptive Use of a Building Award

Outstanding New Construction Project Award

Outstanding Business Development Incentive Program Award

Outstanding Business Retention, Expansion, or Recruitment Award

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*Requests for nomination submittals were sent to each fully designated MSOC Community on July 23, 2008.
Nominations for the MSOC 2009 Awards will be received for the above categories next year.*

A VERY Special THANK YOU to Our Award Judges!

Lola Aré, Oakland County Business Center Senior Business Development Representative
and Business Consultant

Ann Barnette, Milford (Michigan) DDA Executive Director

Dan Carmody, Eastern Market Corporation (Detroit) President

Mary Liz Curtain, Owner of Leon & Lulu, Clawson
and Clawson DDA Chair

Nancy Finegood, Michigan Historic Preservation Network Executive Director and
MSOC Advisory Board Member

Jackie Hoist, AIA, THA Architects Engineers (Flint) Principal and Project Architect

Jody La Londe, Owner of Creative Designs & Signs, Inc., Pontiac
and MSOC Advisory Board Member

Diane Larkin, Marshall (Michigan) Main Street Manager

Russ Lewis, Architect, retired from Oakland County Planning & Economic Development
and MSOC Advisory Board Member

Bryan Lijewski, Michigan State Historic Preservation Office Architect