

Main Street Oakland County Mentoring Program

Main Street Oakland County Mentoring Program is designed to educate local communities about the service offerings and benefits of participating in Main Street Oakland County. This is accomplished by establishing a mentor relationship with an existing Main Street community or communities, by offering a select set of services to participating communities, and by exposing them to the Main Street philosophy of historic preservation based economic development at the national level.

Communities can participate in the MSOC Mentoring Program for up to 2 years. At that time they will be well positioned to make an informed decision on whether or not they want to apply for full Main Street Oakland County status.

The MSOC Mentoring Program is designed to increase the number of communities participating in Main Street Oakland County without compromising the selection process, or standards, established by Oakland County and the National Trust's Main Street Center.

Acceptance into the MSOC Mentoring Program will only require a letter of request from the chief elected official, DDA chair or city/village manager. To enter the mentoring program, communities are not required to comply with the stringent requirements of the MSOC application process. Up to two communities can be brought into the program each year beginning in October.

Main Street Oakland County currently has eleven (11) fully designated communities (listed in order of designation: Rochester, Walled Lake, Ferndale, Farmington, Pontiac, Lake Orion, Holly, Highland, Ortonville, Oxford, and Franklin). Since 2000, the communities that were brought into the MSOC Program began receiving downtown revitalization assistance. Collectively, the 12 Main Street downtowns that have participated in the MSOC program since 2008 have generated over \$518 million in private and public investment, 3,666 new jobs, and 373 new businesses.

Program Offerings

Communities that enter the Mentoring Program will receive the following technical services and training annually:

- Assignment of a current MSOC community or communities as a mentor
- One (1) field visit from the mentor community to the participant's downtown
- Two (2) field visits from the participant to their mentor's downtown
- One (1) registration scholarship to the National Main Street Conference
- Two (2) Seats at Manager Orientation Training
- Two (2) Seats at Main Street 101 Training
- Two (2) Seats at topical training workshops as scheduled
- One (1) presentation by County staff to local DDA board and/or council
- Five (5) consultations by County staff with local staff and officials
- Arrangement and facilitation by County staff of one (1) community town meeting (this is a large public meeting designed to engage the larger community)