

MAIN STREET OAKLAND COUNTY REINVESTMENT SUCCESS STATISTICS

2008

The following data summarizes the economic impact, activity and investment in the Main Street Oakland County (MSOC) communities in 2008 as reported by MSOC to the national Main Street Center for the twelve MSOC communities of Royal Oak, Rochester, Walled Lake, Holly, Lake Orion, Ferndale, Farmington, Pontiac, Oxford, Ortonville, Keego Harbor and Highland Township:

- **\$67,397,727 in Total New Public & Private Investment** in the MSOC Downtowns based upon the 3 following categories:
 - 1) **\$12,275,369 of DDA/TIF Investment** spent directly on downtown redevelopment and Main Street Program Management (Projects, management activities, committees, operations, staff)
 - 2) **\$3,486,691 in Public Improvements Dollars Invested** (streets, sidewalks, trees, sewer, water, parking and lighting) in addition to DDA funded projects.
 - 3) **\$51,635,667 of Private Sector Investment Leveraged** within the DDA Districts for new buildings, building rehabs and business improvements.
- **593 net new full time jobs and 291 net part time jobs were created.**
- **29 net new businesses were established.**
- **166,286 square feet of new floor space was constructed.**
- **38 new housing units were built.**
- **200 buildings were rehabilitated.**
- **Over 18,000 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.
- **477 Special Events were held, including festivals and retail events.**
- **\$772,263 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.