

## **MAIN STREET OAKLAND COUNTY**

**I. What is Main Street Oakland County (MSOC)?** MSOC is an economic development program specifically targeted to provide technical assistance to the 30 traditional downtowns in the County. These historic commercial districts each have a unique sense of place which, as part of a notional trend, are becoming increasingly popular as places to do business, shop, dine, live and experience family activities. MSOC is now a partner with the National Main Street Center (NMSC), a program of the National Trust for Historic Preservation. Founded in 1980, the NMSC's "Four Point Approach" of: Organization, Design, Promotion and Economic Restructuring has been successfully utilized in over 1,600 downtowns in 40 state since 1980.

### **II. Main Street Oakland County Objectives:**

- To empower Oakland County's traditional downtowns to establish and/or maintain successful, comprehensive, ongoing revitalization programs
- To build a greater awareness of the economic and quality of life importance of revitalizing and maintaining the County's historic commercial districts
- To provide the stakeholders of Oakland County's traditional downtowns with technical assistance and training resources
- To provide information about downtown revitalization to the County's communities, business organizations, and residents
- To assist communities in implementing the Four Point Approach in each of the County's traditional downtowns and corridors
- To facilitate networking and communication between communities and downtown revitalization
- To provide information about County business finance programs and other economic development resources to existing downtown businesses and to those considering downtown locations
- To monitor and measure progress and success in local downtown revitalization efforts
- To assist each of the 30 traditional downtowns and town centers in the county to help them realize their full economic development potential while preserving their sense of place