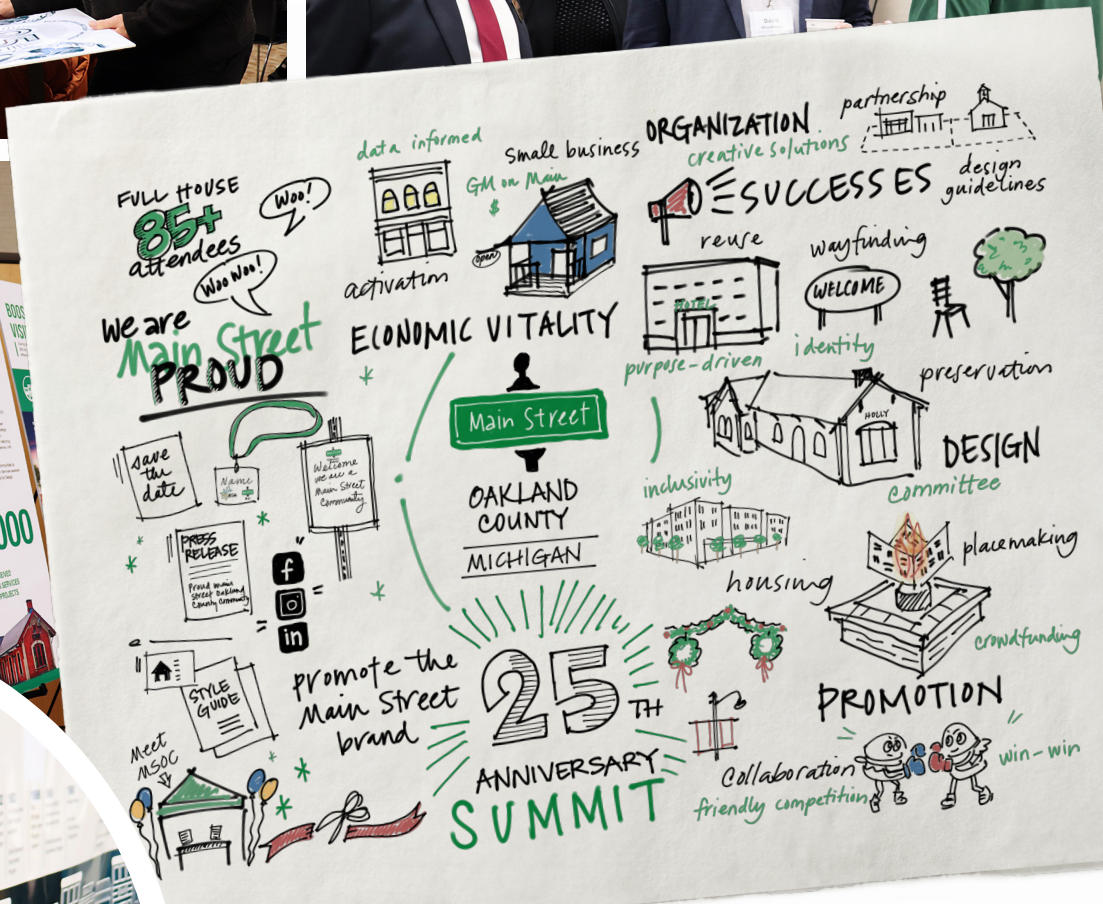




MAIN STREET SUMMIT

Summary Notes 2025





Collective Summit Notes: 2022-2025

CHALLENGES FOR MAIN STREET PROGRAMS

For The Districts

- How to leverage public dollars/investment into private dollars/investment
- Need to address high interest rates for private investment lending. Gap Financing for development projects
- How to cultivate more night life/activities in the districts (e.g., Farmington). Could this be a larger foot traffic issue in general?
- Need to address property owners increasing rents and driving out existing businesses
- Continued need for improving public/private relationships
- Need to address how to add more retail to the Main Street business mix and less service industry
- Need for direct small business support services like One Stop Business Center offered
- Need to address obstacles facing the un-housed (e.g., Ferndale)
- What to do with increased office vacancies (e.g., Southfield)
- A Main Street specific Property Showcase, or the ability to foster follow-up connections to those developers to the communities
- Micro retailing—shrinking retail footprints of space needed
- Affordable housing
- Continue to push for online shopping and digital business marketing support

For The Organizations

- How to improve communication and education on the value of Main Street and the work they do to stakeholders
- More money

- More committee/101 trainings are needed for the organization and its volunteers/boards/committees
- Volunteer recruitment and retention remains a problem

For Their Leadership

- Need more buy in from community leadership
- How to communicate the community impact of Main Street

PRIORITIES AND GOALS MOVING FORWARD

- #1 priority is the ongoing Placemaking Grant Program through the ARPA dollars
- Improved storytelling and branding for the organizations, including MSOC
- More shared best practices between communities/organizations
- Keep working on NextGen with Main Street America
- Increasing the MSOC budget so that they/we can continue and grow our capacity in the communities
- More resources for the non-traditional Main Street historic commercial corridors
- Growth on programs for Equity, Inclusion, Accessibility, and Mobility
- Tourism impact study. Utilize and promote the tourism site more
- Coordinate more partner exchange tours among the communities/benchmarking
- Improved media sharing and resource library for our partners
- More small business support including grants
- Partner with Thrive
- Continue providing Economic Snapshots for the communities
- Do more to support TOD (Transit Oriented Development)
- Look at joint community opportunities where there are shared routes

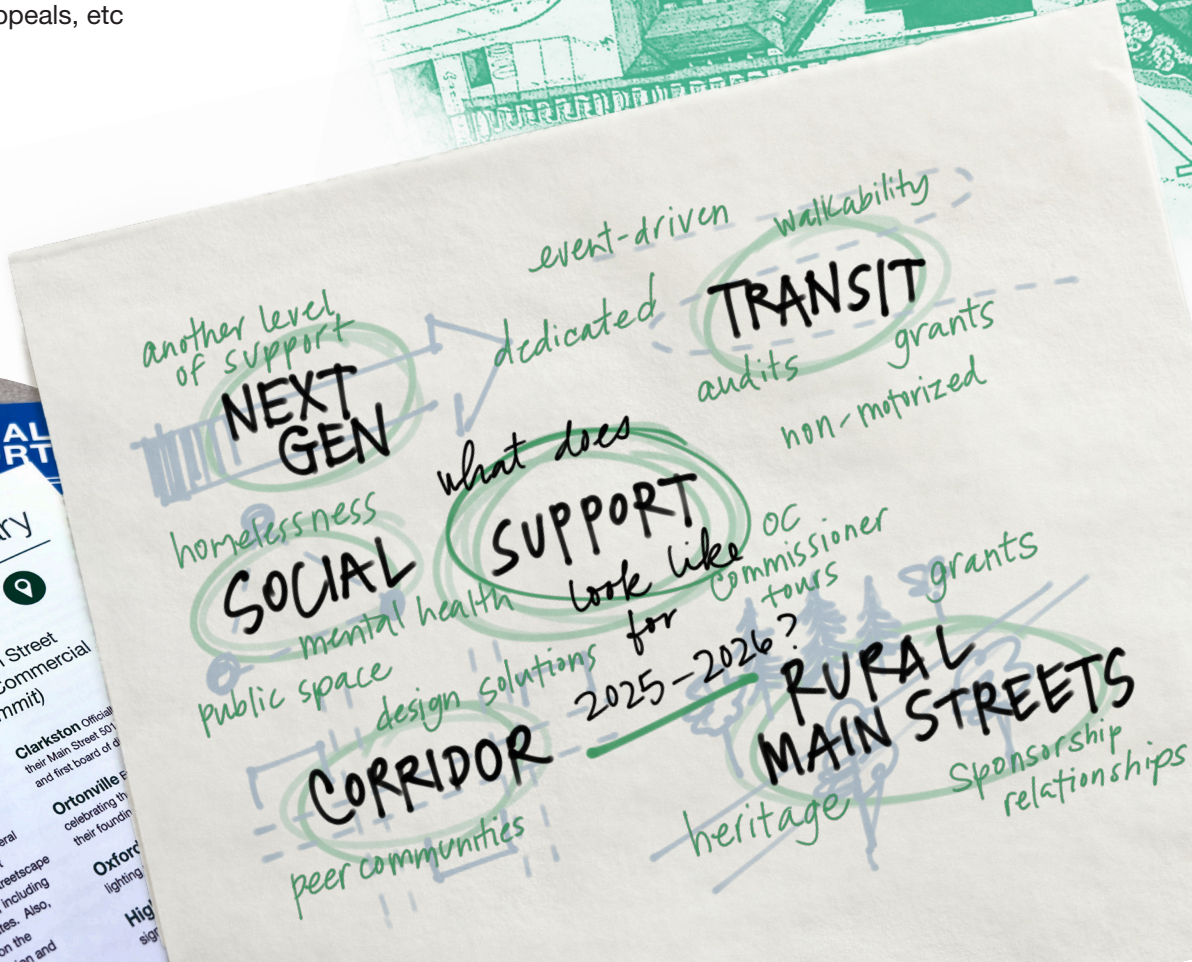
- Continue and grow NextGen support
- More Corridor programing and support
- National benchmarking for non-traditional downtowns
- More Rural and Exurban support for non-traditional downtowns
- Some communities are missing out on opportunities
- Help the small communities/hamlets that are often passed over for grants
- Look at more alternative transit like the 9 Line
- Create more social support networks on other issues facing the downtowns such as unhoused, mental health, etc.
- Continuing and encouraging more County Commissioners Tours

HOW CAN WE RAISE OUR PROFILE

- Consistent and regular MSOC representation at events throughout the County
- Develop standard terminology that can be shared and repeated
- Shared branding; name badges, social media banners, etc.
- Shareable videos, social media, and print materials describing what Main Street is
 - List of resources available to communities
- MSOC specific social media platforms; tagline, logo, etc.
 - Logo clickable link to a central online location
 - Style guide on how and when to share
- New street signage identifying MS communities

WHAT DO THE MAIN STREET PROGRAMS NEED TO BE SUCCESSFUL

- Visioning Process tools and assistance
- Access to data including PlacerAI, retail surplus/ leakage studies, and others
- Networking events and exchanges for and between Main Street programs
- Resources for private investors/developers and training on how to find financial resources
- Grant writing training and assistance and ID for resources
- Assistance and coordination on other certifications such as Certified Local Government (CLG) and
- Redevelopment Ready Communities (RRC)
- More engagement between Main Streets and community planning, boards of zoning appeals, etc





A Sample of Successes for Past Year (2024) in Main Street Oakland County Downtowns and Historic Commercial Corridors *(in order of reporting during Summit)*

Southfield

Adaptive re-use of a long vacant hotel; City/Developer/ Non-Profit partnership

Wixom

City/Downtown Rebranding

Farmington

Public Spaces development/ pocket park successes; Creating partnerships in investment; Successful leveraging of grants; Demonstrated high value of Ron Campbell/MSOC Designs Services with the Mason's Building

Pontiac

Maker Space project

Holly

Historic Depot redevelopment/ relocation progress

Highland

Colasanti's Boardwalk project; Vision and Mission Statements update; Revamped Design Guidelines; Master Plan update; Lumberyard redevelopment; Successful private/public partnership (Township and School District) that includes a shared septic system and

improved water quality for adjacent elementary school

Lake Orion

Funding through partnerships; Lumberyard redevelopment; Using small façade grants to leverage big impacts; LOHS redevelopment project will bring 31 new lofts downtown; Thank you to MSOC for support with PlacerAI

Oak Park

Thank you to MSOC support in building organizational capacity which is leading to big changes with their CIA

Ferndale

Thank you to MSOC and MDA, stressing the importance of Organizational Support; Sharing knowledge on successful transitions; Sheppard House and a second large, affordable housing development bringing 80 new housing units online

Ortonville

Their successful events are outgrowing their public spaces (good thing); Implementation of improved Organization Database and Increased Volunteer Engagement; "Sit and Sip" events have been a creative way to work around lack of sewers, creating opportunities for café style space; Pocket Park project moving forward to address the need for more public space; Downtown improvements including Wi-Fi and new banners; Developing a Retail Property Plan to help fill vacant storefronts

Lyon Township

Continued growth in Organizational Capacity with their Board and Committees

Hazel Park

Implementation of the John R Road Diet

