



Allied Level Program





APPLICATION OVERVIEW

Request an Application from:
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The Allied Level is the introductory relationship to Main Street Oakland County (MSOC). It is an opportunity for a community or organization to get to know the program and vice versa. Resources include training, grant programs, design assistance, tech visits and additional services.

LEVEL	STAGE
NEW: Legacy	Advanced
Select	Developed
Partner (formerly Associate)	Mid-Development
Allied (formerly Affiliate)	Introductory

PROCESS

-  Complete and submit application to MSOC
-  MSOC reviews application and conducts a Team Resource Visit
-  If approved and ready, community receives the Allied Level designation and benefits
-  The community begins to build a program baseline







APPLICATION & PROGRAM COMPONENTS

-  Organizational structure (e.g., Downtown Development Authority, Corridor Improvement Authority, Tax Increment Financing Authority, Non-Profit)
-  Resolution of Support from local government
-  Main Street America – Friend of Main Street membership
-  Boundaries of target area, including a building inventory with:
 - Businesses (names and addresses)
 - Employment
 - Vacancies
 - Historic building list
-  Market Analysis



Benefits of Allied Level Designation

Free Training Workshops—on a variety of critical topics, including but not limited to:

-  MSOC Overview and Four Points training for the Board
-  Vision and strategy training with Main Street America staff
-  Work planning session
-  Five-step benchmark process training
-  Vision statements
-  Mission statements

Grants and Monetary Resources








Eligible to compete for organizational mini-grant to complete a project, where budget allows

Eligible to compete for other grants

One paid registration for Main Street America national conference (Director or Board Member)

One design consultation per year

Additional Benefits and Resources

-  Membership in Main Street America at Friends Level
-  Exposure on Main Street Oakland County Tourism Website
-  Opportunity to apply for Allied Level MSOC “Main Event” yearly awards
-  Participation in any and all MSOC trainings
-  Manager meetings
-  Eligible to compete for national Main Street grants
-  Main Street America Friend of Main Street benefits, including:
 - “Main Street News,” a weekly newsletter covering new trends, stories from the field, and information for those in the commercial district revitalization field
 - Main Street America Conference discount

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