

## NEWS RELEASE

### Downtown Farmington Captures Top Honors at Main Street Oakland County's Main Event Awards Ceremony

- Farmington captured the "Spirit of Main Street" award as 10 downtowns were honored Thursday night during the Main Street Oakland County (MSOC) celebration.
- Other downtown communities receiving recognition included Ferndale, Lake Orion, Lathrup Village, Lyon Township, Oak Park, Ortonville, Oxford, Southfield, and Wixom.
- Notable announcements during the event included the City of Southfield joining the MSOC program at the allied level and a new grant program from MSU Federal Credit Union.

June 7, 2024, Pontiac, Mich. – Downtown Farmington was awarded the prestigious "Spirit of Main Street" honor at the Main Street Oakland County (MSOC) Main Event Awards Ceremony held Thursday night at The Roxy Rochester. The event celebrated excellence in downtown revitalization and featured 10 communities.

Farmington received a \$2,000 cash award from Genisys Credit Union for its winning video, "Farmington Bicentennial Celebration: Welcoming Since 1824." This recognition highlights the community's ongoing efforts to preserve and celebrate its rich history while fostering a welcoming environment.

Additional award winners from the ceremony include:

- **Achievement in Historic Preservation:** *Ortonville* for its 175th Anniversary Celebration
- **Business Innovation & Entrepreneurship:** *Wixom* for Gather Here – Drafting Table Brewing Company
- **Community Engagement or Event of the Year:** *Lyon Township* for Fun on the Grand
- **Downtown Beautification:** *Ferndale* for the You Belong Here Downtown Mural Program
- **Small Business Retention & Attraction:** *Oxford* for its revamped initiatives and programs
- **Volunteer of the Year:** *Lyon Township* for Troy Powe
- **Mobility on Main Street:** *Farmington* for the Farmington Road Streetscape
- **Main Street Resilience:** *Lake Orion* for Save the Lake Orion DDA
- **Outstanding Partnership:** *Lathrup Village, Oak Park, and Southfield* for Tri-City Business Support
- **Main Street Leader:** *Wixom* for Laura Cloutier

Other announcements during the event included the City of Southfield joining the MSOC program at the allied level and MSU Credit Union becoming a new grant sponsor focused on helping small businesses with technology investments.

The event, attended by more than 200 people, including the new Main Street America CEO Erin Barnes, celebrated the dedication of communities, businesses, and volunteers in preserving and revitalizing their historic downtowns and commercial corridors.

The judging panel consisted of experts in historic preservation and economic development, including representatives from the Community Foundation of Greater Rochester, Giffels Webster, Oakland County, SEMCOG, SMART, Visit Detroit, and the Michigan Downtown Association.

Event sponsors included SMART (presenting sponsor), Genisys Credit Union, Oakland County Business Finance Corporation, Downtown Rochester DDA, Giffels Webster, and the Michigan Downtown Association.

### **About Main Street Oakland County**

Main Street Oakland County (MSOC) is a trademarked program of the National Main Street Center (Chicago). Established in 2000, MSOC is an economic development initiative aimed at downtowns and neighborhood commercial corridors, with a foundation in historic preservation and a focus on creating a strong "sense of place."

Since its inception, MSOC has generated more than \$967 million in new public and private investment in communities. The program has seen the establishment of more than 2,700 new businesses and the creation of nearly 8,200 new full-time jobs. More than 508,000 volunteer hours have been contributed by committee members, residents, and business and property owners towards various community projects and initiatives.