



Benefits & Requirements

The Main Street approach is not a fad or buzz word. It's a proven economic development program that improves the quality of life for our citizens. Since 2001, Main Street Oakland County has helped generate more than \$650 million in new public and private investment in our participating downtowns. Building on this success, Oakland County has customized program services to meet the varied needs of more communities.



VIBRANT DOWNTOWNS



Increase property values & tax base



Attract businesses & jobs



Build stronger, more desirable communities for all ages

LEARN MORE

about the Main Street Oakland County Program:

- ✓ Technical services available to your community
- ✓ Training and promotion opportunities
- ✓ Requirements for applying

THREE-TIER

MAIN STREET OAKLAND COUNTY PROGRAM

See Where Your Community Can Benefit

With this three-tier program, Main Street Oakland County (MSOC) is reaching out to support all Oakland County downtowns and commercial districts – small to large, new and old. We recognize that not all of our communities can meet the qualifications of the prestigious national level program, but all downtowns can benefit from the methodology and principals. The three tier levels are Select, Associate and Affiliate.

| MAIN STREET OAKLAND COUNTY PROGRAM LEVEL ELIGIBILITY | | | |
|--|--------|-----------|-----------|
| DEVELOPMENT PATTERN | SELECT | ASSOCIATE | AFFILIATE |
| Historic Downtown settled in 1800s or early 1900s, primarily built prior to 1940 | ✓ | ✓ | ✓ |
| Historic Hamlet settled in 1800s or early 1900s, primarily built prior to 1940 | ✓ | ✓ | ✓ |
| Urban mixed-use development or commercial center | | ✓ | ✓ |
| Multi-Community Heritage Corridor, primarily built prior to 1950 | | ✓ | ✓ |

Launched by the National Trust for Historic Preservation, the National Main Street program places a strong emphasis on economic development based on recognizing and preserving a downtown’s historic architecture and cultural heritage as assets. These assets are a foundation for revitalization and ongoing success.

If your community doesn’t have a traditional, historic downtown, or over time you’ve lost your downtown, take a look at this table and see where your community can fit into the new MSOC program. We now accommodate newer urban mixed-use developments and heritage corridors.

NATIONAL MAIN STREET FOUR-POINT APPROACH®

The Four-Point Approach® is a unique economic development strategy to energize community revitalization efforts and help manage success for the long term — through difficult times and change. An overview of the four points includes:

1 ORGANIZATION



Builds consensus and partnerships between the many vested stakeholders throughout a downtown to create a volunteer base in which everyone is working toward the same goal. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders for ongoing management.

2 DESIGN



Capitalizes on and enhances the visual aspects of downtown commercial areas to create a safe, appealing and inviting atmosphere. The physical elements such as the storefronts and building architecture, streetscape, public art, street furniture, parking areas, and public spaces are used to convey a positive image for the downtown. Quality maintenance practices such as historic building rehabilitation, adaptive use, appropriate new development, a design review process and long term planning are also strategies used to enhance the physical appearance of a downtown.

3 PROMOTION



Creates a positive image of the downtown to instill community pride and encourage commercial activity and investment in the area. Promotions such as advertising, retail and special events, marketing and social media campaigns can be used to communicate the unique characteristics of a downtown to residents and visitors — sparking interest in shopping, dining, living or investing and creating a business in the community.

4 ECONOMIC RESTRUCTURING



Strengthens the existing economic assets while diversifying the economic base of the downtown to support and improve profitability. The goal is to build a strong commercial district that supports today's consumers by providing a balanced commercial mix, supporting and expanding existing businesses, recruiting new businesses, developing infill space, and converting unused or underused commercial space into economically productive property.



Program Benefits

MSOC = Main Street Oakland County

NMSC = National Main Street Center

✓ = Make a check mark next to the services that would be valuable to your community.

X = Program Benefit Availability

NOTE: Provision of all technical services, training and promotional opportunities are dependent on the availability and scheduling of Oakland County staff and consultants and Oakland County Department of Economic Development & Community Affairs' budget resources. In all cases, priority access is given to MSOC Select Level communities.

| ✓ TECHNICAL SERVICES | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|-------------------------------------|--|--------|-----------|-----------|
| Needs Assessment | Considered one of the most beneficial services, the Needs Assessment is completed by the NMSC and MSOC and provides the foundation for future growth by identifying the downtown's primary issues, goals, assets and opportunities. | X | | |
| Technical Visit by NMSC | Technical Visits provided by the NMSC bring a national perspective, from national experts, on how to resolve a specific local challenge or implement a specific project. Tech Visits can take the form of a report, consultation or training session. | X | | |
| Technical Visit by MSOC | Technical Visits provided by MSOC are an efficient way to access county expertise in downtown revitalization. Tech Visits can take the form of a report, consultation or training session, and frequently build upon best practices followed by other MSOC downtowns. | X | X | |
| Resource Team | A Resource Team comprised of NMSC and MSOC staff, with expertise in organization, design, promotion and economic restructuring determine the in-depth, long-term technical assistance needs of a local revitalization program. | X | | |
| Annual Evaluation and Accreditation | An Annual Evaluation conducted by the NMSC and/or MSOC assesses a local program's progress, needs and future plans. Local programs are evaluated against the ten National Main Street Standards of Performance. Those that meet all ten standards of performance receive National Accreditation. | X | | |
| Quarterly Manager's Meeting | Local program managers and MSOC staff share and collaborate on topics related to successful downtown management. Updates on training, resources and information are provided and discussed. | X | X | |
| Annual Associate Level Meeting | MSOC staff meets individually with local program managers to discuss their annual report, local program needs and assess future plans. This meeting assists in determining readiness for Select Level application. | | X | |

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|---|--|---|---|---|
| Design Assistance Program | Conceptual architectural and urban design services are available to local program managers, property owners and business owners. The service can include sketches, floor and site plans, written recommendations and construction cost estimates. This service provides an incentive for private owners to make property improvements. | X | | |
| Historic Preservation Planning | Historic preservation is at the core of Main Street. This service includes technical assistance, conditional assessment, material conservation recommendations, redevelopment assistance, planning and design, preservation master planning, education and grant alerts. | X | X | X |
| Access to NMSC Consultants | On behalf of a Select Level community, MSOC can draw upon a national pool of NMSC consultants that provide services and training in downtown revitalization. | X | | |
| Project Financial Packaging Assistance | Assistance can be provided to local programs, property owners and investors in identifying potential financial programs and incentives that may help move projects forward. | X | | |
| Grant Application Support | Support can be provided to local programs to identify potential grants, prepare maps and graphics to strengthen grant applications and write letters of support. | X | X | |
| Environmental Stewardship and Green Infrastructure Planning | The importance of green-space, storm water management and energy efficiency continues to gain importance in urban environments. Assistance in areas of planning, design, mapping and data can be provided. | X | X | X |
| Trail and Non-Motorized Transportation Planning | Trails and non-motorized transportation systems can increase property values, attract visitors and improve residents' health and safety. This service can help your community plan for, develop and maintain this type of infrastructure. | X | X | X |
| Brownfield Program Consultation | Assistance is available to help communities understand state brownfield laws and programs. There are also limited grants funds for environmental assessments and potential access to the County Brownfield Redevelopment Authority. | X | X | X |
| Land Use, Master Plan and Zoning Consultation | Downtown development and historic preservation are most successful when supported by local planning and zoning. This service provides access to planning and zoning expertise, maps and data to support local decision making. | X | X | X |
| One Stop Shop Business Center | Oakland County's entry point for economic development services, including educational workshops, information-based planning, secondary market research, business strategy and GIS maps and data. | X | X | X |
| Small Business Consultation | Access business counselors that are predominately private-sector trained with management and financial consulting backgrounds. Specialties include accounting, brand management, marketing, market research, finance, GIS, technology, manufacturing, human resources and franchising. | X | X | X |

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NOTE: Provision of all technical services, training and promotional opportunities are dependent on the availability and scheduling of Oakland County staff and consultants and Oakland County Department of Economic Development & Community Affairs' budget resources. In all cases, priority access is given to MSOC Select Level communities.

| ✓ TRAINING OPPORTUNITIES | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|--|---|--------|-----------|-----------|
| Main Street Manager Orientation | Half-day session by NMSC and MSOC staff outlining the roles and responsibilities of the Main Street Manager. | X | | |
| National Main Street Conference Registration Scholarship | MSOC pays a registration fee to this annual, premier downtown revitalization conference. Select Level communities receive two scholarships during their first three years in the MSOC program. <i>Associate Level communities receive one scholarship per year.</i> | X | X | |
| Main Street Mentoring (Facilitated Networking) | A service provided by Select Level communities, facilitated by MSOC, to cultivate a working relationship with Associate or Affiliate communities to share best practices and program development. | | X | X |
| Main Street 101 Training | One- to two-day training covering the basics of the NMSC Four-Point Approach® of organization, design, promotion or economic restructuring by national presenters. | X | X | X |
| Main Street 201 Training | In-depth, one- to two-day advanced training covering the NMSC Four-Point Approach® of organization, design, promotion or economic restructuring by national presenters. | X | X | X |
| Main Street Four-Point Approach® Topical Workshops | In-depth training that addresses a topic of the Four-Point Approach® and occurs over one or two full days. This training session is conducted by state or national presenters. | X | X | X |
| MSOC Select Level Application Workshop | This workshop is held on a request basis for communities that have demonstrated the capacity and readiness to apply for the Select Level. | | X | X |
| Planning and Economic Development Training | Oakland County offers a number of training and professional development opportunities for communities, including Annual Heritage Conference; One Stop Ready Academy; Trail, Water & Land Alliance; and historic preservation, planning and zoning workshops. These are important forums for networking and ongoing skill development. | X | X | X |

| ✓ PROMOTIONAL OPPORTUNITIES | | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|--|--|-------------------|--------|-----------|-----------|
| Formal Use of the National Main Street Center Trademark | The prestige associated with using the NMSC trademark is only available to Select Level communities. | X | | | |
| New Select Level Press Conference | A press conference held by Oakland County in the new Select Level community, to recognize and promote this achievement. | X | | | |
| New Associate Level Annual Press Conference | After communities are accepted into the Associate Level program, a joint press conference is held to recognize this achievement. | | | X | |
| National Accreditation Press Conference | The Oakland County Executive holds a press conference each year to recognize all the Select Level communities that get a perfect score on their annual program evaluation and achieve NMSC accreditation. | X | | | |
| Great American Main Street Award® | Each year at the national conference, the NMSC recognizes exceptional Main Street communities whose success serves as a model for comprehensive, preservation-based commercial district revitalization. It is the highest honor from the NMSC. Accredited Select Level communities are eligible and encouraged to apply. | X | | | |
| Marketing and Advertising Opportunities | MSOC communities are often featured in County publications, social media, press releases and marketing materials. | X | | | |
| Use of the MSOC Street Sign | Select Level communities can post signs, provided by the County, designating that they are a MSOC program community. | X | | | |
| Annual Main Event Awards and Recognition | MSOC Select and Associate Level communities compete for awards and are recognized at this annual celebration. Award categories are based on the Four-Point Approach® and special achievements. | X | | X | |
| Articles in Oakland County <i>Prosper</i> Online Magazine | Subject to editor's approval, communities can promote their activities to a county-wide audience. The annual, printed <i>Prosper</i> magazine has fee-based opportunities available. | X | | X | |
| Local, County, State and National Networking and Publicity | MSOC community participation at events provides good networking opportunities and may be featured in County publications, publicity, social media and on the web site. | X | | X | X |
| Local, County, State and National Advocacy Program | A complex mix of programs and financial incentives are often required in downtown management and economic development. MSOC is active, at all government levels, in protecting and proposing the tools communities need. | X | | X | X |
| Ribbon Cuttings and County Proclamation for New Businesses | Oakland County proclamations are available for MSOC communities for new business ribbon cuttings. Related photos may be used in County promotions. | X | | X | X |
| County-Issued Press Releases for Special Projects | MSOC program communities undertaking special projects may be featured in county-issued press releases. | X | | X | |
| Online Resources (Website) | All MSOC program members have a link on the AdvantageOakland website. | X | | X | X |



Downtown Management STRUCTURE

To manage city, village and township downtowns and commercial districts, the Main Street program can be utilized by a variety of organizations, including:

- ✓ Downtown Development Authorities (DDA)
- ✓ Principal Shopping Districts (PSD)
- ✓ Non-Profit Organizations

To the right is an outline of a standard Downtown Management Structure used at the Select Level.

DOWNTOWN MANAGEMENT BOARD

(DDA, PSD or Non-Profit)

Reviews Downtown Manager and committee recommendations and takes final action.

DOWNTOWN MANAGER

(DDA or PSD Executive Directors, Non-Profit Main Street Managers)

Reviews and coordinates activities of the office and all committees. Reports directly to the Downtown Management Board.

FOUR-POINT STANDING COMMITTEES

Committees develop annual work plans that include specific projects, task assignments, completion dates, volunteers and costs. Committees prepare operating budgets that are reviewed by the Downtown Manager and presented to Downtown Management Board for approval.

ORGANIZATION



DESIGN



PROMOTION



ECONOMIC
RESTRUCTURING



National Main Street Center

8 PRINCIPLES

The National Main Street Center's Four-Point Approach® succeeds only when combined with the following eight principles:

1 COMPREHENSIVE: A single project cannot revitalize a downtown. An ongoing series of initiatives is vital to build community support and create lasting progress.

2 INCREMENTAL: Small projects make a big difference. They demonstrate that "things are happening" and hone the skills and confidence the program will need to tackle more complex problems.

3 SELF-HELP: Only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization process.

4 PUBLIC/PRIVATE PARTNERSHIP: The support and expertise of both the public and private sectors is necessary for an effective partnership.

5 CAPITALIZING ON EXISTING ASSETS: A key goal is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful program.

6 QUALITY: From storefront design to promotional campaigns to special events, quality must always be the main goal.

7 CHANGE: Changing community attitudes and habits is essential for success. A carefully planned Main Street program will shift public perceptions and practices to support and sustain the revitalization process.

8 ACTION-ORIENTED: Frequent, visible changes in the look and activities of the downtown will reinforce the perception of positive change. Small, but dramatic improvements show that the revitalization effort is underway.

Program Requirements

MSOC = Main Street Oakland County R = Required
 NMSC = National Main Street Center G = Goal

1

| PROGRAM ENTRY | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|--|---|--------|-----------|-----------|
| Submit a <i>Letter of Request</i> and Application with Attachments to MSOC | MSOC staff provides assistance to the local community as they prepare the application prior to its formal submittal. The application is based on the 10 National Accreditation Standards of Performance for a quality downtown management program. | R | | |
| Submit an Application to MSOC | MSOC staff meets with the community and guides them in completing a basic application that is submitted to MSOC for review. | | R | R |
| Obtain a <i>Resolution of Support</i> from Local Governing Body | Local government commitment and involvement is critical to a downtown's revitalization and ongoing success – local resolutions demonstrate this support. <i>Associate Level communities must obtain a resolution of support by year two.</i> | R | R | G |
| Designate a Program Management Organization | An organization needs to be designated as the primary “client” for MSOC services. This group is responsible for reaching out to and involving businesses, property owners and the broader community in the MSOC program. <i>Select Level communities are required to have an active Board of Directors and Four-Point Approach® Committees.</i> | R | R | G |
| Designate a Program Liaison | Communities must designate a program liaison that serves as the main point of contact and is responsible for advancing the MSOC program in the community. <i>Select Level communities are required to have a paid professional Downtown Manager.</i> | R | R | R |

2

| ON-GOING PARTICIPATION These requirements are based on National Main Street Accreditation Standards of Performance. | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|--|---|--------|-----------|-----------|
| Broad-Based Community Support | Local Main Street program represents and involves a coalition of public and private stakeholders, organizations, agencies, businesses, individuals and property owners from throughout the community and commercial district. | R | G | G |
| Vision and Mission Statements | A vision statement communicates long-term hopes and intentions. A mission statement communicates the organization's sense of purpose and overall direction. Both are developed with broad stakeholder participation. | R | R | G |
| Comprehensive Work Plan | A comprehensive annual work plan provides the following: <ul style="list-style-type: none"> • A detailed blueprint for the Main Street program's activities • Reinforces the program's accountability both within the organization and also in the broader community • Provides measurable objectives by which the program can track its progress. | R | G | |
| Historic Preservation Ethic | Historic preservation is central to a Main Street program's purpose. This involves saving, rehabilitating, and finding new uses for existing buildings, as well as adopting planning and zoning policies that enable the full use of existing buildings. | R | G | G |

| | | | | |
|---|---|---|---|---|
| Active Board of Directors and Four-Point Approach® Committees | The Main Street approach is a community-driven process. Stakeholders must take an active role in leading and implementing positive change. The direct involvement of an active board of directors and Four-Point Approach® committees (organization, design, promotion and economic restructuring) are critical to success. | R | G | |
| Adequate Operating Budget | A successful, sustainable Main Street program needs the financial resources to employ staff and carry out its annual work plan. The size of a program's budget will vary by community, goals and stage of the program. | R | G | |
| Paid Professional Downtown Manager | Coordinating a successful Main Street program requires a trained professional staff person whose sole focus is the downtown. Ideally, this downtown manager's position is full-time, in some cases a part-time position may be acceptable. | R | G | |
| Program of Ongoing Training for Staff and Volunteers | Training needs to be an integral part of a program's work plan. As the Main Street program evolves, staff, board members and volunteers will need to sharpen their skills to meet new challenges and tackle more complex projects. Also, as turnover occurs, new board members and volunteers will need basic training. | R | G | |
| Track and Report Key Statistics | Tracking statistics such as investment, volunteer hours, and job and business creation, provides a tangible measurement of the program's progress and is crucial to garnering long term financial and programmatic support. <i>Tracking requirements vary by program level.</i> | R | R | R |
| Member of the National Main Street Network | Membership in the National Main Street Network connects local programs to their counterparts throughout the nation. Membership also provides access to valuable resources such as conferences, publications, website, webinars, lists and databases. | R | R | G |

3

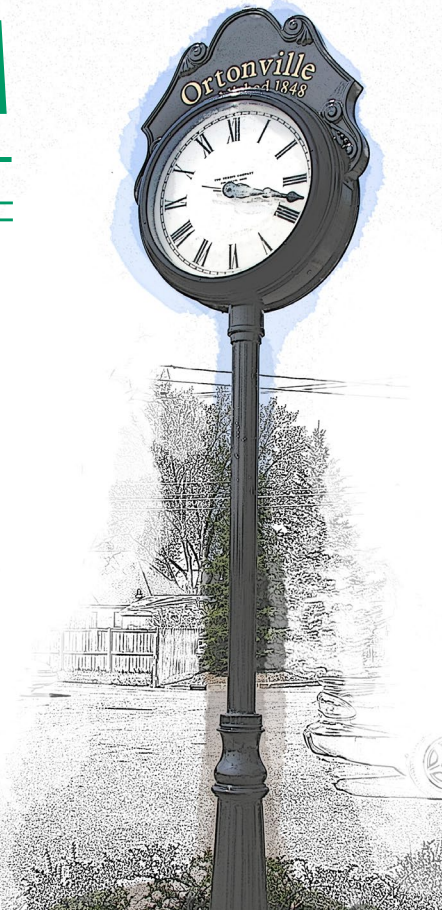
| OTHER REQUIREMENTS | QUICK DESCRIPTION | SELECT | ASSOCIATE | AFFILIATE |
|---|--|--------|-----------|-----------|
| Provide an Annual Report to MSOC | Select Level communities are required to submit an annual report to MSOC in preparation for the annual program evaluation. This report is used to evaluate a community's efforts relative to meeting the National Accreditation Standards of Performance. <i>Associate Level community's goal is to provide an annual report to MSOC that indicates the fulfillment of the application commitment.</i> | R | G | |
| Participate in Annual Program Evaluation | The annual program evaluation is to recognize accomplishments, identify program shortcomings and provide recommendations for improvement. It is also the basis for determining if a program receives National Accreditation. | R | | |
| Attend MSOC workshops, Main Street 101 and 201 | Select Level communities are required to have a minimum of two representatives at MSOC training events. Associate Level communities are required to have one representative. | R | R | G |
| Attend National Main Street Conference | Select Level communities are required to send at least one representative to this national event. | R | G | G |
| Act as a Mentor for Associate and Affiliate Level Communities | MSOC will facilitate arrangements for mentorship for those communities interested. | R | | |



LET THE MAIN STREET PROGRAM HELP YOUR COMMUNITY MEET ITS POTENTIAL

== *For More Information Contact* ==

Main Street Oakland County
2100 Pontiac Lake Road, Bldg 41W
Waterford, MI 48328
MainStreetOaklandCounty.com
planninggroup@oakgov.com



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 downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four-Point Approach® that emphasizes economic development within the context of historic preservation.

