Planning at the Forefront: MEDC’s Integrated Approach to Economic Development
Community Development

Supporting the growth of vibrant, diverse and resilient communities across Michigan
RRC and MMS build a solid foundation for creating strong places that retain and attract business investment and talent.
Together, MMS and RRC

• Strengthen public-private partnerships between local Main Street Organization, public sector leaders and investors

• Enable broad community engagement to ensure community and downtown vision are reflective of and supported by community stakeholders

• Align community vision with downtown plan and economic development strategies

• Provide framework for local capacity building to gather resources and support for programming based on local needs
Together, MMS and RRC

- Integrate transparency, predictability and efficiency into development practices to foster economic prosperity downtown

- Bring technical assistance for public sector to pursue opportunities that encourage and support downtown development

- Encourage focus on measurable economic outcomes that help communicate impact
The Michigan Main Street program exists to help communities develop main street districts that:

✓ **ATTRACT** both residents and businesses

✓ **PROMOTE** private commercial investment

✓ **SPUR** economic growth
Successful Main Street Districts provide:

- Walkable, human-scale environments
- Unique, historic and visually attractive architecture
- A mix of uses, activities and consumers
- A strong existing tax base that attracts new businesses and creates jobs
Successful Main Street Districts provide:

- A center for activity and community life
- Positive community image and identity
- Opportunities for public-private partnerships
- A place for the community to define it’s identity through a shared vision of place
Michigan Main Street Program Levels

Learn: Training Series

Start: Associate 1-3 years

Progress: Select 5 years

Maintain: Master At least 2 years
For over 10 years, the Michigan Main Street Center (MMSC) has facilitated real results in participating communities.

2016 PRIVATE INVESTMENT: $47,576,221
Program to date: $232,182,400

2016 PUBLIC INVESTMENT: $17,725,120
Program to date: $64,836,518

2016 NEW BUSINESSES: 105
Program to date: 1,047

2016 VOLUNTEER HOURS: 58,419
Program to date: 556,091

2016 FAÇADE IMPROVEMENTS: 127
Program to date: 1,060
A grassroots, community- and volunteer-driven strategy encouraging economic development through historic preservation.
Main Street Guiding Principles

Comprehensive  Capitalize on Existing Assets
Incremental  Quality
Self-help  Change
Partnerships  Implementation
Community vision + Market understanding: Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

Transformation Strategies
Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

Implementation and Measurement
Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.
Main Street Four Points®

Economic Vitality
Strengthens existing economic assets, while also identifying opportunities for new development and growth.

Design
Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Organization
Cultivates partnerships and coordinates resources around a shared community vision for downtown.

Promotion
Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.
Comprehensive Impact of Main Street

ECONOMIC VITALITY
Sense of Vibrancy

DESIGN
Sense of Place

PROMOTION
Sense of Community

ORGANIZATION
Sense of Ownership
Community Highlight: Old Town Lansing, 2006

Transformation Strategy:
Arts + Food Experience

- 90% Vacant in 2009 to 9% Vacant in 2011
- 1,500 Active Volunteers + 111 events
- Highest concentration of creative service businesses in MI
- Commercial National Register District
Community Highlight: Howell, 2005

**Transformation Strategy:**
Downtown Destination for Locals + Visitors

- $13 Million in Private Investment
- 2% Storefront Vacancy + 80% upper story units have market rate apts.
- 2016 Top 10 Main Street Communities in the Country
- 2018 Great American Main Street Semi-finalist
Community Highlight: Saline, 2011

Transformation Strategy:

Family-friendly, Tech-based Entrepreneurship and Residential Diversification

- $1.3 Million in Private Investment
- 8 Façade Improvements
- Over 28,000 Volunteer Hours Logged
- 2018 Great American Main Street Semi-finalist
Value of Main Street

The Main Street Program Facilitates Successful Revitalization.

- Provides a framework and proven methodology for sustainable revitalization
- Engages the community in the future of downtown
- Proactively manages the market rather than reacting to external forces
- Access to State support, technical assistance and outside experts
- Access to a National network of communities and resources
Empower communities to shape their future by establishing a solid foundation to retain and attract business investment and talent.
Technical assistance

Review of plans, processes, policies and practices

Planning and economic development

Talent, place, business

Certification
RRC Guiding Principles

Self-help
Transparent
Efficient
Partnerships

Proactive
Predictability
Community Vision
Implementation
REGIONS

1 Upper Peninsula region
   ◆ Escanaba (Delta County)

2 Northwest region
   ◆ Boyne City (Charlevoix County)
   ◆ Manistee (Manistee County)

3 Northeast region

4 West Michigan region
   ◆ Allegan ( Allegan County)
   ◆ Middleville (Barry County)
   ◆ Muskegon (Muskegon County)

5 East Central Michigan region

6 East Michigan region

7 South Central region

8 Southwest region
   ◆ Marshall (Calhoun County)

9 Southeast Michigan region
   ◆ Ypsilanti (Washtenaw County)

10 Detroit Metro region
    ◆ Eastpointe (Macomb County)
    ◆ Ferndale (Oakland County)
    ◆ Lathrup Village (Oakland County)
    ◆ Roseville (Macomb County)
    ◆ Southfield (Oakland County)

RRC Certified Community®
13 communities

RRC evaluation completed
55 communities

RRC evaluation in progress
61 communities
1. Community plans and public outreach

2. Zoning regulations

3. Development review process

4. Recruitment and education

5. Redevelopment Ready Sites®

6. Community prosperity
Value

Worth

fair and suitable equi
desirability, utility
being useful or des
Marketing sites
Deal books
Maintain and update info
Cross marketing
Developer events
Third party websites
**STEP ONE: ENGAGEMENT**
- Community reviews RRC Best Practices and program information online and contacts regional CATeam specialist
- Community completes RRC Best Practice training series
- Community thoroughly completes all RRC self-evaluations
- Community’s governing body adopts resolution of intent to participate in program
- Community submits completed RRC self-evaluations and resolution to regional CATeam specialist

**STEP TWO: EVALUATION**
- Community submits additional documentation as necessary
- Stakeholder interviews and meeting observations
- Data and information analyzed
- RRC advisory council provides technical expertise for report of findings
- Report of findings presented to the community

**STEP THREE: CERTIFICATION**
- Community completes missing RRC best practice criteria
- Community submits quarterly progress reports
- Community accomplishes all RRC best practice criteria
- Certification awarded

[Certification logo]
MMS Communities - RRC Progress

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Municipality
✓ Planning documents integrate community vision for future development and identify development priorities
✓ Community identifies and engages stakeholders

Main Street
✓ Vision for Downtown District integrated into Master Plan
✓ Downtown Plan reflective of local Main Street Organization's vision and transformation strategies
✓ Community engagement is critical in creating vision for downtown and continued revitalization efforts

RRC BEST PRACTICES:
Community plans and public outreach
Boyne City Master Plan Goals and Transformation Strategy Alignment

2016 / 17 City-wide Goals

Housing Diversity
- Conduct Needs Assessment
- Facilitate and Support Opportunities

Economic Development
- Recruitment and Retention
- Attract (stay current)
- Infrastructure

Parks & Recreation
- Community / Program / Staff Coordination
- Improve and Expand
  - Boyne on the Water
  - Marina Project
  - Purchase Open Space
  - Pavilion Project

Workforce Housing

Food Experience

Recruitment + Outdoors
Community Input Overview

**Community Meeting**
- 41 people attended / gave input
- 32 people participated in polling
- Broke into focus groups to identify community issues
- Recognized the top 18 issues
- Narrowed down issues to top 7
- Expanded on top 7 issues

**Online Survey**
- 465 people participated
- 450 (approx.) participated in polling
- Rated and commented on top 7 issues identified at the meeting
- Rated the remaining 11 issues
- Provided feedback on issues not listed from the meeting feedback
RRC BEST PRACTICES:
Zoning regulations

Municipality
✓ Zoning Ordinance aligns with Master Plan
✓ Encourages appropriate and desired form of development
✓ Includes flexibility to encourage quality development
✓ Is easy to understand

Main Street
✓ Zoning ordinance aligns with adopted downtown plan
✓ Regulates and encourages the type of development appropriate for Downtown Districts
Downtown Lansing Housing Development
Downtown Sault Ste. Marie Form Based Code
Downtown Grand Haven Zoning Modifications for Infill Development
Municipality
✓ Clearly identified Development Review Procedures
✓ Project Tracking
✓ Internal/External communication

Main Street
✓ Ensure Downtown Directors, Staff and Board members are knowledgeable resources and participate in the Development Review and Approval Process
Owosso Collaborative Approach to Downtown Development
Municipality
- Recruitment, orientation and on-going education for staff, elected and appointed officials
- Applications and descriptions for open board and committee positions

Main Street
- Recruitment and descriptions of roles and responsibilities for downtown board members and staff
- Proper orientation, education and training of board members, staff and volunteers provided
Michigan Main Street Training Model
Otsego – Attending Trainings as a Community
Main Street Volunteer Recruitment and Education

Wayne Main Street Volunteer Handbook

Wayne Main Street is more than an organization. It’s a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.

HOURS & CONTACT INFO
Office:
1 Town Square Wayne, MI 48184
734-629-6522
Mailing Address:
P.O. Box 227 Wayne, MI 48184
734-629-6522
Hours: Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm
or by appointment

Two hours of volunteering can create a street lined with flowers.
Municipality
✓ Community identifies priority redevelopment sites
✓ Sets a vision for sites
✓ Defines targeted uses for infill/redevelopment of sites
✓ Actively promotes and markets sites

Main Street
✓ Main Street Organization creates list of identified redevelopment opportunities and/or vacant storefronts downtown
✓ Alignment of key downtown sites with community’s priority sites for redevelopment
✓ Utilizes market analysis to understand economic market dynamics influencing infill/redevelopment
✓ Actively promotes and markets sites on website and other media
Available Real Estate

1015-1017 E. Grand River Ave
For Sale - 35,000 sq. ft.
Contact: Streetwise
248-944-0800

309 E. Grand River Ave.
The Pearl
For Lease - Restaurant space
4,000 sq. ft.
Contact: Jeff Erde
p: 734-446-6711
e: jje@erdehome.com

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Real Estate

Business Resource Guide
Market Study
Permits
Downtown Studies
Crittenton Survey

Real Estate
Looking for information about leasing or purchasing a property in the Grand Haven Main Street Downtown Development Authority District for your business or organization?

The Main Street office keeps a current list of available properties should you wish to inquire about availability. There are also many qualified real estate professionals in Grand Haven who can help you select the perfect site for your new business.

For detailed information about available real estate in the DDA district, please contact Shane at 616.844.1188.
RRC BEST PRACTICES:
Community prosperity

Municipality
✓ Community identifies goals and actions necessary to strengthen overall economic health
✓ Community markets itself to create community pride and investor confidence

Main Street
✓ Transformation strategies based on current economic market dynamics
✓ Transformation Strategies act as the economic development strategy for the downtown
✓ Transformation strategies align with community’s economic development strategy
✓ Marketing of downtown to promote assets and create a positive image
ECONOMIC DEVELOPMENT STRATEGY

Prepared for
The City of Grayling, Michigan
March 2017

Prepared by:
Joe Borgerson, Principal
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Phone: (517) 649-3733

ARTS & ENTERTAINMENT

RECREATION + OUTDOORS
Milan – Main Street and City implementing transformation strategies together
Leveraging MMS & RRC
Leigh Young, AICP
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