



GLADSTONE DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue
September 16, 2025
8:15 AM

AGENDA

CALL TO ORDER

1. Roll Call

PUBLIC COMMENT

APPROVAL OF MINUTES

- [2.](#) DDA Regular Meeting Minutes - August 19, 2025

FINANCIALS

- [3.](#) August 2025 Revenue & Expenditures Report

CONFLICTS OF INTEREST

ADDITIONS TO THE AGENDA

UNFINISHED BUSINESS

- [4.](#) Downtown Day Booth Assignments

NEW BUSINESS

- [5.](#) Service Agreement | Band Stage Roof at Farmers Market Square

CITY COMMENTS & REPORTS

6. City Manager's Retirement
- [7.](#) Downtown Parking Lot Improvements
- [8.](#) Facade Grant Applications are Open
9. Facade Grant Update | 20 S 10th St
10. Facade Grant Update | 709 Delta Ave
11. Gladstone High School's Homecoming Parade
- [12.](#) MEDC's Michigan Main Street Program
13. MEDC Visit on September 19th
14. Navigating the New LARA Portal for LLC's Workshop
15. New Business | Gladstone Savers (11 S 9th St)
16. Upcoming DDA Vision & Opportunity Subcommittee Meeting
17. Upcoming Old-Fashioned Christmas Subcommittee Meeting

BOARD COMMENTS & REPORTS

PUBLIC COMMENT

ADJOURNMENT

The City of Gladstone will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Gladstone. Individuals with disabilities requiring auxiliary aids or services should contact the City of Gladstone by writing or calling City Hall at (906) 428-2311.

Posted: 09-15-2025 | Patricia West, Community Development & DDA Director |
pwest@gladstonemi.gov

RULES FOR PUBLIC COMMENT/ PUBLIC HEARINGS

(Excerpt from DDA By-Laws & Rules of Procedure)

G. Public Comment

1. During this portion of the agenda, a member of the audience may address the DDA, including items that were not scheduled on that agenda.
2. A member of the audience speaking during this portion of the agenda shall limit his/her remarks to three minutes unless such time limit is extended by the Chairperson.



GLADSTONE DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue
August 19, 2025
8:15 AM

MINUTES

CALL TO ORDER

Board Chair, Jay Bostwick, called the meeting to order at 8:19 AM ET.

1. Roll Call

PRESENT	ABSENT
Daniel Becker	Jacob Taylor (Excused)
Jay Bostwick	Joe Thompson (Excused)
Jason Lippens	
Kyle Closs	
Nathan Neumeier	
Robert LeDuc (Departed at 9:31 AM)	
Parker Grzybowski	

Staff Present: Renee Barron and Patricia West

2. Recognition of Renee Barron

The DDA congratulated Renee Barron on her recent retirement from Community Development. They thanked her for all of the service she provided to both the City of Gladstone and the DDA.

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

3. DDA Regular Meeting Minutes - July 15, 2025

Motion made by Closs, seconded by Neumeier to approve the DDA Regular Meeting Minutes of July 15, 2025.

Voting Yea: Becker, Bostwick, Lippens, Closs, Neumeier, LeDuc, Grzybowski

MOTION CARRIED.

FINANCIALS

4. June Revenue & Expense Report

West provided an overview of the June financials, the most recent budget month reconciled. Becker asked for clarification on the funding split between the Farmers Market Square line item and Capital Outlay in relation to the permanent structures at the Farmers Market Square. West committed to providing additional detail at the next meeting.

5. 2025 Farmers Market Internal Audit

West provided an overview of spending for the 2025 Farmers Market season. The Farmers Market line item is currently over budget for the year; however, the market has experienced significant growth compared to previous years and has also generated increased revenue through vendor fees.

The board expressed support for additional purchases needed to ensure successful operations through the remainder of the season, specifically the replacement of wagons.

The board also discussed potential funding sources and sponsorship opportunities to consider in future years to help offset the cost of bands and other expenses. It was encouraged that the Farmers Market Subcommittee meet during the off-season to determine what investments in the market's future would provide the most impactful returns for downtown.

CONFLICTS OF INTEREST

None.

ADDITIONS TO THE AGENDA

None.

UNFINISHED BUSINESS

None.

NEW BUSINESS

6. 2025 Facade Grant Application Round Scoring Rubric

West reported that the Facade Grant Subcommittee met to review the proposed scoring rubric for the upcoming grant cycle. An overview of the rubric was provided, and the subcommittee noted that it helped them easily identify the strongest applicants. The rubric is intended as a tool for application review, with final grant awards remaining at the discretion of the DDA.

Motion made by Closs, seconded by LeDuc to approve the 2025 Facade Grant Scoring Rubric as presented. Voting Yea: Becker, Bostwick, Lippens, Closs, Neumeier, LeDuc, Grzybowski

MOTION CARRIED.

7. DDA Subcommittee Review

A review of existing DDA subcommittees was conducted to fill vacancies. Chairperson Bostwick appointed Parker Grzybowski to both the DDA Business Subcommittee and the Vision & Opportunity Subcommittee.

West will bring the Redevelopment Ready Subcommittee to the City Commission to determine whether it remains a priority for the city as a whole.

8. Downtown Day Booth Assignments & Volunteers

West presented a volunteer opportunity for our DDA to participate in Downtown Day. With some of the authority absent, she will coordinate by email to fill volunteer spots.

CITY COMMENTS & REPORTS

West provided updates on the following items.

9. Bench Improvements by Parks & Rec

Robert Brown of Parks & Recreation has restored the benches at 701 Delta Ave.

10. City Hall Staffing Updates

With Renee Barron's retirement, West has accepted the position of Community Development Director and will continue to fulfill her administrative role with the DDA. Barron will be staying involved with the City of Gladstone, and has signed a contract to oversee Property Maintenance in a part-time capacity.

11. DTE Community Promotion Funding | Old-Fashioned Christmas

DTE has committed an additional \$800-\$900 of financial support to Gladstone's Old-Fashioned Christmas in November.

12. DTE Energy Tree Planting Grant Extension

The DDA was granted a two-month extension on the DTE Energy Tree Planting Grant to allow the planting of the trees to take place after the first frost of the season, expected in October.

13. Downtown Ambassador Upcoming Evaluation

Samantha Gaudino's one year anniversary with the City of Gladstone is approaching in September. The board was encouraged to share any feedback with West in preparation for the review.

14. Downtown Survey Results

The board reviewed the results of the 2025 Annual Downtown Survey. This feedback will be carried forward in future planning, and West intends to work closely with Property Maintenance and Public Works in the coming months on many of the items brought to our attention, specifically with missing street signs and snow removal issues.

15. Facade Grant | 709 Delta Ave

709 Delta Avenue has formally transferred ownership, allowing the facade grant process to proceed. West plans to contact the recipient in the coming weeks to initiate the paperwork.

16. Holiday Garland Delivery

West updated the authority that the holiday garland the DDA purchased during the 2025/2026 fiscal year that was on back order has shipped and is expected to arrive within the week.

17. New Business | Mancave Dave (1017 Delta Ave)

Mancave Dave, a vintage and collectable toy retailer, will be opening in downtown Gladstone this fall.

18. New Business | Lavender Co (1010 Delta Ave)

Lavender Co, a farmers market vendor of handmade lavender scented gifts, will be opening a retail shop in the Rialto Center this fall.

19. Upcoming Vision & Opportunity Subcommittee Meetings

West will be scheduling a meeting for the Vision & Opportunity subcommittee in September to help guide the DDA's planning and direction ahead of the 2026/2027 budget planning season.

20. Yoga in the Farmers Market Square

West provided an update on the event's low attendance, noting that it may not be worthwhile for the DDA to invest staff time in coordinating such events in the future. However, the board will consider ways to support these events through the market square rental fee schedule to encourage use of the square for privately facilitated events.

BOARD COMMENTS & REPORTS

Neumeier inquired about the status of Old Glory Firearms. It was confirmed that their storefront has relocated one building down and is still operating.

Chair Bostwick shared his interest in coordinating a DDA volunteer clean-up day in downtown. West noted that the shed at the Market Square could benefit from attention and organization if the DDA wished to take on that project. Additional information is expected at the September meeting.

Becker asked for an update on the North Shore property, and it was confirmed that there is no new information.

Neumeier provided an update on behalf of the Gladstone School Board in preparation for the start of the new school year.

PUBLIC COMMENT

None.

ADJOURNMENT

Motion made by Neumeier, seconded by Grzybowski to adjourn at 9:42 AM ET.

Voting Yea: Becker, Bostwick, Lippens, Closs, Neumeier, Grzybowski

MEETING ADJOURNED.

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 08/31/2025
 % Fiscal Year Completed: 41.92

Item 3.

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Normal YTD Balance 08/31/2025 (Abnormal)	Available Balance 08/31/2025 Normal (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Revenues						
Department: 000 REVENUE						
248-000-437.001	CITY CAPTURE	259,718.00	259,718.00	122,578.82	137,139.18	47.20
248-000-437.005	BAY COLLEGE CAPTURE	55,470.00	55,470.00	13,243.96	42,226.04	23.88
248-000-437.009	DELTA COUNTY CAPTURE	84,288.00	84,288.00	40,247.18	44,040.82	47.75
248-000-437.013	DC ROAD PATROL CAPTURE	21,775.00	21,775.00	0.00	21,775.00	0.00
248-000-437.015	COMM ACTION CAPTURE	13,399.00	13,399.00	0.00	13,399.00	0.00
248-000-437.019	911 DISPATCH CAPTURE	12,561.00	12,561.00	0.00	12,561.00	0.00
248-000-437.021	DATA CAPTURE	10,093.00	10,093.00	0.00	10,093.00	0.00
248-000-437.023	DC RECYCLING CAPTURE	5,023.00	5,023.00	0.00	5,023.00	0.00
248-000-437.025	DELTA COUNTY JAIL BOND CAPTURE	11,943.00	11,943.00	0.00	11,943.00	0.00
248-000-540.000	GRANT REVENUE	6,000.00	6,000.00	2,000.00	4,000.00	33.33
248-000-573.000	LOCAL COMM STABILIZATION SHARE APPRO	6,363.00	6,363.00	0.00	6,363.00	0.00
248-000-642.000	DDA FACADE OWNER'S MATCH	25,000.00	25,000.00	0.00	25,000.00	0.00
248-000-665.000	INTEREST REVENUE	5,000.00	5,000.00	5,023.91	(23.91)	100.48
248-000-666.001	LIABILITY & PROP INS REIMBURSEMENT	60.00	60.00	39.75	20.25	66.25
248-000-675.006	FARMERS MARKET	1,500.00	1,500.00	2,800.00	(1,300.00)	186.67
248-000-675.007	FARMERS MARKET--FOOD ASSISTANCE PROG	1,800.00	1,800.00	255.00	1,545.00	14.17
248-000-675.008	FARMERS MARKET--SQUARE RENTAL FEES	200.00	200.00	0.00	200.00	0.00
248-000-675.009	SOCIAL DISTRICT SPONSORSHIPS	6,000.00	6,000.00	0.00	6,000.00	0.00
248-000-675.010	SOCIAL DISTRICT STICKER REVENUE	1,200.00	1,200.00	0.00	1,200.00	0.00
Total Dept 000 - REVENUE		527,393.00	527,393.00	186,188.62	341,204.38	35.30
Revenues		527,393.00	527,393.00	186,188.62	341,204.38	35.30
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-702.000	WAGES-FULLTIME EMPLOYEES	7,500.00	7,500.00	2,948.14	4,551.86	39.31
248-537-703.000	SALARIES	0.00	0.00	5,769.24	(5,769.24)	100.00
248-537-704.000	WAGES-PART TIME EMPLOYEES	31,498.00	31,498.00	12,942.47	18,555.53	41.09
248-537-707.000	TEMPORARY EMPLOYEES	0.00	0.00	1,763.00	(1,763.00)	100.00
248-537-708.000	UNEMPLOYMENT	125.00	125.00	3.41	121.59	2.73
248-537-709.000	FICA 6.2%	1,953.00	1,953.00	2,372.04	(419.04)	121.46
248-537-711.000	MEDICARE 1.45%	457.00	457.00	554.73	(97.73)	121.39
248-537-716.000	DEFINED CONTRIBUTION PENSION PLAN EX	433.00	433.00	2,615.09	(2,182.09)	603.95
248-537-728.000	MSA EMPLOYER EXPENSE	176.00	176.00	960.50	(784.50)	545.74
248-537-734.000	MEMBERSHIP & DUES	250.00	250.00	350.00	(100.00)	140.00
248-537-735.000	EDUCATION & TRAINING	700.00	700.00	150.00	550.00	21.43
248-537-736.000	TRANSPORTATION & LODGING	500.00	500.00	918.46	(418.46)	183.69
248-537-751.000	MATERIALS & SUPPLIES	750.00	750.00	2,021.48	(1,271.48)	269.53
248-537-751.011	BEAUTIFICATION PURCHASES	14,521.00	14,521.00	1,482.96	13,038.04	10.21
248-537-751.012	SOCIAL DISTRICT PURCHASES	8,100.00	8,100.00	1,665.68	6,434.32	20.56
248-537-754.000	POSTAGE	50.00	50.00	6.50	43.50	13.00
248-537-756.000	COMPUTER	4,270.00	4,270.00	295.77	3,974.23	6.93
248-537-757.000	COPIES	700.00	700.00	707.28	(7.28)	101.04
248-537-760.000	EQUIPMENT RENTALS	0.00	0.00	2,021.73	(2,021.73)	100.00
248-537-761.000	GENERAL FUND ADMINISTRATIVE FEES	20,000.00	20,000.00	20,000.00	0.00	100.00
248-537-761.003	GENERAL FUND CONCIERGE FEES	10,000.00	10,000.00	10,000.00	0.00	100.00
248-537-762.000	INTEREST EXPENSE	16,500.00	16,500.00	0.00	16,500.00	0.00
248-537-802.000	LEGAL FEES	500.00	500.00	750.00	(250.00)	150.00
248-537-803.000	AUDIT FEES	1,000.00	1,000.00	0.00	1,000.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF GLADSTONE

Balance As of 08/31/2025
 % Fiscal Year Completed: 41.92

Item 3.

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Normal YTD Balance 08/31/2025 (Abnormal)	Available Balance 08/31/2025 Normal (Abnormal)	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Expenditures						
Department: 537 ADMINISTRATIVE						
248-537-808.000	TELEPHONE	540.00	540.00	298.37	241.63	55.25
248-537-819.000	FACADE GRANT PROGRAM	62,500.00	62,500.00	0.00	62,500.00	0.00
248-537-880.000	SPONSORSHIPS	2,000.00	2,000.00	1,059.00	941.00	52.95
248-537-880.001	CHRISTMAS CELEBRATION	3,000.00	3,000.00	0.00	3,000.00	0.00
248-537-880.003	FARMERS MARKET	4,500.00	4,500.00	10,224.29	(5,724.29)	227.21
248-537-880.004	FARMERS MARKET--FOOD ASSISTANCE PROG	1,800.00	1,800.00	955.00	845.00	53.06
248-537-880.009	DOWNTOWN DAY	1,000.00	1,000.00	0.00	1,000.00	0.00
248-537-900.000	PRINTING & PUBLISHING	5,000.00	5,000.00	0.00	5,000.00	0.00
248-537-910.000	INSURANCE LIABILITY	150.00	150.00	100.00	50.00	66.67
248-537-970.000	CAPITAL OUTLAY	22,500.00	22,500.00	25,168.68	(2,668.68)	111.86
248-537-995.006	9TH STREET BOND PAYMENT	227,000.00	227,000.00	0.00	227,000.00	0.00
248-537-995.007	NORTHSHORE LOAN PAYMENT	44,748.00	44,748.00	0.00	44,748.00	0.00
248-537-995.390	TRANSFER TO FUND BALANCE	32,672.00	32,672.00	0.00	32,672.00	0.00
Total Dept 537 - ADMINISTRATIVE		527,393.00	527,393.00	108,103.82	419,289.18	20.50
Expenditures		527,393.00	527,393.00	108,103.82	419,289.18	20.50
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		527,393.00	527,393.00	186,188.62	341,204.38	35.30
TOTAL EXPENDITURES		527,393.00	527,393.00	108,103.82	419,289.18	20.50
NET OF REVENUES & EXPENDITURES:		0.00	0.00	78,084.80	(78,084.80)	

BALANCE SHEET REPORT FOR CITY OF GLADSTONE
Balance As of 08/31/2025

Item 3.
 YTD
 08/31/2025
 Normal (Abnormal)

GL Number	Description	Normal	(Abnormal)
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY			
*** Assets ***			
248-000-001.000	CASH	211,019.04	
248-000-017.000	INVESTMENT IN FIRST BANK	76,659.90	
248-000-017.001	INVESTMENTS IN MI CLASS	102,885.84	
248-000-055.000	ACCRUED INCOME	645.82	
Total Assets		391,210.60	
*** Liabilities ***			
248-000-202.000	ACCOUNTS PAYABLE	2,877.66	
Total Liabilities		2,877.66	
*** Fund Equity ***			
248-000-390.000	FUND BALANCE	170,658.87	
Total Fund Equity		170,658.87	
Total Fund 248:			
TOTAL ASSETS		391,210.60	
BEG. FUND BALANCE - 24-25		170,658.87	
+ NET OF REVENUES/EXPENDITURES - 24-25		139,589.27	
+ NET OF REVENUES & EXPENDITURES		78,084.80	
= ENDING FUND BALANCE		388,332.94	
+ LIABILITIES		2,877.66	
= TOTAL LIABILITIES AND FUND BALANCE		391,210.60	



Board: Downtown Development Authority
 Agenda: September 16, 2025
 Date:
 Presenter: Patricia West

Staff Report

Agenda Item Title:

Downtown Day Booth Assignments & Volunteers

Background:

Downtown Day is scheduled for **Saturday, September 27th from 12-4 PM**. As a DDA event, we need DDA volunteers to have a presence during the set-up and street fair.

Last year we had a DDA booth during the street fair, where we gave out informational materials, had first aid, and some swag. This year, we are looking for DDA coverage at the booth throughout the day.

- **Set-Up Volunteers:** 10 AM – 12 PM (3 people)
 - *Assist with street closure barricades, canopy set-up, tables, chairs, etc.*
 - Nathan Neumeier
- **Booth Covers:**
 - 12 – 1:30 PM (2 people)
 - 1:30 – 3 PM (2 people)
 - 3 – 4 PM & tear-down (2 people)
 - *Collapse canopy, fold table and chairs (Parks & Rec will put in shed)*
 - Eric Buckman

Fiscal Effect:

None

Supporting Documentation:

None

Recommendation:

Secure DDA volunteer sign-ups.



Board: Downtown Development Authority
Agenda September 16, 2025
Date: _____
Presenter: Patricia West

Staff Report

Agenda Item Title:

Service Agreement | Band Stage Roof at Farmers Market Square

Background:

Nathan Neumeier has volunteered to install a roof on the band stage at the Gladstone Farmers Market Square. He plans to cover the cost of materials and provide the labor as an act of service to his community.

Mr. Neumeier is an experienced roofer with Independent Roofing & Siding.

Fiscal Effect:

\$1.00

Supporting Documentation:

[DRAFT] Service Agreement between the Gladstone DDA & Nathan Neumeier

Recommendation:

Motion to approve the Community Development/DDA Director to enter into the service agreement as presented with Nathan Neumeier.

Gladstone

DOWNTOWN DEVELOPMENT AUTHORITY

SERVICE AGREEMENT

This Service Agreement (“Agreement”) is made and entered into this ___ day of _____, 2025, by and between:

Gladstone Downtown Development Authority (DDA)
located at 1100 Delta Ave, Gladstone, MI
hereinafter referred to as “DDA”

and

Nathan Neumeier
located at 7427 County 426 M.5 Rd, Gladstone, MI
hereinafter referred to as “Contractor.”

1. Scope of Services

Contractor agrees to purchase all necessary materials and supplies, and to install a roof on the band stage located at the Gladstone Farmers Market (“Project”). Contractor shall oversee and coordinate all aspects of the material procurement and installation of the roof.

2. Compensation

In consideration of the services provided under this Agreement, the DDA shall pay Contractor the sum of One Dollar (\$1.00). Contractor acknowledges and agrees that no further compensation shall be due.

3. Independent Contractor

Contractor is an independent contractor and not an employee, agent, or representative of the DDA. Contractor shall be solely responsible for the means, methods, techniques, safety, and procedures of the work performed.

4. Hold Harmless and Indemnification

Contractor agrees to indemnify, defend, and hold harmless the DDA, its officers, employees, board members, and agents from and against any and all claims, demands, damages, injuries, liabilities, costs, expenses, or causes of action (including reasonable attorney’s fees) arising out of or related to:

- Contractor’s performance of the services described herein,
- the purchase of materials, and
- the installation of the roof.

This includes, but is not limited to, any injuries to Contractor, Contractor’s employees, subcontractors, or third parties occurring in connection with the Project.

5. Insurance

Contractor acknowledges that he is solely responsible for maintaining any personal or liability insurance he deems necessary. The DDA shall not provide coverage for Contractor or for any person engaged by Contractor in connection with this Agreement.

6. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Michigan.

7. Entire Agreement

This Agreement constitutes the entire agreement between the parties and supersedes any prior oral or written understanding. Any amendment must be in writing and signed by both parties.

8. Termination

This Agreement shall terminate upon completion of the project and final payment of compensation set forth herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

Gladstone Downtown Development Authority

By: _____

Name: Patricia West

Title: Community Development & DDA Director

Date: _____

Contractor

By: _____

Name: Nathan Neumeier

Company: Independent Roofing & Siding

Date: _____



Board: Downtown Development Authority
 Agenda September 16, 2025
 Date:
 Presenter: Patricia West

Staff Report

Agenda Item Title:

Downtown Parking Lot Improvements

Background:

During public comment at the City Commission Meeting on 08/25/2025, a concern was raised about the need for the one-way arrows to be repainted in the city owned parking lots throughout our downtown, specifically in the lot by St. Vincent de Paul.

I would like our Vision & Opportunity Subcommittee to discuss future planning and budgeting efforts to improve downtown parking, including small investments like better promotion of public parking and small improvements, such as what was suggested during comment.

Fiscal Effect:

None

Supporting Documentation:

None

Recommendation:

No recommendation is required currently. This is simply being brought to the attention of the DDA for future planning efforts.

FAÇADE GRANT PROGRAM



1:1 OWNER MATCH

Owners cover a minimum match of 50% of the total project cost.



TIMELINE

- Applications open September 1
- Applications close October 31
- Recipients notified before year-end 2025.
- Grant funds to be used in 2026.



ELIGIBILITY

- Properties located within the Gladstone DDA district with a primary business use are eligible to apply.
- Current recipients must wait 5 years before reapplying.

Item 8.

OVERVIEW

The DDA has allocated \$30,000 in façade grant funding to help local business owners improve their building exteriors with a 1:1 match.

To learn more about eligibility, requirements, and how to apply, scan the QR code!





HOW DOES THE MICHIGAN MAIN STREET PROGRAM HELP COMMUNITIES?



Michigan Main Street (MMS) began in 2003 and is a Main Street America™ Coordinating Program. As a MainStreet America™ coordinating program, MMS is affiliated with the National Main Street Center, which helps to lead a powerful, grassroots network consisting of over 40 coordinating programs and over 2,000 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

MMS communities are designated through a competitive application process. These communities have continued to generate real results by supporting new and existing businesses, planning and funding physical improvements, organizing events and promotions to raise the profile of their downtown district and engaging community members in downtown revitalization. Information reflecting the impact of the MMS Program is self-collected and shared with the Michigan Main Street Center by Select and Master Level communities on a monthly and annual basis.

To read more about the successes of the Michigan Main Street Program, download the full [Michigan Main Street Impact Report – 2024 edition](#).

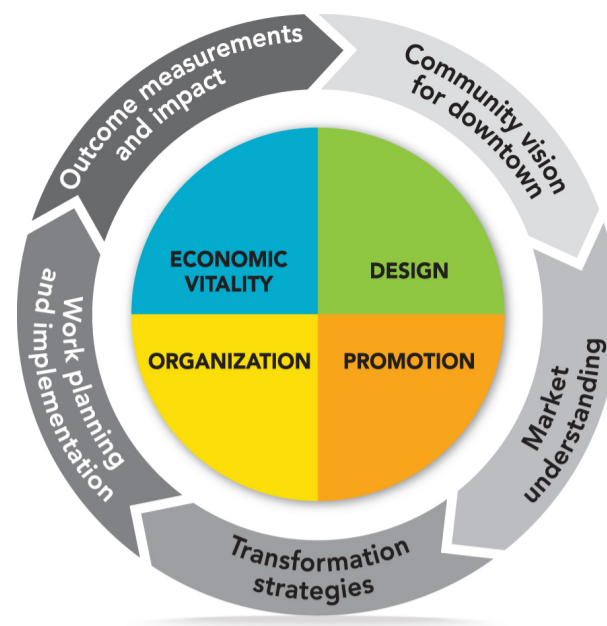
Main Street Approach™

The Main Street Approach™ is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.

The Main Street Approach is a methodology consisting of three integrated components:

1. The vision provides a foundation for outlining the community's identity, expectations and ideals for future development while being grounded in an understanding of the economic market realities of the district.

2. Transformation strategies identify long-term and short-term actions that provide a clear sense of priorities and direction to help move a community closer to implementing their vision. Work on these strategies should align with the Main Street Four Points of organization, promotion, design and economic vitality.
3. The Main Street organization must show visible results that can only come from implementing action items and completing projects in the short-term and long-term. Main Street must focus on measuring progress and results in order to justify and demonstrate the wise use of scarce resources.



MAIN STREET FOUR POINTS®	
ECONOMIC VITALITY	DESIGN
<p>Economic vitality strengthens the existing economic assets while diversifying the economic base of the Main Street District to support and improve profitability. The goal is to build a strong commercial district that creates a supportive environment for small businesses, entrepreneurs and consumers.</p> <p>Examples of economic vitality activities include: analyzing current market forces, providing a balanced commercial mix, supporting and expanding existing businesses, recruiting new businesses, supporting housing options, developing infill space, and converting unused or underused commercial space into economically productive property.</p>	<p>Design capitalizes on and enhances the visual aspects of a Main Street District to create a safe, appealing and inviting atmosphere for people to shop and spend time. 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.</p> <p>Examples of design actions include: improving the physical appearance of the Main Street District, quality maintenance practices, historic building rehabilitation and adaptive use, and design review processes.</p>
ORGANIZATION	PROMOTION
<p>A successful Main Street organization builds consensus between the many vested stakeholders throughout a Main Street District to ensure everyone is mobilized and working toward a shared vision for the future of the district. Organizational structure can take many forms depending on community capacity.</p> <p>Examples of organization actions include: fundraising, volunteer recruitment and development, public relations, fostering collaboration between stakeholders, and developing work plans to guide the organization's work.</p>	<p>Effective promotion creates a positive image of the Main Street District to instill community pride and encourage commercial activity and investment in the area. Promotions can be used to communicate the unique characteristics of a Main Street District to spark interest in shopping, dining, living or investing in the community.</p> <p>Examples of promotion actions include: marketing an enticing image, social media campaigns, street festivals, parades, and retail or other special events.</p>

Is the Michigan Main Street Program right for your community?

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
- A center for activity and community life
- Positive community image and identity
- Opportunities for public-private partnerships
- A place for the community to define its identity through a shared vision of place

Key Questions:

- Does your potential district meet MMS standards for traditional downtown and/or neighborhood commercial districts?
- Is historic preservation important to local citizens and stakeholders?
- Is downtown revitalization a community priority?
- Do you want to leverage human and financial resources in support of downtown?
- Is there a desire to build broad-based community support for downtown revitalization?
- Are public and private stakeholders ready to engage in these efforts?

If so, participation in the Main Street Training Series is the first step.

Goals of The Main Street Training Series & Engaged Level:

- Familiarize community and key stakeholders with the Main Street Approach™
- Access tools designed to build awareness and resources for future Main Street programming
- Identify local stakeholders and strategies to engage them in the Main Street effort
- Join a statewide network of participating communities, including access to the MMS Listserv, to ask questions, make connections and see Main Street in-action across the state