

MMS Buchanan

Winter 2022 Update

Main Street Approach

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.

Why Michigan Main Street?

A Movement of Community Changemakers

Main Street empowers communities to set their own destinies. While revitalization is challenging work, the Main Street program offers a **road-map** for **locally-owned**, **locally-driven** prosperity. Across the country, thousands of communities have used the Main Street Approach to transform their economies, leverage local leadership, and improve overall quality of life.



- Relevant topic within one of the Four Points)
- New executive director training
- Executive director leadership retreat (held every other year)

- Downtown Management webinar series
- Downtown Networking and Lunch and Learn series

- Entrepreneurial ecosystem audit

Four Points

Design

Examples: improving the physical appearance of the Main Street District, quality maintenance practices, historic building rehabilitation and adaptive use, and design review processes.

Economic Vitality

Examples: 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

Promotion

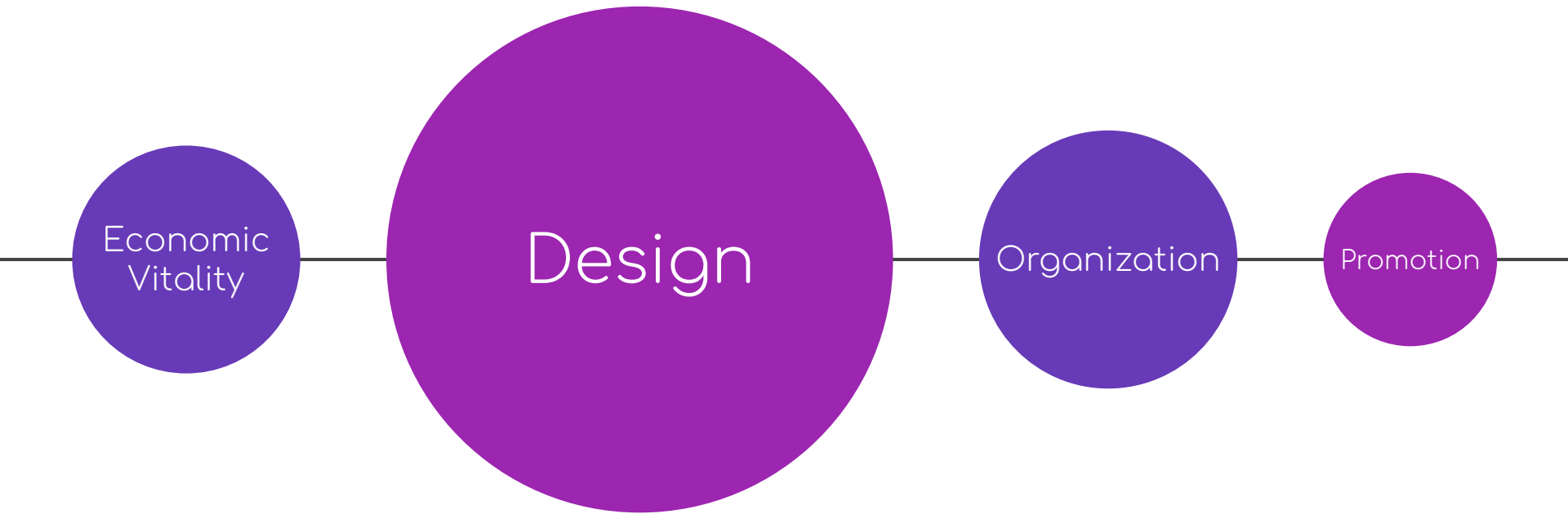
Examples: marketing an enticing image, social media campaigns, street festivals, parades, and retail or other special events.

Organization

Examples: fundraising, volunteer recruitment and development, public relations, fostering collaboration between stakeholders, and developing work plans to guide the organization's work



Projects and Progress



Downtown Design

- Design Subcommittee
 - Peter Lysy
 - Archivist, Member of Buchanan Preservation Society
 - Meg Paulette
 - Library Director (Downtown), Design Background
 - Tracy Dippo
 - Downtown Business Owner for 20 years, Former DDA Board Member, BACC Board Member, Art Degree
 - Jen Garry
 - Architecture Degree, Buchanan Resident

→ Identifies Projects

→ Proposes/Implements Solutions

→ Serves as Consultants for Design Projects

+ Downtown Redesign Project

Design Priorities

1

Identify Main Street Area

Status: Complete

2

Building & Business Inventory

Status: Complete - Above and Beyond

3

Downtown Design

Status: On-Going

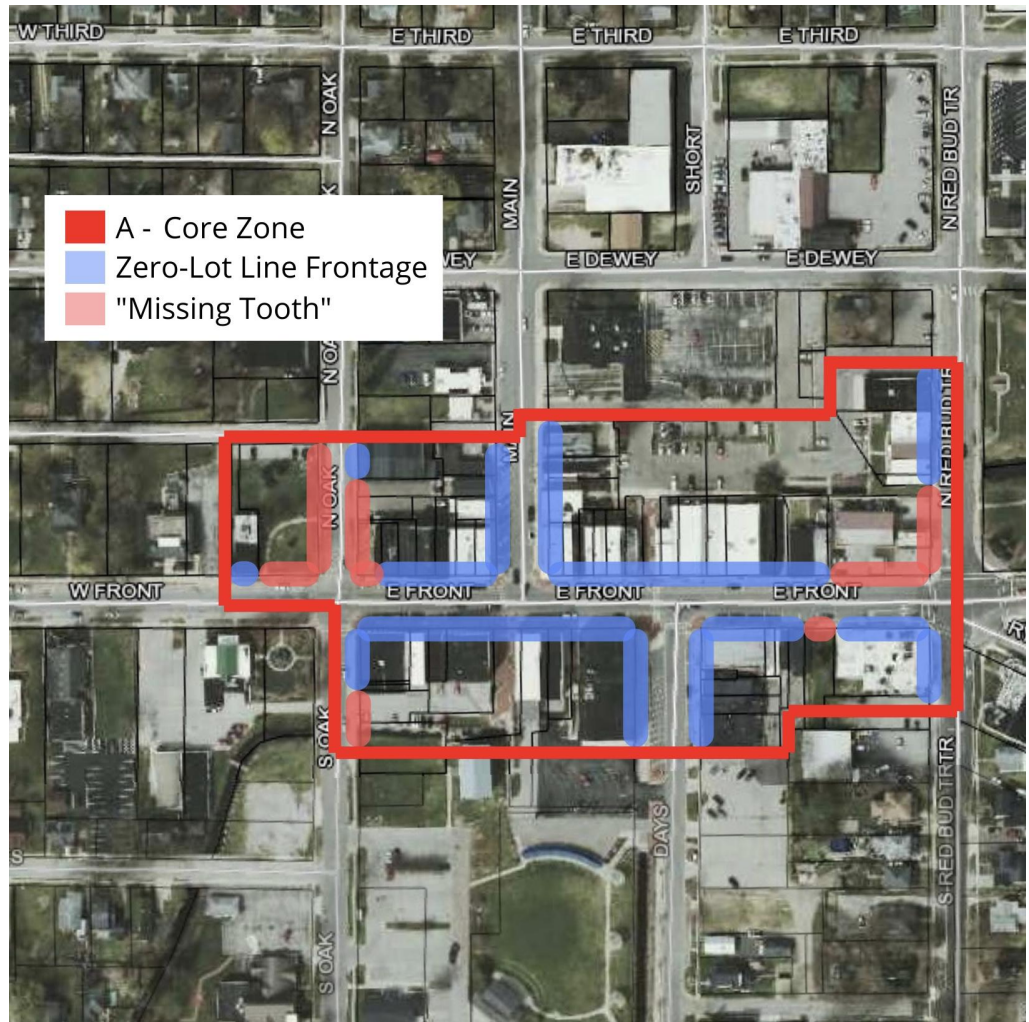
Identify Main Street Area

Take inventory of existing structures and current purposes.



“Main Street Area” Requirements

- Contiguous grouping of 20 or more zoned-commercial properties
- 75% of the 20 parcels have existing buildings
- Predominantly zoned, planned, and built or used for commercial purposes for 50 years or more
- Pedestrian-friendly and zero lot line development





Downtown Plan from
"A Vision for Buchanan"

Conduct Building and Business Inventory

- Inventory by parcel
- Property Owner & contact info
- Businesses & contact info by floor
- Square footage by floor
- Age of building
- Photos
- Recent improvements
- Tax information
- Housing units
- Cost per square foot
- Vacancy
- Number of storefronts



Building and Business Inventory allows for better decision-making as it allows for data to be recorded and analyzed. It will also serve as baseline to measure Main Street's impact on designated area.

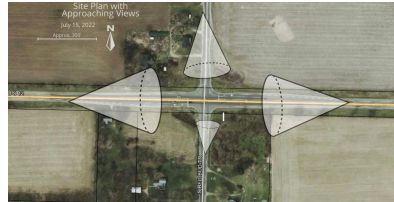
Building and Business Inventory

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Link to active [Building and Business Inventory](#)

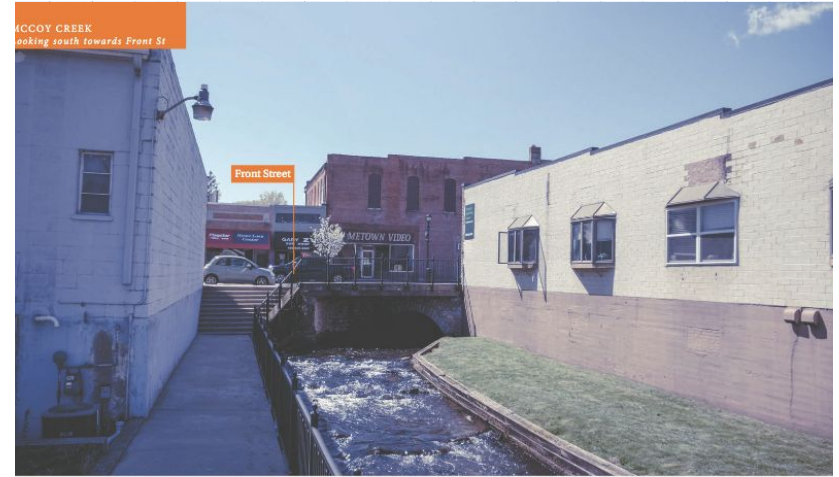
Property and Building Data Includes:

- Zone, Address, Location, Current Use Zone, Property Owner, Vacancy Y/N, Active Business Y/N, Owner or Renter Occupied, # of Storefronts, # of Floors, Basement Y/N, 1st Floor Business Name, 1st Floor Business Info, 1st Floor Sq. Footage, Zero Lot Line Y/N, Lot Size, Taxable Value 2022, Assessed Value (SEV), Recent Improvements, In Local Historic District Y/N, Year Built, Contributing Structure in National Register District Y/N, Underutilized 1st Floor Y/N, Underutilized 2nd Floor Y/N, # of Housing Units, Type of Housing
- **94 Properties** - Days Ave, Dewey St, Front St, Main St, Oak St, Redbud Trail, Roe St



US 12 Sign

Design routed in historical references and applied for modern needs.



Underutilized

ew downtowns have a clean, bubbling creek running through . This beautiful and acoustic merit currently rushes past buildings and parking areas that being harnessed for waterfront activity.

Blank Frontages

The buildings facing McCoy Creek feature blank walls or very small openings with no access towards the water. This condition discourages pedestrian activity along the creek.

Dark and Hidden

The lack of openings and activity results in an underutilized space that can be perceived as unsafe. The lighting that exists is for security purposes only, which does not shape an inviting environment at night.

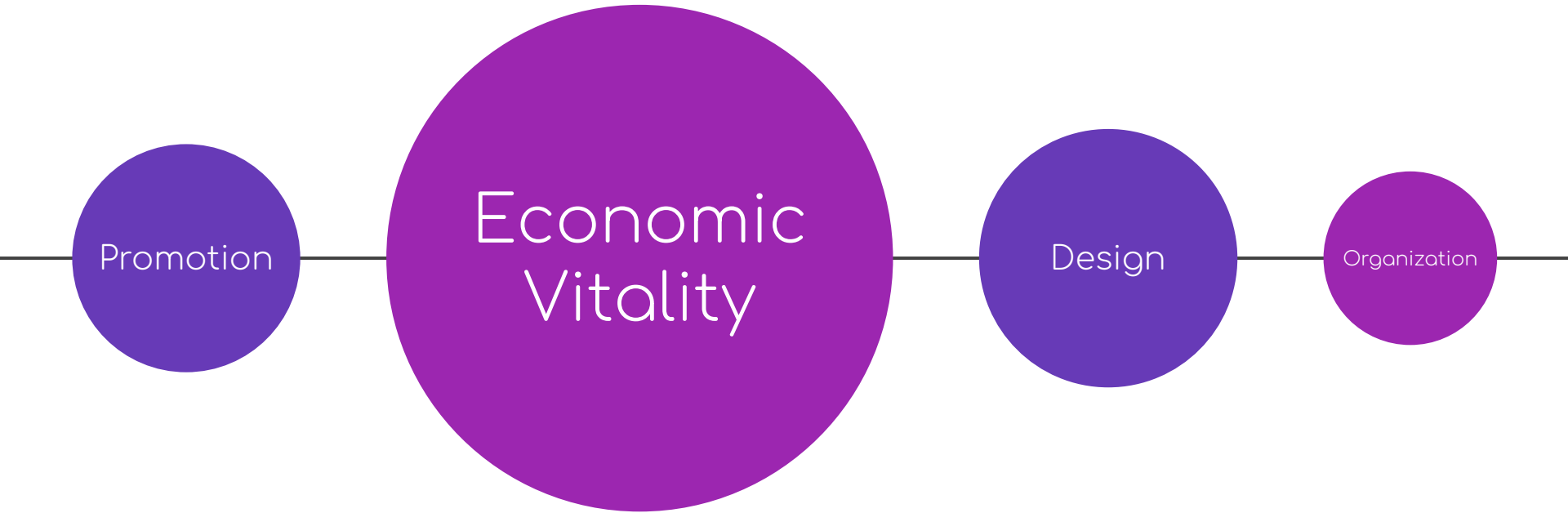
No Accessibility

This path along McCoy Creek is not accessible to the disabled. This hinders access in general, but also discourages changes to the building facades by private property owners.

Creek Passage Alley

Referencing “A Vision for Buchanan” to come up with ecologically sound, function improving, and visually pleasing solutions.

Projects and Progress



Economic Vitality

- Economic Vitality Subcommittee
 - John Shaver
 - Financial Analyst, Public Accounting, Finance Lead for Non-Profit Campaign
 - Kathy Virgil
 - Real Estate Experience, Board and Chair Experience, Marketing and Sales Experience
 - Aaron Paulus
 - Chief Marketing Officer, Fundraising Experience, Strategy
 - Dustin Jankoviak
 - Mortgage Branch Manager, Main Street Experience

→ **Support and Maintain Program Financial Health**

→ **Support and Expand Businesses and Housing Options into Economically Productive Properties**

→ **Analyze Market Forces**

Economic Vitality Priorities

1

Develop Financial Resources

Status: On-Going, Entry Level

2

Create Financial Structure

Status: Entry-Level

3

Measure Progress & Impacts

Status: On-Going

Program Budget

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Program Priorities (Vision)

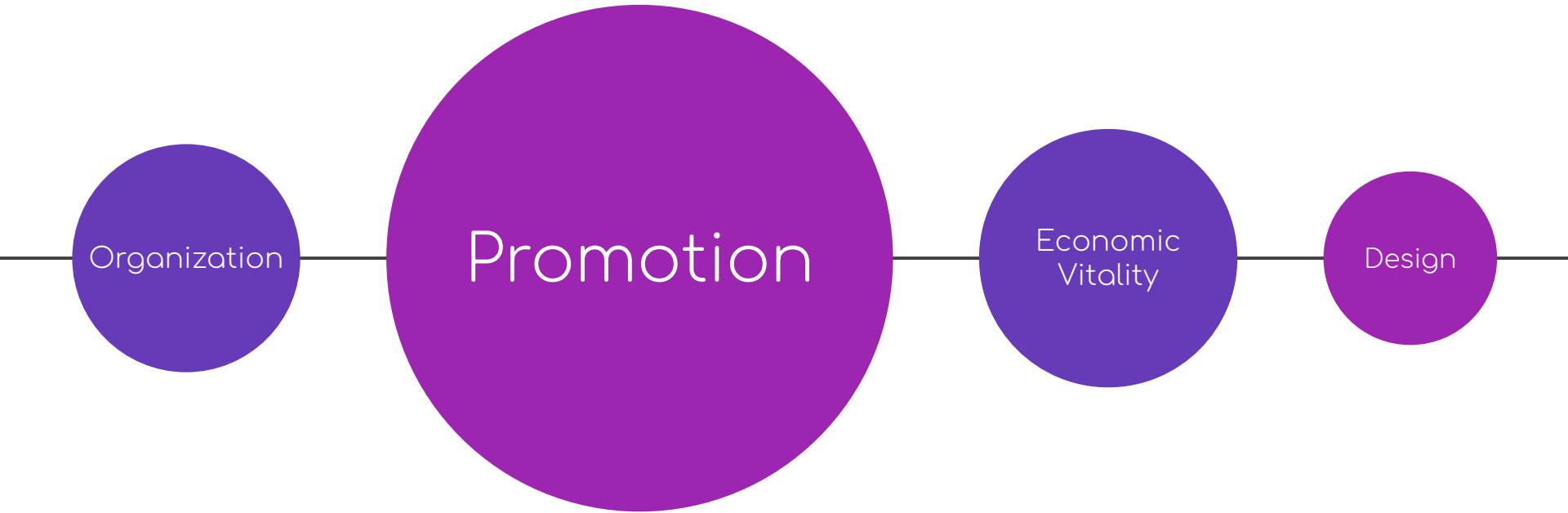
- Strong Foundation
 - Dedicated Staff and Volunteers
 - Community Buy-In
 - Municipal and Partner Support
- Proof of Concept
 - Communicate Vision & Goals
 - Follow-Through
- Growth
 - Measure, track, assess, **listen**
 - Adjust and improve

Funding Sources & Options*

- Longterm
 - MGCF Downtown Redevelopment Endowment
 - District-Based Programs
- Project-Based
 - Grants
 - Membership Dues
 - Events
- Start-Up Funds
 - Municipal Support
 - Pledges

* January - Budget and Funding Update

Projects and Progress



Promotion

- Promotion Subcommittee
 - Tony Houser
 - Business Owner, Redevelopment Experience
 - Mark Weedon
 - City Commission, Leadership Experience, Business Experience, Board Experience
 - Ulrike McCarty
 - Business Owner, Entrepreneur, Community Give Back Experience
 - Emma Lysy
 - Illustration and Graphic Design Skills, Customer Service Experience, City Employee

→ **Define and Develop Vision**

→ **Develop Strategy to Share Program Goals and Successes**

→ **Implement Strategy and Develop Community Buy-In**

Promotion Priorities

1

Define Vision and Goals

Status: Complete, On-Going

2

Establish Strategy

Status: Entry-Level, On-Going

3

Develop Communication Plan

Status: Working Level

Marketing Plan

[*RRC Marketing Plan](#)



“What is the best thing about living in Buchanan?”

Natural Resources	Family-Friendly	Inclusive Economic Development	Pedestrian-Oriented Design	Placemaking	Historic Preservation
St. Joseph River	Safe	Manufacturing and Industry	Downtown	The Common	Historic Downtown
McCoy Creek	Parks	Incentives	Sidewalks	"The Herd"	Charm
Redbud Trees	Walkability	Agriculture & Farmers Market	Bike Buchanan	"Bucktown"	Pears Mill
Tree City USA	Family Groups and Activities	Small Business/Entrepreneurs	McCoy Creek Trail	Parades	Antique Shops
Fishing	Dog Park	Affordable	Parks	Annual Events	Veterans
Hunting	Parades	Diverse Businesses	Dog Park	River Access	Historic Archives
Duck "Pond"	School Pride	Central Location	Downtown Neighborhoods	Volunteer Opportunities	Berrien County Record
Clear Lake	Proximity	"Try New Things"	Regional Trails	Citizen Involvement	Preservation Society
Agricultural Lands	Small Town	Space Rentals	Trail Extension Project	"Nicest Place in America"	Historic Sign Collection
Gardens	"Nicest Place in America"	Commercial Zoning District	Mill Alley	"Redbud City"	Historic-Based Design
McCoy Creek Trail	Festivals	Investing in the Underutilized	Creek Passage Alley	Arts & Culture Programs	"Americana" Small Town

Asset Inventory

SWOT ANALYSIS

STRENGTHS

- Small Town Feel
- Charming Downtown
- Local Destinations
- Central Location
- Engaged Community
- Historic Preservation
- Access to Natural Resources
- Proximity to Attractions
- Buchanan Promise/School System
- Agriculture/Farm to Table
- Involved Civil Servants
- Established Community Events
- Low Cost of Living

WEAKNESSES

- Limited Commercial Real Estate
- Limited Residents Real Estate
- Lack of Billboards to Attract Visitors
- Limited Hours for Existing Restaurants/Retail
- Limited Options for Restaurants/Retail
- Lack of In-Town Accommodations
- Lack of Meeting Spaces
- Buildings in Poor Condition
- Roads in Poor Condition
- Lack of Sidewalks
- Unclear Vision for Brand/Future of Buchanan
- Limited Diversity in Leadership Roles
- No System for Capturing Prospects

OPPORTUNITIES

- Piggy-Back on Pure Michigan Campaign
- Leverage Natural Resources
- Investment Boom
- Downtown Events
- Accommodation/Event Space Demand
- Underutilized Downtown Real Estate
- Improved Website Resources and Communication
- Nicest Place in America Distinction
- Redevelopment Programs (RRC & MI Main St)
- Parks & Recreation Investment
- Andrews University "A Vision for Buchanan" Guide
- Work-From-Home Allows for Relocation
- Tourism - The Common, Historical, Arts & Culture

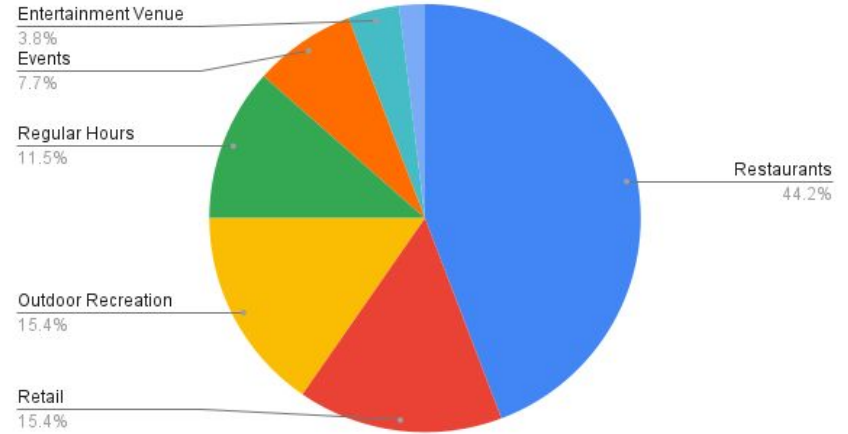
THREATS

- Competition with Other SW Michigan Towns
- Being Singularly Known for Cannabis Retail
- Lack of Community Buy-In
- Supply not Meeting Demand
- Lose "Small Town" Feel
- Perceived Loss of Safety
- Price Out Current Residents
- Focus on Downtown May Alienate Others
- "Flood Zone" May Deter Investors
- Inadequate Resources to Achieve Green Agenda
- Redistricting/Tax Diversion
- Political Unrest
- Redevelopment Business Cost

Survey Example

Analyzing Data to
Determine Action Plan

What would draw you downtown on a regular basis?



Key Takeaway

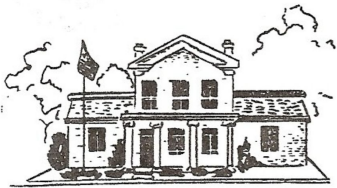
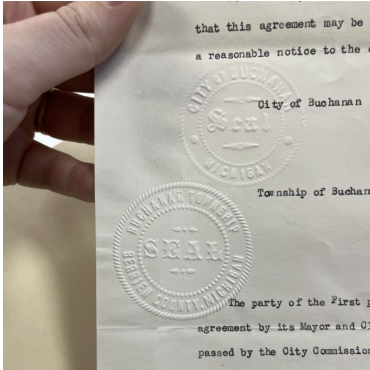
Need for regular activity downtown

- Restaurants
- Retail
- Outdoor Recreation
- Regular Hours
- Events
- Entertainment Venue



Branding

Based on Historic References

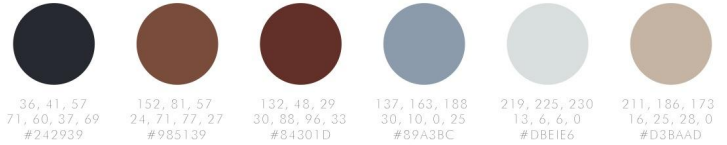


City of Buchanan
MICHIGAN
49107
695-3845
"A Fine Place to Live"

LOGOS



COLOR PALETTE



FONTS

MAIN LOGO FONT: **BONARD**
SCRIPT: *Black Jack Script*
BODY TEXT: Baskerville Old Face

LOGO VARIATIONS

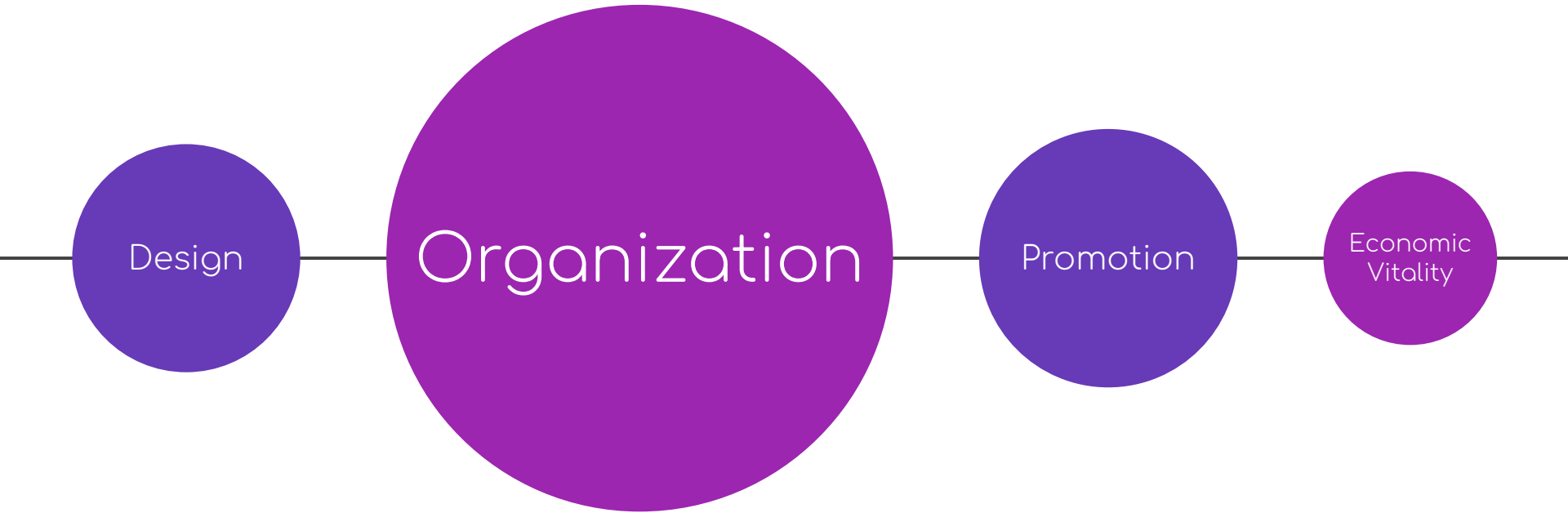




Message Board Attractions Map



Projects and Progress



Organization

- Organization Subcommittee
 - Ann Tuite
 - Local and Downtown Business Owner, Fine Arts Background, Bookkeeping, Tree Friends, Founder Experience, Agrotourism
 - Liz Martin (Project-by-Project)
 - UX Research, Qualitative and Quantitative Data Analysis, Founder Experience, Bike Buchanan
 - Tracy Dippo
 - Downtown Business Owner for 20 years, Former DDA Board Member, BACC Board Member, Art Degree

→ **Develop, Implement, and Maintain Program Structure**

→ **Establish and Maintain Relationships with Key Stakeholders**

→ **Develop and Track Projects & Workflow Strategies**

Organization Priorities

1

Develop By-Laws

Status: Complete

2

Cultivate Partnerships

Status: On-going

3

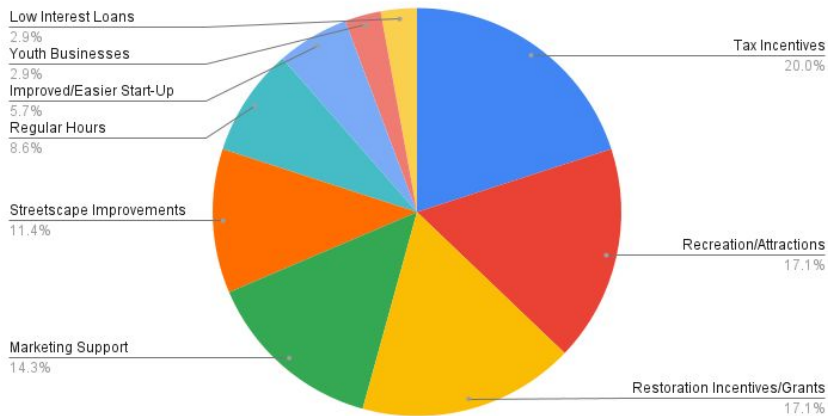
Work Plan Template

Status: Complete

Organization Structure

- ✓ The board of the organization is composed of a **diverse group of stakeholders** from the downtown district
- ✓ Organization has [bylaws](#) that govern the body
- ✓ Organization has determined name: **Buchanan Development Organization**
- ✓ Organization has identified **banking institution**
- ✓ Organization has identified **website and domain hosting**
- ✓ Created [Project Template](#) to set, track, and achieve project goals.
- ✓ Established [Program Vision](#) based on [community survey results](#).

What do you think should be done to support existing downtown businesses or encourage new businesses to open in downtown Buchanan?



Key Takeaways

Financial Support

- Tax Incentives
- Restorations Incentives
- Grants
- Low-Interest Loans

Area Attractions & Events

Marketing Support

Key Takeaways

Festivals

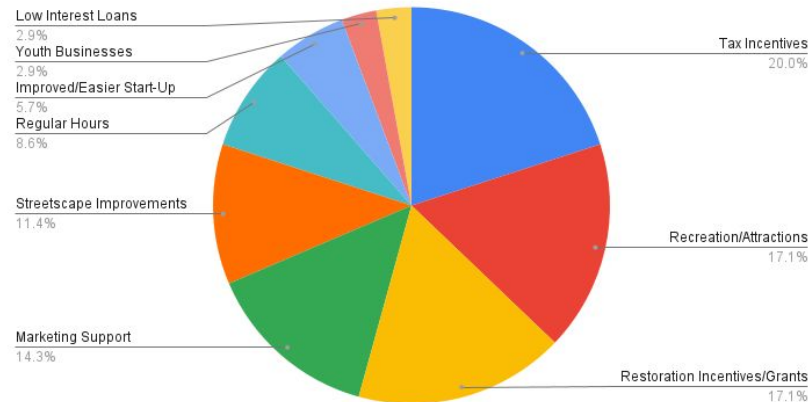
- Arts/Music Festivals
- Cultural/Craft Beverage/Food Festivals

Concerts

Outdoor Recreation

Survey Examples

What do you think should be done to support existing downtown businesses or encourage new businesses to open in downtown Buchanan?



Steps to Main Street

— — —

1. Identify Establish Main Street Organization
2. Identify Main Street Area
3. Main Street Communication Campaign
4. Develop Communication Plan
5. Build Program Budget
6. Main Street Fundraising Campaign

Application to Join Michigan Main Street

Fall 2023



Questions

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