



Board: Downtown Development Authority
Agenda Date: February 17, 2026
Presenter: Patricia West

Staff Report

Agenda Item Title:

MEDC'S Michigan Main Street Program

Background:

The Michigan Main Street (MMS) program is administered through the Michigan Economic Development Corporation (MEDC) and is part of the national Main Street America network. The program provides a structured framework for downtown revitalization using the nationally recognized **Main Street Four-Point**

Approach™, which focuses on:

- Economic Vitality
- Design
- Promotion
- Organization

Michigan Main Street communities work toward certification by demonstrating long-term commitment, strong local partnerships, and the capacity to implement downtown development strategies in a coordinated and measurable way.

Gladstone has undertaken a number of initiatives in recent years that align with Main Street principles, including downtown events and promotions, business engagement efforts, façade improvement programming, and placemaking tools such as a the social district.

As the DDA continues to evaluate long-term economic development strategies, staff has begun reviewing whether pursuing formal Michigan Main Street certification may provide additional tools, training, and statewide support to strengthen downtown programming.

Fiscal Effect:

None

Supporting Documentation:

Map of Michigan Main Street Communities
Michigan Main Street Overview & Guidelines
Michigan Main Street Participation Process
Match on Main Grant Funding Program Fact Sheet

Recommendation:

At this time, staff is seeking formal board input regarding whether pursuing Michigan Main Street certification should be considered a strategic priority for the DDA.

Board direction is needed on:

- Whether staff should continue exploring certification requirements and readiness
- Whether the board wishes to pursue an official application process
- Whether this initiative aligns with the DDA's long-term downtown development goals