



MICHIGAN MAIN STREET PARTICIPATION

Interested in participating in the Michigan Main Street Program? The first step is to determine the level that best fits your community's needs.

Main Street Participation for All Levels

Communities of any capacity or interest level can find a spot to participate in the Michigan Main Street Program. Michigan Main Street offers four distinct levels with increasing commitment and benefits.

Network Level

Network Level communities are communities that are looking for additional resources to bolster their downtown or district revitalization efforts, but may lack capacity and/or desire to fully participate in Michigan Main Street. To be designated at the Network Level a community will complete the following activities:

- Complete and return a Michigan Main Street [Community Interest Form](#) to: Leigh Young at youngl11@michigan.org
- Complete and return the Michigan Main Street [Downtown and District Management Scorecard](#) to: Leigh Young at youngl11@michigan.org
- Submit progress reports due in June and December annually

Network Level communities will receive access to virtual technical assistance from Michigan Main Street staff members, open access to the Main Street Solution Center, and access to Michigan Main Street Downtown Forums which provide an opportunity for additional training and networking.

Engaged Level

Engaged Level communities are communities that are on-track to full participation in Michigan Main Street. A community will officially be recognized as an Engaged Level Main Street Community once they:

- Complete and return a Michigan Main Street [Community Interest Form](#) to: Leigh Young at youngl11@michigan.org
- Complete the online [Main Street Training Series](#)

- Submit their [Downtown and District Management Scorecard](#) to: Leigh Young at youngl11@michigan.org
- Submit progress reports due in June and December annually

A community has up to three years to participate as an Engaged Level community working to apply to the Select Level and make progress and address downtown management priorities reflected in the Downtown and District Management Scorecard.

Engaged Level communities will receive all the benefits of the Network Level plus will be eligible for community site visits, monthly virtual check-ins with Michigan Main Street staff, and access to one Michigan Main Street Workshop per year.

Select Level

Once a community has successfully fulfilled the Engaged Level, they have the option to apply for the Select Level.

Select Level communities are communities that are dedicated to implementing the Main Street Approach to revitalization. The local Main Street program will have an active board of directors, providing oversight and direction, volunteer driven committees completing projects, and a Main Street director assisting with day-to-day needs. Michigan Main Street staff, along with other professionals, work closely with Select Level communities to train their boards and committees, hire a full-time Main Street director, recruit volunteers and get the local program up and running. In addition, at the Select Level, communities receive specialized technical assistance designed to help revitalize their downtown or traditional neighborhood commercial district.

The Select Level is a 5 year commitment for participating communities.

Master Level

The Master Level is available to communities that have successfully completed 5 years in the Select Level and have achieved National Accreditation through Main Street America. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. This is achieved by continuing to offer technical assistance, resources, training, and networking opportunities. Master Level communities have the opportunity to act as mentors for other Michigan Main Street communities.

The Master Level is a 2 year commitment for participating communities. Communities have the opportunity to renew their participation for as long as they are actively practicing the Main Street Approach™.

Main Street Training Opportunities

Main Street Training Series

The [Main Street Training Series](#), provides:

- A basic understanding of the Main Street Approach™
- An overview of the strategies that build awareness and participation in future Main Street efforts

The Main Street Training Series is offered at no-cost online after registration. The Main Street Training Series includes 2 training sessions: "Main Street Basics" and "Main Street In Practice." Communities that complete the Training Series will learn the fundamentals of establishing a local Main Street Program and will be able to decide if Main Street is right for their community.

Downtown Forums hosted by Michigan Main Street

Michigan Main Street will facilitate virtual Downtown Forums bringing together leaders from Michigan's downtowns, traditional neighborhood commercial districts, and prospective main street communities. Every year Michigan Main Street will provide education, training, and resources related to downtown revitalization and management, and will provide support in reaching the level of the Michigan Main Street Program that is best for your community.

Deliverables:

- Program participants will join **virtual learning sessions**, each approx. 60 minutes long. Downtown Forums will focus on training and provide an opportunity for peer to peer learning through facilitated group discussions.

Participant Eligibility:

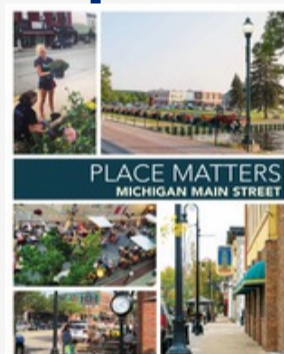
- Community has completed and returned the Michigan Main Street [Community Interest Form](#) to: Leigh Young at youngl11@michigan.org
- Participation in the Downtown Forums is available to eligible organizations and participants at no cost.

Community Expectations:

- Determine up to 2 people from your community to attend the Downtown Forums and email Leigh Young at youngl11@michigan.org to register and receive the Zoom meeting information.
- Participate in discussion, bring questions, and share your challenges and opportunities with your peers.

PLACE MATTERS: MICHIGAN MAIN STREET

For additional information about the Michigan Main Street program levels, services, and benefits of participation download our Program Brochure (to the right).



**DOWNLOAD AND
REVIEW THE MMS
PROGRAM
BROCHURE**

[Click Here](#)