

What is the Four Point Approach?

Downtown Lake Orion utilizes the Main Street Four Point approach to revitalization. The "4 Points Approach" engages the public, social and economic forces that affect the "value" of our community as understood and planned through four pillars: Organization, Promotion, Economic Vitality & Design. The success of the Main Street approach is a result of a transformational strategy carefully integrating these four points into a comprehensive downtown plan for sustainability. The strategic plan for Downtown Lake Orion makes a fundamental impact on our economic base, while preserving the community's unique heritage. The goal is to create a sustainable organization that functions as the revitalization leader in the community. This goal is only possible through the talents and time of our partners through volunteerism.

We have four teams that create all that is Downtown, each focused on a Main Street "Point":

The **Economic Vitality Team** is responsible for improving the economic performance of the district. Its responsibilities include helping existing businesses better meet the needs of customers and expand their sales, developing and attracting new businesses, ensuring that adequate capital is available to support business and property development, and creating and managing tools and incentives to encourage and support business and property development. Economic Vitality team members might include people with expertise in business management, entrepreneurship, real estate, finance, data or economic development.

The **Organization team** is responsible for ensuring that the revitalization program has the financial resources, volunteers, and partnerships it needs to accomplish its mission and to successfully implement each Transformation Strategy. This team might be broken into small task forces with targeted focuses like volunteerism. Organization team members might include people with expertise in business, public and/or media relations, fundraising, organizational development, project management, community involvement or leadership.



"Committee Members take on all forms of time, talent and commitment. Some hold regular leadership roles, some plan events, others create graphics, and all have fun building Michigan's best Downtown. The strength of the organization is finding the right project, time and place for all of the great talents we have in Lake Orion and inviting them in."

– Matthew Gibb, Executive Director

The **Design Team** is responsible for implementing all aspects of the Transformational Strategy that involve physical and visual aspects of Downtown, including building rehabilitation, new and re-development, public spaces, signs, beautification, lighting and parking. Design team members might include people with expertise in architecture, landscape, horticulture, urban planning, placemaking, graphics, historic preservation, and travel, as well as people with a strong appreciation or unique understanding of the physical characteristics that help make a historic commercial district work well.

The **Promotion Team** is responsible for marketing the district to area residents, district workers, visitors, investors and others. Its responsibilities include planning and implementing specific types of promotional programming including special events and festivals, business promotional activities, and image-building activities. This team may be broken into smaller groups with targeted focuses like "Halloween Parade Committee". Promotion team members might include people with expertise or interest in marketing, advertising, event planning, website design, graphics, social media, or simply love to talk about Downtown.



WHERE DOES YOUR TALENT FIT?

Find Out by Reaching Out

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