

Economic Vitality Committee

Purpose: “Economic Restructuring strengthens a community’s existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today’s consumers’ needs. Converting unused or under-used commercial space into economically productive property also helps boost the profitability of the district.” (National Main Street Center definition)

Economic factors affecting properties include things like interest rates, since the cost of borrowing money directly influences the overall value of the property. The Economic Vitality (EV) Committee is typically involved in creating an economic atmosphere that helps current and prospective property owners purchase, improve and maintain their properties. Members of the ER Committee continually monitor market and demographic information so businesses can better position themselves to increase sales, keeping abreast of financing tools and incentives to help building owners maximize their investment, essentially restructuring the economic environment to stabilize and increase property values. In addition to retaining existing businesses, the EV committee is responsible for recruiting new businesses to meet the needs identified by the community in the market analysis

2026 COMMITTEE MEETING DATES

The Fourth Thursday of every month at 11:30am @ the DDA Office
118 N Broadway St., Lake Orion MI 48362

January 22
February 26
March 26
April 23
May 28
June 25
July 23
August 27
September 24
October 22
November 19
December No Mtg