

MAIN STREET WORK PLAN 2025-2026

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| PROJECT: | Partnered Marketing | | |
| BRIEF DESCRIPTION: | A plan to assist groups, businesses, and organizations who seek the vibrancy of the downtown to enhance their program, event or sale such that the support builds a more mutually welcoming and collaborative downtown environment | | |
| OBJECTIVE: | To collaboratively promote downtown businesses and attractions, driving increased foot traffic and fostering sustainable economic growth within the district | | |
| SUCCESS: | An increase in foot traffic and participants downtown, who stay and benefit the business and dining district(s) | | |
| MAIN STREET POINT: | Promotion | MAIN STREET POINT OVERLAP: | Economic Vitality |
| TRANSFORMATION STRATEGY GOAL: | Community Building: Increasing involvement, outreach and shared benefit from promotion and planning of events downtown | TRANSFORMATION STRATEGY GOAL OVERLAP: | Lakeshore Economy: Driving an increase in customers and visibility of storefronts, dining areas, and public spaces to attract people to stay and return to downtown. |



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| COMMITTEE | Promotion | | | | | | |
| PROJECTED EXPENSES | \$ 11,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUES | \$ 8,000 | | ACTUAL Investment | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Foundational Strategy <ul style="list-style-type: none"> Vision/Goals Target Visitor Budget / Resource | Committee | Prefer at least 90 days prior to scheduled event | ongoing | \$5400 | | Include core Main Street objective, and strategic plan goals | |
| Sponsor Engagement <ul style="list-style-type: none"> Shared Partner Value Prop Engagement Plan | Exec Dir Staff Committee | As collaborated | ongoing | \$0.00 | | Based on a predetermined mix, including sharing of resource from the partner | Budget |
| Marketing Mix <ul style="list-style-type: none"> Value/Location Source/Placement Brand Positioning | Exec Dir Committee | On-going | | Matching funds \$2000-10,000 | | Social media channels, Orion review, Orion Living, schools, business lists | Dependent on scope of budget |
| Implementation <ul style="list-style-type: none"> Tools Media/Content Calendar | ALL | On-going | | | | | Coordinate with media sources |
| Metrics | Committee | On-going | | | | | Committee Agenda |
| Data Tracking | Exec Dir | On-going | | | | | Board "minute for mission" |
| Report | Exec Dir | On-going | | | | | |
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| STATEMENT OF GAMS OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |

MAIN STREET WORK PLAN 2025-2026

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| PROJECT: | Advancing Business Retention & Attraction | | |
| BRIEF DESCRIPTION: | To better be in a state of readiness to provide resources, guidance, support, and lobby for business, both existing and possible, that make up the diversity and strength of the downtown vibe, mix and success. | | |
| OBJECTIVE: | To build a baseline and resource ready inventory of assets, goals, opportunities and knowledge that can be quickly adapted and offered in support of business location, expansion, and issue resolution, growing downtown as a destination. | | |
| SUCCESS: | A shareable, and easily updatable, guide and bank of resources providing training and core knowledge to staff and community | | |
| MAIN STREET POINT: | Economic Vitality | MAIN STREET POINT OVERLAP: | Promotion |
| TRANSFORMATION STRATEGY GOAL: | Lakeshore Economy: Maintaining a purposeful mix of businesses and dining options to support a tourism based economy in a traditional downtown | TRANSFORMATION STRATEGY GOAL OVERLAP: | Community Building: Providing accessibility, design and message that creates a “you have to be there” moment |
| COMMITTEE | Economic Vitality | | |



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| PROJECTED EXPENSES | \$ 22,000 est | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUES | \$ New Investment | | ACTUAL Investment | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Business mix analysis | Committee | March 26 | ongoing | \$5400 | | Include core Main Street objective, and strategic plan goals | |
| Assess current business tools, incentives, and resources | Exec Dir Staff Committee | As collaborated | ongoing | \$0.00 | | Based on a predetermined mix, including sharing of resource from the partner | Budget |
| Conduct MSOC and other third party learning exercises | Exec Dir Committee | On-going | | Matching funds \$2000-10,000 | | Social media channels, Orion review, Orion Living, schools, business lists | Dependent on scope of budget |
| Inform on data identified demands and expansion opportunity | Exec Dir | On-going | | | | | Coordinate with media sources |
| Design events around attraction needs | | | | | | | |
| Metrics | Committee | On-going | | | | | Committee Agenda |
| Data Tracking | Exec Dir | On-going | | | | | Board “minute for mission” |
| Report | Exec Dir | On-going | | | | | |
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| STATEMENT OF GAMS OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |

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| MAIN STREET WORK PLAN 2025-2026 | | | | | | | |
| PROJECT: | Gateway: Lumber Yard– Phase 2 | | | | | | |
| BRIEF DESCRIPTION: | Moving from cleanup/restoration to public space and market development, defining long term goals and revenue modeling. | | | | | | |
| OBJECTIVE: | To complete the public market design, implementation and vendor platforms, aligning with site development for third party revenue models and downtown objectives. | | | | | | |
| MEASURE OF SUCCESS: | Final plan approval, MSOC grant closure, market build out, soft use and opening of trail and amenities. Operational plans finalized. Final phase started. | | | | | | |
| MAIN STREET POINT: | Economic Vitality | | | MAIN STREET POINT OVERLAP: | Design | | |
| TRANSFORMATION STRATEGY GOAL: | Lakeshore Economy: Extend needed parking, diversification of downtown businesses, enhance public space, connect trail access, build place | | | TRANSFORMATION STRATEGY GOAL OVERLAP: | Community Building: Create an open and welcoming mixed use extension of downtown for guests and residents to recreate, hangout, and build a sense of place for all | | |
| COMMITTEE | Economic Vitality | | | | | | |
| PROJECTED EXPENSES | \$ 1,600,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUE | Grant poss. | | ACTUAL REVENUE | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Preliminary and Final PUD plan approval | Exec Dir | Commence 1/26 | ongoing | \$80,000 | | MDOT, GC, PEA< DTE | |
| Electric Plan and Service Plan | Exec Dir | Started 11/25 | | \$40,000 | | | Include funding objectives |
| Engineering plan and public area design budgets | Committee/ Exec Dir | On-going | | Included with PEA | | | Grant match dependent on scope |
| Lighting and fire access plan | Exec Dir | On-going | | \$12,000 | | Madison DTE | Coordinate with DTE or design support |
| MDOT access and storm water sue plan | Exec Dir | On-going | | Included | | | Committee Agenda |
| Installation of public walks and gathering areas. | Exec Dir | On-going | | \$120,000 | | Per public bid | Facilitate through planning and building |
| Social media pre-launch campaign | Exec Dir Staff | 4/25 | | 5000 | | | |
| Issue pre-vendor application program, coordinate with committee and board for selection criteria | Exec Dir | 3/26 | | 3500 | | | Projects must be completed in accord with program guidelines |
| Host soft event opening | All | Under review | | | | | |
| Project management | Exec Dir | ongoing | | \$140 | | ONTV/Review | Secure signed contract, marketing placement, photo diary |
| STATEMENT OF GAMS OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |
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| USE BASED PROJECTS | | | | | | | |
|---------------------------------|------------------|-------------------------|-------------------|------------|--|--------------|--|
| | Open Date | Needs Assessment | Next Steps | WHO | | NOTES | |
| Additional Retail. | | | | | | | |
| Public Market Vendor Onboarding | | | | | | | |
| Design/Public art | | | | | | | |
| Pre-programming | | | | | | | |
| Seasonal Event planning | | | | | | | |
| Non-Profit details | | | | | | | |
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MAIN STREET WORK PLAN 2025-2026

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| PROJECT: | Walk-Able Trail and Lake Access Enhancement | | |
| BRIEF DESCRIPTION: | To enhance and provide improved crossing(s), trailhead access, and other routes of safe and welcoming points of pedestrian and non-motorized access to Downtown. | | |
| OBJECTIVE: | To create great first impressions, provide safe road crossings, trailhead amenities and enhance downtown connections | | |
| MEASURE OF SUCCESS: | Project plans, route markers and implemented concepts for crossing improvements, signage, and route design(s) | | |
| MAIN STREET POINT: | Design | MAIN STREET POINT OVERLAP: | Promotions |
| TRANSFORMATION STRATEGY GOAL: | Lakeshore Economy: Enhance access to the Downtown and promote connection of people and space | TRANSFORMATION STRATEGY GOAL OVERLAP: | Community Building: Strengthen the relationship between lake front and downtown |
| COMMITTEE | Design | | |



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| PROJECTED EXPENSES | \$ 26,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUE | Capital Projects | | ACTUAL REVENUE | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Review of present conditions/issues/needs | Committee | Commence 2/25 | ongoing | \$1000 (any studies) | | MDOT, LOLA, Village, SEMCOG | |
| Preliminary project concepts | Committee | As presented | | \$0.00 | | | Include funding objectives |
| Select Project/Budget | Committee/ Exec Dir | On-going | | Identify budget and capital acct. | | | Grant match dependent on scope |
| Coordinate CIP planning and annual budget app. | Exec Dir | On-going | | | | | Coordinate with MSOC for design support |
| Define and prepare permit/applications | Exec Dir | On-going | | | | | Committee Agenda |
| Board Authorization | Board | On-going | | | | | Facilitate through planning and building |
| Approve funding | Board | On-going | | | | | |
| Audit plan, permit, bills, invoices. Approve match funds where applic. | Exec Dir | On-going | | | | | Projects must be completed in accord with program guidelines |
| Submit for AP/Check | staff | completion project review | | | | | |
| Project management | Staff/Board | scheduled | | \$140 | | ONTV/Review | Secure signed contract, marketing placement, photo diary |
| STATEMENT OF GAMSА OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |
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MAIN STREET WORK PLAN 2025-2026

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| PROJECT: | Illuminators – Volunteer Growth & Training | | |
| BRIEF DESCRIPTION: | To grow a passionate group of volunteers dedicated to keeping our town vibrant, welcoming, and full of life, working together to enhance events, beautify our surroundings, and support local businesses. | | |
| OBJECTIVE: | To build, train and retain a diverse group of volunteers and committee members | | |
| SUCCESS: | A full roster of committee membership, and a 20% increase in participation in downtown programming | | |
| MAIN STREET POINT: | Organization | MAIN STREET POINT OVERLAP: | Promotion |
| TRANSFORMATION STRATEGY GOAL: | Community Building: Increasing involvement, outreach and partnerships through the talent and time of its residents, agencies and businesses | TRANSFORMATION STRATEGY GOAL OVERLAP: | Lakeshore Economy: Enhance the vibrancy and collective positive attitude of downtown |
| COMMITTEE | Organization | | |



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| PROJECTED EXPENSES | \$ 18,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUES | \$ 15,000 | | ACTUAL Investment | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Assessment & Outreach <ul style="list-style-type: none"> Survey Needs list Outreach event | Committee | Commence 2/25 | ongoing | \$5400 | | Social media channels, Orion review, Orion Living, schools, business lists | |
| Recruitment <ul style="list-style-type: none"> Social media campaign Monthly events Partner focus | Exec Dir Staff Committee | As presented | ongoing | \$0.00 | | | Budget & Grant itself |
| Projects <ul style="list-style-type: none"> Identify Champion Implement | Exec Dir Committee | On-going | | Matching funds \$2000-10,000 | | | Grant match dependent on scope |
| Recognition | ALL | On-going | | | | | Coordinate with MSOC |
| Metrics | Committee | On-going | | | | | Committee Agenda |
| Data Tracking | Exec Dir | On-going | | | | | Board “minute for mission” |
| Report | Exec Dir | On-going | | | | | |
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| STATEMENT OF GAMSА OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |

MAIN STREET WORK PLAN 2025-2026

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|--------------------------------------|--|--|---|
| PROJECT: | Façade Grant | | |
| BRIEF DESCRIPTION: | To provide financial assistance to business & property owners interested in rehabilitation their street facing elements of their buildings | | |
| OBJECTIVE: | To create great first impressions, revitalize downtown properties and encourage private investment | | |
| MEASURE OF SUCCESS: | increase in rehabbed buildings, decrease in vacancies, increase in usage of existing parking, increase in retail/pedestrian focused businesses | | |
| MAIN STREET POINT: | Design | MAIN STREET POINT OVERLAP: | Economic Vitality |
| TRANSFORMATION STRATEGY GOAL: | Lakeshore Economy: Increase investment in sense of place, impressions, and historic balance | TRANSFORMATION STRATEGY GOAL OVERLAP: | Community Building: Strengthen the message that Downtown is cool, historic, and open for business and investment |
| COMMITTEE | Design | | |



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| PROJECTED EXPENSES | \$ 24,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED Investment | \$48,000-70,000 | | ACTUAL Investment | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Promote Program | Asst Dir/Marketing | Commence 2/25 | ongoing | \$1200 | | Social media channels, Orion review, Orion Living | |
| Preliminary Review Façade Grant Application | Exec Dir | As presented | | \$0.00 | | | Budget & Grant itself |
| Set Project Budget | Exec Dir | On-going | | Matching funds \$2000-10,000 | | | Grant match dependent on scope |
| Make any changes update to grant & application if needed | Exec Dir | On-going | | | | | Coordinate with MSOC for design support |
| Formal Application Review/Consideration | Committee | On-going | | | | | Committee Agenda |
| Work with building owners to implement façade improvement | Exec Dir | On-going | | | | | Facilitate through planning and building |
| Coordinate Local review and permitting | Exec Dir | On-going | | | | | |
| Approve funding | Board | On-going | | | | | |
| Audit plan, permit, bills, invoices. Approve match grant | Exec Dir | On-going | | Up to \$10,000/ grant | | | Projects must be completed in accord with program guidelines |
| Submit for AP/Check | staff | completion project review | | | | | |
| Present Match Funds | Staff/Board | scheduled | | \$140 | | ONTV/Review | Secure signed contract, marketing placement, photo diary |
| | | | | | | | |
| STATEMENT OF GAMS A OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |

MAIN STREET WORK PLAN 2025-2026

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| PROJECT: | Refuse Enclosures | | |
| BRIEF DESCRIPTION: | To solve both an aesthetic and property valuation issue caused by the blight effect of unkempt and visible trash areas and unfinished/broken enclosures. | | |
| OBJECTIVE: | Enclose existing areas and implement a unified plan for managing trash | | |
| MEASURE OF SUCCESS: | Consolidation of pickup day, elimination of on street trash, closed and hidden reuse enclosures | | |
| MAIN STREET POINT: | Design | MAIN STREET POINT OVERLAP: | Economic Vitality |
| TRANSFORMATION STRATEGY GOAL: | Lakeshore Economy: Protect property valuation and attract more walkable guests and customers. | TRANSFORMATION STRATEGY GOAL OVERLAP: | Community Building: Create a more welcoming atmosphere for residents and guests, add color, art and other attributes to garbage |
| COMMITTEE | Design | | |



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| PROJECTED EXPENSES | \$ 46,000 | | ACTUAL EXPENSE | \$ - | | FUNDED PROJECTS | To be tracked and reported annually |
| PROJECTED REVENUE | Capital Projects | | ACTUAL REVENUE | \$ - | | CLOSED PROJECTS | |
| TASK | LEAD | DUE DATE | DATE COMPLETED | PROJECTED COST/REVENUE | ACTUAL COST/REVENUE | POTENTIAL PARTNERS | STATUS / NOTES |
| Review of present conditions/issues/needs | Committee | Commence 2/25 | ongoing | \$1000 (any studies) | | MDOT, LOLA, Village, SEMCOG | |
| Preliminary project concepts | Committee | As presented | | \$0.00 | | | Include funding objectives |
| Select Project/Budget | Committee/ Exec Dir | On-going | | Identify budget and capital acct. | | | Grant match dependent on scope |
| Coordinate CIP planning and annual budget app. | Exec Dir | On-going | | | | | Coordinate with MSOC for design support |
| Define and prepare permit/applications | Exec Dir | On-going | | | | | Committee Agenda |
| Board Authorization | Board | On-going | | | | | Facilitate through planning and building |
| Approve funding | Board | On-going | | | | | |
| Audit plan, permit, bills, invoices. Approve match funds where applic. | Exec Dir | On-going | | | | | Projects must be completed in accord with program guidelines |
| Submit for AP/Check | staff | completion project review | | | | | |
| Project management | Staff/Board | scheduled | | \$140 | | ONTV/Review | Secure signed contract, marketing placement, photo diary |
| STATEMENT OF GAMSА OBJECTIVE | Committee | On adoption work plan | | NA | | | STATEMENT/RESOLUTION ATTACHED (Y/N)? |
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| CONCEPT PROJECTS | | | | | | | |
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| | Open Date | Needs Assessment | Next Steps | WHO | | NOTES | |
| Paint Doors and add closures at Lapeer/Front | | | | | | | |
| Build a shared trash enclosure behind 35 Front St | | | | | | | |
| Coordinate plan for 40 Flint St. | | | | | | | |
| Work with carrier(s) to unify collection day | | | | | | | |
| Add alternative garbage containers throughout downtown | | | | | | | |
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