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To: DDA Board of Directors

From: Susie Stec, Director – Community & Economic Development /DDA Director

RE: Shop OC Main Streets Pilot Program

Date: May 16, 2023

Main Street Oakland County (MSOC) is launching a “Shop OC Main Streets” Pilot program. This opportunity aims to help small business owners increase their online presence and get their products online (think Amazon but only for OC Main Streets businesses). MSOC has contracted with a company called Member Marketplace who has worked with a number of main street programs across the nation and so far, 7 Oakland County communities committed to the pilot – Ortonville, Holly, Lake Orion, Oxford, Rochester and South Lyon. Franklin and Oak Park are also considering participating in the pilot program. MSOC needs a response fairly quickly, as they have already started developing the platform with Member Marketplace.

Cost:

It is a \$25,000 contract for one year and Oakland County is picking up half of that (\$12,500). The remaining balance will be split among the participating communities so right now, each of the 6 have committed to \$2,083.33/piece. If the number of pilot communities rises to 9, then our out-of-pocket cost will be **\$1,388.89**. All 6 of the communities who have committed to the pilot program have decided to just pay the upfront cost which makes this free to their small businesses. Member Marketplace doesn’t take a cut.

For more information about the Member Marketplace and the program, visit their website at <https://www.membermarketplaceinc.com/> and click on the “Our Sites” tab to see some of their current clients and links to their marketplace. Also included is a link to a zoom call MSOC did with Franklin and a couple of their small businesses, where Cherie takes a deep dive into how to navigate the site, upload products, etc.

Link to Zoom:

https://us02web.zoom.us/rec/share/VS_zl3f3dxBSN-byp7eJTzf95bQmK4JfNhQITMQc7Qv3lY1yFu6b02UtlwlePXTu.3EjuZh26JBlljk0S

Suggested Motion: To authorize the DDA Director to participate in the Shop OC Main Streets Pilot Program and share in the cost as outlined.