



ANNUAL REPORT 2025

MISSION

Maximize the economic potential and preserve the heritage and sense of place of Oakland County's historic downtowns and neighborhood commercial districts by encouraging and facilitating the use of the Main Street America Four-Point Approach® that emphasizes economic development within the context of historic preservation.

2025 MARKS SILVER ANNIVERSARY OF MAIN STREET OAKLAND COUNTY (MSOC)

In 2025, MSOC marked its 25th Anniversary. This coordinating program is the first and still the only county-wide coordinating program in the Main Street America network. The program partners with and provides services to 29 Oakland County communities, with more being added each year as they are ready.

Since 2001, MSOC communities have added a cumulative \$1.17 billion in public and private investment, which included over 700 new construction projects, 3,000 building rehabilitations, and almost 700 public improvements. This investment has led to over 1,500 new businesses creating a net of over 11,000 new full and part-time jobs.

Using the Main Street Four-Point Approach® of locally driven, volunteer lead, place based community development, the program has had significant positive economic impacts upon the county's cities, villages, and townships. The successes of MSOC touch all corners of Oakland County, supporting work in economic development, historic preservation, placemaking, and tourism.

\$1.17 BILLION

| in new public and private investment

Downtown Rochester's Big Bright Lights Show



MAIN STREET AMERICA
FOUR POINT APPROACH®



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DIRECT COMMUNITY SUPPORT
FOR LOCAL COMMUNITIES
AND BUSINESSES

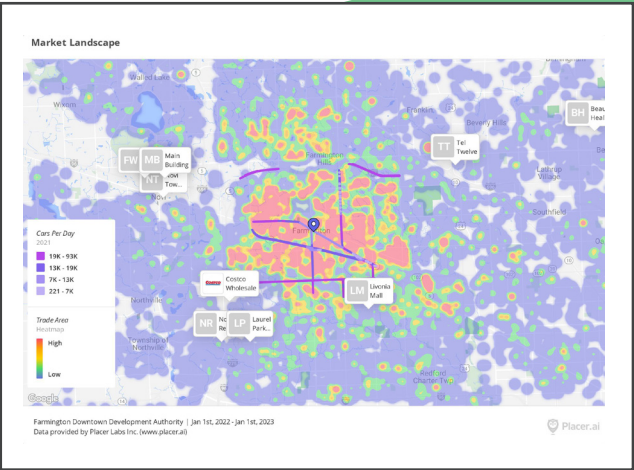
Our experienced MSOC team provides technical and design assistance, training, and direct consultation services to all our local partners — including program staff, volunteers, boards, municipal leaders, and small business owners.

CONSULTATIONS

In 2025, MSOC staff engaged with over 8,500 people in 39 communities. These customized consultations covered topics that included:

- Business attraction and retention.
- Redevelopment strategies.
- Historic preservation.
- Organizational development.
- Grant assistance.
- Marketing and promotions.
- Public space improvements.
- Entrepreneur support.

MSOC secured a license for Placer.ai in 2025. This tool has proven to be invaluable to our communities. Data from Placer.ai helps communities with marketing and tourism planning, growing events, and business attraction and retention strategies. For this six-month period 120 reports were completed, supporting nine Main Street communities.



Five Workshops

TRAINING

In 2025, MSOC continued to provide small business workshops, conducted by national and local experts, to support the many mom-and-pop small businesses located on our Main Streets.

Five free workshops were held in 2025 with 251 participants learning about:

- Artificial Intelligence (AI) tools for small business.
- Digital marketing and e-commerce.
- Using AI to set up a Google Business Profile.
- What small businesses need to know before signing a lease.
- Downtown placemaking.

DESIGN SERVICES

Design assistance remains one of the program's most requested services. MSOC architectural design staff focuses on historic preservation, sustainability, and accessibility.

In 2025, the Design Team completed 30 design project requests.

The team supported eight completed community projects. These eight projects represented \$1,477,000 in investments and leveraged \$652,000 in grant awards.

30 | DESIGN
PROJECT
REQUESTS
COMPLETED

Main Street Oakland County has been a key partner in Downtown Farmington's success. From facilitating conversations that helped shape our transformation strategy, to providing placemaking grants that supported the construction of Dinan Park, Masons Corner and Art Park Promenade to offering micro-grants for small businesses, MSOC has consistently provided resources, guidance, and expertise that strengthen our downtown. Their wealth of knowledge in downtown management, historic preservation, and Main Street best practices continues to be invaluable.

– Jessica Westendorf
Executive Director, Farmington DDA

ECONOMIC IMPACT IN 2025

Main Street is more than events and making our downtowns and historic commercial corridors look good. Main Street is an economic development program — impacting workforce development, talent retention, and decisions of where companies want to invest and people want to live and thrive.

2025 STATISTICS*



\$14,654,959

Public Investment



Net Gain of New Jobs (full and part-time)



\$102,300,464

Private Investment



Number of Special Events



\$1 \$6.98

Private Investment per \$1 Public \$6.98



Number of Volunteer Hours 24,193**



165

Net Gain of New Businesses

*From data submitted by MSOC Communities.

**\$810,224 value using IRS standard volunteer rate of \$33.49 hourly



Design Services: Rendering



Design concept: Willits Alley, Downtown Birmingham

DIRECT COMMUNITY SUPPORT FOR LOCAL COMMUNITIES AND BUSINESSES

SUPPORTING SMALL BUSINESS RETENTION AND ATTRACTION

At its core, Main Street Oakland County is economic development. MSOC continued expanding its support to small businesses through partnering with private partners for small business technology grants, ongoing digital commerce, and online marketing initiatives.



ONLINE
MARKETPLACE
[Shopocmainstreets.com](https://shopocmainstreets.com)

The Shop Oakland County Main Streets online marketplace, the first such platform in Michigan, was developed to help create access to online sales for downtown small businesses that have been missing this opportunity.

The platform has continued to grow in participation and sales activity in 2025, helping independently owned businesses increase visibility and revenue while connecting shoppers with local products and services.

Overall, there are 85 local businesses participating on the platform, the total online sales for 2025 were \$37,682. A total of 426 orders were placed last year, for an average sale of \$88.46.

In addition to access to the online platform, our participants gain access to shared marketing, e-commerce support, product visibility, regional branding, and online customer engagement.



\$88.46

AVERAGE
SALE IN 2025

LOCAL BUSINESSES
PARTICIPATING ON
THE PLATFORM

85



 2025	
Grants Awarded	5
Amount Awarded	\$13,407
Total Investment (Includes Grant)	\$45,184
Amount of Investment Per \$1 of Grant	\$3.37

 2025	
Grants Awarded	5
Amount Awarded	\$8,104.50
Total Investment (Includes Grant)	\$18,212
Amount of Investment Per \$1 of Grant	\$2.25



SMALL BUSINESS GRANTS

MSOC has grown its partnerships with local lending institutions to help support a healthy local business ecosystem in the Main Street communities.

Spirit of Main Street Micro Business Startup Grant Program
In 2025, MSOC successfully completed our seventh year of partnering with Genisys Credit Union on the Spirit of Main Street Micro Business Startup Grant Program.

This grant program, established in 2018, supports small, start-up businesses located in our partner communities. Funding is used to support micro businesses and startups with costs related to business renovation and expansion, upgraded equipment,

marketing, inventory, and other related expenses that allow the businesses to thrive and grow in our downtowns.

Main Street Connected Grant Program
In 2025, this successful partnership with MSU Federal Credit Union / Pilar entered its second year with the Main Street Connected Grant Program. This program aids small businesses located in Oakland County's Main Streets by providing funding for projects that support technology upgrades—including improved analytics usage, website and e-commerce support, cybersecurity, and data protection.

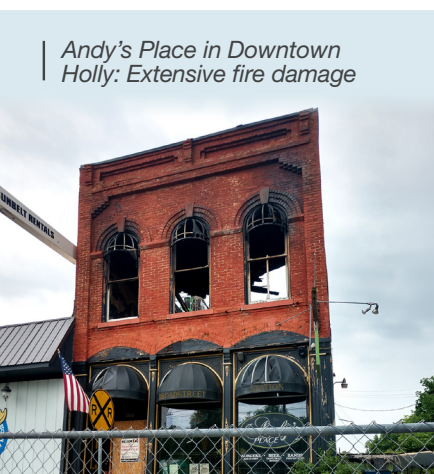




Mason's Corner in Downtown Farmington



Webster School along Pontiac's Huron Corridor, before and after renovations



Andy's Place in Downtown Holly: Extensive fire damage



Building stabilization



Current Construction

2025 SUCCESS STORIES

MSOC PLACEMAKING AND PUBLIC SPACES PROGRAM

Oakland County remains one of the top places to live and do business in the United States, but no area is immune to economic downturns.

FEDERAL AMERICAN RESCUE PLAN ACT OF 2021 (ARPA) DOLLARS

Recognizing the long-term negative impact of the COVID-19 pandemic, the Oakland County Board of Commissioners saw an opportunity to support our historic commercial districts and invest \$5 million of Federal American Rescue Plan Act of 2021 (ARPA) dollars in the type of placemaking projects that creates the vibrancy and sense of place that makes our downtowns stand out.

Fifteen Main Street Oakland County communities were awarded financial support to create transformative placemaking projects. The County's commitment will be met with \$11 million in additional local funding for a total investment of over \$16 million.

ANDY'S PLACE REVITALIZATION AND PLACEMAKING (RAP) GRANT

Andy's Place is an iconic community restaurant and bar located at 208 S. Broad St. in Downtown Holly.

It served as a significant employer and place to gather in the community. In 2022, a catastrophic fire nearly destroyed the 1866 historic structure.

Andrea Chapin, the establishment owner, vowed to rebuild and save the important anchor business for Main Street Holly. However, this would be no easy task due to the severity of the fire damage and the cost to rehabilitate exceeding \$1.3 million.

With assistance from the Holly DDA and Main Street Oakland County, Andy's Place was successful in securing a RAP grant from the Michigan Economic Development Corporation (MEDC) for \$433,770 to help close the gap needed to finance this significant project.

Thanks to this grant and extensive design assistance from MSOC as part of the preservation and rebuilding process, the work has begun to stabilize and rebuild the building shell. The business should be reopened by the end of 2026.

WEBSTER SCHOOL IN PONTIAC

With technical support from MSOC, Pontiac's Huron Corridor Main Street Program has placed the Webster School onto the National Register of Historic Places and connected the project to the National Trust Investment Corporation.

That guidance has resulted in almost \$11 million in equity being brought to the \$30 million renovation in the form of syndicated tax credits of this formerly vacant and historic school that is now the focal point of the Huron Corridor Main Street District.

OTHER MAJOR MSOC SUPPORTED ACHIEVEMENTS

Main Street Oakland County is very proud of the hard work and many collaborative achievements in our communities accomplished in 2025, here are just a few more:

- Holly Depot Relocation in Downtown Holly.
- Food Fight on Main in Downtowns Highland, Lyon Township, South Lyon, and Wixom.
- Main Street Pontiac Office Opening.



Historic Holly Depot on the move

MAIN STREET OAKLAND COUNTY

Main Street Oakland County's (MSOC) success continues to be driven by strong local leadership, engaged volunteers, dedicated small business owners, municipal partnerships, and community pride.

As downtowns and historic commercial corridors evolve, MSOC remains committed to helping communities preserve their unique character while supporting economic vitality and long-term resilience.

Together, Oakland County's Main Street communities continue moving forward — creating vibrant, welcoming places for residents, businesses, and visitors alike.

MAIN STREET OAKLAND COUNTY DISTRICTS

- Auburn Hills**
- Berkley*
- Birmingham**
- Clarkston**
- Clawson*
- Farmington*
- Ferndale*
- Franklin*
- Holly and Groveland Townships — Dixie Highway Corridor
- Hazel Park**
- Highland*
- Holly*
- Huntington Woods
- Lake Orion*
- Lathrup Village**
- Leonard
- Lyon Township / New Hudson**
- Madison Heights
- Oak Park**
- Ortonville*
- Oxford*
- Pontiac—Downtown**
- Pontiac—Huron Corridor
- Rochester*
- Royal Oak*
- Southfield
- South Lyon**
- Wixom**

**Main Street America Accredited Community 2025*

***Main Street America Affiliate Community 2025*

Downtown Farmington



MainStreetOaklandCounty.com
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