

2024

Main Street Oakland County

BREAKFAST =SUMMIT=

By Invitation Only | In Person



BERKLEY
 BIRMINGHAM
 AUBURN HILLS
 CLARKSTON
 CLAWSON
 FARMINGTON
 FERNDALE
 FRANKLIN
 GROVELAND
 HAZEL PARK
 HIGHLAND
 HOLLY
 HOLLY TOWNSHIP
 HURON CORRIDOR-PONTIAC
 LAKE ORION
 LATHRUP VILLAGE
 LEONARD
 LYON TOWNSHIP
 MADISON HEIGHTS
 OAK PARK
 ORTONVILLE
 OXFORD
 PONTIAC
 ROCHESTER
 ROYAL OAK
 SOUTH LYON
 WIXOM

MARCH
19
 2024
 8:30 - 11:30 AM

OAKLAND COUNTY
 EXECUTIVE OFFICE BUILDING
Conference Center
 2100 Pontiac Lake Road
 Waterford, MI 48328

RSVP BY MARCH 15 AT
Advantageoakland.EventBrite.com

This year's summit will focus on the role of local leadership and its place in the success of any downtown development effort. Collaboration and communication are key. Your feedback continues to guide and direct the priorities and planning for one of Oakland County's most successful economic development programs for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic neighborhood corridors for success. We want to hear from you.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD



SUMMIT 2024 Preliminary Agenda

- 8:30 AM** Registration Check-In & Continental Breakfast
- 9:00** Welcome
Oakland County Executive David Coulter
- 9:15** Introductions and Summit Goals
*Moderator: John Bry, Administrator,
Main Street Oakland County Coordinating Program*
- 9:25** Share Community Successes from 2023
—Utilizing the Four Points of Main Street
Organization | Promotion | Design | Economic Vitality
MSOC Directors and Local Leadership
- 10:00** Outline Current Challenges and
What is Needed to Be Successful
o For your district
o For your organization
MSOC Directors and Local Leadership
- 10:30** Stand and Stretch...But Please Don't Leave
- 10:40** Determine 2024-2025 Top Goals for
Main Street Oakland County to Address
MSOC Directors and Local Leadership
- 11:00** Describe What Your District/Organization Needs
from County Leadership to be Successful
MSOC Directors and Local and County Leadership
- 11:20** Closing Thoughts
All Attendees
- 11:30 AM** Adjourn

Main Street America Four-Point Approach for Economic Development *OVERVIEW*

ORGANIZATION

Community in agreement and working toward common mission, vision and goals—with the resources to do it

PROMOTION

Marketing the district's unique characteristics and assets—to attract and retain residents, businesses, and visitors

DESIGN

Developing and maintaining the physical shape of district—while preserving local character and creating a welcoming and attractive environment

ECONOMIC VITALITY

Supporting local business development, including attracting, strengthening and retaining the right mix of businesses and housing in the district—diversifying the economic base

