

# Revitalizing Main Street, U.S.A.



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# Revitalizing Main Street, USA

What Happened to Main Street?



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## Why Save Main Street?

Main Streets as the heart and soul of communities

Economic, cultural, and social anchors

Shared identity and memory



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Changing economy & retail shifts

Online shopping and evolving consumer expectations

Aging infrastructure and vacant storefronts

Need for fresh approaches to place-making



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## The Opportunity

Historic character as a competitive advantage

Growing demand for authentic, walkable places

Rising interest in local businesses & experiences

Potential to attract residents, visitors, and investment



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Design  
Organization  
Promotion  
Economic Vitality





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Coudersport,  
Pennsylvania



“Picture Your  
Shop Here”

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Rochester, Michigan

“Lovin Local with a Big  
Bright Future”



Love local  
ROCHESTER 





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Flora, Illinois

“Getting back  
on track”





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Farmington, Michigan

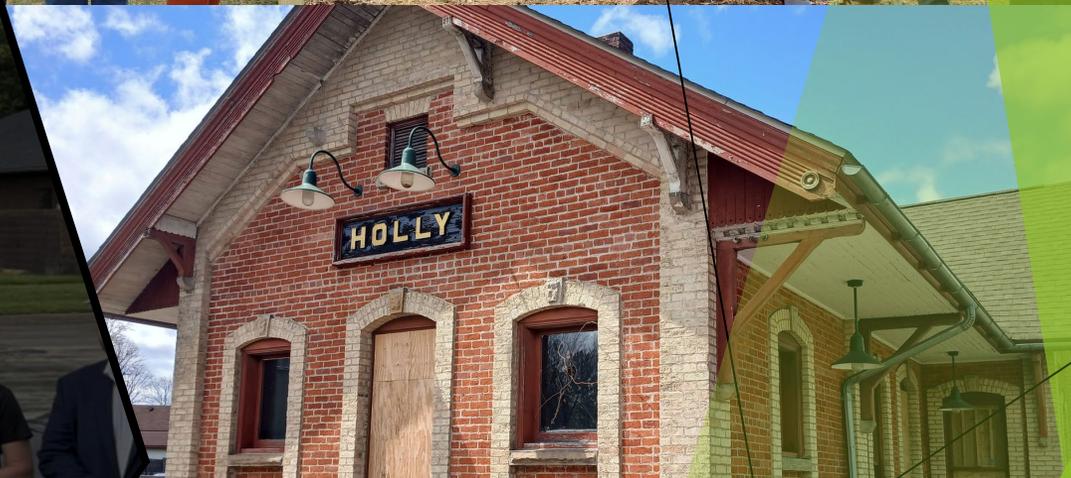
“A “Blueprint” for Success & Place”



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## Oakland County, Michigan

“Investing in the Power  
of Place on Main Street”





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Kendallville,  
Indiana

“Windows to  
the Past &  
Pride”



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Pontiac,  
Michigan

“Popping with  
Innovation”



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## The Future of Main Street

Tech & AI in small business support

Housing & mixed-use downtowns

Innovation districts & entrepreneurship hubs



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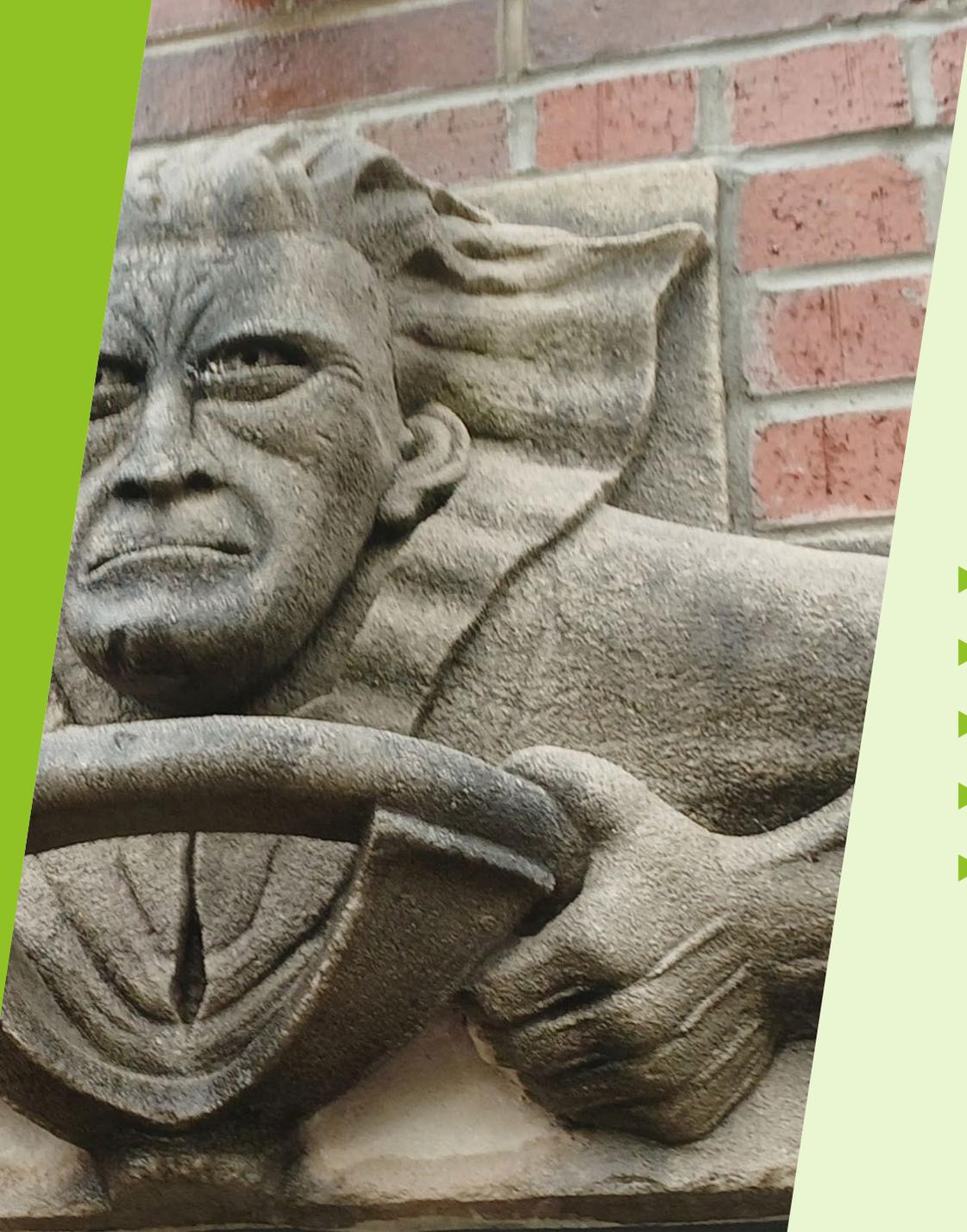




# Revitalizing Main Street, USA

## Guiding Lessons

- ▶ Revitalizing Main Street is for the Long Haul and Comprehensive
- ▶ Self Help is ***Required***
- ▶ Create a pipeline of talent, ideas, and people
- ▶ Asset Based. ***Every community has them.***
- ▶ Action- Avoid the “steps to stagnation” & Change



# Revitalizing Main Street, USA

## Guiding Lessons

- ▶ Quality vs. Quantity
- ▶ Incremental
- ▶ Repeat, repeat, repeat
- ▶ Flexibility
- ▶ Celebrate every success



# Revitalizing Main Street, USA

## Guiding Lessons

- ▶ Partnerships Strength in numbers- Public and Private
- ▶ What's *your* Strategy?
- ▶ Be You: Authentic
- ▶ Remember the framework never goes out of style.

# Revitalizing Main Street, USA

## Final Guiding Lessons

- Success depends on you and ability to mobilize the resources you have
- **Every** community has resources.
- Main Street belongs to everyone
- There are no shortcuts. No silver bullets. It's not a race.



## Revitalizing Main Street, USA

*"Those who say it can't be done are usually interrupted by others doing it,"-*

James Baldwin





**MAIN STREET**  
**OAKLAND COUNTY**  
est. 2000

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