



Northville DDA Economic Development Committee Meeting

Thursday, October 16, 2025 – 3:00PM

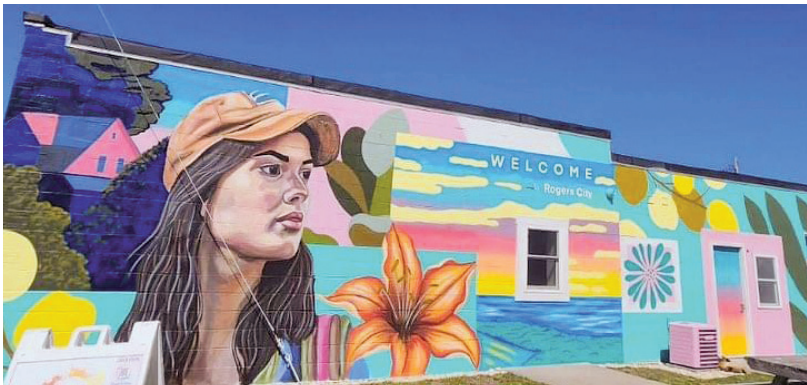
Location: Northville DDA Meeting Room A

Meeting Agenda

- 1) Introduction to Michigan Main Street program:
Sheila Tomkowiak, Mayor of Grosse Pointe,
Cindy Willcock, Grosse Pointe Main Street Manager,
Leigh Young, AICP, MEDC (Michigan Economic Development Corporation)
- 2) Next steps for Main Street Northville
- 3) Other Business



PLACE MATTERS





Michigan Main Street



Main Street, two words that evoke nostalgic feelings and warm memories in many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation.

They are a reflection of what we love about our towns and our neighbors.

The Michigan Main Street program exists to help communities develop main street districts that attract both residents and businesses, promote commercial investment and spur economic growth.

HOW CAN WE HELP YOUR COMMUNITY?

Michigan Main Street staff provides technical assistance and services to communities at four levels: **Network, Engaged, Select** and **Master**. Each level is designed to assist the community in tackling increasingly sophisticated downtown revitalization efforts.



Over the past 20 years, the **Michigan Main Street (MMS)** has facilitated real results in participating communities.

REAL IMPACT

The Numbers prove it!



\$49,135,925

2023–24

Total Private Investment

Program to date: \$473,749,204



\$5,855,343

2023–24 Total Public Investment

Program to date: \$152,552,988



30,094

2023–24 Volunteer Hours

Program to date: 922,796



136

2023–24 New Businesses

Program to date: 2,033



117

2023–24 Façade & Building Improvements

Program to date: 2,934



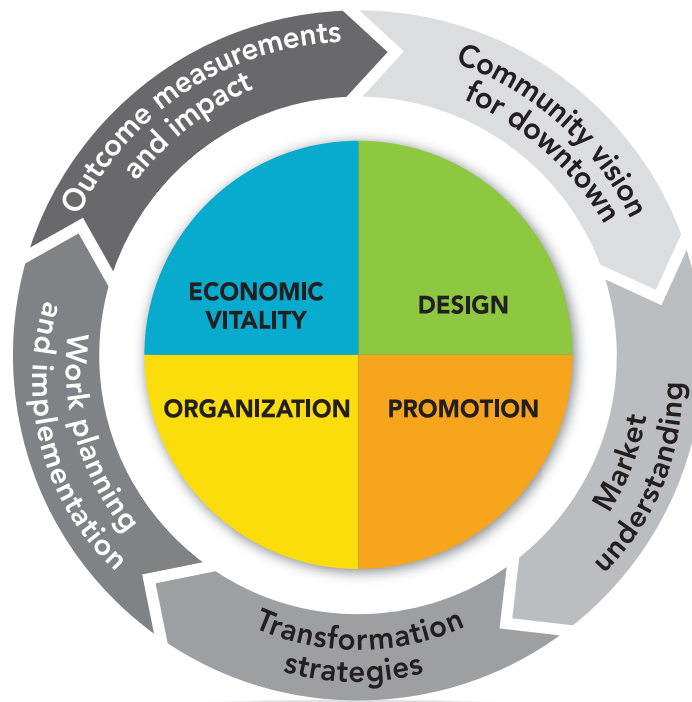
WHY ARE DOWNTOWNS IMPORTANT?

- Downtowns are the heart of communities, typically containing a significant amount of jobs and portion of communities' tax base.
- Downtowns create a network that supports independent businesses and entrepreneurs.
- Downtowns provide identity and cultural value to the region.

MAIN STREET APPROACH®



The **Main Street Approach**® is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.



The Main Street Approach is a methodology consisting of three integrated components:

1. The vision provides a foundation for outlining the community's identity, expectations and ideals for future development while being grounded in an understanding of the economic market realities of the district.
2. Transformation strategies identify long-term and short-term actions that provide a clear sense of priorities and direction to help move a community closer to implementing their vision. Work on these strategies should align with the Main Street Four Points® of organization, promotion, design and economic vitality.
3. The Main Street organization must show visible results that can only come from implementing action items and completing projects in the short-term and long-term. Main Street must focus on measuring progress and results in order to justify and demonstrate the wise use of scarce resources.

MAIN STREET APPROACH®

MAIN STREET FOUR POINTS®

ECONOMIC VITALITY

Economic vitality strengthens the existing economic assets while diversifying the economic base of the Main Street District to support and improve profitability. The goal is to build a strong commercial district that creates a supportive environment for small businesses, entrepreneurs and consumers.

Examples of economic vitality activities include: analyzing current market forces, providing a balanced commercial mix, supporting and expanding existing businesses, recruiting new businesses, supporting housing options, developing infill space, and converting unused or underused commercial space into economically productive property.

DESIGN

Design capitalizes on and enhances the visual aspects of a Main Street District to create a safe, appealing and inviting atmosphere for people to shop and spend time. The physical elements such as the storefronts and building architecture, streetscape, public art, street furniture, parking areas, and public spaces are used to convey a positive image for the downtown.

Examples of design actions include: improving the physical appearance of the Main Street District, quality maintenance practices, historic building rehabilitation and adaptive use, and design review processes.

ORGANIZATION

A successful Main Street organization builds consensus between the many vested stakeholders throughout a Main Street District to ensure everyone is mobilized and working toward a shared vision for the future of the district. Organizational structure can take many forms depending on community capacity.

Examples of organization actions include: fundraising, volunteer recruitment and development, public relations, fostering collaboration between stakeholders, and developing work plans to guide the organization's work.

PROMOTION

Effective promotion creates a positive image of the Main Street District to instill community pride and encourage commercial activity and investment in the area. Promotions can be used to communicate the unique characteristics of a Main Street District to spark interest in shopping, dining, living or investing in the community.

Examples of promotion actions include: marketing an enticing image, social media campaigns, street festivals, parades, and retail or other special events.

MICHIGAN MAIN STREET LEVELS

The **first step** for communities interested in participating in the Main Street program is participation in the **online Main Street training**. The intent of the training series is to provide communities with a basic understanding and knowledge of the Main Street Approach™, as well as strategies that build awareness and participation in future Main Street efforts.

[Online Training >> Click Here](#)

NETWORK LEVEL No commitment

Network Level communities are communities that are looking for additional resources to bolster their downtown or district revitalization efforts, but may lack capacity and/or desire to fully participate in Michigan Main Street.

ENGAGED LEVEL 1–3 year commitment

Engaged Level communities are communities that are on-track to full participation in Michigan Main Street. A community will officially be recognized as an Engaged Level Main Street Community once they have completed the online Main Street training series and have submitted their downtown/district management scorecard. At the Engaged Level, communities are working to complete the Select Level application.

SELECT LEVEL 5 year commitment

Select Level communities are communities that are dedicated to implementing the Main Street Approach to revitalization. The local Main Street program will have an active board of directors, providing oversight and direction, volunteer-driven committees completing projects and a Main Street director assisting with day-to-day needs. Michigan Main Street staff, along with other professionals, work closely with Select Level communities to train their boards and committees, hire a full-time Main Street director, recruit volunteers and get the local program up and running. In addition, at the Select Level, communities receive over \$100,000 worth of specialized technical assistance designed to help revitalize their downtown or traditional neighborhood commercial district.

MASTER LEVEL 2+ year commitment

The Master Level is the most prestigious of the four levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Select Level and have achieved National Accreditation through Main Street America. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. This is achieved by continuing to offer technical assistance, resources, training, and networking opportunities. Master Level communities have the opportunity to act as mentors for other Michigan Main Street communities.

MICHIGAN MAIN STREET CHECKLIST

Communities should use this checklist as a guide to understand the responsibility of participation at varying levels to build capacity and participate at the level of the Michigan Main Street Program that is most appropriate.

	NETWORK	ENGAGED	SELECT	MASTER
Complete community interest form	●	●		
Complete downtown scorecard	●	●		
Submit progress reports due June and December annually	●	●		
Complete online training series		●		
Attend downtown forums annually		●		
Identify or establish a local Main Street organization and district		●		
Complete Main Street application			●	
Hire a full-time executive director			●	●
Maintain an active downtown/district board			●	●
Ensure a dedicated budget for downtown/district transformation			●	●
Submit progress reports due monthly			●	●
Attend MMS workshops and/or national conference			●	●
Meet national accreditation standards set by Main Street America			by year 5	●

MAIN STREET SOLUTION CENTER

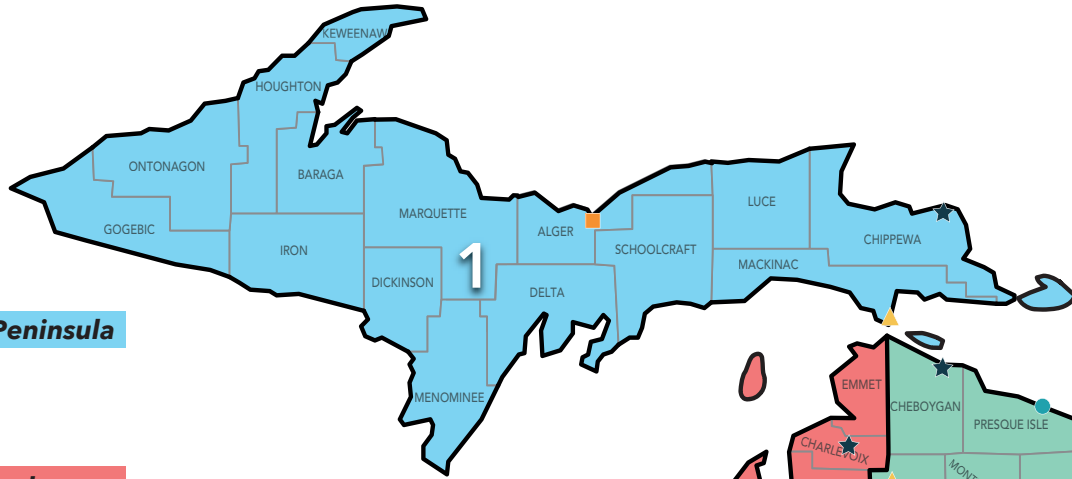
Our **online resource library** provides a comprehensive collection of best practices, case studies, guides and videos on the challenges and solutions for downtown and commercial district revitalization and management. The solution center is organized into eight categories: business, preservation, events, place, real estate, capacity, marketing, and people. To learn more, click [here](#).

MICHIGAN MAIN STREET SUITE OF SERVICES

Michigan Main Street has developed a robust number of resources, training opportunities, and curriculum of technical assistance services. These offerings can be customized and tailored to meet individual community's needs.

MAIN STREET RESOURCES	NETWORK	ENGAGED	SELECT	MASTER
Access to Main Street Solution Center	●	●	★	▲
Reduced MSA membership for two (2) years		●		
Engaged Level toolkit (communication templates and resources)		●		
Annual Impact report			★	▲
MAIN STREET TRAININGS	NETWORK	ENGAGED	SELECT	MASTER
Main Street 101 presentation	●	●		
Downtown forums	●	●		
MMS workshops		1 per year	★	▲
Executive director leadership retreat (held every other year)			★	▲
Yearly variety of webinars			★	▲
National conference registration (one [1] per year)			★	▲
New director orientation/on-boarding			★	▲
Board training			★	▲
Committee chair and volunteer training			★	▲
MAIN STREET TECHNICAL ASSISTANCE SERVICES	NETWORK	ENGAGED	SELECT	MASTER
Virtual technical assistance from MMS staff based on solution center resources	●	●	★	▲
Engaged Level community site visit		●		
Engaged Level virtual check-ins		●		
Pre-application site visit		●		
Asset mapping		●	★	▲
Market data snapshot and subsequent updates			★	▲
Transformation strategy identification and implementation			★	▲
Executive director hiring assistance			★	▲
Executive director support and professional development			★	▲
Main 5 communication plan			★	▲
Branding			★	▲
Business recruitment primer			★	▲
Business recruitment challenge			★	▲
Fund development			★	▲
Visitor data snapshot			★	▲
Property development primer			★	▲
Retail merchandising			★	▲
Storyville Social storytelling basic			★	▲
Strategic planning			★	▲
Annual accreditation visit			★	▲
Downtown futures service				▲
Entrepreneurial ecosystem				▲
Storyville social storytelling blitz				▲
Website development grant				▲
Pilot new technical assistance opportunities				▲
MAIN STREET GRANTS	NETWORK	ENGAGED	SELECT	MASTER
Match on Main			★	▲
Vibrancy Grant: Track one and two			★	▲

Michigan Main Street Communities 2025



REGION 1: Upper Peninsula

- Munising
- ▲ St. Ignace
- ★ Sault Ste. Marie

REGION 2: Northwest

- ★ Boyne City
- ▲ Cadillac
- ▲ Elk Rapids

REGION 3: Northeast

- ★ Cheboygan
- ▲ Gaylord
- Rogers City

REGION 4: West Michigan

- ★ Evert
- Coopersville
- ★ Grand Haven
- ▲ Middleville
- ★ Wayland

REGION 5: East Central

- ▲ Bay City

REGION 6: East Michigan

- ▲ Laingsburg
- ★ Lapeer
- ★ Owosso

REGION 7: South Central

- ★ Charlotte
- ★ Downtown Lansing Inc.
- ★ Old Town Lansing

REGION 8: Southwest

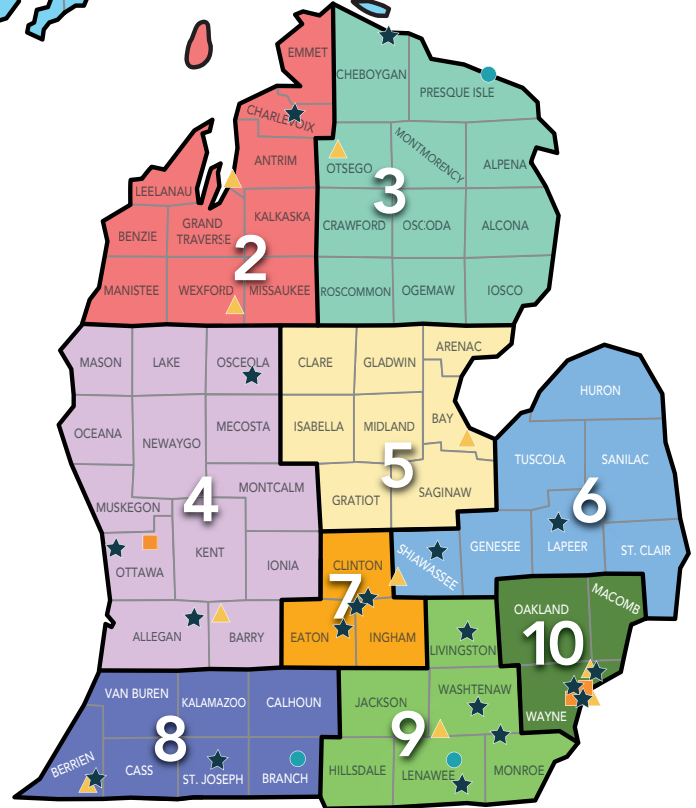
- ▲ Buchanan
- Coldwater
- ★ Niles
- ★ Three Rivers

REGION 9: Southeast

- Adrian
- ★ Blissfield
- ★ Howell
- ▲ Manchester
- ★ Saline

REGION 10: Detroit Metro

- East Warren (Detroit)
- ★ Grosse Pointe
- ▲ Hamtramck
- ★ Historic North End (Detroit)
- ▲ Live6 Alliance (Detroit)
- ★ Mexicantown Hubbard Communities (Detroit)
- Southgate



Master Level



Select Level



Network Level



Engaged Level

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development, with the focus on growing Michigan's economy. Dedicated to shared economic success, MEDC promotes the state's assets and opportunities that support business investment and community vitality. Michigan Main Street is a technical assistance offering of the MEDC working to revitalize and strengthen Michigan's downtowns and traditional commercial districts.



Successful businesses are vital to a thriving district.

BUSINESS KEY FOCUS AREAS

Business Retention Strategies | Business Recruitment Strategies | Business Plan Competitions
 Incentive Strategies | Rightsized Retail | Expansion Exploration | Retail Market Data
 Succession Planning | New Business Start Up Package

business solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. Business development efforts and the broader scope of district revitalization initiatives are focused on a targeted geographic area that is clearly defined and mapped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A building and business inventory of the district has been completed for all properties and businesses within the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A map identifying and analyzing the district's business and activity mix on first and upper floors is in place and updated regularly or as changes warrant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization has programming and resources in place to actively assist small businesses and entrepreneurs in the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The organization maintains current market information and a list of targeted business expansion and recruitment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Business development and recruitment collateral materials are in place and updated regularly or as needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The organization hosts regular business owner meetings and/or communicates regularly with business owners to determine needs or challenges, and share successes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BUSINESS TOTAL SCORE						

SCORING SCALE

0—1 Starting: Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a re-boot.

2—3 Evolving: Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.

4—5 Excelling: Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



Investment in property development and building rehabilitation is the key to growing

REAL ESTATE KEY FOCUS AREAS

Building Inventory | Available Property Listings | Property Owner Brainstorms | Vacancy Treatments | Building Rehabilitation | Property Redevelopment | Upper Floor Renovations

real estate solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. A building inventory identifying occupancy status and uses located in each building's ground and upper levels is complete and kept up to date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Organization leaders are familiar with existing plans, market studies, zoning ordinances, and other district planning and development-related documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Real estate-related projects and programming are aligned with, support and/or leverage existing plans, market studies, land use strategies, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization actively assists and provides resources to promote and support real estate development activity in the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The organization has programming and resources in place to actively assist property owners and to encourage development, building rehabilitation and/or facade improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The organization is well-versed in local development processes and has a strong rapport with development partners and officials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REAL ESTATE TOTAL SCORE						

SCORING SCALE

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EVENTS

A well designed event strategy creates vibrancy, builds brand equity, and proves market viability.

EVENTS KEY FOCUS AREAS

Small, Reoccurring Habit Forming Events | Extended Hours Events
Streamlined Festivals | Micro-celebrations

event solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization produces, provides assistance and/or supports events that build brand equity for the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The organization’s annual events calendar includes a mix of special events, retail events, and image-building events with specific goals identified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. An organized approach or program is in place and working effectively to procure and manage event sponsorships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization regularly (e.g. post-event or annually) completes an evaluation of events, including a cost-benefit analysis, and acts accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EVENT TOTAL SCORE						

SCORING SCALE

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Telling your story and building your brand is essential to district success

MARKETING KEY FOCUS AREAS

Storytelling | Social Media Spotlights | Faces of Places Spotlight | Image Building | Promotion and Advertising Strategies

marketing solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization orchestrates, provides assistance and/or supports place-based marketing programs and activities consistent with the district's brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The organization effectively uses social media, advertising, materials, and/or other medium to tell a story, reach targeted audiences, and highlight district assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A quality branding system for the district is in place and being implemented effectively across all medium to build brand equity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The organization has developed a communication plan outlining regular communication efforts with key stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MARKETING TOTAL SCORE						

SCORING SCALE

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Our buildings are our character. They make us who we are. We must restore and protect our authenticity and uniqueness.

PRESERVATION KEY FOCUS AREAS

Façade and Building Improvement Grants | Community Master Plans and Ordinances
 Component Grants | Roof and Building Stabilization | Historic Preservation Standards
 Property Owner Education | Historic Designation

preservation solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization has programming and resources in place to actively encourage appropriate building rehabilitation and façade improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The organization has strong relationships with local and/or state historic preservation partners and works actively to promote the benefits of preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRESERVATION TOTAL SCORE						

SCORING SCALE

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PLACE

Placemaking binds people to place. That connection drives investment.

PLACE KEY FOCUS AREAS

Parklets | Banners | Wayfinding Systems | Streetscapes | Parking Systems & Awareness | Public Art

place solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization provides support and assistance for ongoing district cleanliness, maintenance and beautification efforts and projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The organization provides support and assistance for public spaces, public art, or other district placemaking efforts, enhancements and projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Placemaking projects and activities are coordinated with local government, property and business owners, and other partners to maximize resources and results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PLACE TOTAL SCORE						

SCORING SCALE

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MSSC

CAPACITY

A strong, sustainable organization is one that understands and communicates its value to the community.

CAPACITY KEY FOCUS AREAS

Single-ask sponsorship Campaigns | Investor Relations | Proactive Communication | Diversifying Revenue | Building Volunteer Support | Spotighting Volunteers

capacity solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization effectively engages and mobilizes volunteers to implement select projects and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The organization has specific protocols, tools, and/or programs in place - and makes an intentional effort - to cultivate a strong volunteer base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Effective efforts or programs are in place to engage district business owners, property owners and residents and to nurture their buy-in and support of the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Effective efforts or programs are in place to engage other community organizations and partners, to develop and maintain their buy-in and support of the organization, and to collaborate in pursuit of shared interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Effective efforts or programs are in place to engage and communicate with local government leaders, and to maintain their buy-in and support of the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The organization is effective at identifying organizational capacity needs and in pursuing and leveraging resources and support, when and where needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. A budget and budgeting processes to support the organization and its programs and projects are in place and effectively administered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Line items in the organization's budget align with and support implementation of the organization's strategic plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. The organization has a plan in place and is working effectively to increase and diversify funding through fundraising, annual sponsorships, events, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CAPACITY TOTAL SCORE						

PEOPLE

Grassroots economic development is people-driven.

PEOPLE KEY FOCUS AREAS

Mobilizing Leaders and Volunteers | Single-serving Missions | Strategy Driven Focus | Respecting Human Capital
 Celebrating Investments of Time | Measuring Impact | Telling Our Story

people solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. An organizational chart and clear management structure governing the organization's operations are in place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The composition of the organization's governing board or leadership team is diverse and representative of the district's stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The organization's day-to-day operations are effectively managed by professional, paid staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Roles and responsibilities of the organization are well-defined, differentiated, and complementary to the work of other local organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The organization has, and works effectively to foster, a vision and goals for the district that are supported by a consensus of key stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The organization has a strategic plan and/or develops and implements projects and programs to support the vision and goals for the district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The organization annually plans projects and programs and uses a work plan to track progress and measure impacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PEOPLE TOTAL SCORE						

SCORING SCALE

0—1 Starting: Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a re-boot.

2—3 Evolving: Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.

4—5 Excelling: Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!



DOWNTOWN AND DISTRICT MANAGEMENT SCORECARD

Record your score for each of the eight categories to see what areas your organization is strong in, and the areas that you might need to dig a little deeper into.

Business	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳	㉑	㉒	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝
Real Estate	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳	㉑	㉒	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚			
Events	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳													
Marketing	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳													
Preservation	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩																							
Place	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮																		
Capacity	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳	㉑	㉒	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝
People	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳	㉑	㉒	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝

A. Based on your scorecard results, which of the eight core areas represent the organization's greatest strengths? (select up to three)

B. Which of the eight core areas represent areas of greatest need or challenges facing the organization? (select up to three)

C. List or briefly describe five specific actions, projects, or areas of focus representing some of the best opportunities for growth or improvements for your organization and/or the downtown or district?

- 1.
- 2.
- 3.
- 4.
- 5.

Applying the Results EVALUATION AND STRATEGIC PLANNING

- Distribute a copy of the scorecard (and this summary evaluation worksheet) to each of your downtown or district management organization's board or leadership team members, including staff members.
- Set and communicate a deadline for completing and returning the scorecard.
- Compile completed scorecard results, paying special attention to areas of agreement and alignment, and areas of divergence.
- Facilitate a strategic planning session or retreat to review and discuss the compiled results. Discussion might revolve around questions and topics like:
 - What surprised you or stood out?
 - Which core areas or performance measures deserve more dialog or further exploration?
 - Looking deeper, what might be driving the results? (e.g. challenges, issues, timing, external forces, leadership, resources, etc.)
 - Who else—individuals and/or organizations—should be approached for perspective, clarification, or help?
- Build consensus around directions, priorities, actions, and/or next steps. For example:
 - To get started, refer to the list of "Best Opportunities for Growth or Improvements" compiled from this worksheet.
 - Invite each member to offer their own top three (these may come directly from the compiled list or may be new based on discussions and ideas shared at the session).
 - Create the list on chart paper and provide each member a chance to vote on their top 3 from the newly compiled list (the "dot" method works well for this purpose).
 - Tally the votes to identify areas and items of priority consensus. Choose three to five the organization will emphasize as organization development priorities over the next year.
 - Match priorities to Michigan Main Street Solution Center tools and resources for help getting started, elevating your efforts, and staying on track.
- Repeat the process annually to measure progress and re-assess organization development priorities.