

the VILLAGE

• DOWNTOWN GROSSE POINTE •



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A THRIVING DOWNTOWN BENEFITS OUR ENTIRE COMMUNITY.

It creates a sense of place, attracts businesses, creates jobs, enhances property values and provides a place of civic pride and community congregation. Unfortunately, times are changing and what once was, is now challenged by urban sprawl, competition from big box stores and advancing technologies of the internet on a global level.

A wide range of community members, members of the Downtown Development Authority, the Grosse Pointe City Council as well as Village merchants and property owners have identified Michigan's Main Street Program as the right tool to help us preserve this important core of our community.

JOIN US IN OUR EFFORTS TO BECOME A MICHIGAN MAIN STREET COMMUNITY.

We all have a stake in the improvement and vitality of our downtown and *you have the opportunity to be part of the change you want to see!*

JOIN US IN OUR EFFORTS TO BECOME A MICHIGAN MAIN STREET COMMUNITY!

JOIN US!

MAIN STREET GROSSE POINTE
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A GRASS ROOTS, COMMUNITY
AND VOLUNTEER DRIVEN PROGRAM
ENCOURAGING ECONOMIC
DEVELOPMENT THROUGH
REVITALIZATION AND HISTORIC
PRESERVATION



WHY IS MAIN STREET IMPORTANT?

HOW DOES IT WORK?

FOUR AREAS OF FOCUS



The Main street program will help us preserve The Village shopping district through revitalization and historic preservation. The Village has two things that cannot be reproduced, history and authenticity. The authentic growth of The Village throughout time has given it a distinct flavor and vibrancy that can't be found anywhere else.

It's our job to preserve both the tangible and intangible aspects of our downtown that make it distinctly special.

By bringing together various members and stakeholders of the community, the Michigan Main Street program can help us achieve our local revitalization goals and help spur a successful future for The Village. This type of organized and documented effort provides us the opportunity to not only develop a vision specific to our downtown, but also the resources necessary to turn that vision into a reality.

Michigan Main Street is a national program that the State of Michigan is participating in. **Each year, communities throughout the state compete to be selected as one of the three official Main Street Communities inducted into this prestigious program.**

We are working through a rigorous, comprehensive application process to apply to the program. Once Grosse Pointe is inducted into the next level (Select Level), our community will receive support and services designed to stimulate our downtown and more opportunities for grant funding that will improve the infrastructure and physical improvement of community spaces. Main Street also provides the framework and support to get our entire community involved in making Grosse Pointe and The Village a growing and vibrant part of the community.

Applications are judged on a number of factors including community participation and support, a successful fundraising program, ample volunteer base, completeness of the application and a final presentation in Lansing.

1. ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, accelerate property development and create a supportive environment for entrepreneurs and innovators who drive the local economy.

2. DESIGN

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

3. PROMOTION

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

4. ORGANIZATION

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement and resources for the district.

HOW CAN I HELP?

We are committed and excited to attain this status for The Village!

Community support, both financial and personal, is critical to getting accepted in the Michigan Main Street Program.

SERVE ON A COMMITTEE

Do you have the expertise that would make you an asset this growing group? If so you can become a formal member of one of the four strategic committees working with the Main Street board to support The Village.

VOLUNTEER

The program is action oriented. We need to get many people involved in this grass roots, community centered effort. **Main Street only wants to invest in the communities that are willing to invest time and resources in this effort.**

Don't have the time or flexibility to be a committee member? That's OK! You can become a volunteer partner on one of the many committees or events that we already offer, or will plan in the future.

DONATE

Financial pledges will not only help us reach our goals for a vibrant Village faster, they will help us move to the next level in the Michigan Main Street program.

