



# HOUSE of REPRESENTATIVES

## STATE OF MICHIGAN

### Appropriations Requests for Legislatively Directed Spending Items

---

1. The sponsoring representative's first name:  
Donni
2. The sponsoring representative's last name:  
Steele
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.  
N/A
4. Name of the entity that the spending item is intended for:  
Main Street Oakland County
5. Physical address of the entity that the spending item is intended for:  
2100 Pontiac Lake Rd, Building 41 West, Waterford, MI 48328
6. If there is not a specific recipient, the intended location of the project or activity:  
N/A
7. Name of the representative and the district number where the legislatively directed spending item is located:  
Donni Steele (54), Mike Harris (52), Josh Schriver (66), Matt Maddock (51)
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution.  
Main Street Oakland County (MSOC) is the longest standing nationally designated countywide Main Street Coordinating Program in the United States, serving 29 communities in its 25th year. The MSOC program is aligned with the state's long held goals of creating vibrant downtowns and historic commercial corridors to retain talent, attract investment, and aid in the quality of life for Michigan's citizens. State funding for Main Street Oakland County supports economic growth, preserves historic downtowns, and fosters vibrant communities. In addition, the MSOC program strengthens thousands

of small businesses and promotes walkable, thriving commercial districts. By funding this initiative, the state helps create jobs, increase property values, and boost tourism, ultimately strengthening local economies for long-term economic sustainability in one of the state's key economic regions.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

1000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["Local","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Local unit government

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Not applicable

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Not applicable

15. For a non-profit organization, does the organization have a board of directors?

Not applicable

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

n/a

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

October 1, 2025 to September 30, 2026

19. "I hereby certify that all information provided in this request is true and accurate."

Yes





# ANNUAL REPORT 2024

## 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 Four-Point Approach® that emphasizes economic development within the context of historic preservation.

## INTRODUCTION

Main Street Oakland County (MSOC) is a coordinating program within Main Street Center America network. Launched in 2000, MSOC is the first county-wide program in the U.S. and currently serves 29 main street districts in Oakland County.

Since 2001, MSOC communities alone have produced a cumulative \$1.2 billion in new public and private investment. Over 1,400 new businesses have been established and 8,182 net new full-time jobs created.

**\$1.2 BILLION**  
in new public and private investment since 2001

Providing direct expertise and support, the county's MSOC staff frequently engages with their communities. In 2024, the team had over **6,240** public touches, including community leadership and boards, small business owners, and active residents and volunteers.

Read on for the annual economic impact of the MSOC program and participating communities.

*Cover Photo: Main Street Farmington selected as a semifinalist for the Great American Main Street Award—highest national honor in downtown development*



**2025 Semifinalist**



# DIRECT SUPPORT AND CONSULTATIONS FOR LOCAL MAIN STREET PROGRAMS

The MSOC team regularly provides training and consultation services to local program staff, boards, and officials—following the National Main Street Four Point Approach®:

1. Organization
2. Design
3. Promotion
4. Economic Vitality



## WORKSHOPS & TRAININGS

Workshops, conducted by national and local experts, include topics that support specific development needs requested by the community leaders.

Since January 2024, **627** meetings and trainings were conducted on a variety of subjects, including leadership and strategy development, and new tools available—like the Building Opportunities on Main Street (BOOMS) Tracker, a property inventory tool to help local leaders gather, store, and showcase information about their district's built environment to plan and advocate for new property uses and support business retention and recruitment.



## CONSULTATIONS

The MSOC team utilizes their professional expertise and outside resources to provide custom consultations and guidance in several areas (e.g., small business support, business attraction/retention, placemaking, marketing, organizational development, fundraising, historic preservation).



## DESIGN SERVICES

A high-demand specialty for the MSOC team is providing design services and consultations to the Main Street communities and their businesses. This architectural design support includes an emphasis on historic preservation, sustainability, and accessibility. Projects range from restoring historic window frames, to building facades and interiors, infill ideas, and pocket parks.

In 2024, the Design Services team helped 13 communities with completing 29 design projects. Value of Design Services assisted projects exceeded \$710,000. Grants received for Design Services assisted projects was \$110,000.

VALUE OF  
DESIGN SERVICES  
ASSISTED PROJECTS | **\$710,000**

**\$110,000** | GRANTS RECEIVED  
FOR DESIGN SERVICES  
ASSISTED PROJECTS

*Historic Holly Depot will be renovated and become a community asset once again due to Main Street Holly being one of 15 Main Street Oakland County communities to share \$5 million of ARPA funding from the Oakland County Board of Commissioners for the Main Street Placemaking and Public Spaces Grant Program*



# BOOSTING SMALL BUSINESS VISIBILITY AND REVENUE ONLINE

During the pandemic, the MSOC team learned that many small business owners wanted to market and sell online, but they did not have the resources and knowledge. To address this need, 11 communities worked with the team to launch a cost-effective online marketplace in 2023, specifically designed to help local downtown businesses.



SHOP OAKLAND COUNTY  
Main Streets



ONLINE  
MARKETPLACE  
[ShopOCMainStreets.com](https://ShopOCMainStreets.com)



| **\$57** AVERAGE TOTAL  
PURCHASE IN 2024

PARTICIPATING  
VENDORS ONLINE **98** |



## NEW! ShopOCMainStreets.com

A Downtown Small Business Online Marketplace—Launched in July 2023

**2023**

287 Items Sold

\$6,063 Sales Generated

August-December

**2024**

2,401 Items Sold

\$70,312 Sales Generated

January-December



### Digital Marketing Workshop Series

Four Workshops: Covering Search Engine Optimization (SEO), Website Tracking for Business Growth; AI for Small Business; and Business Growth Using Google Tools and a Change in Mindset.

**2024**

Four Workshops:  
Covering Search Engine  
Optimization (SEO),  
Website Effectiveness, and  
Google Searches


246 Business Attendees


## Welcome Southfield

*In 2024, Southfield joined Main Street Oakland County to further develop the Northland District.*



# PRIVATE SUPPORT FUELS INVESTMENT

 Spirit of Main Street Micro Business Startup Grant Program	2024	2018-2024
Grants Awarded	10	52
Amount Awarded	\$18,434	\$110,637
Total Investment (Includes Grant Award)	\$347,614	\$2,310,356
Amount of Investment Per \$1 of Grant Award	\$17.85	\$20.00

 Main Street Connected Grant Program	NEW 2024
Grants Awarded	11
Amount Awarded	\$17,420
Total Investment (Includes Grant Award)	\$57,906
Amount of Investment Per \$1 of Grant Award	\$2.32


## MAIN STREET OAKLAND COUNTY DISTRICTS

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

## ECONOMIC IMPACT IN 2024


In 2024, the collective impact of MSOC’s partnerships with the National Main Street Center (Chicago) and local Main Street communities contributed to significant investment and growth.

### SELECT LEVEL | ANNUAL STATISTICS




**Public Investment**

\$10,055,982




**Net Gain of New Jobs (full and part-time) 560**




**Private Investment**


\$80,387,797




**Number of Special Events 631**



**Private Investment per \$1 Public \$7.99**



**Number of Volunteer Hours 23,112\***



**Net Gain of New Businesses 100**

*\*A \$774,021 value (using IRS standard hourly rate of \$33.49 for volunteer work)*