Main Street
OAKLAND COUNTY
MICHIGAN

ECONOMIC IMPACT SNAPSHOT 2023-2024

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 the National Main Street Center network. Launched in 2000, MSOC is the first county-wide program in the U.S. and currently serves 28 main street districts in Oakland County.

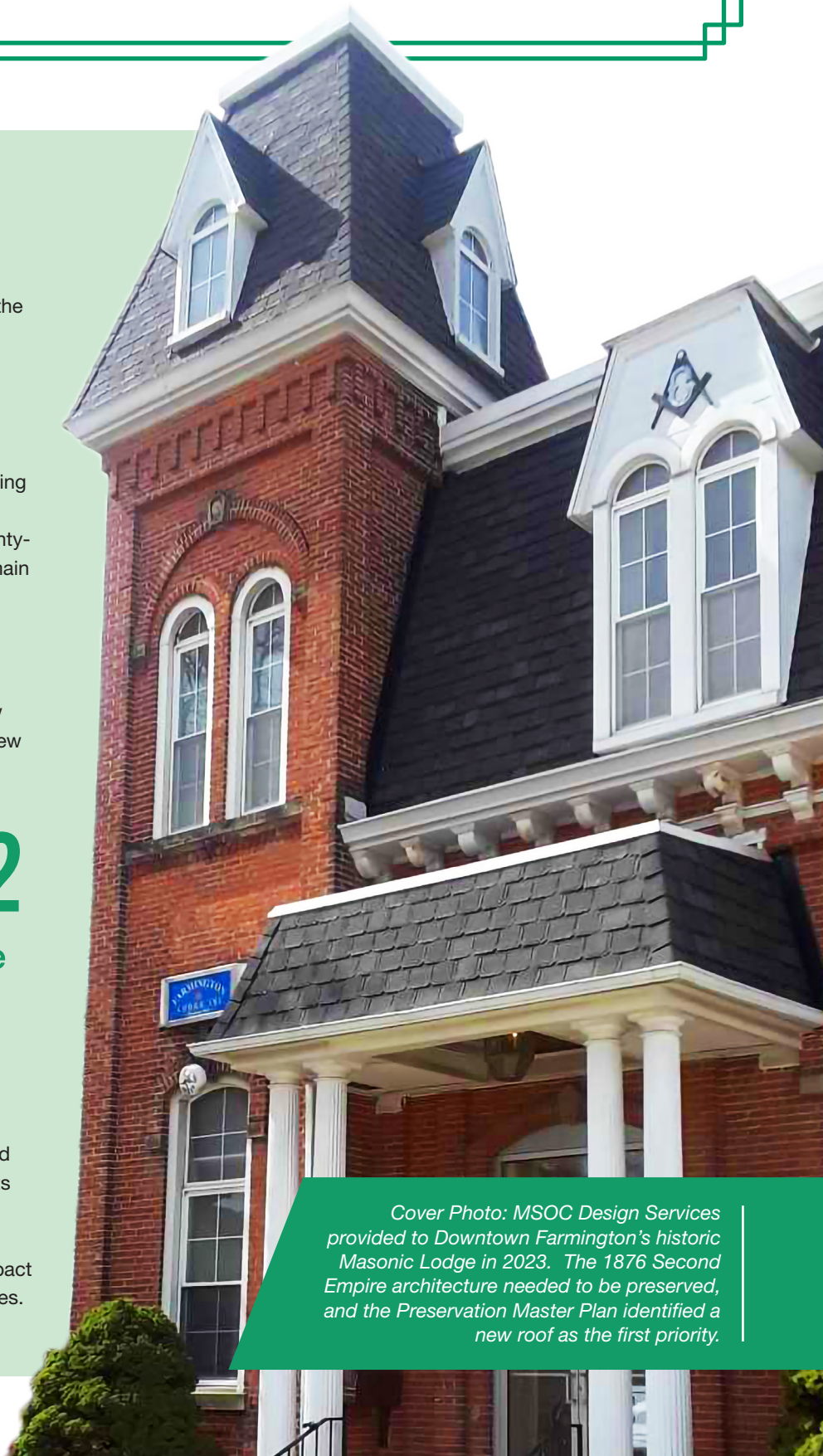
Since 2001, the highest (Select) level communities alone have produced a cumulative $967,452,702 in new public and private investment. Over 1,400 new businesses have been established and 8,182 net new full-time jobs created.

$967,452,702

in new public and private investment since 2001

Providing direct expertise and support, the county's MSOC staff frequently engages with their communities. In 2023, the team had over 6,700 public touches, including community leadership and boards, small business owners, and active residents and volunteers.

Read on for a snapshot of the recent economic impact of the MSOC program and participating communities.



Cover Photo: MSOC Design Services provided to Downtown Farmington's historic Masonic Lodge in 2023. The 1876 Second Empire architecture needed to be preserved, and the Preservation Master Plan identified a new roof as the first priority.

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 2023, 375 meetings and trainings were conducted on a variety of subjects, including leadership and strategy development, dealing with stress, 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 2023, the team helped 9 communities with completing 25 design projects. Investment exceeded $465,000 —with $40,000 coming from grants.

DESIGN SERVICES PROJECTS EXCEEDED

$465,000 —WITH $40,000 COMING FROM GRANTS (2023).

MSOC Design Team Project: Makers Village Design Plan concept, Saginaw Green Park, Pontiac

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.

ONLINE MARKETPLACE

SHOP OAKLAND COUNTY Main Streets

$93 AVERAGE TOTAL PURCHASE IN 2023

PARTICIPATING VENDORS ONLINE 83

***NEW!* ShopOCMainStreets.com**
A Downtown Small Business Online Marketplace—Launched in July 2023

2023 *August-December*
287 Items Sold
$6,063 Sales Generated

2024 *January-June*
417 Items Sold
$28,188 Sales Generated

Digital Marketing Workshop Series
In-Person and Virtual Workshops to Help Small Businesses Learn to Market Themselves Online

2023
Four Workshops: *Covering Search Engine Optimization (SEO), Website Effectiveness, and Google Searches*
201 Business Attendees

***NEW!* MSOC launches in 2024, MSU Federal Credit Union's Main Street Connected Grant.**

245%
INCREASE OF PRODUCTS SOLD BETWEEN 2023 AND JANUARY-JUNE 2024

565%
INCREASE IN SALES DOLLARS GENERATED BETWEEN 2023 AND JANUARY-JUNE 2024

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PRIVATE SUPPORT FUELS INVESTMENT

GENISYS CREDIT UNION Spirit of Main Street Micro Business Startup Grant Program	2023	2018-2023
Grants Awarded	8	47
Amount Awarded	$16,600	$99,803
Total Investment (Includes Grant Award)	$244,734	$1,995,976
Amount of Investment Per $1 of Grant Award	$13.74	$19.00

Flagstar Bank Main Street Placemaking and Facade Grant Program	2023	2018-2023
Grants Awarded	6	46
Amount Awarded	$21,700	$153,137
Total Investment (Includes Grant Award)	$106,871	$1,151,035
Amount of Investment Per $1 of Grant Award	$3.92	$6.52

ECONOMIC IMPACT IN 2023

In 2023, 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

$8,826,967 Public Investment

434 Net Gain of New Jobs (full and part-time) 434

$79,439,200 Private Investment

491 Number of Special Events 491

Private Investment per $1 Public $9.00

15,291 Number of Volunteer Hours 15,291*

90 Net Gain of New Businesses 90

**A $512,096 value (using IRS standard hourly rate of $33.49 for volunteer work)*

MAIN STREET OAKLAND COUNTY DISTRICTS

Berkley
Birmingham
Auburn Hills
Clarkston
Clawson
Farmington
Ferndale
Franklin
Groveland Township-Dixie Hwy
Hazel Park
Highland
Holly
Holly Township-Dixie Hwy
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