Select Level Program

APPLICATION OVERVIEW

Request an Application from:
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The Select Level is the second highest level in the Main Street Oakland County (MSOC) program. The main advantages for a community to participate at this level compared to the other tiers is access to greater financial and technical resources to benefit the downtown and management program. Resources include "In Your Town" training, grant programs, design assistance, tech assistance, limited funding support and additional services.

LEVEL	STAGE
NEW: Legacy	Advanced
Select	**Developed**
Partner *(formerly Associate)*	Mid-Development
Allied *(formerly Affiliate)*	Introductory

PROCESS

- Review application with MSOC staff liaison
- Complete and submit application to MSOC
- MSOC reviews application and conducts a Team Resource Visit
- If approved and ready, community receives the Select Level designation and benefits

APPLICATION & PROGRAM COMPONENTS

- Affirm local governmental support, including a new resolution
- Have staff in place to manage the downtown organization or a commitment to hire such a position within three months
- Have a Board and By-Laws—with an Inclusion Policy, Conflict Policy, Participation Policy, and Code of Conduct Policy
- Establish a taskforce or committees reflective of the Main Street approach
- Devise and outline economic strategies for the district with an outlook of two to three years and have a budget in place to meet the programmatic needs of the program
- Vision, mission and workplans around economic strategies
- Communication plan
- Volunteer program
- Ability to track and report statistics in key economic impact areas, including public and private investment, new businesses and jobs, and volunteer hours
- Actively participate in MSOC Managers Meetings and Main Street America trainings, conferences and workshops
- Adhere to the Main Street America Guiding Principles

Benefits of Select Level Designation

Free Training Workshops—on a variety of critical topics, including but not limited to:

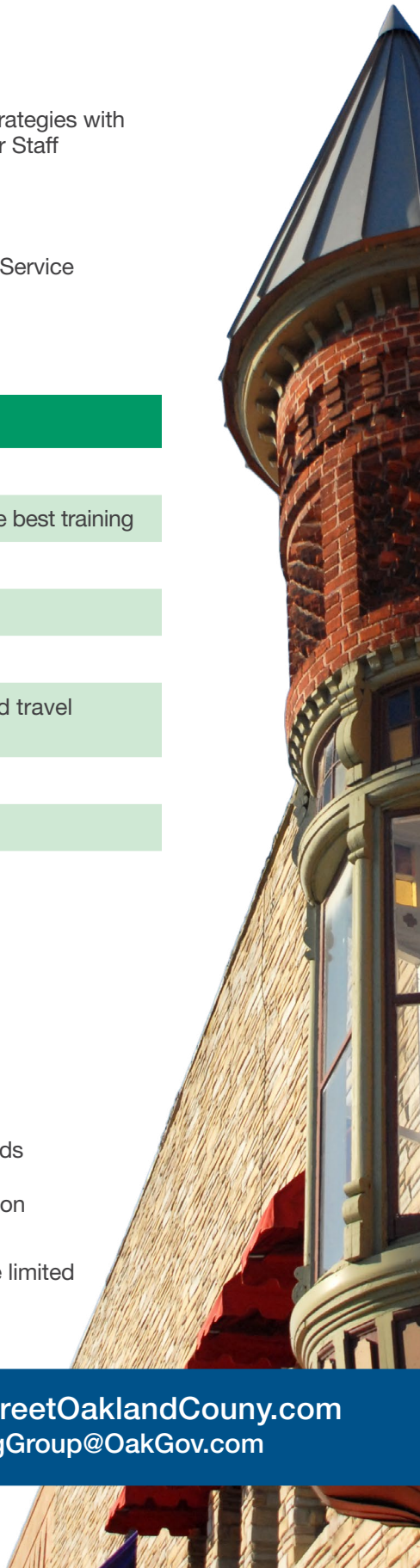
- Good Design and Standards
- How to Develop a Transformation Strategy (including defining goals and objectives)
- How to Recruit, Train and Retain Volunteers
- Building and Training Effective Boards
- How to Develop a Communication Plan
- The Formula for Successful Fundraising
- Becoming a Destination Business
- Developing an Online Business Presence
- Main Street Oakland County and Four Points Training for Board
- Market Data
- Developing a Vision and Strategies with National Main Street Center Staff
- Work Planning Session
- Delivering Great Customer Service

Grants and Monetary Resources

Technical Assistance, Services and Training
Custom "In Your Town" Training: Each community works with MSOC staff to determine the best training
Main Street Placemaking and Facade Grant Program Eligibility
"Spirit of Main Street" Micro Business Grant
Eligible for National Main Street Grants
National Main Street Annual Conference: Two paid registrations and voucher for limited travel expenses for Director and/or Board Member
Access to Architectural Design Services
The District Market Research Study

Additional Benefits and Resources

- Inclusion on Main Street Oakland County Tourism Website
- Participation in any or all MSOC Trainings
- Annual Accreditation Presentation
- Opportunities to apply for and win Main Street Oakland County "Main Event" Awards
- Opportunities to apply for and win Main Street America Awards, including application support from MSOC staff
- Opportunities to apply for and win Main Street America funding and grants that are limited to Accredited MSA communities, including application support from MSOC staff
- Main Street Oakland County Manager Meetings
- TM Use of Main Street America and Main Street Oakland County Branded and Licensed Names and Logos



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