Submitted by
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TEN YEARS OF EXCELLENCE

THE ECONOMIC IMPACTS OF MAIN STREET IN MICHIGAN

Prepared for the Michigan Main Street Center
and the Michigan State Housing Development Authority

by

PlaceEconomics
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EXECUTIVE SUMMARY

This report considers the first ten years of the Michigan Main Street Center (MMSC) and Michigan Main Street communities. Main Street is economic development in the context of historic preservation. It uses a strategy that capitalizes on existing assets to make each community competitive through differentiation rather than imitation. Michigan has based much of its economic development strategy on the concept of placemaking which has been described as follows:

By engaging in placemaking, policymakers attempt to capitalize on local assets in order to create appealing and unique places where people want to live, work, and play. When used for economic development, placemaking seeks to help a community attract and retain talented workers and the businesses that seek them. That could well be used as the description of Main Street as well.

MAIN STREET FOUR-POINT APPROACH

After many downtowns experienced decline in the late 20th century, the Main Street program was created to bring life back to downtown commercial districts. The concept is simple: use each community's historic assets as the base upon which their downtown revitalization effort is based. Developed by the National Trust for Historic Preservation, the Main Street Four-Point Approach® to commercial district revitalization – Organization, Economic Restructuring, Design, and Promotion – has become part of the vocabulary of successful economic development throughout the country. The Main Street approach also includes eight guiding principles that set it apart from other economic development strategies.

1. Comprehensive
2. Incremental
3. Self-help
4. Partnerships
5. Identifying and capitalizing on existing assets
6. Quality
7. Change
8. Implementation

SUMMARY OF IMPACTS

The MMSC assists communities in creating an economic environment where local businesses thrive. Each Michigan Main Street community is locally organized, run, and funded. The Main Street communities seek to refill vacant store fronts, focus reinvestment in the downtown district, and support small businesses. Rehabilitating dilapidated buildings puts properties back into the tax rolls, paying for police, schools and public infrastructure. Main Street is an incremental process that ultimately can make a dramatic difference.

Since the Michigan Main Street Center was established:

- Over $200 million has been invested in Main Street buildings, infrastructure, and public improvements
- For every $1 invested in the State Main Street Center, Michigan Main Street districts have seen downtown building investment of $67
- In the last ten years over 250 buildings have been purchased in Main Street districts.
- Volunteers play a critical role in Main Street organizations. Cumulatively, the value of the hours of Michigan Main Street volunteers totals nearly $8 million
- For every $1 invested in the State Main Street Center, localities provided $16 in public improvement investments
- 250 net new businesses have been established
- Over 1,300 net new jobs have been created in Main Street districts
- Rehabilitation and façade projects in Main Street districts have generated an average of 214 Michigan jobs and over $9 million in paychecks every year since the program began
- Just the improvements to Main Street district buildings have meant an increase in local property tax revenue of in excess of $3 million this year
- Conservatively the annual sales taxes paid to the state of Michigan from the net new businesses in Main Street districts are approximately $3.1 million dollars.

But sometimes numbers lose their meaning when jobs are listed in the thousands and investment in the millions. So here's what happened on average in a Michigan Main Street district in a typical year:

- 3,437 volunteer hours with a value of $70,912
- 2.4 net new businesses
- 10.4 net new full time equivalent jobs
- 2.4 buildings sold
- $264,064 in new construction
- $1,231,164 in building rehabilitation
- $67,260 in façade work
- $381,496 in public improvements

In the past ten years, Michigan has seen the ups and downs of the national economy; a loss of jobs and industry; the bankruptcy of its major city Detroit; and economic challenges in every part of the state. Through it all, its historic downtowns with the support of the Main Street program have persevered and ultimately prospered. The words Main Street may remind some people of warm summer nights at a downtown festival—but they also signify real return on investments and renewed community commitment.

INTRODUCTION

PLACEMAKING IN MICHIGAN

In 2011 the State of Michigan began a bold experiment in economic development – Placemaking.

"By engaging in placemaking, policymakers attempt to capitalize on local assets in order to create appealing and unique places where people want to live, work, and play. When used for economic development, placemaking seeks to help a community attract and retain talented workers and the businesses that seek them."

This effort is beginning to pay off. A recent survey of local government leaders in Michigan found the following:

- 34% of local jurisdictions report using a placemaking strategy, up from 21% in 2009
- 51% of local leaders say they believe placemaking can be effective in their jurisdictions compared to 39% in 2009.
- Even 35% of local leaders whose communities are not involved in placemaking believe it would be an effective strategy

From the very beginning of Michigan's placemaking efforts, both Main Street and historic preservation were identified as key components of the economic development strategy. And that is as it should be. Main Street – economic development in the context of historic preservation – has been "placemaking" since before there was a word for it. Many of the specific strategies for placemaking are at the heart of a Main Street program, including:

- Attractive city centers
- Renovated storefronts
- Improved public gathering spaces
- Mixed-use developments
- Arts and cultural amenities and events
- Historic preservation and adaptive re-use
- Assistance for entrepreneurs and small business

The recent University of Michigan survey regarding placemaking stressed the importance of measuring success noting:

"Although there have been some concerns raised over how to define or measure specific outcomes of placemaking and how to identify whether placemaking is "working," advocates suggest that a range of both quantitative (economic) and qualitative (social) metrics can help clarify the impacts placemaking efforts may or may not be having on a given community."

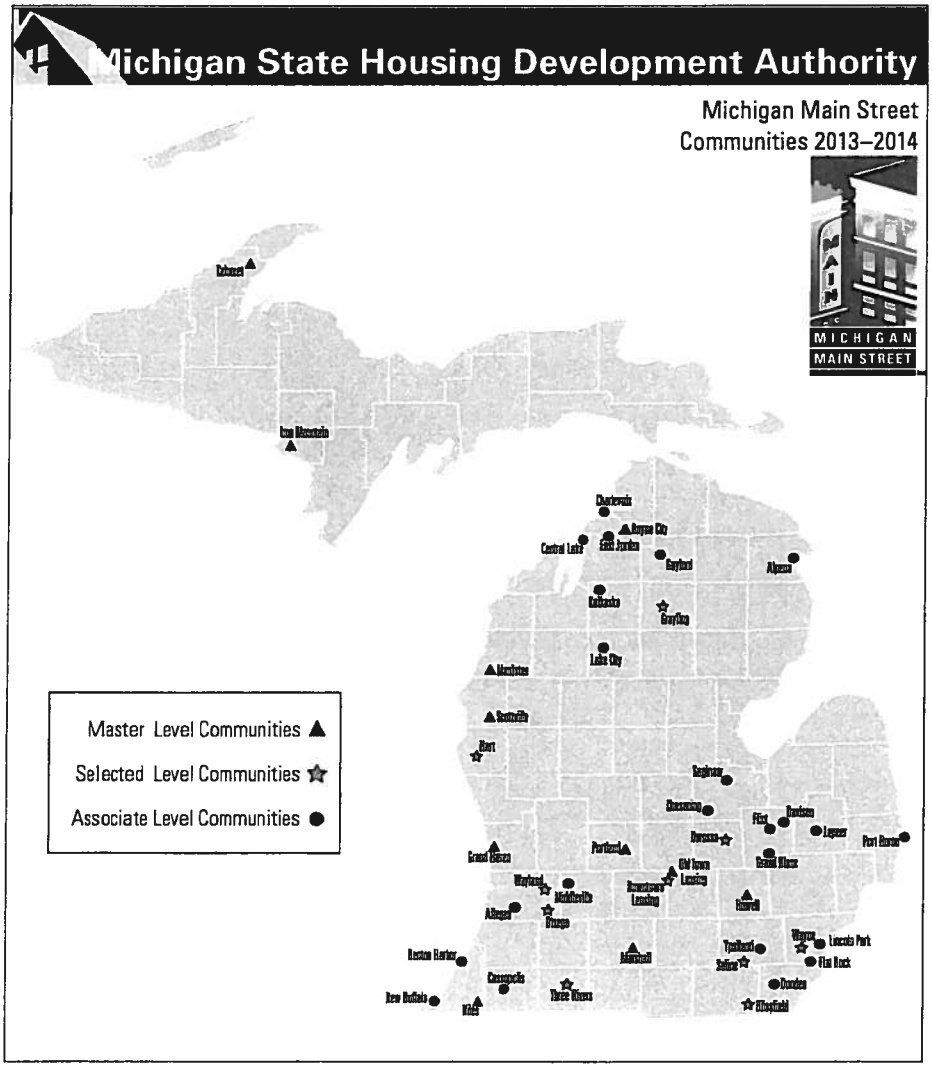
The Michigan Main Street program has always done that, requiring extensive quantitative and qualitative information regularly from each participating community. Much of this report is based on a decade's worth of that data.

[1] *The Center for Local, State, and Urban Policy; Gerald R. Ford School of Public Policy; University of Michigan; Michigan Public Policy Survey, January 2014*

[2] *Ibid*

MAIN STREET IN MICHIGAN

In 2003 Michigan established its Main Street program housed in the Michigan State Housing and Development Authority. In the ten years since, the MMSC has helped over 48 communities with design, planning, staff training, and capacity building. Michigan's program is set up in a three-tiered system that allows communities to receive additional services as they step up in capacity and commitment. The highest-capacity and longstanding Main Street towns mentor "younger" towns in the program. The first tier, the Associate level, is a one year commitment introducing the communities with training. The intent is for communities to gain a basic understanding of Main Street's four points and gather community support for the program. There are currently 30 Associate communities. The Selected Level is a five year commitment assisting communities with implementing a fully-functioning and sustainable local program. This includes an active board of directors, committees of volunteers, completing projects and hiring a Main Street Manager. There are currently 8 Select Communities. Upon their sixth year in the program, Michigan Main Street communities can apply to the Master Level program. This top level includes communities that have successfully integrated a full Main Street program in their town and act as mentors for other communities. There are currently 10 Master Communities.



INTRODUCTION (cont.)

PURPOSE OF THE REPORT

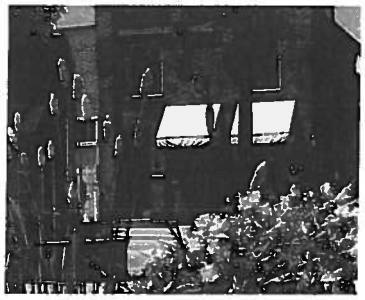
Thriving downtowns do not just happen. They happen through commitments from their citizens and collaboration of shared visions and a sense of identity. Main Street provides the means and the strategy to make downtown a vital place to work, live, shop, and play. The purpose of this report is to share the triumphs and struggles of Main Street in Michigan over the last ten years and to demonstrate through quantitative and qualitative data how communities large and small work to revive their historic downtowns.

METHODOLOGY

Among the commitments of the Main Street communities to the Michigan Main Street Center, each community must report statistics on the health of their downtown. These include easily quantifiable variables such as number of buildings sold, number of facades improved, amount of public and private investments, among others. The Main Street Managers must also track more detailed variables such as commercial and residential rents per square foot and percentage of vacant storefronts. The reports from these Main Street communities provide the base aggregate data for this economic impact analysis. It is important to note that in many cases the revitalization of downtown has catalyzed investment beyond the boundaries of the Main Street district, but those impacts are not measured here.

STRUCTURE OF THE REPORT

The Michigan Main street program has had since its inception a requirement for participating communities to provide regular reports about what is happening in their communities. This report first considers the quantitative economic results of Michigan Main Street communities often in comparison with other data. The economic measures of investments, businesses, jobs, and buildings illustrate the comprehensive strategy of Main Street. Secondly, qualitative story of how four Michigan Main Streets: Niles, Hart, Boyne City, and Howell use Main Street to achieve placemaking initiatives is told.

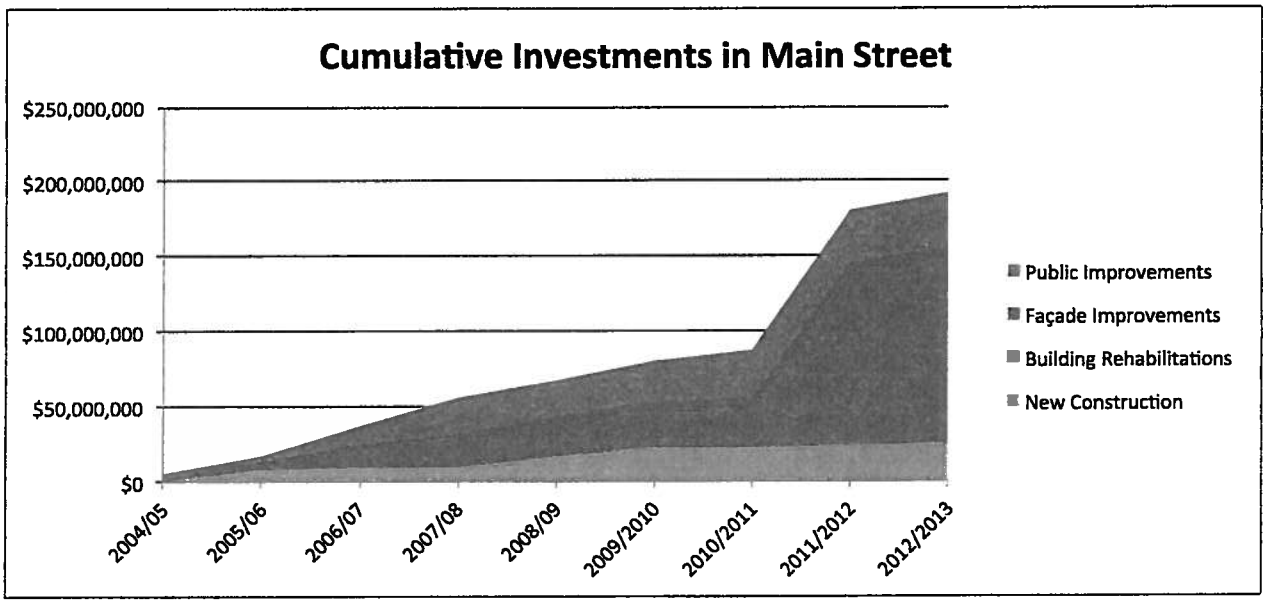


INVESTMENT

Communities work better when they are based on a density of activity. When economic activity and investment are concentrated in downtown, consumer activity flourishes and businesses benefit from each other's customers. Likewise, concentrating development in a central business district allows for more cost-effective allocation of public resources like infrastructure and preserves open land.

TOTAL INVESTMENT

The total public and private dollars invested into the built environment of Michigan Main Street communities reaches nearly $200 million since 2003. These investments range from new sidewalks and streetlamps to façade facelifts and renovations of historic buildings. One of the 8 guiding principles of Main Street is incremental change, which very much applies to these investment numbers. Some are big projects such as Niles "big brown take down" when metals slipcovering that masked the original early -20th century brick facades were removed. Others are small investments such as paying for the flowers that are placed in beds along Main Street every spring.



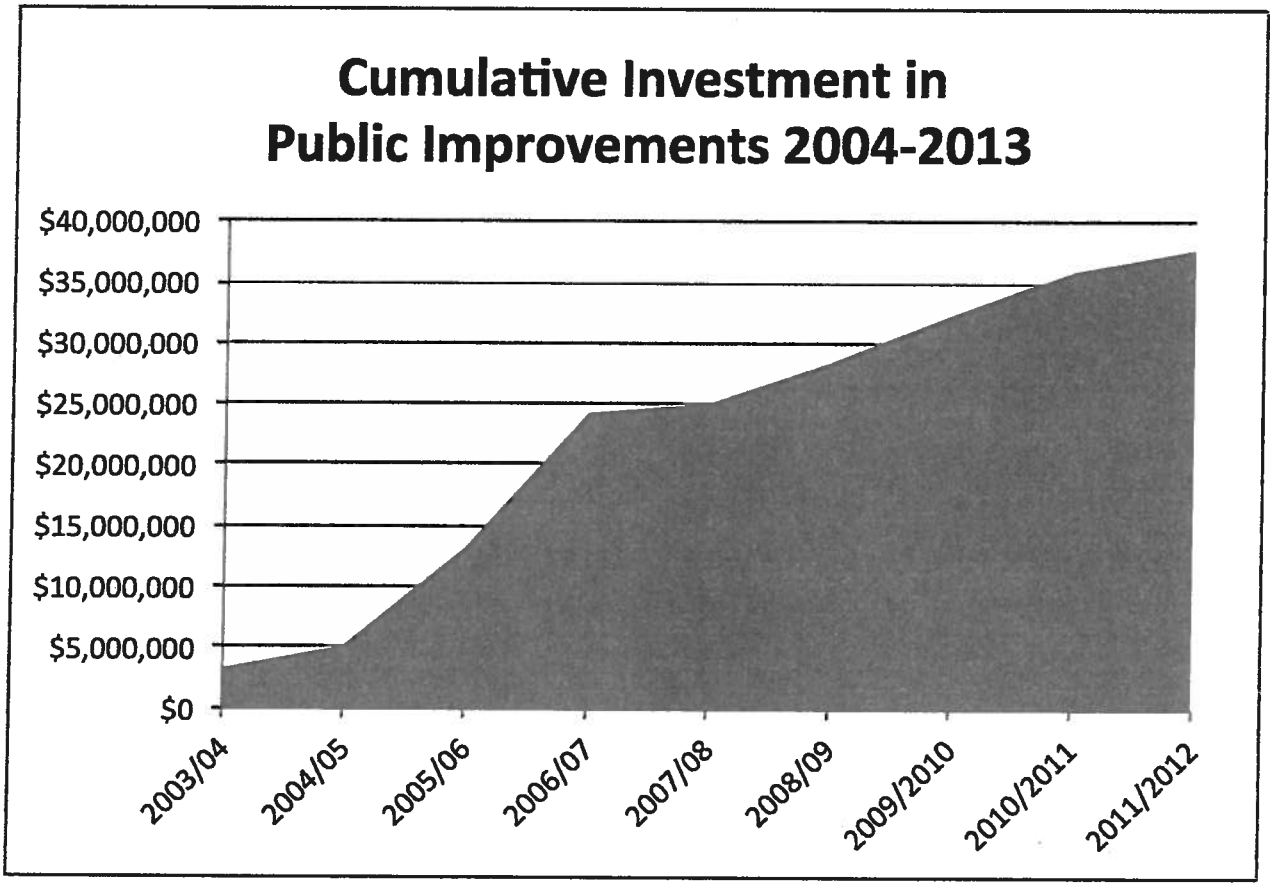
PRIVATE INVESTMENT

What is particularly impressive about the Main Street program in Michigan communities is the amount of private investment. Nearly 80 percent of all investments came from the private sector. That number is even more impressive when compared to the MMSC's budget. For every $1 the Michigan State Housing and Development Authority has invested in the MMSC, property owners have invested $67 in improving their buildings.

INVESTMENT (cont.)

PUBLIC IMPROVEMENTS

City, town and county governments have made investments as well. To support Main Street – and its buildings, businesses, residents and public spaces – local governments have invested in public infrastructure, increased access for sidewalks, provided better lighting in downtowns, and improved public squares. For every $1 invested in the State Main Street Center, localities committed $16 in public improvement investments.

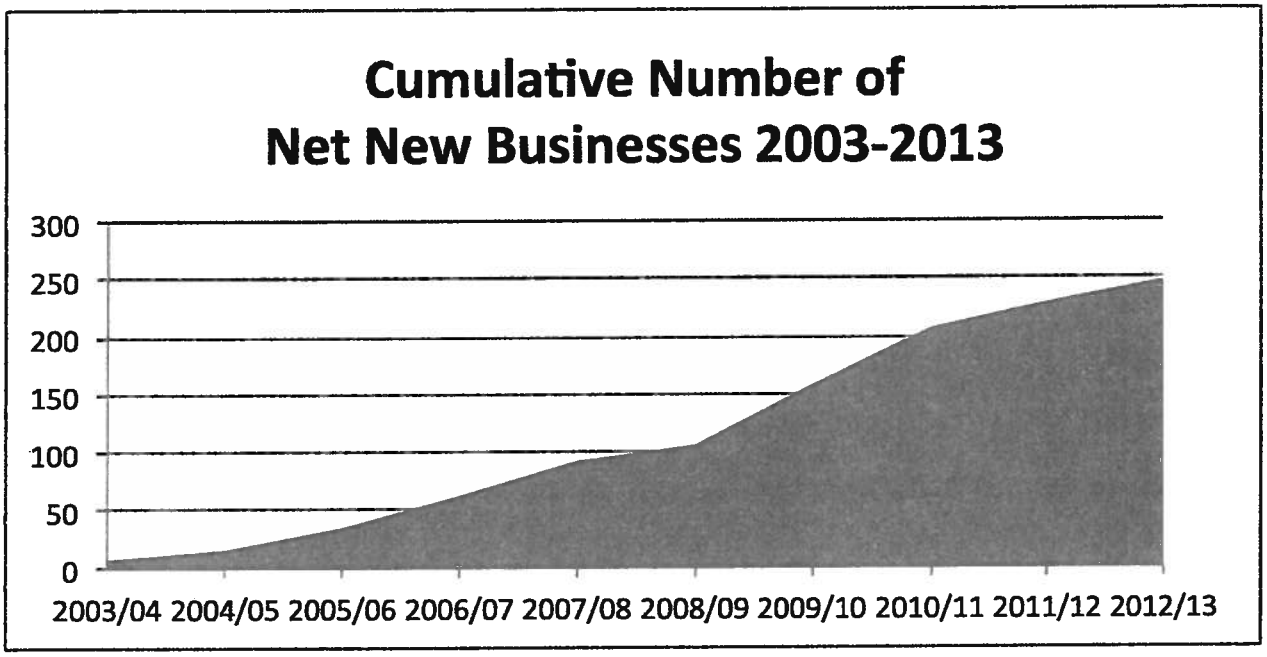


BUSINESSES AND JOBS

Historic downtowns are natural incubators for local entrepreneurs and their businesses. These local firms in turn create jobs and lay the foundation for continued economic growth. Locally owned businesses hire local workers and return more business income to the local economy. Not only the businesses themselves, but customers, property owners, local governments and the community at large benefit when downtown businesses start-up and when they expand. Main Street creates a fertile environment for them to do just that.

NET NEW BUSINESSES

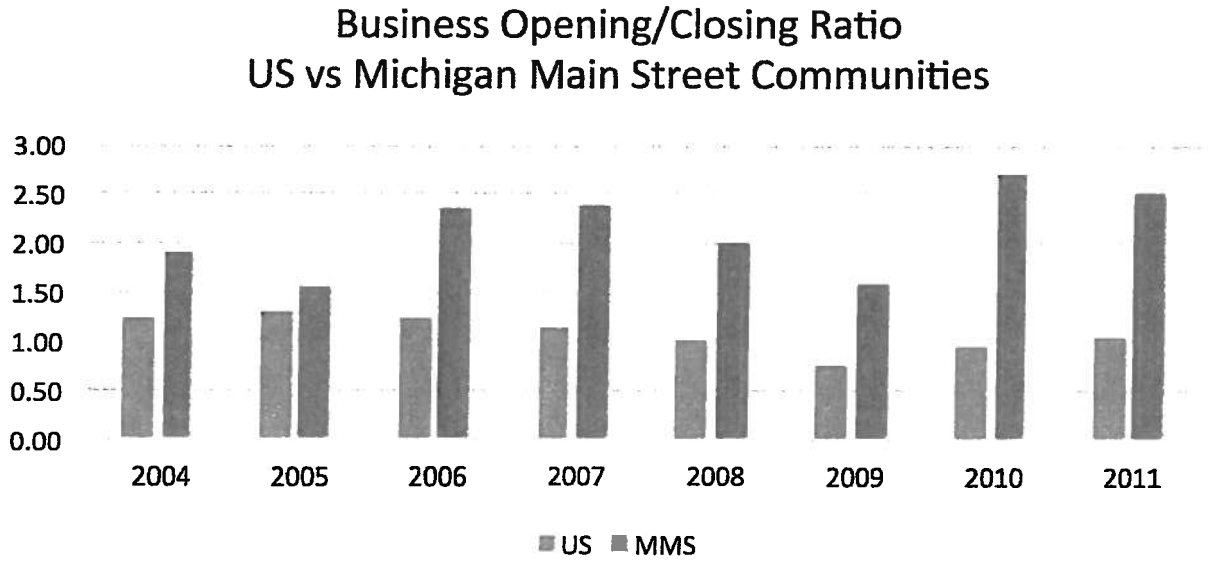
The number of net new businesses in Michigan since the beginning of the program has reached 250. These establishments provide a small scale but powerful economic momentum that creates jobs, sales tax revenue and overall economic stability for Michigan communities.



RATIO OF BUSINESSES OPENING TO BUSINESSES CLOSING

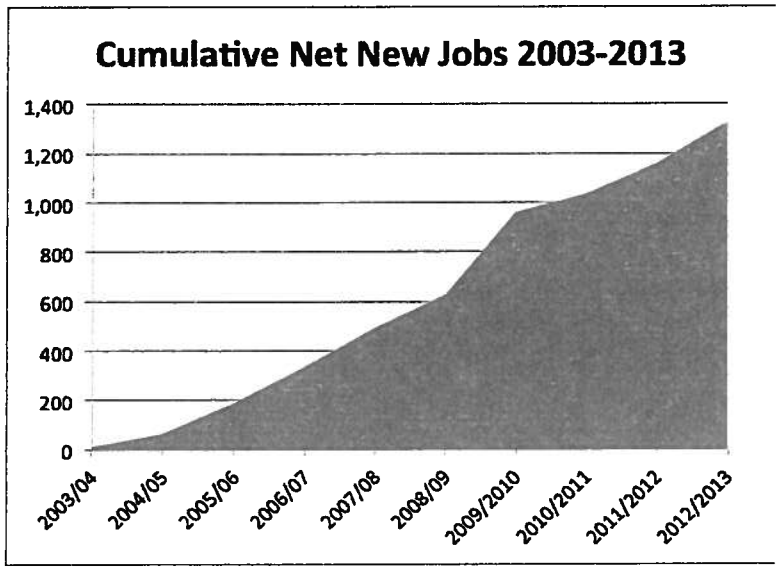
One of the tests of the health of the local economy is the relationship between the numbers of businesses that open and the number that close. Obviously when more businesses are closing than are opening it's a signed of a declining economy. In spite of a decade where the US economy faced numerous challenges, Michigan Main Street communities outperformed the national average.

Between 2004 and 2011 (the latest year for which data are available) the national ratio of openings to closing was 1.08 to 1. That means as a whole 108 businesses opened for every 100 that closed. But during the recession years of 2008 to 2010, the ratio was .90, meaning only 9 businesses opened for every 10 that closed. But in every one of the years for which data is available, Michigan Main Street districts did significantly better than the national average. In fact more than twice as many businesses opened in these districts than closed.

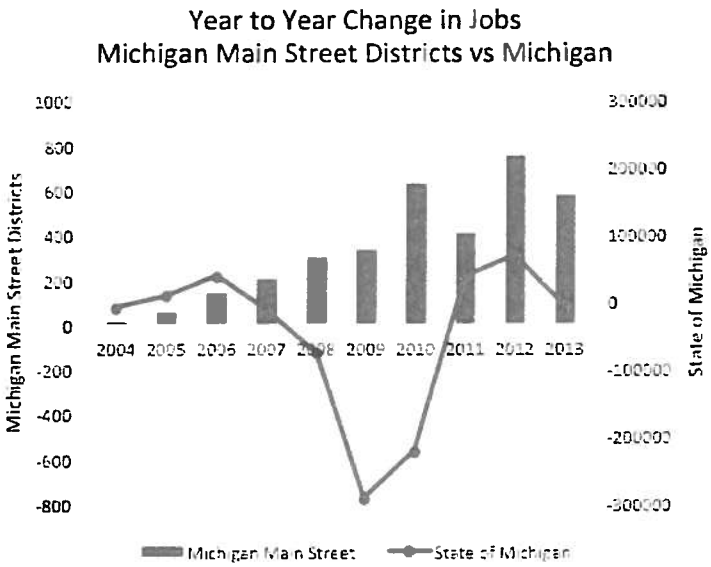


NET NEW JOBS

Downtown businesses mean downtown jobs. Since 2003, Michigan Main Street districts have seen more than 1,300 net new jobs. These districts have remained centers of commerce through the most recent recession, as the year to year change in jobs shows that Main Street businesses were still hiring. This stability that a Main Street district provides carries over into numerous other economic indicators. It cultivates a positive investment climate and has transformed the way communities think about revitalization and management of their downtowns.

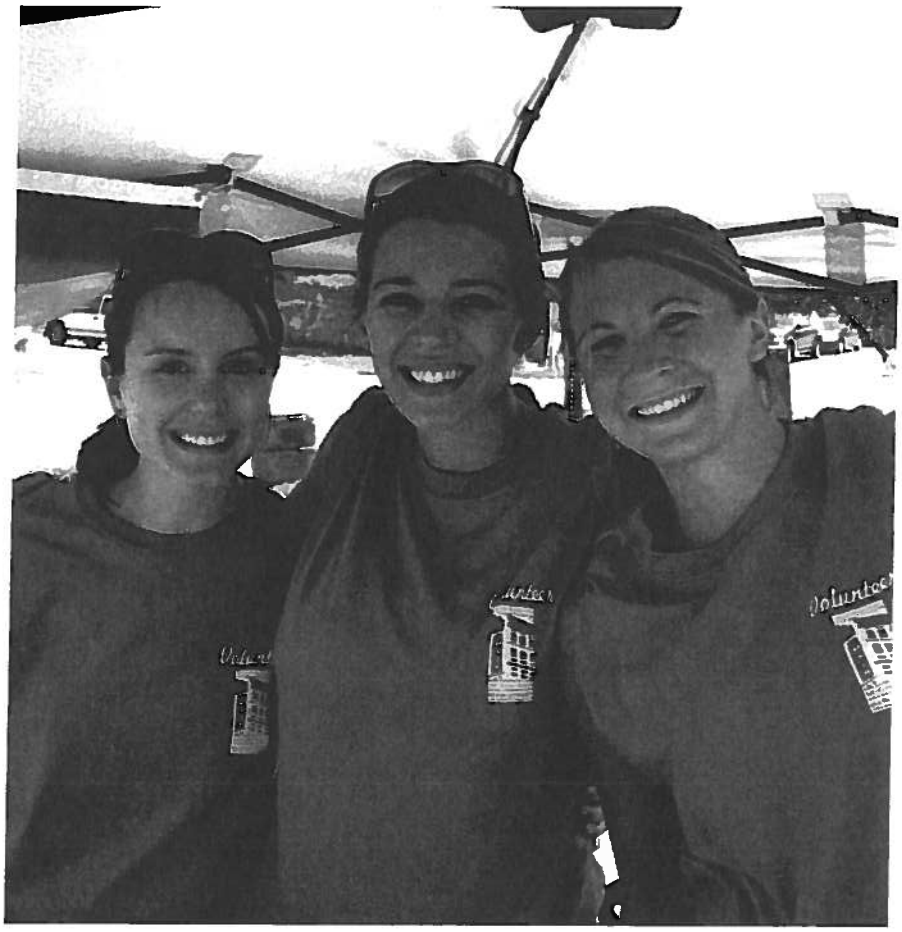


The ten years since Michigan Main Street was established have been tough ones for jobs throughout the country. Nationally employment in December, 2013 was still below that of December 2007 when the Great Recession was just beginning. Because of structural changes in the economy and other reasons, Michigan has been particularly hurt over the last six years on the job front. But Michigan Main Street districts have succeeded against the trend. In four of the last ten years the number of jobs in the state of Michigan has declined. But every year since the beginning of Michigan Main Street there has been net job growth in Main Street districts.



VALUE OF A VOLUNTEER HOUR

At the heart of all Main Street districts are dedicated volunteers. The self-help principle of Main Street is simple: involve your citizens and help ensure positive change for your town yourself. From committee meetings and town Christmas parades to ice festivals and fundraising, volunteers make Main Street possible. Michigan Main Street towns report collectively 385,243 hours. The Independent Sector's estimates of the value of a volunteer hour in Michigan (2011) at $20.63. Michigan Main Street volunteers, then, provided nearly $8 million in value to their communities. That reflects the volunteers' passion for Main Street districts in Michigan communities.



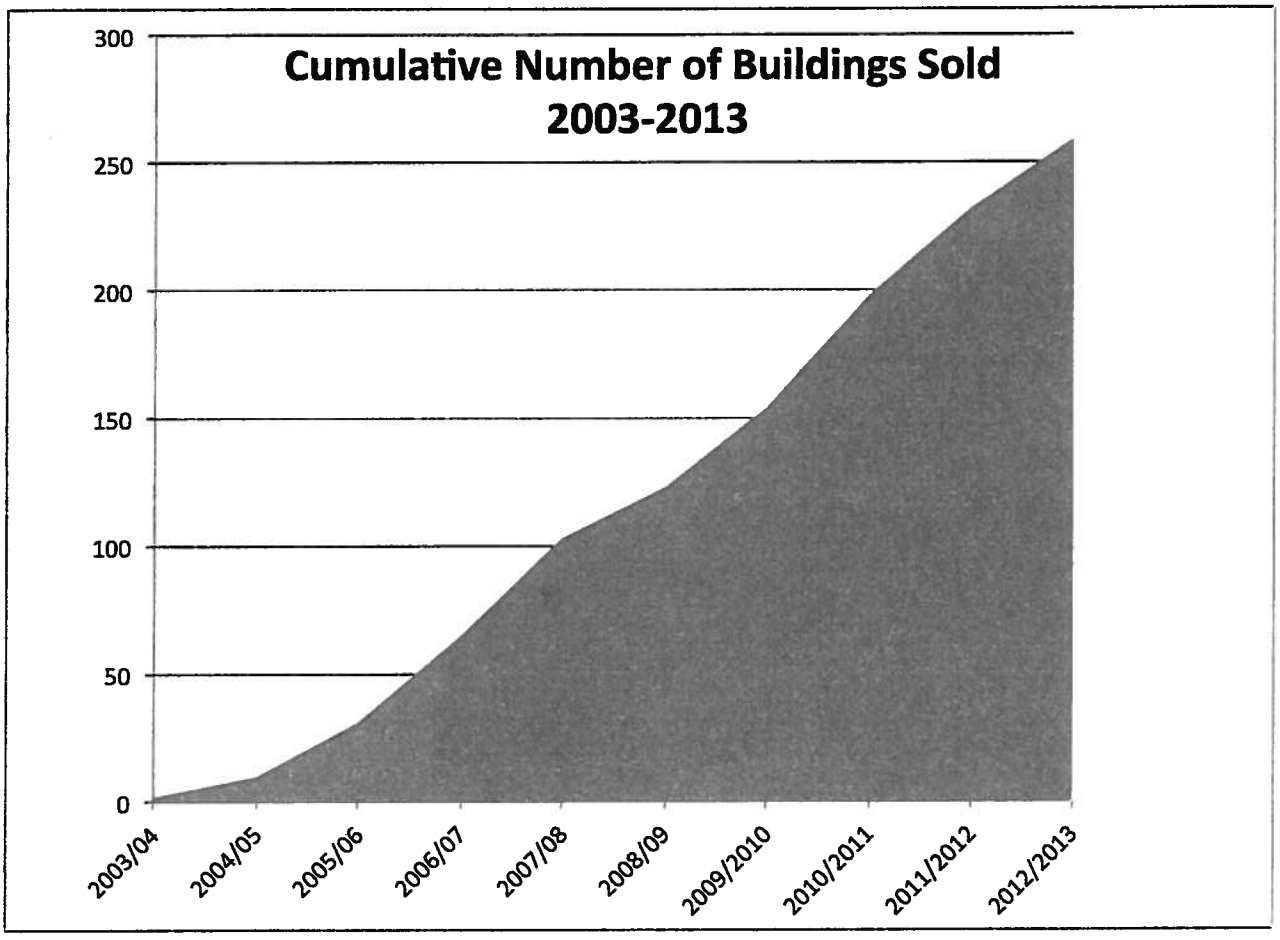
BUILDINGS

The historic buildings and public places of Michigan downtowns tell each town's story. This unique sense of community identity enables Main Street districts to set themselves apart. Differentiation and a clear brand for downtown are important in an increasingly competitive world.

NUMBER OF BUILDINGS SOLD

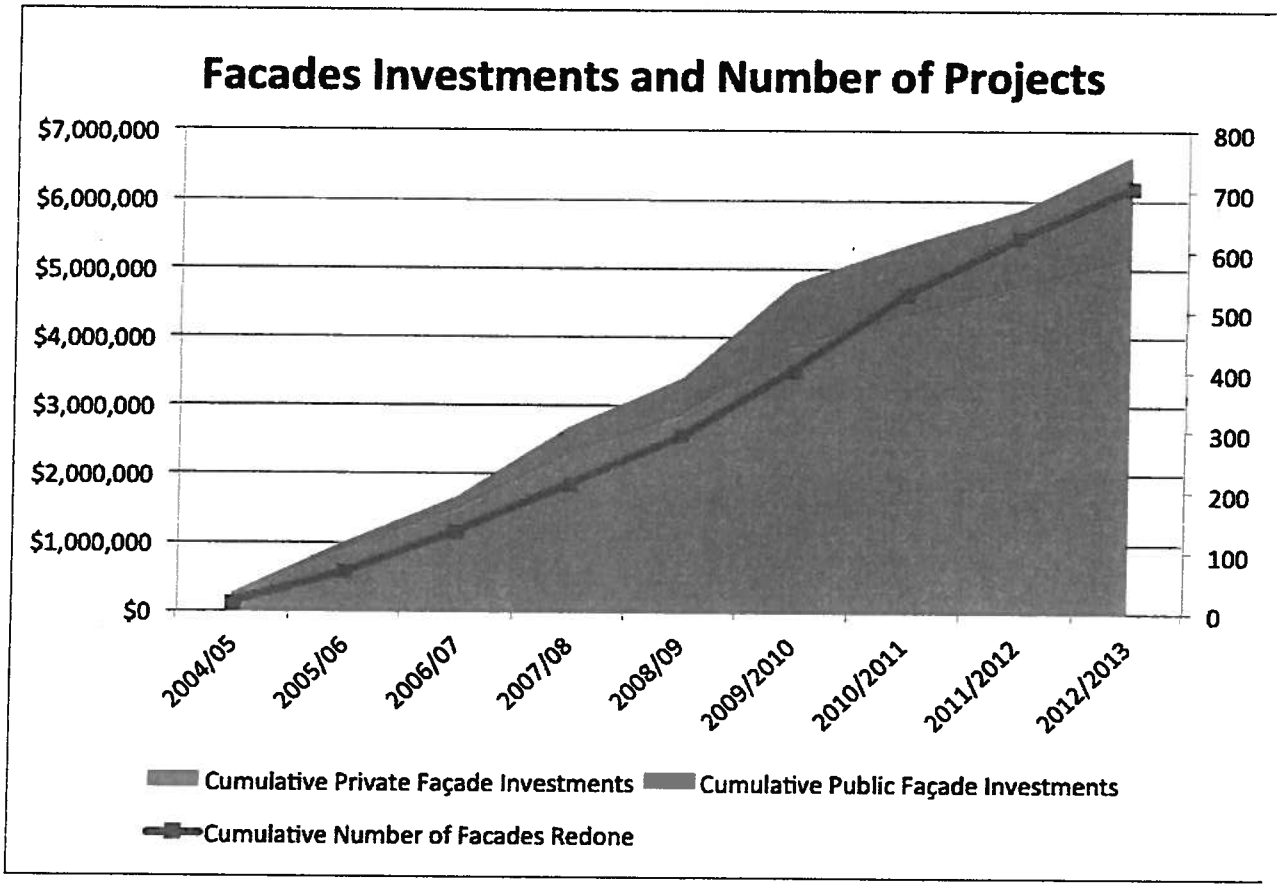
The strength and stability of Main Street districts leads to investment in real estate. The historic buildings in Michigan downtowns are the backbone of the community. Saving and rehabilitating the buildings means saving the sense of place and revitalizing the downtown.

The confidence in the downtown economy leads some people to acquire buildings and others to rehabilitate the buildings they already own. Over the life of the program, 259 buildings have been sold to new owners in Main Street districts. In 2011 the MMSC added "building purchase price" to the required statistics for communities to report. Since 2011, 105 buildings have been sold representing a total investment of $7.9 million.



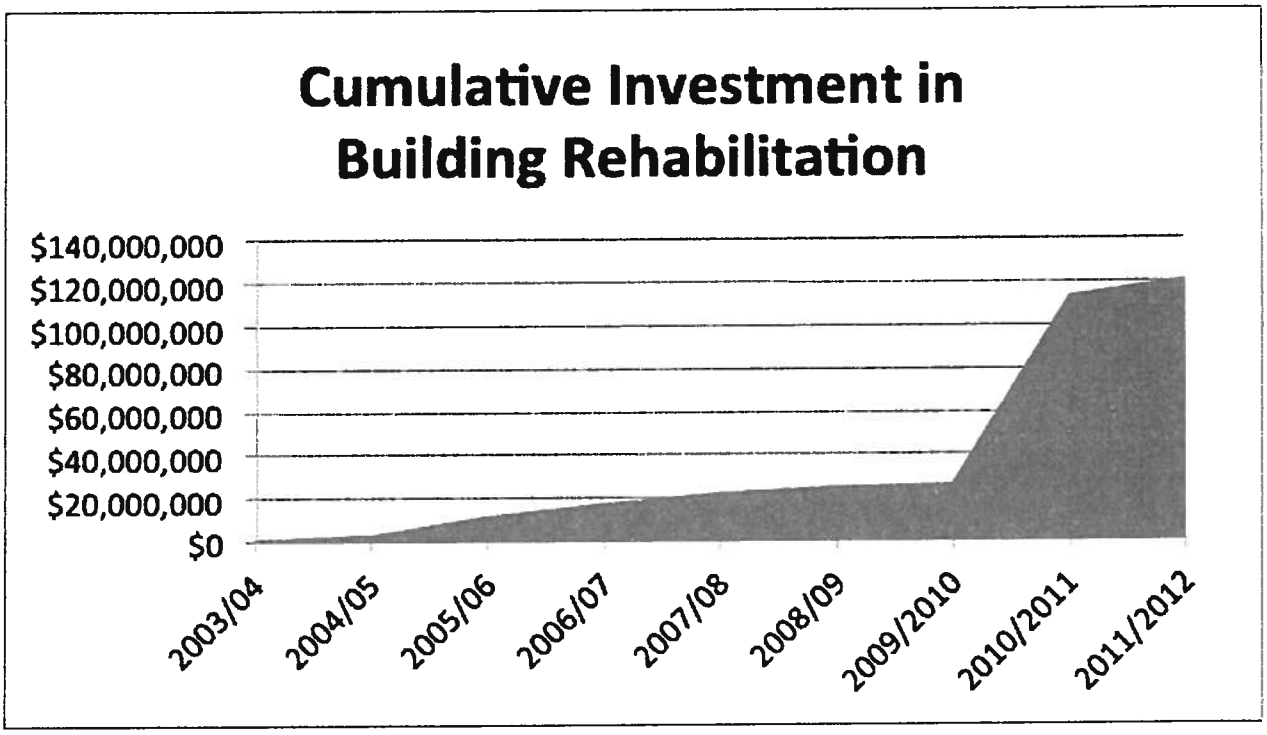
FACADES

Because many older and historic buildings have suffered from years of neglect and deferred maintenance, physical improvements are often required. Sometimes it is necessary to invest thousands of dollars in a full-fledged rehabilitation. But in other cases some repair work and a few cans of paint are all that are needed. Since 2003, more than 700 facades have been redone representing expenditures of over $6.6 million. But that means each individual façade investment was rather modest, around $9400 to make the building competitive in the real estate market.



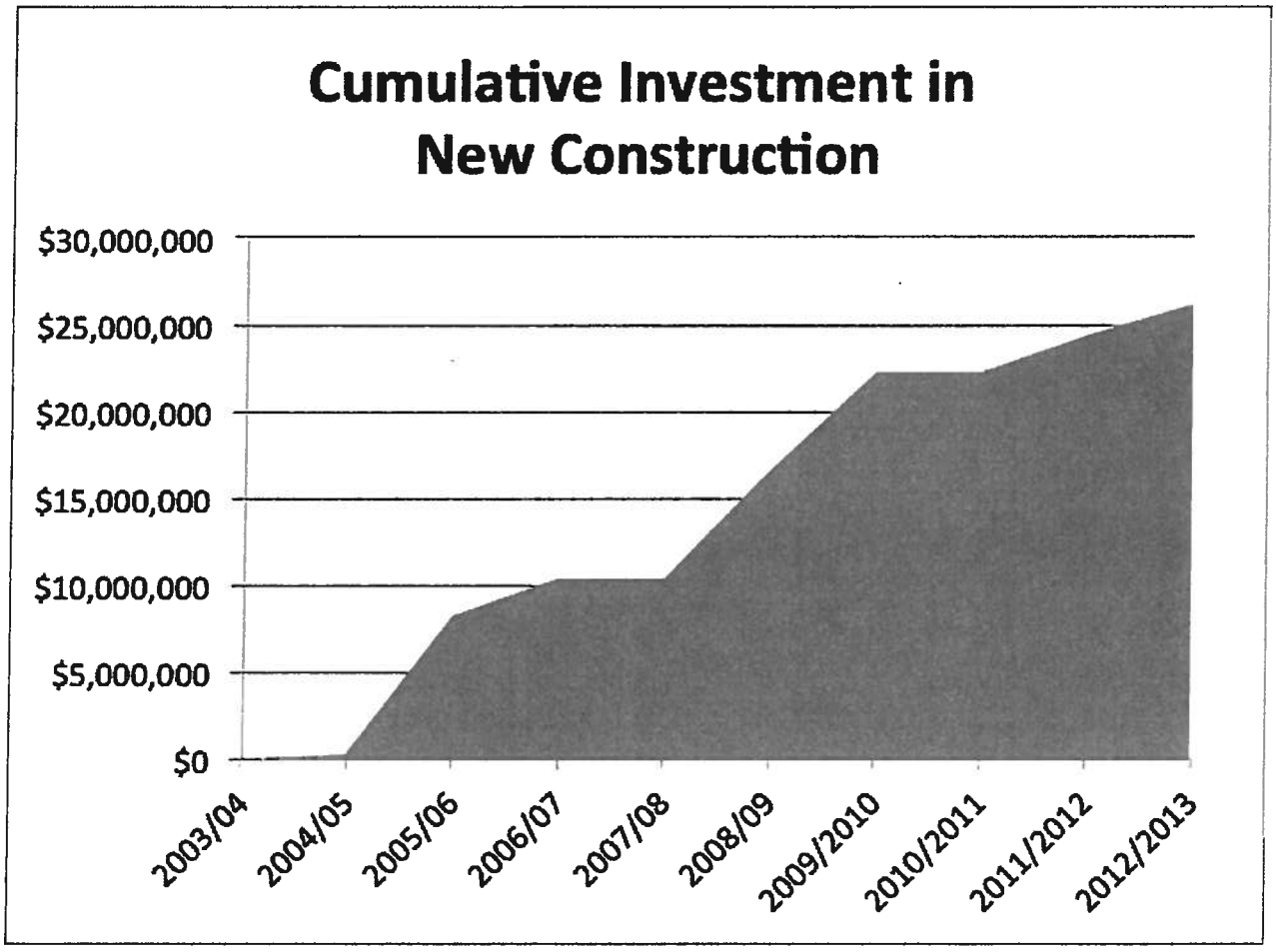
BUILDING REHABILITATION

While façade improvements improve the street presence of a building, fix drainage issues and accommodate for handicapped access, building rehabilitations are a more intensive undertaking. Building rehabilitations represent the capitalizing on existing assets principle in a Main Street strategy. It is in these projects that building owners decide to rehab the original wood floors, bring windows that were previously painted shut back to function again, and prepare the space to meet contemporary needs. The amount invested in building rehabilitations in Michigan Main Street districts has reached nearly $122 million.



NEW CONSTRUCTION

While Main Street is an economic development strategy framed in the context of historic preservation, the program welcomes and encourages new construction in Main Street districts as well. The amount of investment in new construction across Michigan's Main Street districts exceeds $26 million since 2003.



BUILDINGS (cont.)

COST OF AN EMPTY BUILDING

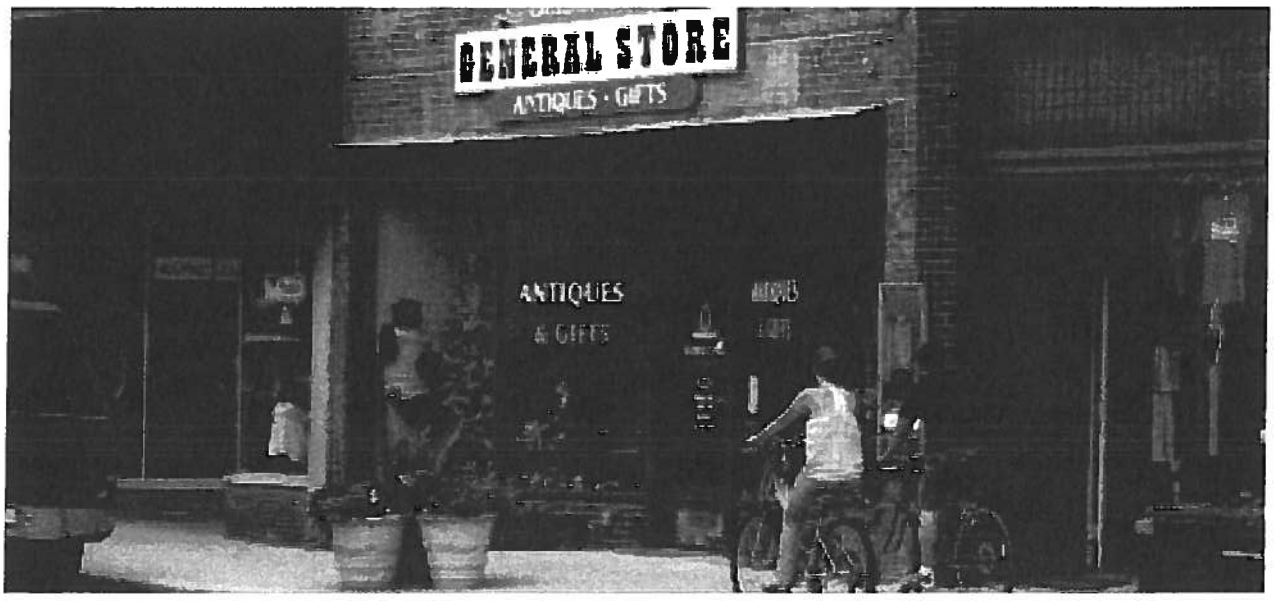
One measure of Main Street success is vacancy rates. Many Main Street towns have made significant progress in reducing their storefront vacancies, with some communities starting with 45 percent vacancy. In 2013 the average vacancy for Michigan Main Streets was 9.3 percent. The concerted effort on the part of Main Streets to fill vacant store fronts is a time-consuming endeavor but the consequences of doing nothing are far reaching. When a storefront sits vacant for a year, the property owner loses out on significant revenue. But the building owner isn't the only loser. The table below represents the foregone economic activity when a 2000 square foot store front that would have rented for $1250 per month sits empty for a year.

COST OF AN EMPTY BUILDING		
BUSINESS CATEGORY		**REVENUE NOT RECEIVED**
Banks	Deposit Balance	$12,214
	Interest & Fees	$3,941
Service Providers	Advertising/Marketing/PR	$3,722
	Security/Maintenance/Repairs	$1,313
	Legal/Accounting	$773
	Printing/Reproduction	$438
	Insurance	$3,680
Utility Companies	Utilities	$773
	Telephone/Internet	$530
Employees	Wages/Salary	$17,821
	Pension/Benefits	$1,193
Government	Taxes	$13,136
Business Owner	Compensation	$21,661
	Profits	**$9,795**

IMPACT OF UPPER FLOOR HOUSING

While an empty storefront is a drain on the economy, no lights on upstairs is equally depressing. Michigan Main Street managers estimate the percentage of vacant upper floors and some towns report vacancies as high as 46 percent. One of the best ways to fill that empty space is with residential rental units. And Michigan Main Street communities have done just that, adding 230 housing units in the last decade. These additional downtown residents make a sizable contribution to the health and the stability of the downtown economy. To get an understanding of the opportunity represented by adding a housing unit, the table below is a conservative estimate of the annual economic impact on the downtown of one couple renting an upper floor apartment for $750 per month. This isn't the total of their expenditures, but just what would likely be spent in the downtown assuming the goods and services are available.

Rent	$9,000
Food at Home	$2,322
Food Away from Home & Alcohol	$997
Household Supplies	$308
Household Furniture & Equipment	$390
Apparel and Footwear	$960
Auto Related	$2,042
Healthcare	$380
Entertainment	$977
Personal Care Products & Services	$319
Reading & Education	$236
Contributions & Miscellaneous	$689
	$18,619



CUMULATIVE IMPACTS

Not only do rehabilitation projects bring buildings back into use, the historic preservation efforts also benefit the economy through the creation of jobs and income. Rehabilitation projects have direct economic impacts, such as construction jobs. These projects are more labor-intensive than new construction, meaning more carpenters, painters and electricians employed then for an equal amount of new construction expenditure. There are also indirect economic impacts such as the sales and jobs at the lumberyard where building supplies are purchased. Importantly, those jobs have paychecks, and because the jobs are usually local, the workers who get those paychecks spend the vast majority of their income locally as well.

JOBS* FROM CONSTRUCTION PROJECTS IN MICHIGAN MAIN STREET DISTRICTS 2003 - 2013			
	Direct	Indirect/Induced	Total
Building Rehabilitation	972	847	1819
Façade Work	58	50	108
New Construction	212	175	387
Public Improvements	307	255	562
TOTAL	**1549**	**1327**	**2876**
* A "job" is a full-time equivalent job for one year			

SALARIES AND WAGES FROM CONSTRUCTION PROJECTS IN MICHIGAN MAIN STREET DISTRICTS 2003 - 2013			
	Direct	Indirect/Induced	Total
Building Rehabilitation	$41,191,062	$35,877,270	$77,068,332
Façade Work	$2,288,226	$1,993,037	$4,281,263
New Construction	$9,867,543	$8,101,138	$17,968,681
Public Improvements	$14,317,726	$11,754,687	$26,072,413
TOTAL	**$67,664,557**	**$57,726,132**	**$125,390,689**

PLACEMAKING ON MAIN STREET: CASE STUDIES

In 2011 Michigan undertook a new state economic development strategy: placemaking. The strategy is based on the idea that people choose to settle in places that offer amenities, employment and social opportunities, and support thriving lifestyles. While this statewide strategy focuses on how to best take advantage of the unique assets in Michigan, in reality the Michigan Main Street Center has been "placemaking" since 2003. Michigan leaders recognize the power of Main Street and have included it in the fundamentals of their placemaking strategy. This strategy has identified eight specific components:

- Housing
- Transportation
- Historic Preservation
- Michigan Main Street
- Green Space
- Talent
- Entrepreneurialism
- TIDE (TALENT, INNOVATION, DIVERSITY AND ENVIRONMENT)

The case studies presented below illustrate how Michigan Main Street communities have been fulfilling these placemaking fundamentals.

HOUSING

In Howell (population 9,537), the community implemented a Main Street program in 2005. Through these efforts, Howell enjoys a vibrant restaurant scene and only 2% storefront vacancy in their downtown. In Howell, unlike many other Main Street towns, downtown housing did not decline in the mid-to-late 20th century. There has always been an impetus for downtown living in Howell, 80 percent of buildings have market-rate apartments. There are approximately 125 residential rental units in the Howell Main Street district. It is important note that there are no skyscrapers in Howell, these residential units are located in the upper floors of 2, 3, and 4 story historic buildings in the downtown.

TRANSPORTATION

Boyne City is a waterfront wonderland, located on the shores of Lake Charlevoix. The community (population 3,500) was designated a Main Street in 2003. It is a place which values its pedestrians, riders, drivers and boaters. Lake Charlevoix connects to the Great Lakes, and from the Great Lakes one can sail the world. Boyne City is a place where you can park your car or your boat for the weekend and walk everywhere – to get groceries, great Mexican food, or hear bands play at the summer concert series Stroll the Streets.

HISTORIC PRESERVATION

Niles instituted a Main Street program in 2004 and shortly thereafter undertook a large initiative named "The Big Brown Take Down." Niles had once been the home to the Kawneer Corporation, which installed brown metal slip coverings on nearly every building on Main Street. In 1999 when a planning firm was in town, an architect said in a public meeting "your buildings are an embarrassment." The removal of the metal slip coverings revealed original brick buildings and exposed second floor lofts to sunlight again. The Niles experience illustrates that not all historic preservation is museums; it is about returning buildings to functional spaces again.

GREEN SPACE

Hart (population 2,200) is a small town in Oceana county located on Lake Hart. The most prominent waterfront location in the town is a former gas station site recreated into the Hart Commons, a waterfront public green space and amphitheater. It is also the hub for the town's free wifi. Hart has continually placed the environment at the top of its priority list when it comes to planning decisions. The town's John Gurney Park features 84 tent sites within walking distance of downtown and a 22 mile bike path connects Hart to nearby Montague.

TALENT

Boyne City has come a long way since it first entered the Main Street program. Partnerships, open communication and relying on local talent have been key to their success. The community's Team Boyne established in 2007 helps connect community leaders with local talent. Notable projects led by local talent include the Stroll the Streets music concerts run by a local business owner and a year-round farmers market (indoors November-April). Boyne City operates on the belief that dedicated people make things happen and those people are located right in Boyne City.

ENTREPRENEURIALISM

In recent years Niles has seen resurgence in its local entrepreneurial establishments and the new businesses are incredibly diverse. They include a boutique clothing store with a successful online sale component and a chocolate shop that was bought in a day (former owners were selling and new owner bought it the same day she found out). Then there is the Olfactory Hue Bistro which features locally harvested vegetables and a chef trained in Seattle. Even the buildings are business friendly in Niles, as a mental health counselor business found space on the first floor and the owner's other business, a specialty car showroom, takes over the top floor in a historic car dealership building.

TIDE (TALENT, INNOVATION, DIVERSITY AND ENVIRONMENT)

The town of Hart may be small, but that does not mean it is isolated from the world. Local residents and businesses are linked to the global economy through the agriculture industry, as local fruit processing businesses ship products worldwide. The township is supported financially through the city power plant, and the town makes its own planning decisions. The long-standing Hispanic population is integral to the town's identity and hosts a large Hispanic heritage festival in the fall. The community schools are dedicated to educating and retaining the youth of the town. This self-sufficiency allows Hart to be forward thinking, which is illustrated in their commitment to Lake Hart, public spaces, and revitalization.

CHANGING BUSINESS MIX ON MAIN STREET

Downtowns are in a constant state of change. Local downtown advocates who say, "We want downtown to be just like it was in 1956" are doomed to failure. But change doesn't have to be random. Good downtowns in general and Main Street programs in particular, make decisions, recruitment efforts, incentives, and support to influence what their community will be like in the future. In Michigan that means incorporating "placemaking" as part of the strategy. And in Michigan Main Street districts that effort is playing off.

Below is a comparison of the business mix downtown for communities in their first year in the Main Street program as compared to the most recent data. Retail and service industries have remained generally stable, with those two categories constituting around 77 percent of businesses in both time periods. But in other categories, although small, some patterns are emerging. There has been growth in the categories of eating and drinking; theaters, galleries and museums; and high-tech businesses – all firmly in the "place making" categories. The only area that showed a loss of share of businesses was in the warehouse, manufacturing, and auto related firms. It isn't that those types of businesses are not desirable, but their being located in the downtown is less important than for more pedestrian oriented activities.

	1ST YEAR IN PROGRAM	2013
Retail	30.1%	29.6%
Grocery	0.6%	0.4%
Eating & Drinking	9.9%	10.4%
Accommodations	0.7%	0.7%
Services	47.7%	47.6%
Government & Schools	2.3%	3.1%
Theaters/Galleries/Museums	2.0%	3.1%
Warehouse/Manufacturing/Auto Related	6.0%	3.8%
High-Tech	0.6%	1.4%

Michigan is a diverse state and its Main Street districts represent that variety well. Michigan Main Streets range in both population and location: from rural Calumet (population 745) in the Upper Peninsula to urban Old Town Lansing (population 114,537) in South Central. These districts attract residents and businesses, promote investment and spur economic growth no matter how far away they are from the state Main Street office in Lansing. While some regions perform better than others, the data shows that Michigan Main Street districts are creating new jobs and spurring private investment in every corner of the state.

Regional Differences

Region	# of Main Street Towns	Average Net New Jobs per Town/Year 2004 - 2013	Average Private Investment per Town/Year 2004 - 2013
Western UP Region	3	13.9	$276,765
Northwest Region	2	28.4	$683,770
West Central Region	6	5.6	$840,128
East Central Region	2	12.7	$237,753
East Michigan Region	1	8.2	$226,316
South Central Region	1	70.5	$953,567
Southwest Region	1	39.3	$970,884
Southeast Region	4	10.9	$1,616,481

CONCLUSIONS

$192 million in public and private capital investment in the last ten years, resulting in 2877 full-time equivalent one-year jobs with paychecks of $125 million. That's Michigan Main Street.

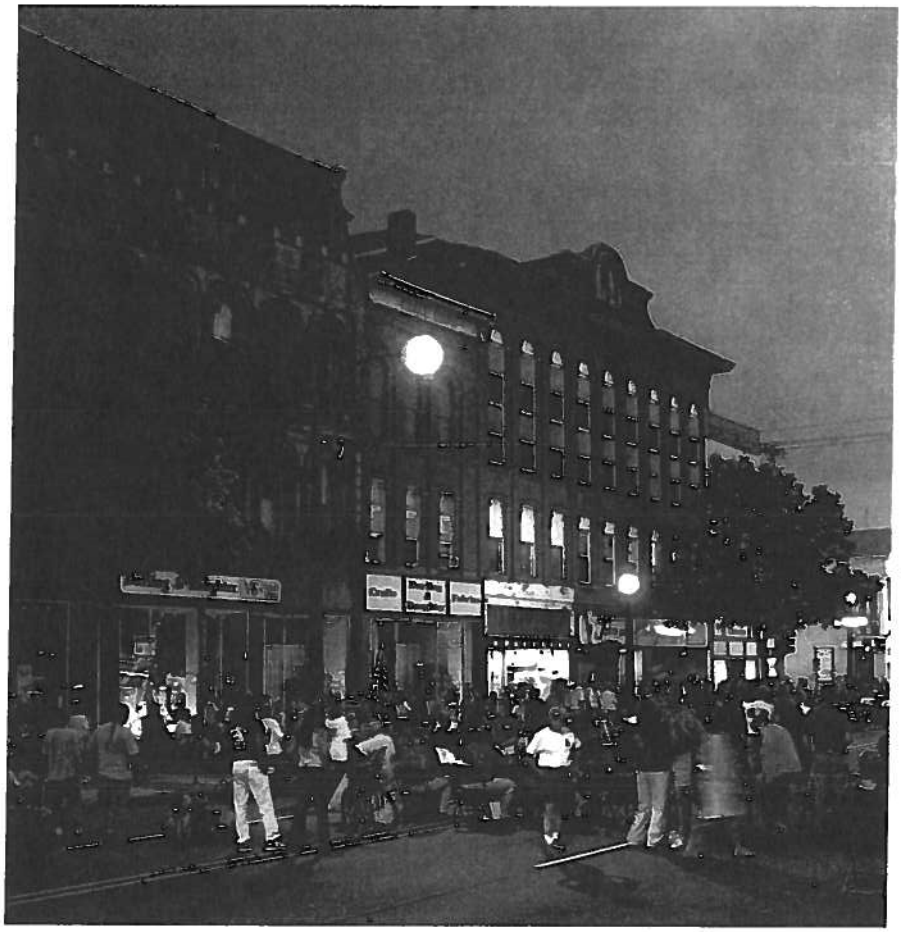
249 net new businesses employing 1327 full time workers. That's Michigan Main Street.

392,000 hours of volunteer time worth $8 million. That's Michigan Main Street.

$6.6 million in facade improvements, $26 million in new construction, and $122 million in building rehabilitation. That's Michigan Main Street.

Michigan Main Street is an economic development success by any measure. But it is particularly a success based on Placemaking principles.

Michigan leads the nation in its Placemaking economic development strategy. And Michigan Main Street communities are showing the rest of the state how it's done.



APPENDIX

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PROJECT TEAM

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METHODOLOGY

- Data for total investment, net new jobs, net new businesses, buildings rehabilitated and sold, and number of volunteer comes from the reports that each Main Street community is required to submit to the MMSC.
- Calculations for jobs and income created through the rehabilitation of buildings, new construction and public improvements was based on data from IMPLAN®, an Input-Output econometric model created by the private-sector firm MIG.
- Estimates of impact on downtowns from upper-floor housing were based, in part, on the Consumer Expenditure Survey of the Bureau of Labor Statistics of the U.S. Department of Labor.
- Additional data was obtained from various databases of the U.S. Department of Commerce, U.S. Department of Labor, Small Business Administration, and other government sources.
- In every instance, the selection, evaluation, and application of data were conducted by the authors of this report. Any errors of fact or judgment are solely the responsibility of the authors and not the suppliers of data, the MMSC, or the Michigan State Housing and Development Authority.