

2023

BERKLEY
BIRMINGHAM
AUBURN HILLS
CLARKSTON
CLAWSON
FARMINGTON
FERNDAL
FRANKLIN
GROVELAND
HAZEL PARK
HIGHLAND
HOLLY
HOLLY TOWNSHIP
HURON CORRIDOR-PONTIAC
LAKE ORION
LATHRUP VILLAGE
LEONARD
LYON TOWNSHIP
MADISON HEIGHTS
OAK PARK
ORTONVILLE
OXFORD
PONTIAC
ROCHESTER
ROYAL OAK
SOUTH LYON
WIXOM

Main Street Oakland County SUMMIT

By Invitation Only | In Person



APR **20** 2023
9 - 11 AM

Waterford Oaks Activity Center

2800 Watkins Lake Road
Waterford Township, MI

NOTE: Online mapping may be incorrect for this address. Enter at Waterford Oaks Park sign off Watkins Lake Road.

RSVP BY APRIL 17 AT
AdvantageOakland.EventBrite.com

While you and your community continue to face many challenges creatively and effectively, Oakland County leadership and staff remain your partners. We want to hear from you. Your feedback continues to guide and direct the priorities and planning for the MSOC program for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic corridors for success.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD

MSOC SUMMIT 2023

Preliminary Agenda

- 9:00 AM** **Welcome**
Oakland County Executive David Coulter
- 9:15 AM** **Introductions and Summit Goals**
*Moderator: John Bry, Administrator,
Main Street Oakland County Coordinating Program*
- 9:25 AM** **Share Community Successes from 2022
—Utilizing the Four Points of Main Street**
Organization | Promotion | Design | Economic Vitality
MSOC Directors and Local Leadership
- 10:00 AM** **Outline Current Challenges and
What is Needed to Be Successful**
 - o For your district
 - o For your organization*MSOC Directors and Local Leadership*
- 10:30 AM** **Stand and Stretch...But Please Don't Leave**
- 10:40 AM** **Determine 2023-2024 Top Goals for
Main Street Oakland County to Address**
MSOC Directors and Local Leadership
- 11:00 AM** **Describe What Your District/Organization Needs
from County Leadership to be Successful**
MSOC Directors and Local Leadership
- 11:20 AM** **Closing Thoughts**
All Attendees
- 11:30 AM** **Adjourn**

Main Street America Four-Point Approach for Economic Development *OVERVIEW*

ORGANIZATION

Community in agreement and working toward common mission, vision and goals—with the resources to do it

PROMOTION

Marketing the district's unique characteristics and assets—to attract and retain residents, businesses, and visitors

DESIGN

Developing and maintaining the physical shape of district—while preserving local character and creating a welcoming and attractive environment

ECONOMIC VITALITY

Supporting local business development, including attracting, strengthening and retaining the right mix of businesses and housing in the district—diversifying the economic base

