

**MICHIGAN
DOWNTOWN
ASSOCIATION**

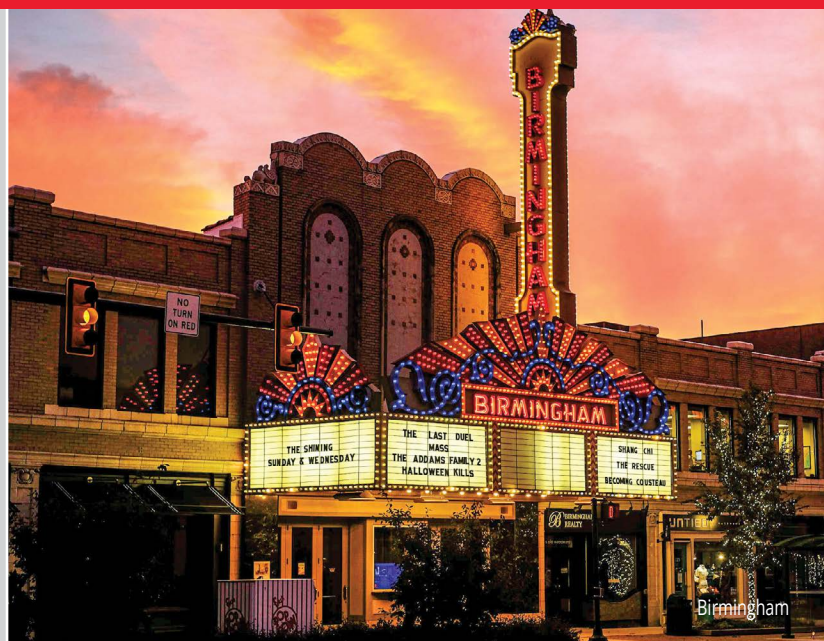


ANNUAL STATEWIDE CONFERENCE

Thursday and Friday, November 2-3, 2023
Birmingham Community House
380 S. Bates Street, Birmingham, MI
With a special Mobile Tour of Downtown
Berkley, MI, offered November 1, 2023

In-person & Virtual Attendance Option

Strong Michigan Downtowns:
The People, The Places,
The Work, The Stories



P.O. Box 3591
North Branch, MI 48461



**MICHIGAN
DOWNTOWN
ASSOCIATION**



Annual Conference Strong Michigan Downtowns: The People, The Places, The Work, The Stories

Creating a strong Michigan downtown relies on people. Whether through partnerships, storytelling, or the hard working staff of a downtown organization, the common goal is to make downtown just, joyful and equitable. Meaningful relationships with other organizations, a board of directors, the community, and small business owners are key. Join us in beautiful and lively downtown Birmingham, MI, and gain the knowledge needed to fine tune the policies, alliances, and initiatives that are the foundation of your organization while connecting with downtown stakeholders from across the state. What story do you have to tell?

Wednesday November 1

3 pm **Ding, Ding, Ding**

Hop on the Trolley and join us as we tour nearby Downtown Berkley. We will see firsthand the innovative programs the Berkley DDA & Main Street program have initiated and hear of their plans for the future. Our tour will conclude with a networking event, with a cash bar and complimentary appetizers, at a Berkley establishment. This is a ticketed event with only 30 seats sold. The ticket price is NOT included in the Conference registration fee and is an additional \$50. The Trolley will leave the Townsend Hotel, 100 Townsend Street, at 3pm and will return to Birmingham at 7:30pm.

Generously sponsored by Oakland County Main Street and Berkley Downtown Development Authority/Main Street. Thank you to the Lake Orion and Oxford Downtown Development Authorities and Main Street Programs for the use of the Trolley!

Thursday November 2 - Birmingham Community House

9:00 - 11:00 am **Registration and Vendor Expo**

9:00 - 10:00 am **Coffee and Conversation**

Participants of the MDA Professional Development Certificate Program (MiPDM) are encouraged to join us for a pre-Conference coffee hour.

10:00 - 11:00 am **Bonus Session - 4 Round Tables, 15 Minutes, 100 Ideas**

Get a jump start on the Conference by joining us for this quick paced Bonus Session! Topics to be covered at four stations include: Blighted Building Stabilization Fund, Pathways to Community & Private Foundation Support of Local Projects, Creating Downtown Director Magic, and What YOU Do DOES Matter.

Eric Schertzing ,
Executive Director, Michigan Association
of Land Banks
Robert Donohue,
Coach & Market Development, Community
Heart & Soul
Jerry Dettloff, Program Development,
Community Heart & Soul
Kathy Dickens,
Executive Director, Four County Community
Foundation
James Alt,
Executive Director, Lapeer DDA & Main Street
Todd Craft,
Chairperson, Farmington DDA & Main Street
Courtney McClerren,
Chair, Ortonville DDA & Main Street

11:05 - 11:45 am **Welcome to Conference
Introductions of Attendees and Vendors**

Cristina Sheppard-Decius,
Chair, Michigan Downtown Association

11:50 - 12:35 pm **Keynote Presentation
Community Storytelling**

Considerably more than just "human interest", community storytelling creates the emotional infrastructure of success for our downtowns and cities. We can find storytelling everywhere: from fireflies in North Carolina, in our daily conversations, and all the way down to our DNA. Even better? You don't have to be a writer, journalist, photographer, or possess any kind of special skills to be a "storyteller". EVERYONE can experience the power of storytelling in our personal lives while using it to improve our places and the lives of the people we serve.

Phil Eich,
Founder, Storyville

12:35 - 2:00 pm **Lunch
Annual Awards
MiPDM Certificate Ceremony
Visit Vendors**

Cristina Sheppard-Decius,
Chair, Michigan Downtown Association
Dana Walker,
MDA Director
Annaka Norris,
MDA Board Member/Professional
Development Chairperson

2:00 - 3:00 pm **Concurrent Sessions
Session One: Data Driven Downtowns**

Forming a strategy that is fact-based is the cornerstone of a thriving downtown revitalization program. In this session, learn what data you need to collect and analyze so your organization can make informed decisions and then drive progress and measure success!

This session is available for MiPDM credit.

Scott Oppmann,
ArcGIS, Solutions Manager
Erick Phillips,
Business Development Representative,
Oakland County Main Street
Cristina Sheppard-Decius,
Executive Director, Birmingham
Shopping District

Session Two: Leveraging Investment Resources to Increase TIF

There is a unique funding environment now available. How can DDAs leverage their limited investment resources on projects that will provide an increase in the TIF instead of funding infrastructure repair and other initiatives? Wade Trim's new FundingScout program will be summarized along with strategies shared on how to best position a DDA at the funding table.

Wayne Hoffmann,
Client Funding Director, Wade Trim

3:00 – 3:15 pm **Networking Break & Vendor Visits**

3:15 – 4:10 pm **Concurrent Sessions**

Session Three: Point of Order! DDA Policies and Procedures

The most important document to your organization is its bylaws. Keeping the bylaws relevant and updated is also key to having a well-organized and productive Board of Directors. This session will cover the various procedural concepts and rules that DDA board members are likely to confront. Meeting-related procedures such as creation and use of bylaws and rules of order, as well as the procedural rules that DDAs and their parent local units need to follow for big picture activities like plan amendments, will also be discussed. Bring your questions and hear from an expert in DDA and municipal law.

Session Four: Bringing Pride Downtown

Pride isn't just for metropolitan cities anymore. Communities across the state are celebrating Pride in their own unique ways! Join the founding members of Ypsi, Three Rivers, and Kalamazoo Prides, to hear how they have worked with their community, businesses, and organizations to host this annual celebration.

Jeff Aronoff,
Principal-Public Law Practice Group,
Miller Canfield

Cameron Mains,
Executive Director, Three Rivers DDA &
Main Street Program
Elize Jakobson,
Downtown Development Authority
Coordinator, City of Ypsilanti
Tracy Hall,
Executive Director, Outfront Kalamazoo
Moderator: Anne Gentry,
Director, Alpena DDA

4:20- 5:15 pm **Walking Tour of Birmingham**

Members of the Birmingham Principal Shopping District will lead us on a tour of downtown Birmingham. The tour will conclude at the location of our Meet & Greet.

5:30 – 7:00 pm **Meet & Greet**

Join us for complimentary appetizers, a cash bar, and lively conversation.
Dick O' Dow's
160 W. Maple Road, Birmingham

Generously sponsored by
Metro Signs and Lighting.

Friday November 3

8:30 – 9:15 am **Registration and Vender Expo - Coffee and Continental Breakfast**

9:15 – 10:15 am **Small Business Owners, The Heart of Downtown**

A panel of local, downtown small business owners will discuss the importance of communication and relationships while offering valuable insight on what downtown organization programs and initiatives have real value to entrepreneurs.

Alaina Campbell Sprout Bake LLC,
Cookies & Cream, Lake Orion
Ryan Cavanaugh,
Owner, Heights Brewing, Farmington
Tanya Nevitt,
Owner, Venue South Lyon
Holly Herrick,
Owner/Operator, Altered Designs, Holly
Moderator: Jerry Dettloff,
Community Heart & Soul

10:15 – 10:30 am **MDA Legislative Update**

10:30 – 10:45 am **Networking Break & Vendor Visits**

10:45 – 11:45 am **Concurrent Session**

Session Five: Place Making, Not Just a Buzz Word!

This session will introduce placemaking principles and methodologies for persons who are responsible for shaping public space. Topics include an overview of the placemaking process; tools and techniques for public space evaluation and community engagement; creative ideas for lighter quicker, cheaper activations in public space; and an introduction to public space management.

This session is available for MiPDM credit.

Session Six: The ABCs of RFPs and Grant Writing

You have a project identified but now what? Learn the best practice techniques for developing Request For Proposals (RFP) that will get you the results you need! Our presenters will discuss how a professional RFP makes it easier to get what you need, from project scope to interviews of contractors to project management. This session will also offer expertise on how to develop and submit a successful grant application to help ensure funding for your community's next project.

Molly LaLone,
Chairperson, MDA Advocacy Committee

Jill Bahm,
Partner, Giffels Webster
Kim Marrone, EDFP, AICP,
Director of Municipal Services,
City of Oak Park
Kate Litwin,
Director, Howell DDA & Main Street

Alex Hritcu, AICP,
Senior Planner, ROWE Professional
Services Company
Jason Ball, AICP,
Senior Planner II, Planning Group Lead,
ROWE Professional Services Company
Jill Martin,
Grants Coordinator/Management Analyst,
City of Royal Oak
Chad Swan-Badgero,
Arts Education Program Manager,
Michigan Arts and Culture Council

Thank you Annual Conference Sponsors 2023

Partner Sponsor



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DEVELOPMENT CORPORATION**

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Birmingham



1:15 – 2:15 pm

Partner Presentation RAP'in with the MEDC

Join us for an overview of the Revitalization and Placemaking (RAP) Program and process. Launched in 2022, RAP 1.0 was an incentive program that deployed \$100 million in American Rescue Plan funding to address the COVID-19 impacts in Michigan communities. Hear from 2 communities that received RAP 1.0 funding. RAP funding helped provide access to real estate and place-based infrastructure development gap financing through grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million per project for public space improvements and grants of up to \$20 million to local or regional partners who develop a coordinated subgrant program.

Jake Winder,
Manager, Community
Development Incentives,
Michigan Economic Development
Corporation
Coleman Yoakum,
Developer, Webster Community
Center Pontiac

2:15 – 3:15 pm

Building Bridges Toward a Just (and Joyful) Future

Mr. Farlow will tell the story of the Detroit neighborhoods of Paradise Valley and Black Bottom which emerged in the 1920's as a thriving business and entertainment district. The district hosted more than 300 black-owned businesses ranging from drugstores and beauty salons to night clubs and theaters. The neighborhood was vibrant, optimistic, and hopeful. But the changing political landscape and a disdain by the city's mayor for slums along with a federal mandate to construct highways in our urban cores, skewed the future for these districts in irreparable ways. Today, and with the assistance of a progressive city government, a new vision for these existing neighborhoods is being implemented under the leadership of the Paradise Valley Conservancy. Envisioned as a design-forward district featuring world class restaurants, lounges, and unique cultural programming, Paradise Valley looks back at what once was and builds on this legacy to inspire generations to come.

Mark Farlow,
Principal of Design,
Hamilton Anderson

3:15 pm

Closing Comments

Dana Walker,
Director, Michigan Downtown
Association



A special rate of \$199 per night (plus tax and fees) for a King room is available for attendees of the Annual Conference at the Townsend Hotel, 100 Townsend Street, if reserved by October 13, 2023. Please call 248-642-7900 and mention the code 2311MICHIG or click [here](#) to reserve your room.



Registration Form: Annual Statewide Michigan Downtowns Conference 2023

Each attendee must provide the following information as unique login or registration information will be sent to each attendee via the email listed below. Registrant's information may be changed prior to the Annual Conference by contacting Dana Walker at the MDA, director@michigandowntowns.com or 248-838-9711.

Name _____
Organization _____
Phone _____ Email _____

Registration Fees (use registration form or register online at www.michigandowntowns.com):

Early Bird Rate (Now through 10/26): MDA Members: \$275 Non-Members: \$295 Students: \$150

Regular Registration & At the Door (After 10/26): MDA Members: \$295 Non-Members: \$315 Students: \$160

One Day Rate (either November 2 or November 3): \$150

Virtual Format price is the same.

____ Yes, I will attend the \$50 ticketed Downtown Mobile Tour of Berkley, MI, Wednesday, November 1.

____ Yes, I will attend the complimentary Meet and Greet, Thursday, November 2, at Dick O' Dow's.

Optional Lunch November 3, each option comes with House Made Chips, Mixed Fruit, Chocolate Chip Cookies and Choice of Water or Soft Drink

____ Vegan Sandwich, \$30 (not included in price of registration)

____ Grilled Chicken Sandwich \$30 (not included in price of registration)

____ Roast Beef Sandwich \$30 (not included in price of registration)

____ TOTAL AMOUNT DUE

Please return form with payment to MDA by Oct. 26, 2023. Once payment has been received, all registrants will receive unique login or registration information for the Annual Conference.

Make checks payable to:

Michigan Downtown Association

P.O. Box 3591 North Branch, MI 48461

Credit card payment available at www.michigandowntowns.com or call the MDA at 248-838-9711.

Sorry, no refunds will be offered.

____ Visa ____ MC ____ Dis ____ Amex Card No. _____ Exp. Date _____ Sec. Code: _____

Name on Card: _____ Signature: _____

Zip Code: _____

AICP and AIA credits are available on a self-reporting basis.

