

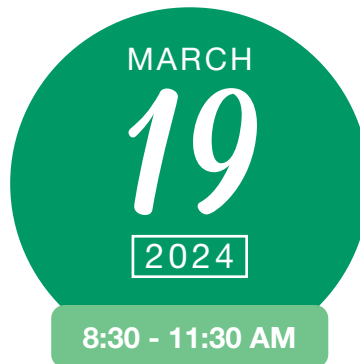
2024

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

# BREAKFAST =SUMMIT=

*By Invitation Only | In Person*



OAKLAND COUNTY  
EXECUTIVE OFFICE BUILDING  
**Conference Center**  
2100 Pontiac Lake Road  
Waterford, MI 48328

RSVP BY MARCH 15 AT  
[Advantageoakland.EventBrite.com](https://Advantageoakland.EventBrite.com)

This year's summit will focus on the role of local leadership and its place in the success of any downtown development effort. Collaboration and communication are key. Your feedback continues to guide and direct the priorities and planning for one of Oakland County's most successful economic development programs for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic neighborhood corridors for success. We want to hear from you.

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



*All ways, MOVING FORWARD*



# SUMMIT 2024

# Preliminary Agenda

8:30 AM	Registration Check-In & Continental Breakfast
9:00	<b>Welcome</b> <i>Oakland County Executive David Coulter</i>
9:15	<b>Introductions and Summit Goals</b> <i>Moderator: John Bry, Administrator, Main Street Oakland County Coordinating Program</i>
9:25	<b>Share Community Successes from 2023 —Utilizing the Four Points of Main Street</b> Organization   Promotion   Design   Economic Vitality <i>MSOC Directors and Local Leadership</i>
10:00	<b>Outline Current Challenges and What is Needed to Be Successful</b> <ul style="list-style-type: none"><li>o For your district</li><li>o For your organization</li></ul> <i>MSOC Directors and Local Leadership</i>
10:30	<b>Stand and Stretch...But Please Don't Leave</b>
10:40	<b>Determine 2024-2025 Top Goals for Main Street Oakland County to Address</b> <i>MSOC Directors and Local Leadership</i>
11:00	<b>Describe What Your District/Organization Needs from County Leadership to be Successful</b> <i>MSOC Directors and Local Leadership</i>
11:20	<b>Closing Thoughts</b> <i>All Attendees</i>
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

