



2025 Technical Assistance & Project Support Services

FOR MAIN STREET
OAKLAND COUNTY
COMMUNITIES

DEADLINE: Complete and submit application by March 31, 2025

INTRODUCTION

Main Street Oakland County (MSOC) offers **annual technical assistance** and **program support** to designated Oakland County **Main Street Communities** to enhance downtown areas and historic neighborhood commercial corridors through consulting, financial support, and resources. The application deadline is **March 31, 2025**.

EXAMPLES OF ELIGIBLE TECHNICAL ASSISTANCE ACTIVITIES

- **Organizational Support:** Strategic planning, fundraising, visioning, communication planning, training, and promotional materials
- **Economic Vitality:** Project consulting, including studies, design, real estate pro forma, business development, e-commerce and digital marketing efforts and recruitment, and small business training
- **Design and Placemaking:** Capital improvement projects like parks, gateways, public art, historic preservation, wayfinding, facades, and design guidelines
- **Promotional and Marketing:** Branding, promotional materials, seed funding for a new event or promotion, and marketing efforts to support district growth and tourism
- **Knowledge Building:** Training, tuition, bringing specialized workshops to the community to foster organizational development for the local downtown management organization or its staff

ELIGIBILITY REQUIREMENTS

To be eligible for Technical Assistance & Program Support, the following must be met:

1. **Current Main Street America Network Membership**
2. **Quarterly statistics** are up to date with MSOC
3. **Resolution of Support or meeting minutes from Board:** A formal approval from the governing body for the requested technical assistance
4. **The technical assistance being funded must be completed by August 31, 2025.**
5. **Detailed project timeline** with list of any deliverables to be submitted at the completion of the project or program

Funding Allocation for each community is based on your MSOC designation level as determined at the beginning of the current fiscal year.

[Click here to go direct to Technical Assistance
& Project Support Application Form](#)

[MainStreetOaklandCounty](#)

