



New Executive Director Orientation IN-PERSON & VIRTUAL

February 19, 2025 | 8:30 AM – 1 PM

Ferndale City Hall, 300 East 9 Mile Road, Ferndale, MI 48220

Topics Covered

National Main Street Center – Main Street America

- Why Downtown is Important
- Stages of Program Growth
- Reinvestment Statistics – Telling Your Story

The Main Street Approach

- Four Points
- Transformation or Economic Strategies
- Guiding Principles
- Criteria for Accreditation
- Membership and Resources

Organization Structure

- Duties of the Program Manager/Executive Director
- Board Roles and Responsibilities
- Organizing Your Work (Work Plans and Committees)

Downtown Development Authority Reporting | Michigan Downtown Association

Register Today at
[AdvantageOakland.EventBrite.com](https://www.advantageoakland.com/eventbrite)

*COST: No Charge | By Invitation Only | Registration Required
Link will be sent before event for Virtual attendance*

Questions? Contact:

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*Director, Michigan
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