

Downtown Development Authority (DDA)

Gaylord Main Street

Rooted in Heritage, Growing with Purpose, Always Inviting



We are pursuing
MAIN STREET 

**ENGAGED LEVEL
COMMUNITY**

Main Street Michigan



What is Main Street

Main Street is a Nationwide, grass roots movement that blends preservation, activation, and coordination to harness the power of **Character-Based Economic Growth**

The Main Street approach helps communities attract visitors, stimulate local businesses, & enhance the quality of life for residents, while preserving their unique heritage and character. It is designed to engage property and business owners, community leaders, and residents to actively engage in a shared mission for their downtown. **Imagine having people believe their place matters.** That is true community support. That is what Main Street is all about.

Why Does Main Street Work? *It's Simple. It's the People loving their Place.*

Main Street is a comprehensive model that includes best practices for the development and revitalization of downtown and neighborhood commercial districts. Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.





What are the Four Points

***Main Street Four Points:
Economic Vitality, Design,
Promotion, and Organization
that are centered around
Transformation Strategies that
aim to shape the future of the
district.***

Building a Downtown People Love through the Main Street Approach.

- **Economic Vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, to catalyze property development, and to create a supportive environment for entrepreneurs and innovators.
- **Design** aims at enhancing the physical and visual assets that set the commercial district apart. It involves creating an inviting atmosphere through building improvements, street furniture, landscaping, and window displays.
- **Promotion** positions the downtown or neighborhood district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Organization** involves building a framework that brings together the public sector, private groups, and individual stakeholders through effective administrative systems, inclusive community engagement, and strong leadership.



10 Things Main Streets Do

Local Main Street programs undertake various initiatives to create positive change and revitalize downtown areas. Here is a list of ten things that these programs typically do:

Facilitate Historic Preservation & Building Improvement: Main Street programs promote the preservation of historic buildings and structures, ensuring their architectural integrity and historical significance are maintained. They offer facade and building improvement grants or assistance to encourage businesses and property owners to enhance the exterior appearance of their buildings, and/or complete comprehensive building rehabilitation, which contributes to the overall aesthetic appeal of the downtown area.

Business Recruitment and Retention: They actively work to attract new businesses to the downtown area and support existing ones, helping to create a diverse and vibrant business community. They provide guidance and resources to help businesses succeed, offering training programs, business planning support, access to funding opportunities, and market research.

Placemaking: Main Street organizations engage in placemaking by actively transforming their community spaces into vibrant, inclusive, and distinctive areas that reflect local culture, heritage, and values, fostering a strong sense of belonging and community pride.

Real Estate Development: They facilitate real estate development by leveraging local partnerships, resources, and historic preservation initiatives to foster sustainable, economically viable, and community-centric property revitalization and development in their districts.

Streetscape Enhancement: Main Street programs focus on improving the physical appearance of the downtown area by implementing streetscape projects, such as beautifying sidewalks, installing benches, planters, & street lighting.



10 Things Main Streets Do

Local Main Street programs undertake various initiatives to create positive change and revitalize downtown areas. Here is a list of ten things that these programs typically do:

Community Events and Festivals: They organize and support community events, festivals, and cultural activities that bring people together, attract visitors, and showcase the unique aspects of the downtown area.

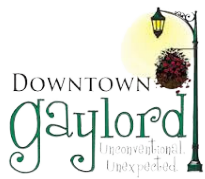
Marketing and Promotion: Main Street programs develop marketing strategies to promote the downtown area as a desirable destination, leveraging social media, websites, advertising, and public relations to raise awareness.

Facilitate Public-Private Partnerships: Main Street programs foster collaboration and partnerships between public and private entities, encouraging joint initiatives and leveraging resources for the benefit of the downtown community.

Community Engagement and Volunteerism: Main Street programs engage local residents and volunteers, fostering a sense of community pride and ownership through volunteer opportunities, community forums, and collaborative decision-making processes.

Long-Term Planning and Visioning: They develop comprehensive downtown plans, setting goals and strategies for the future, and ensure the implementation of sustainable practices to support the ongoing vitality of the downtown area.

These ten activities, among others, are undertaken by Main Street programs to initiate positive change, revitalize downtown areas, attract visitors, promote economic growth, and foster a strong sense of community.



Downtown Gaylord Main Street



*Rooted in Heritage, Growing
with Purpose, Always Inviting*

The Downtown Development Authority is committed to fostering a thriving, vibrant, and welcoming downtown district. Through strategic improvements, historic preservation, community engagement, and business support, Our Main Street Initiative enhances economic vitality while preserving the unique charm of our downtown.

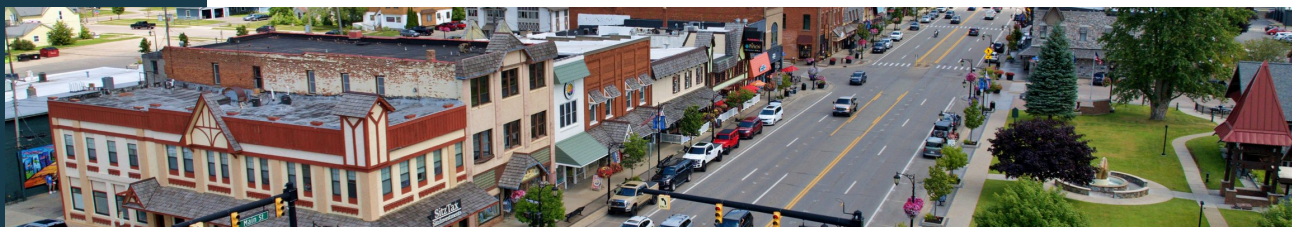
Vision

The Gaylord Downtown Development Authority DDA envisions a vibrant, welcoming downtown that blends small-town charm with alpine character, creating a thriving hub for businesses, culture, and community. Through strategic development, enhanced streetscapes, and strong partnerships, Downtown Gaylord will be a connected and walkable district where local businesses flourish, public spaces invite gathering and exploration, and year-round events bring energy and excitement

By embracing our unique alpine heritage and fostering sustainable growth, Downtown Gaylord will be a destination where residents and visitors feel a sense of belonging—where every season offers new opportunities to shop, dine, experience, and celebrate our community's spirit.

Mission

The DDA enhances the quality of life for residents and visitors. We foster collaboration, and champion a local-first approach for long-term economic growth that supports business opportunities and reinvestment in downtown properties. By leveraging public-private partnerships, and strategic investments, we improve infrastructure, create engaging public spaces, host and support year-round events and activities. Our efforts to share our unique story promote downtown as a destination and build a thriving community for generations to come.





What are the Goals



The following goals were developed through community input, including an open house and survey, to guide the revitalization and growth of our Main Street initiative. These goals reflect our shared vision for a vibrant, welcoming and sustainable downtown:



Cultivate and support a vibrant business mix to expand variety and decrease vacancies within the district.



Encourage and incentivize appropriate buildings and facade rehabilitation while celebrating the unique and historic character of the district.



Develop a marketing strategy to promote downtown to residents and visitors.



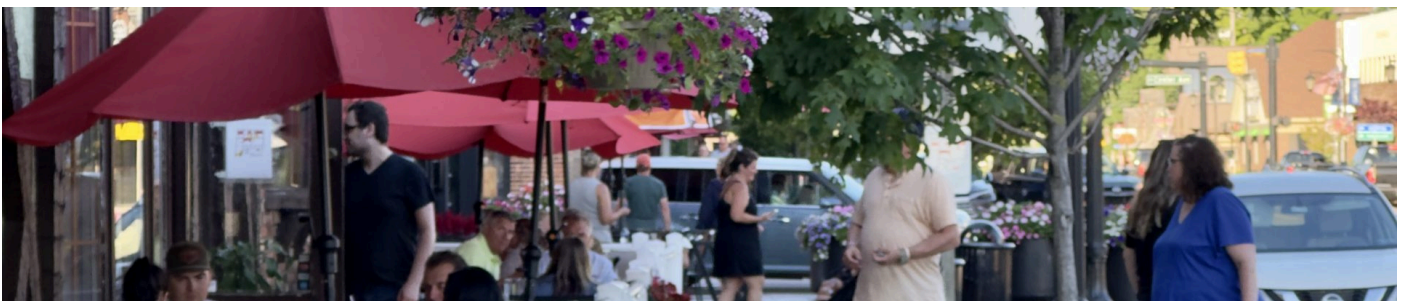
Foster physical improvements to activate the district year-round and enhance its sense of place.



Host and support strategic events and activities in the district.



Maintain a strong sustainable organization that communicates its value and facilitates opportunities for ongoing community involvement.





**For inquiries,
contact us.**

www.cityofgaylord.org
tobinl@cityofgaylord.org
989-732-4060

