

Welcome to...



LISC DETROIT

The text "LISC DETROIT" is displayed in a large, bold, sans-serif font. "LISC" is in black, and "DETROIT" is in a bright blue color.

# What is Main Street?



A local grassroots, community, and volunteer-driven strategy encouraging **economic development** through **historic preservation**



# Where is the North End Main Street located?



# Historic North End Main Street District

## Dining and Drinking

1. Baobab Fare
2. Yum Village
3. Time Will Tell
4. Milwaukee Caffe
5. Kiesling
6. Freya
7. Dragonfly
8. Oak and Reel
9. The Upright
10. The Gathering Coffee Co
11. Tropical Smoothie Cafe
12. New China One

## Shopping

1. Hipmanic
2. Celebrity Apparel
3. Roby's Shoes
4. BORO
5. From The Field
6. Vault of Midnight
7. Enterprise Uniform Co
8. Eloquent Petals and Blumz Florist

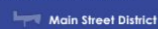
## Event, Co-Working, and Gathering

1. Co.act Detroit
2. Chroma
3. Tangent Gallery & Hastings Street Ballroom
4. Cross & Anchor Church
5. Black Bottom Park
6. Cocoon Co-Working Space
7. Triumph Church
8. St. Philip's Evangelical Lutheran Church of Detroit
9. Jam Handy
10. Detroit Church

## Service

1. Goodyear
2. DENCAP Dental Plans
3. Anew Life Prosthetics & Orthotics
4. Huntington Bank
5. USPS
6. Volunteers of America Detroit Veterans Housing Program
7. Black Family Development Inc.
8. Ford Avenue Piquette Plant
9. HOT BONES
10. TRY | FIT Detroit
11. NEXTSPACE
12. BULK Space
13. New Center Stamping
14. Vanguard Community Development Corporation
15. Small Business Center
16. Goodwill Flip the Script North End Career Center
17. HOWRANI STUDIOS
18. Genesis Therapeutic Massage Center
19. First Independence Bank and Wayne Metro

\*On-street parking is available on most streets.



\*For the latest list of District businesses, please see the online directory at <https://northdetroit.life/directory/> or scan the QR Code on the side.

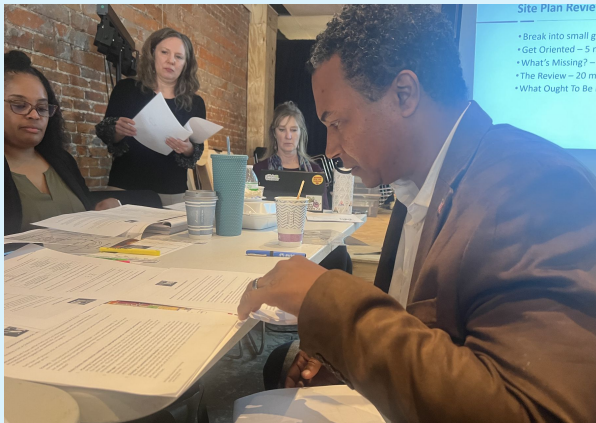


# What are the advantages of being designated as a Main Street District?



- By receiving a Main Street Designation, a traditional commercial neighborhood district can experience a return to economic vitality. Benefits include:
  - Protecting and strengthening the existing tax base
  - Creating a positive community image
  - Creating visually appealing and economically viable buildings in the district
  - Attracting new businesses
  - Creating new jobs
  - Increasing investment in the Main Street buildings
  - Increasing investment in the district
  - Preserving historic architectural resources
  - Tailoring to specific community needs

- In addition to those benefits, we are part of a national network that provides direct technical support and services to our district such as professional development that includes:
  - Training Opportunities and resources through:
    - Michigan Main Street Workshops
    - Main Street Oakland County Workshops
    - National Main Street Conference
    - MainStreet.org - The Point



Michigan Main Street Workshop - Lapeer



National Main Street Boston Conference





National Main Street Boston Conference



Michigan Main Street Workshop - Lapeer



Michigan Main Street Milan Workshop



Michigan Main Street Milan Workshop

# Who pays for a local Main Street program?



**When applying for a Main Street Designation, communities are required to submit a 5-year budget completely funding the program, including staff, professional development, travel and any overhead.**

**Vanguard CDC is our program sponsor.**

**The Michigan Main Street Program (MEDC) does not charge a community to be a part of the program, nor do they fund any part of a community's budget.**

Typical funding comes from pledges and sponsors, memberships, contracts for services, local municipal Contributions, and nonprofit funders.

# How is this grassroots approach organized?



# The Four Point Approach

## ORGANIZATION

- Communications
- Public Relations
- Volunteer dev.
- Organizational branding
- Financial management
- Fund-development

## ECON/VITALITY

- Small Business / Entrepreneurship Dev
- Business planning / financing
- Interior Design, Visual Merchandising
- Real estate development

## DESIGN

- Historic Preservation
- Planning, Design,
- Architecture, Construction
- Landscaping, gardening
- Arts

## PROMOTION

- Marketing
- advertising
- Branding
- Event coordination
- Logistical Management

Website: <https://northenddetroit.life/>

**But.....**

**What has the North End Main Street  
actually accomplished?**



## North End District – Strategic Work Plan Dashboard – 2023

ADVISORY BOARD	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<ul style="list-style-type: none"> <li>• Monthly reporting to MEDC/Lisa</li> <li>• Updating Vanguard CDC Board Members</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer Recruitment &amp; Training</li> <li>• Resource Development – For MS Organization and Events</li> <li>• Update and Maintain Website (SEO) Share the Strategy</li> <li>• Work with the MEDC consultant to create Main Street (June 27th - 29th) Brand/Logo (MEDC Technical Support)</li> <li>• Create Monthly Business Newsletter (Main 5 Point Communication Plan) June 28th (2PM - 4 PM) ( MEDC Technical Support)</li> <li>• Share the Main Street strategy and dashboard with other organizations, business owners and property owners</li> <li>• Resource Development for Campus Plan (Black Bottom Park) Implementation/Acquisition</li> </ul>	<ul style="list-style-type: none"> <li>• Celebration of community gateway sign and kick off construction phase of East Grand Blvd (May 2nd)</li> <li>• Branding/Logo of Main Street (June 27th - 29th) (MEDC Technical Support)</li> <li>• Maintain Events Promotion Calendar</li> <li>• Work Partner initiative strategy cultural heritage (storytelling)</li> <li>• Pop – up Food Truck -BBP (Start date???) ***</li> <li>• Juneteenth “Movement” – Event (June 17 th ) June 18?? – BBP - Annual</li> <li>• Lyrics &amp; Libation Summer Festival series in BBP – (Wednesdays) June 21 st through - Sept. 6th - Annual (warehouse space if raining) - Annual</li> <li>• “Angels &amp; Men” – Event – October 28th (Warehouse space) - Annual</li> <li>• “Let’s Get Lit” – Event – November 25th (First shopping Saturday) Warehouse Annual</li> <li>• Lyrics &amp; Libation – (Wednesdays) Warehouse Space - November through December - Annual</li> <li>• Future Fest An Afro Futuristic Art &amp; Music Festival - June 17th 12pm to 12 am</li> </ul>	<ul style="list-style-type: none"> <li>• East Grand Blvd Streetscape Transformation Project Completion</li> <li>• Façade Grant Program (looking at expansion) ***</li> <li>• Placemaking Projects – Campus and Park – Have Concept Plan and Budget</li> <li>• Clean and Safe Programming</li> <li>• GIS Update w/Mike – Updating and Maintain Inventory and Use with Building Improvements and Businesses; Potential Redevelopment Prospects (MEDC Technical support Date ?)- Monthly Reporting</li> <li>• Work with Detroit City Planning Department on the North End Framework Plan – ensure communication of strategy and targets</li> <li>• East Grand Blvd. Transformation Project (Streetscape) – monthly updates to businesses and community members</li> </ul>	<ul style="list-style-type: none"> <li>• Pure Michigan Pilot Program</li> <li>• Small Business Support, including Grants/Loans and Technical Assistance (Initiate)</li> <li>• Facilitate monthly BDA Board meetings to launch the BDA to the business community</li> <li>• Develop a plan that puts forth comprehensive efforts to address commercial gentrification</li> <li>• Support and nurture existing businesses by pop-up programming at the Vanguard Campus other locations</li> <li>• Focus programming and any incentives on our Business Cluster Strategy (Artists; Small-Scale Producers; Food)</li> <li>• Main Street Paraphernalia (tee shirts and cups with MS logo to sale on website (New item added today)</li> </ul>

\*highlighted items are achieved goals

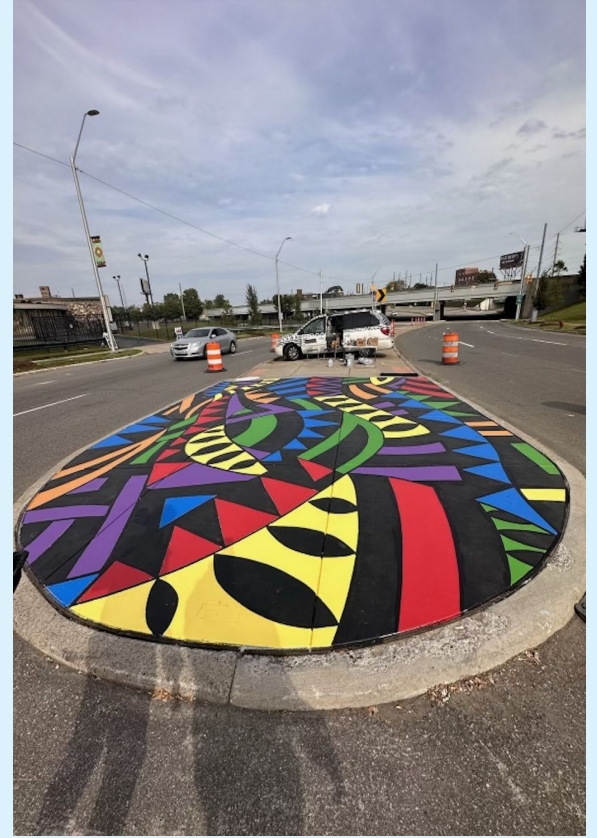
# Design Committee - East Grand Blvd Transformation Project

( Quincy Jones, Lynn Wiggins, and Monica Edmonds)



- In 2020, Vanguard received funding from the Knight Foundation to make streetscape improvements along main corridor in neighborhood.
- Included robust community engagement in partnership with local artists to create an ID sign, banner designs, and murals.





East Grand Blvd Streetscape Interventions

# 2021 BLKOUT WALLS MURAL FESTIVAL



- The **BLKOUT Walls Mural Festival** was curated by Sydney James, a local Detroit artist. Vanguard participated as one of the sponsors.
- “My Journee” was created by Phil Simpson, a tenant at the Vanguard Campus receiving **below-market studio space**.



# Promotion Committee

(Lynette Roberson and Thor Jones)



Bikes on Main



Future Fest



Adult Playday in Black Bottom Park

and so much more!!!.....



# Economic Vitality

( Drusilla Fanning and Chenita Gary)



Detroit Food Co-Op Business Meeting



Business Meeting with Detroit Parking Officials



Google Training w/ Atlantic Impact Students



Workforce Job Fair



## MEDC Technical Assistance for Main Street Logo and Branding - Community Engagement Meeting



**We cannot wait to continue to improve our district. We hope you will support and volunteer in actualizing this meaningful work!**

**Thank you!**

Website: <https://northenddetroit.life/>

