

Components of the Main Street Approach

The Main Street Approach is built around three interconnected parts. You can use these parts to set goals, guide your decisions, and take action.

1 COMMUNITY VISION + MARKET UNDERSTANDING

A strong Main Street starts with a shared vision. Your Main Street's vision is based on facts about your community—market mix, customer demographics, building conditions—and its identity and values. The vision should be created in close partnership with the community through surveys, focus groups, and listening sessions. That ensures voices from different backgrounds and perspectives are heard.

MISSION

We are a community of innovative economic stewards focused on preserving and enhancing the Lake Orion DDA District to drive prosperity and a strong sense of connection for all.

2 TRANSFORMATION STRATEGIES

With a vision in place, the next step is to develop Transformation Strategies. These are paths—typically two to three at a time—that Main Street leaders follow to accomplish their vision. Unlike long-range goals or plans, Transformation Strategies should be achievable in three years or less to keep up with trends and changing community needs. Transformation Strategies come to life through activities that fall under the Four Points (see next page).

VISION

A lively lakeside downtown, where all ages come together for endless fun, connection, and unforgettable experiences in unique businesses, community spaces, and historic and natural treasures.

3 IMPLEMENTATION AND MEASUREMENT

With strategies decided, it's time to act. This means identifying needed resources—funding, programming, partners—and setting up ways to measure success.

TRANSFORMATION STRATEGIES



LAKESHORE
ECONOMY



COMMUNITY
BUILDING



RESOURCE SPOTLIGHT

For help identifying, choosing, and putting into motion a Transformation Strategy, see Main Street America's [Community Transformation Strategies Workbook](#).

www.downtownlakeorion.org

