

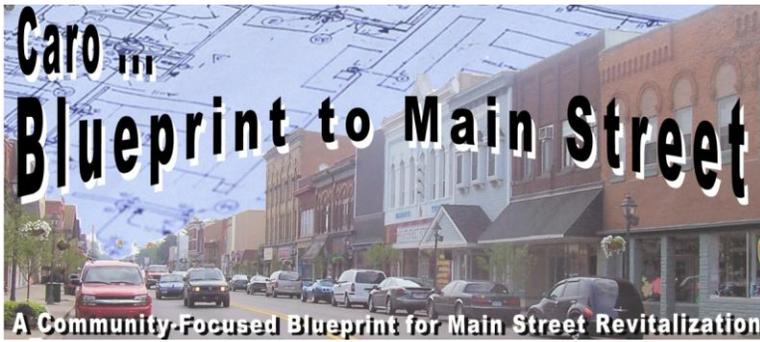
A grassroots, volunteer collaboration of the community, business and property owners, and supporters of the revitalization and growth of Caro's Main Street and downtown area.

**Caro
Blueprint to Main Street Town
Hall Meeting
Tuesday, May 18, 2010**



A great community begins with a vibrant downtown and a strong team driving economic growth. The intention of the Town Hall meeting was to introduce the Michigan Main Street program to area residents, business owners and supporters, and to announce that the Caro DDA has applied on behalf of the City of Caro to be an Associate Level Main Street Community. To make this project succeed we need the community's help in the form of cheerleaders, designers, organizers and developers. We need each and every one of you to get motivated, get involved and help to design the blueprint for Caro's Main Street.

In Attendance/Organization		In Attendance/Organization	
1.	Kris McArdle, Infinite Creative Services, Inc.	14.	Mary Penn, Thumb Area Center for the Arts
2.	Suzanne Smith, State Street Pharmacy	15.	Margie Sylvester, Second Change/BBBS
3.	Pete O'Brien, P.J. O'Brien's Catering	16.	Glen Roth, Tuscola County EDC
4.	Mark Ransford, Ransford Funeral Home	17.	Denise Steffen, Thumb Meat Market
5.	Susan Walker, Great Start Tuscola	18.	Cindy Parker, With the Grain & Artigiano
6.	Mike Parker, With the Grain & Artigiano	19.	Sharon McArdle, Caro Resident
7.	Jamie Schriener-Hooper, MSHDA/MMS	20.	Robert Nowland, Tuscola County Fair
8.	Bob Schrader, Sunnsational Tanning & Embroidery	21.	Janice Schrader, Sunnsational Tanning & Embroidery
9.	Brent Morgan, City of Caro	22.	Tom Striffler, City of Caro
10.	Mark Putnam, Caro Historical Commission	23.	Randy Elliott, Thumb Area Center for the Arts
11.	Ryan Higgins, Thumb Area Center for the Arts	24.	Patty Volway, Jack's Toyland
12.	Ed Volway, Jack's Toyland	25.	Rick Lipan, Majestic Companies
13.	Olena 'Len' Jensen, Thumb Cellular		



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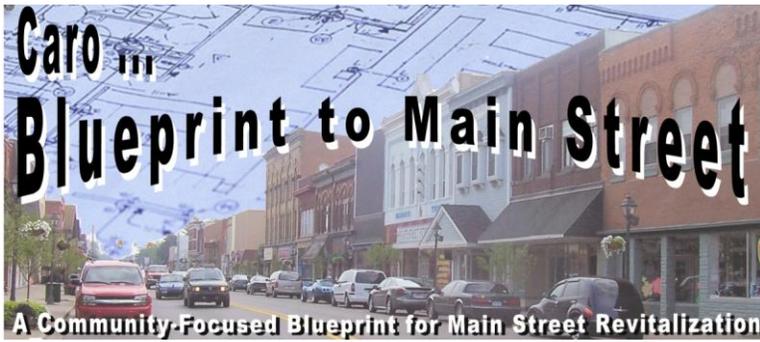
Below is an overview of the information presented and discussed at the Caro Blueprint to Main Street Town Hall Meeting:

Participants vision of downtown Caro ...

- Vibrant, viable, diverse
- Historical buildings, lots of shoppers and night life
- Businesses that support workers and residents
- Bringing it back to what it once was
- Historical preservation of downtown buildings
- Truck route – highway diverted around downtown, allowing for more foot/walking traffic and less commercial traffic
- Enforcement of traffic laws; especially, the stop lights and speeding
- People mingling about in the stores with a sense of community
- Downtown being the hot spot for the community
- Bringing more retail back to the downtown
- Downtown community center – a social gathering place for the young and old
- Greater activities and things to do for children
- Having a downtown similar to other quaint communities; such as, Ann Arbor, Orion, Rochester, Traverse City, etc.
- More outside eating establishments
- I like Caro the way it is with the movie theatre, culture opportunity, services and there is a lot going on
- Blending what we have and cultivating volunteers
- More downtown entertainment and specialty retail shops
- Vision similar to the old-time downtown drawings at the Tuscola County EDC office
- Caro is worth it!!!!

Participants motivation for attending meeting ...

- Concern for downtown and future of Caro – downtown grow
- See downtown revitalized with profitable businesses
- To see downtown as it once was
- To learn more about the Main Street program
- Goal of moving toward an active downtown with involved stakeholders
- Curious to see what's been done and the future direction
- Interested ... this is our second home!
- Don't want to see Caro lose it heritage and history
- To learn and contribute more to my community
- Bring businesses back to downtown
- Wish to see more community-minded people involved
- To see what has transpired from the Blueprint process
- Curiosity!
- Desire for more children-oriented stuff
- To be a cheerleader and take stock in the assets
- To listen and learn
- See more people coming to town and having fun
- Here representing the Tuscola County Fair
- I want to help
- Caro is worth it!!!!



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Key to a Successful Downtown Program

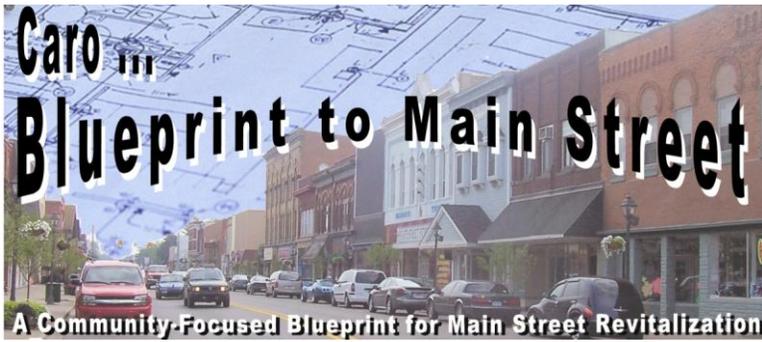


- ▶ Take charge community with active volunteers
- ▶ Community-focused and driven group of individuals
- ▶ Clear scope of purpose and vision
- ▶ Active dialog between partners in the community – nonprofits, civic/social organizations, municipality and more
- ▶ A well-planned and coordinated effort for long-term commitment to revitalization

Michigan Main Street Program

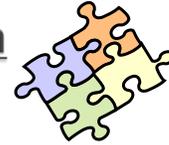
- ▶ Program Objective
 - Desire for Michigan's downtowns to grow into thriving, traditional, innovative and creative centers of commerce for people and business.
- ▶ Mission
 - Support and improve Michigan's downtowns and traditional commercial neighborhood districts by promoting and implementing the Main Street 4-point Approach





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The Main Street 4-Point Approach



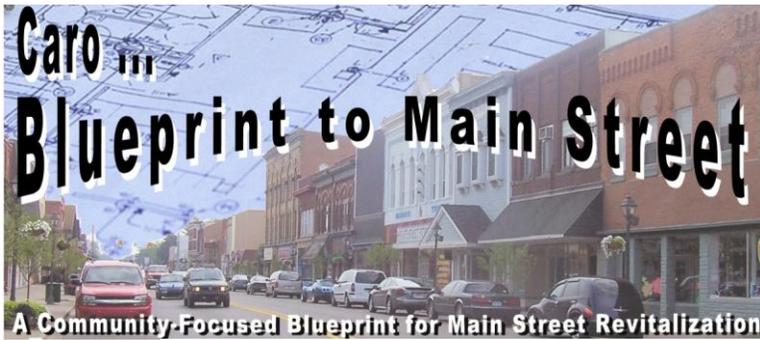
- ▶ **Organization**
 - Gathering the resources, both human and financial, to run the Main Street program, as well as promoting the program through partnerships and public relations.
- ▶ **Promotion**
 - Creating a positive image of the district to attract customers and investors, as well as to rekindle community pride.
- ▶ **Design**
 - Preserving historic resources and enhancing the visual quality of the district by being attentive to all elements of the physical environment.
- ▶ **Economic restructuring**
 - Strengthening the existing economic assets of the district while diversifying its economic base and developing methods to finance needed improvements.



Benefits of Michigan Main Street

- ▶ Protecting and strengthening the existing tax base
- ▶ Creating a positive community image
- ▶ Creating visually appealing and economically viable buildings
- ▶ Attracting new businesses
- ▶ Creating new jobs
- ▶ Bringing new residents to the Main Street area
- ▶ Increasing investment in the Main Street area
- ▶ Preserving historic architectural resources
- ▶ Providing services tailored to specific community needs





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MMS Levels of Participation

Associate

1 year

Communities receive basic training in the Main Street 4-Point Approach and MMS Program in centralized locations

No local Main Street program

Select

5 years

Intensive program providing technical assistance, training and resources locally and in centralized locations

Local Main Street program is created

Master

6+ years

Communities who successfully complete the 5 year program can continue to access MMS services

Continuation of local Main Street program

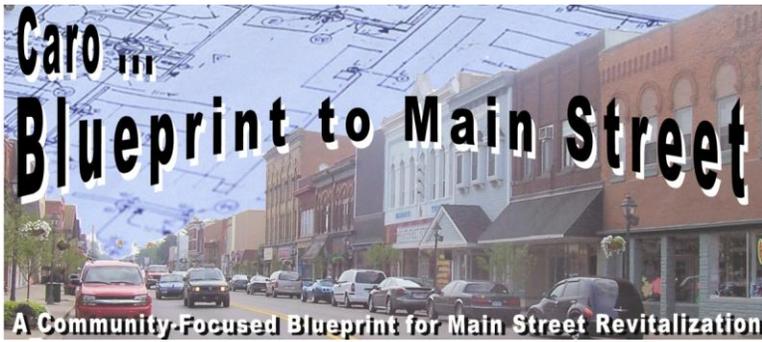
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What is Michigan Main Street?

The **INTENT** of the Associate Level

- To provide communities with a basic understanding and knowledge of the Main Street 4-Point Approach. Additionally, communities learn the benefits and requirements of the Michigan Main Street program, in order to prepare the community for the Selected Level

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Associate Level Services

- Services provided to Associate Communities
 - MMS Orientation Webinar
 - MMS Basic Training
 - Organization/Promotion 101 Training
 - Economic Restructuring/ Design 101 Training
 - Main Street in Practice
 - MMS Listserv
 - MMS Overview Presentation within the local community (C)

Location: (C) Community



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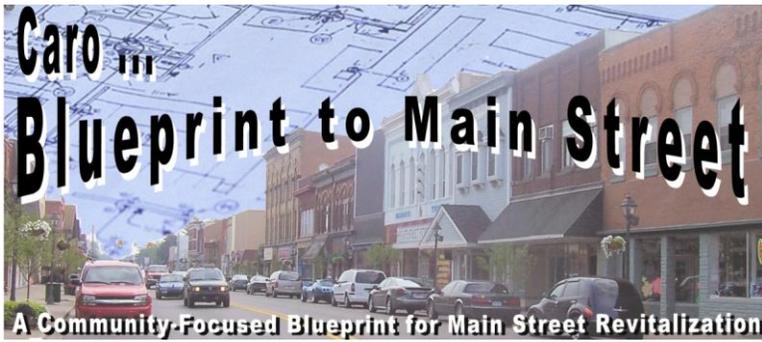


Associate Level Services

- How does it work?
 - Day-long seminars
 - Anyone in Associate Level welcome to attend
 - Held in Selected/Master Level Michigan Main Street Communities
 - MMSC staff provides overview
 - Local community provides specific examples
 - Q&A session
 - No cost to attendees, except travel



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Associate Level Commitment

- Commitment by Associate Communities
 - Participation is required in all Associate Level services provided within (1) year
 - Submit bi-annual reports to MMS
 - Host overview presentation in community
 - Must complete Associate Level before applying for Selected Level



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Associate Level Success Stories

- For best results...
 - Don't rely solely on one staff person to attend
 - Send as many people / stakeholders as possible
 - Have attendees do updates or presentations back in the local community about what they've learned
 - Take as many years as you need to build momentum



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Next Step:

1. Continue working on the recommendations from the Caro Blueprint Report at our monthly meetings.
2. Start recruiting volunteers and supporters to join the Caro Blueprint to Main Street movement.
3. Wait to hear word from the State of Michigan in regards to our MMS Associate level application. Announcements are to be made in mid-June.
4. Learn how to become a vibrant Main Street community.
5. Return Caro to the thriving metropolis it once was!