

MAIN STREET PROGRAM



A program of the City of Linden and the Linden Downtown Development Authority designed to preserve the natural beauty and history, enhance business, and strengthen investment in Downtown Linden.

Main Street. Two words that evoke nostalgic feelings and warm memories for many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our town, its history, and our neighbors.

However, times are changing and what once was, is now no more. Downtown's not only have to compete with urban sprawl and big box stores, but globally with the advancing technologies of the internet.

Main Street is here to show people that downtown shouldn't be forgotten. They have two things that cannot be reproduced, history and authenticity. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else; therefore, it's our job to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful.

Downtown provides an atmosphere for you and your friends and family to enjoy, and an attractive downtown also leads to better business recruitment, new jobs, a stronger tax base, more public amenities, and better community facilities like the parks, schools, and libraries.

Downtown is a collective, community effort. Not just the work of a few select folks. The Main Street Program is a grassroots, community, and volunteer driven strategy to encourage economic development through historic preservation. The program takes a comprehensive 4-Point approach including physical design, economic restructuring, social promotion, and civic organization. By re-framing the way we think about our roles in the community can help us to come together and ensure that we can provide the best experience for our City, your family, and future generations to come.

Believe it or not, we all have a stake in the improvement and vitality of downtown and you now have the opportunity to *be part of the change you wish to see!*

How Does it Work?

Main Street is a national program that receives state funding. Every year communities in Michigan compete to be one of the communities inducted into the program. The Associate Level Program is an introduction to the Michigan Main Street program and provides communities with no-cost training and a basic understanding and knowledge of the Main Street Four-Point Approach® to generate broad based local support for the effort.

Additionally, communities learn the benefits and requirements of the Michigan Main Street program, in order to prepare for the Selected Level. All participating communities are encouraged to bring as many volunteers as possible to take part in the trainings. This Associate Level lasts one year, though communities may choose to stay in the program with a renewed commitment. Associate Level communities must successfully complete all trainings the year prior to applying for the Selected Level.



How Can I Help?

SERVE ON A COMMITTEE:

Do you have skills or expertise that would make you an asset? If so, consider becoming a committee member to work hand in hand revitalizing Linden.

VOLUNTEER:

Don't have the time or flexibility to make monthly meetings? That's ok, you can still help! We will need volunteers to make Main Street a success. Whether you give us one hour or one year we will find the perfect volunteer opportunity that fits you. Sharing your time allows us to continue providing a beautiful atmosphere, ample amenities, and fun events to stimulate the downtown area and the Linden community as a whole.



Learn More

Paul Zelenak, City Manager

810-735-7980 or

manager@lindenmi.us

www.michiganmainstreetcenter.com

Main Street Training

DATE: Thursday, July 16, 2015

TIME: 9:00am-4:00pm

LOCATION: Hart, MI