

# Lapeer is Focused on Main Street

**Under the direction of Lapeer's Downtown Development Authority (DDA), Lapeer is focused and has its eyes set on Main Street; a Program designed to preserve the natural beauty and history, enhance commerce and strengthen investment in Historic Downtown Lapeer.**



*Move forward with us as we set our sights on Main Street. The Michigan Main Street (MMS) program guides the community, in the heart of Lapeer County, in its effort to reinvigorate historic downtown Lapeer. Lapeer is at the "Associate Level" which is the introduction to the MMS program focused on creating understanding of the principals, ideology, and investment required to be successful. A strong, and focused commitment of the Associate Level allows the Lapeer community to apply for "Select Level", and then through hard work and community engagement, "Master Level"; the most prestigious of the 3 levels of the MMS Program. The Main Street Program has a 4-Prong Approach: Organization, Promotion, Design, and Economic Restructuring with the goal to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.*

**Main Street.** These two words evoke nostalgic feelings and warm memories in 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 towns and our neighbors.

The Main Street Program is about creating a vibrant downtown that provides a variety of goods and services to the community, fostering a strong sense of place where an authentic main street experience is provided. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else. With this in mind, Lapeer's downtown shouldn't be forgotten. Historic downtown Lapeer has two things that cannot be reproduced, history and authenticity; therefore, it's our duty to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful and special.

Downtown provides an atmosphere for you and your friends and family to enjoy, more public amenities, and better community facilities like the Community Center, Schools, and Libraries.

Downtown local businesses are most often the ones who donate to the little league teams, or your child's school field trip. They supply funds for the free Summer Concert Series and the Car Cruise. They provide support through the arts and allow for continued programming at The PIX Theatre and Gallery 194; things that all the citizens in our town are able to enjoy. A successful downtown supported by the community directly impacts your quality of life.

**Main Street Programs are volunteer-driven, with broad-based community support.** Re-framing the way you think about your role in the community and actively serving in the community will continue to ensure that you provide a meaningful identity and heritage experience for your family and for future generations to come. Working together we will be able to provide a vibrant, attractive, downtown created by you, for you. Business and community partnerships will foster a sense of community, create more jobs, a stronger tax base, and provide improved community facilities and environment. In other words, we're asking you to be a part of the change you wish to see!

## The Main Street Process:

Main Street is a national program that receives state funding. Every year communities throughout the state compete to be selected as one of the three official Main Street Communities inducted into the program. As we work toward completing and achieving the various levels of the MMS Program, Lapeer is eligible to receive support and services designed to stimulate downtown. The MMS Program gives the background and organization to get entire community involvement to make a positive difference. Applicants for Select Level are judged on a number of factors including community participation and support, a successful fundraising program, ample volunteer base, completeness of the application, and a final presentation.

## How can you help?

### **SERVE ON A COMMITTEE:**

Do you want to lend your talents, skills and expertise to help improve historic downtown Lapeer? If so, volunteer to serve on one of the many committees that support Lapeer's Mainstreet Program.

### **VOLUNTEER:**

If your time and flexibility is limited, we will find the perfect volunteer opportunity that fits you and your schedule. There are a multitude of tasks that require your abilities.

### **DONATE:**

Become a financial partner. Whether pocket change or substantial monetary pledges your contribution will help us provide beautiful surroundings, in-town amenities and fund events to stimulate historic downtown and Lapeer as a whole. Your support will help us to achieve the next level of the MMS program as we grow through innovation and investment.

### **Learn More by Contacting: James Alt**

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[www.downtownlapeer.com](http://www.downtownlapeer.com)

[www.michiganmainstreetcenter.com](http://www.michiganmainstreetcenter.com)

