



Clare DDA/Main Street



Presented by:
Lori Schuh,
Clare Main Street
Manager

About Clare's Main Street Program


"Even if you're on the right track, you'll get run over if you just sit there."
-Bill Gates



DDA History

- 1989 - Plan Adopted
- 1990 - City Referendum - \$300K max. Bond Issue
- 1990 - Phase 1 Streetscape
- 1994 - Phase 2 Streetscape
- 1995 - C...
- 1995 - C...

• 1995-2005- Property Acquisition to begin 5th Street Parking Lot Project

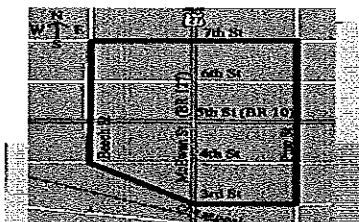


Clare Becomes A Main Street Community!!



- 2003 - 1st Round Application
- 2004 - 2nd Round Application
- Selected a Michigan Main Street Community 2004!!!!

Map of Main Street District

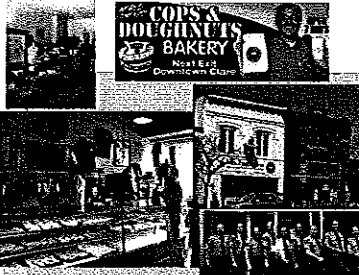


Clare DDA/Main Street Board

- Jim Allen - Retail-Chemical Bank - Chair & ER Chair
- Mary Ann Starlow - Hemick House & Mulberry Cafe - Vice Chair & Organization Chair
- Kim Hill - Clare City Manager - Secretary
- Don Chiodo - Edward Jones
- Vince Demest - Chemical Bank
- Dean Doherty - Doherty Hotel
- Al Iacco - Clare County Review
- Tom Koch - Ideal Theatre - Design Chair
- Carolyn (Coe) Murphy - Macdon's Flowers & Gifts
- Bob Ruby - Bob's Lounge
- Dennis Sien - Clare Do & Best Hardware
- Dean Thomas - Ann Steel
- Roger Williams - Chamber of Commerce Representative

Our Stakeholders and Partners:

- Downtown Merchants
- Downtown Property Owners
- Area Business Owners
- Area Residents
- Municipal Entities
- Schools
- Religious Institutions
- Financial Institutions
- Civic Clubs, volunteer organizations, senior citizens, city groups, etc.
- Clare County CVB
- Clare Area Chamber of Commerce
- City of Clare
- City of Clare, Clare & Clare County Parks & Recreation
- Peri Marquette District Library

Main Street's 4 Point Approach to Revitalization

Checkmarking the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic.

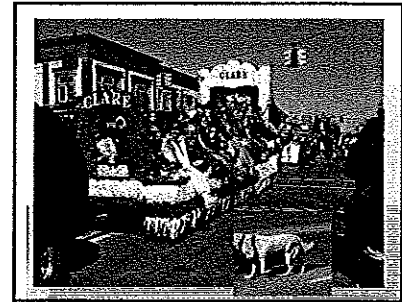
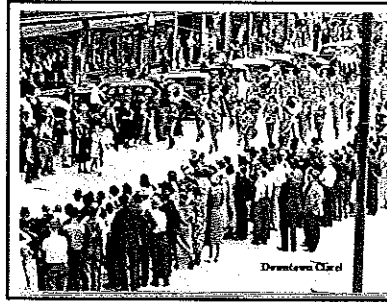
- **Design** - Enhances the visual quality of the downtown
- **Organization** - Organization is our heart and soul.
- **Promotion** - Re-establishes the downtown as a community center and promotes retail activity
- **Economic Restructuring** - Strengthens the existing assets of the district while diversifying its economic base.

Why is Main Street Important to Clare?

- Downtown is a reflection of the community.
- Downtown is an ideal location for independent businesses, which in turn:
 - Keep profits in town.
 - Support other local businesses and services.
 - Supports local families with locally-owned businesses.
 - Supports local community projects, like teams and schools.

Main Street provides a place where members of the community can congregate.

- Parades, special events, and celebrations held here reinforcing a tangible sense of community.



Revitalized Main Street Benefits Everyone!

Some Recent Promotion Committee Projects

- Irish Golf Scavenger Hunt
- Beat the Winter Blues Festival
- Downtown Brochure
- Main Street Car & Bike Show
- Clear Street Fairs & Sidewalk Sales
- Downtown Outdoor Sound System
- Historic Old 77 Motor Tour Overnight Stop
- Outdoor Concert Series in the Park
- Car Wash
- Main Street School Teacher with Downtown Cleanup Project
- Annual Car Parade with Christmas Open House

Promotion Committee

2010 - First Year 35 Businesses Involved!!

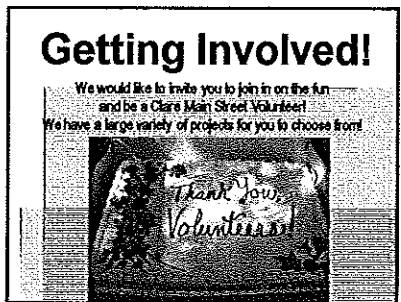
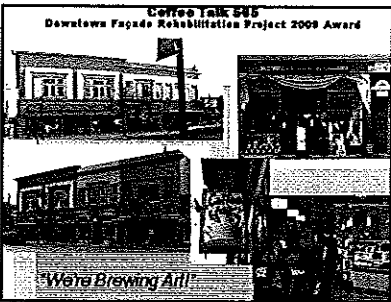
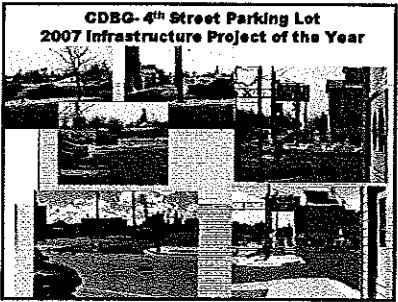
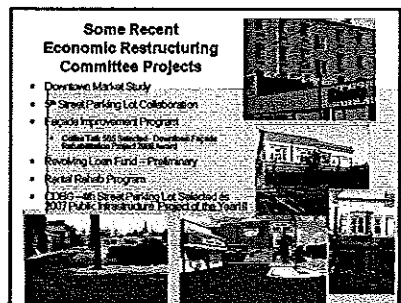
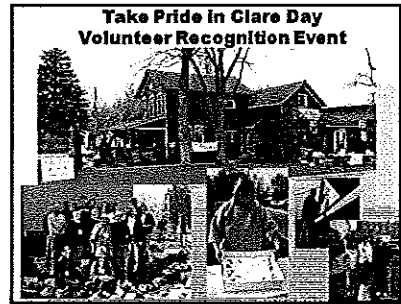
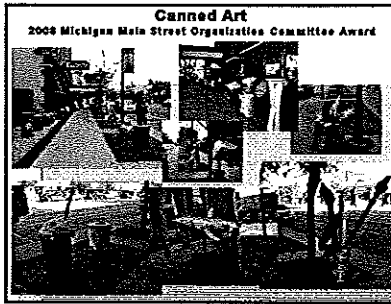
BEAT THE WINTER BLUES FESTIVAL!

FEBRUARY 12-13, 2010

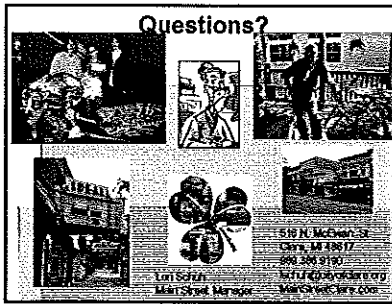
Some Recent Organization Committee Projects

- Main Street Info. Brochure
- Website at www.MainStreetClare.com
- Take Pride in Care Day - Now Care Pride Day - Voluntary Recognition Award - 2009 Michigan Main Street Organization Committee Award!
- Downtown All Projects Auction - Woodstock - Harbor - Soap Ladder - Garbage Can - Corral Art - Old Michigan Main Street Organization Committee Award!
- Street Talk - Main Street Newsletter
- Main Street Logo
- Welcome Sign for Main Street Businesses
- Woodcraft Design & Production Committee on project

Organization Committee



989.386.9190 ~~
 MainStreetClare.com~~
 Ischuh@cityofclare.org



1  **Clare DDA/Main Street**2  **About Clare's****Main Street Program****"Even if you're on the right track, you'll get run over if you just sit there."****– Will Rogers**3  **DDA History**

- 1989 – Plan Adopted
- 1990 - City Referendum – \$300K max.
Bond Issue
- 1990 – Phase 1 Streetscape
- 1994 – Phase 2 Streetscape
- 1995 – City Referendum – \$350K
Bond Issue
- 1995 – Phase 3 Streetscape

4  **Clare Becomes A****Main Street Community!!**

- 2003 - 1st Round Application
- 2004 - 2nd Round Application

- Selected a Michigan Main Street Community 2004!!!

5  **Map of Main Street District**6  **Clare****DDA/Main Street Board**

- Jim Allen – Retired-Chemical Bank– Chair & ER Chair
- Mary Ann Shurlow – Herrick House & Mulberry Café – Vice Chair & Organization Chair
- Ken Hibel – Clare City Manager – Secretary
- Don Chiodo – Edward Jones
- Vince Demasi – Chemical Bank
- Dean Doherty – Doherty Hotel
- Al Iacco – Clare County Review
- Tom Koch – Ideal Theatre – Design Chair
- Carolyn (Gus) Murphy – Maxwell's Flowers & Gifts
- Bob Ruby– Bob's Lounge
- Dennis Sian – Clare Do-It Best Hardware
- Dawn Thomas – Alro Steel
- Roger Williams - Chamber of Commerce Representative

7 8 9  **Main Street's****4 Point Approach
to Revitalization**

- Design - Enhances the visual quality of the downtown
- Organization -"Organization is our heart and soul..."
- Promotion-Re-establishes the downtown as a community center and promotes retail activity
- Economic Restructuring- Strengthens the existing assets of the district while diversifying its economic base.

10  **Why is Main Street Important to Clare?**

- Downtown is a reflection of the community.

989.386.9190 ~~

MainStreetClare.com~~

Ischuh@cityofclare.org

- Downtown is an ideal location for independent businesses, which in turn:
 - Keep profits in town.
 - Support other local businesses and services.
 - Supports local families with family-owned businesses.
 - Supports local community projects, like teams and schools.
- Main Street provides a place where members of the community can congregate.
 - Parades, special events, and celebrations held here reinforcing intangible sense of community.

11 12 13 

A Revitalized Main Street

Benefits

Everyone!

▪

14 

Some Recent

Promotion Committee Projects

- Irish Golf Scavenger Hunt
- Beat the Winter Blues Festival
- Downtown Brochure
- Main Street Clare Car & Bike Show
- Clare Street Faire & Sidewalk Sales
(with Chamber of Commerce)
- Downtown Outdoor Sound System
- Historic Old 27 Motor Tour Overnight Stop
- Outdoor Concert Series in the Park
(with Parks & Rec.)
- Fall Fashion Show
(with Chamber of Commerce Retail Committee)
- Main Street Spook-Tacular
with Downtown Skeleton Search
(with Chamber of Commerce & Parks & Rec.)
- Assist Clare Chamber with
Christmas Open House

15 

Promotion Committee

16 17 

Some Recent

Organization Committee Projects

- Main Street Info. Brochure
- Website at:
www.MainStreetClare.com
- Take Pride in Clare Day – Now Clare Pride Day - Volunteer Recognition
Event - 2009 Michigan Main Street Organization Committee Award!!!
- Downtown Art Project /Art Auctions – Wheelbarrow, Mailbox, Step Ladder
Garbage Can –Canned Art!
2008 Michigan Main Street Organization Committee Award!!!
- Street Talk – Main Street Newsletter

989.386.9190 ~~

MainStreetClare.com~~

Ischuh@cityofclare.org

- New Downtown Logo
- Welcome Bags for
New Downtown Businesses
- Work with Design & Promotion Committees on projects

18  **Organization Committee**

- 19  **2006 Roll Out the Barrows, 2007 We've Got Mail,
2008 Canned Art, 2009 Clare Steps Up
2008 Michigan Main Street Organization Committee Award**

20 

21 

22 

23 

**Some Recent
Design Committee Projects**

- Clare Main Street Banners
- National Register for Historic Places Application
- Design Standards/Ordinances
- Design Services
- Assist Organization Committee
with Take Pride in Clare Day –
Historic Preservation Month Recognition

24  **Some Recent
Economic Restructuring
Committee Projects**

- Downtown Market Study
- 5th Street Parking Lot Collaboration
- Façade Improvement Program
 - Coffee Talk 505 Selected - Downtown Façade Rehabilitation Project 2009 Award
- Revolving Loan Fund – Preliminary
- Rental Rehab Program
- CDBG –4th Street Parking Lot Selected as 2007 Public Infrastructure Project of the Year!!!

25  **CDBG- 4th Street Parking Lot
2007 Infrastructure Project of the Year**

26 

27  **Getting Involved!**

28 

Questions?
516 N. McEwan St.
Clare, MI 48617
989.386.9190
Ischuh@cityofclare.org
MainStreetClare.com