

Get involved and join a volunteer Committee



Organization builds consensus and cooperation among the various stakeholders, divides the workload, and clearly delineates responsibilities. Organization activities include: getting businesses, residents, investors, organizations, etc. to work toward the same goal, and assembling the appropriate human and financial resources.



Promotion markets the Village Center's unique characteristics to shoppers, investors, new businesses, tourists, and others. Promotion creates a positive image of the Village Center, improves consumer and investor confidence in the district, and encourages commercial activity and investment in the area.



Economic Restructuring strengthens a community's existing economic assets, while diversifying its economic base. Economic restructuring activities include: helping existing Village Center businesses expand, recruiting new business to provide a balanced mix, converting vacant and under-utilized space into productive property, and sharpening the competitiveness of the Village Center merchants.



Design improves the Village Center's image by enhancing its all around physical appearance. Design activities include: creating an inviting atmosphere by beautifying the streetscape and rehabilitating historic buildings, instilling good maintenance practices in our district, developing sensitive design management systems, long-term design planning, and design education.



Historic Franklin

Experience it.

Main Street Franklin

32325 Franklin Rd, Franklin, MI 48025



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Investing in
Main Street Franklin

www.MainStreetFranklinMi.com



Membership Investment Levels

Name: _____ Phone: _____ Email: _____

Yes, sign me up for MSF's eNewsletter

- | | | |
|---|---------|--|
| <input type="checkbox"/> Main Street Pillar | \$1000+ | ■ Custom investment package tailored to suit your need |
| <input type="checkbox"/> Business Partner | \$ 500 | ■ Business overview web page; website link; e-Newsletter quarterly highlight |
| <input type="checkbox"/> Business Sustainer | \$ 250 | ■ Business web overview; web site link; e-Newsletter semi-annual highlight |
| <input type="checkbox"/> Business Supporter | \$ 150 | ■ Business web listing; web site link; e-Newsletter annual highlight |
| <input type="checkbox"/> Non-Profit Partner | \$ 100 | ■ Web site listing; web site link |
| <input type="checkbox"/> Family Partner | \$ 75 | ■ Web site listing |
| <input type="checkbox"/> Individual Partner | \$ 50 | ■ Web site listing |

Main Street Franklin is in the process of gaining its 501(c)(3) non-profit status. All contributions are tax-deductible. Please make checks payable to Main Street Franklin and mail to: Main Street Franklin, 32325 Franklin Rd, Franklin, MI 48025.



What we do and what we've accomplished

Main Street Franklin's (MSF) mission is to preserve the historic nature of Franklin's Village Center while creating a vibrant core of independently-owned businesses that results in a one-of-a-kind destination and shopping experience. MSF promotes economic growth through the implementation of the National Trust Main Street Center's Four-Point Approach® that focuses on economic restructuring, design, promotions and organization.

Established in August of 2009, MSF is community-based and volunteer-driven. MSF has worked to establish strong public/private partnerships, grow its volunteer base, develop a long-term fund-raising strategy, and organize and execute Village Center/retail-focused events that include: Franklinstein; Sip, Shop, & Stroll; FrostFest; and the planned Franklin Farmer's Market. MSF's involvement has been instrumental in the recruitment and restoration of Farmhouse Coffee & Ice Cream and the recruitment of Fitness Driven.



Business Member Benefits

- Publicity and News Releases
- Architectural & Design Assistance
- Historic Preservation Tax Credit Assistance
- Liaison with Village, County, & State Agencies
- State-wide Advocacy
- Co-op Advertising Opportunities
- Seminars & Workshops
- Web site Link or Page
- District Marketing Strategy
- Business Resource Library



Community-wide Benefits

- Preservation of Village Center for Future Generations
- Protected Home Property Values
- Sense of Hometown
- A Strong Community Employment Center
- A Strategic Mix of Locally-owned Businesses
- Year Round Festivals & Events
- Franklin Farmer's Market
- Stable Economic Foundation
- A Positive Reflection of Community
- Historic Preservation Education

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