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## Two Communities Announced for Select Level of the Michigan Main Street Program

**LANSING, Mich.** – The cities of Cheboygan and Eaton Rapids have been selected by the Michigan Economic Development Corporation to take part in the Select Level of the Michigan Main Street program, MEDC announced today.

As part of the Select Level of Michigan Main Street, these two communities will receive five years of intensive technical assistance from MEDC with a focus on revitalization strategies designed to attract new residents, business investments, economic growth and job creation to their central business districts.

“I’m excited to see how these two communities will grow within the next five years,” said MEDC CEO Jeff Mason. “With the support of the Main Street program and the MEDC, I believe we can positively transform the downtowns and commercial districts in communities to ensure their place on Michigan’s path toward our future.”

The Michigan Main Street Program aims to create communities distinguished by a “sense of place.” The rationale is based on a range of studies that show investing in creating a “sense of place” is an integral part of developing vibrant city centers and downtowns, thereby making the state economically stronger and culturally diverse.

Cheboygan and Eaton Rapids join 23 other communities already benefitting from a five-year state commitment in the Main Street program. Those communities include Blissfield, Boyne City, Charlevoix, Charlotte, Downtown Lansing, Ewart, Grand Haven, Grayling, Hart, Howell, Lapeer, Mexicantown Hubbard Communities neighborhood in Detroit, Milan, Niles, Old Town (Lansing), Otsego, Owosso, Portland, Saline, Sault Ste. Marie, Three Rivers, Wayland and Wayne.

There are currently 31 communities participating in the Michigan Main Street at engaged, select and master levels. Each level provides services based on a community’s commitment, from one to five years in the program.

“Developing downtowns is essential in building a tax base, raising property values and putting people to work,” Mason said. “Programs like Michigan Main Street provide downtown communities with the tools needed to create jobs, provide desirable places to live and build a sense of place for Michigan residents.”



Over the past year, Michigan Main Street communities generated more than \$28 million in private investment, 116 new businesses and 92 façade improvements. Since its inception in 2003, the Michigan Main Street has been a catalyst for job growth, private investment and community engagement. From 2003 through 2018, 1,299 new businesses have been launched, with a total public investment of nearly \$90 million and total private investment of \$286 million. In addition, more than 56,566 volunteer hours were recorded in the task of revitalizing downtowns across the state.

### **About Michigan Economic Development Corporation (MEDC)**

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit [www.MichiganBusiness.org](http://www.MichiganBusiness.org). For Pure Michigan® tourism information, your trip begins at [www.michigan.org](http://www.michigan.org). Join the conversation on: [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).

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