



MAIN STREET

Ann Arbor

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WELCOME TO MAIN STREET ANN ARBOR

mission, structure, & key programs of Main Street Ann Arbor



OUR MISSION

Main Street Area Association is a membership based association of local businesses, organizations and individuals committed to the long term success and vitality of Downtown Ann Arbor.

- **Vibrant & Inclusive Environment:** Committed to fostering a welcoming downtown that supports local businesses and community engagement.
- **Attracts Locals & Visitors:** Strives to create an inviting space for both residents and out-of-town guests.
- **Dynamic Atmosphere:** Focuses on maintaining a lively, unique downtown experience.
- **Year-Round Activity:** Ensures programming and events throughout all seasons to keep downtown active and exciting.
- **Community Pride:** Encourages local involvement and celebrates the essence of Ann Arbor through diverse events and initiatives.



STRUCTURE OF MAIN STREET ANN ARBOR

- **Non-Profit Organization:** Operates as a non-profit entity with a dedicated director, executive committee and board of directors.
- **Collaborative Efforts:** Works closely with city government, local businesses, and community organizations to drive downtown initiatives.
- **Strategic Partnerships:** Focuses on building key partnerships to strengthen the impact of programs and events.
- **Volunteer Involvement:** Encourages community members to participate through volunteer opportunities, fostering local engagement and support.



YEAR-ROUND ACTIVATION: 12 MONTHS, 7 DAYS



- **Annual Block Closures:** Every weekend, Thursday at 4 PM through Monday at 6 AM, May through October.
- **Large-Scale Events:** Feature key events like A2 Summer/ Fall Streets, Trick or Treat Parade, TASTE, Restaurant Week and the upcoming winter festival, which activate downtown throughout the year.
- **Social District:** Plays a vital role in enhancing downtown nightlife, increasing foot traffic, and offering flexible options for visitors to enjoy local establishments.
- **Street Performers & Entertainment:** Performers help create a lively, vibrant atmosphere, adding to the unique downtown experience.



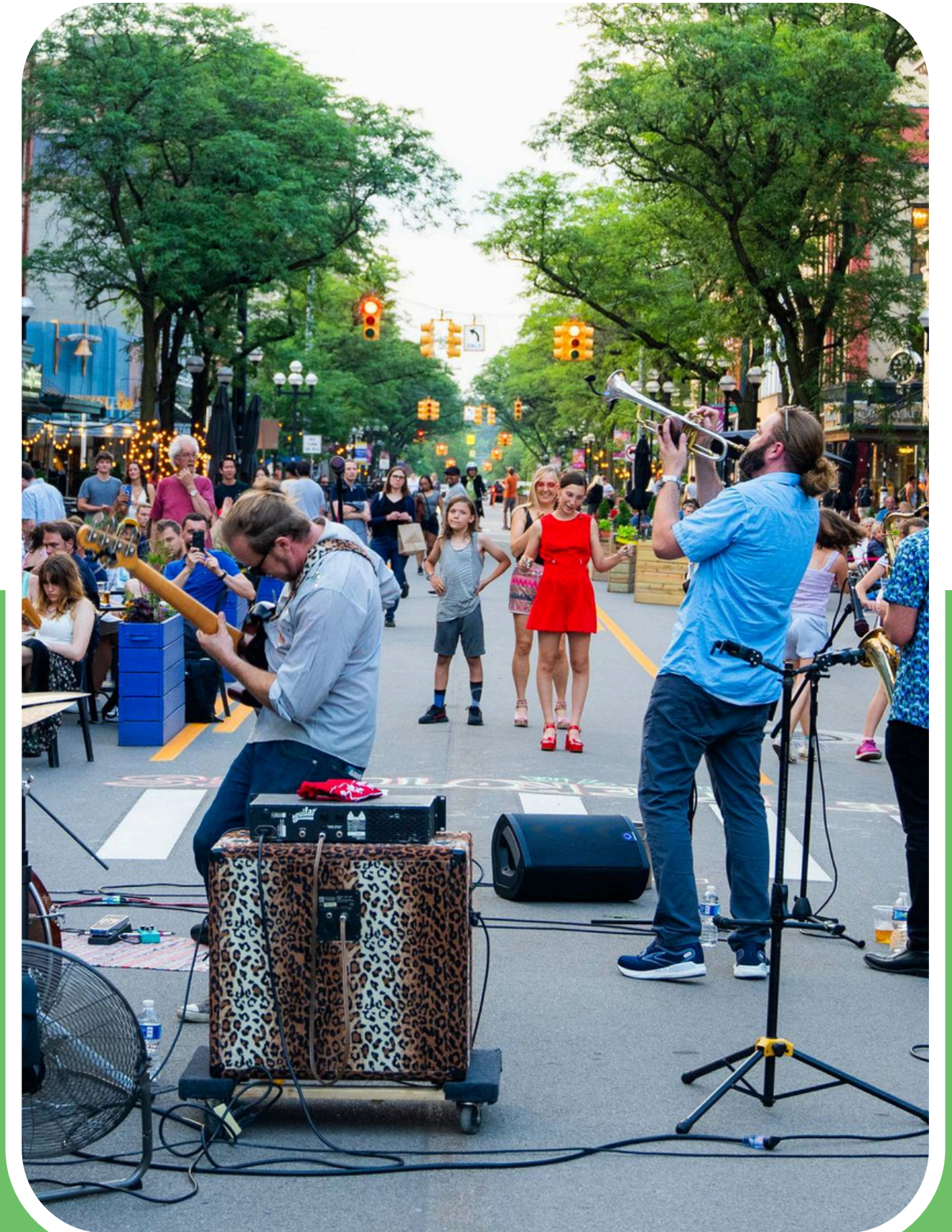
SEASONAL BLOCK CLOSURES

- Maintaining engagement is key to a successful closure. Both visitors and businesses.
- Identifying the timeframe that works best for your businesses will help with participation .
- Without business buy in, maintaining an active street space becomes difficult .
- Shutting down the streets can create some confusion and frustrations with visitors and residents, making parking accessible and providing signage will alleviate some of this frustration .



ENSURING A WELCOMING ATMOSPHERE

- **Emphasis on Inclusion:** Ensures both visitors and locals feel welcomed and at home in the downtown area.
- **Clear Signage & Public Amenities:** Provides easy-to-navigate signage and well-maintained public amenities to enhance the downtown experience.
- **Retail Partnerships:** Collaborates with local retailers to create a cohesive, visitor-friendly environment.



ADDRESSING CHALLENGES DOWNTOWN

- **Collaborative Approach:** Works closely with law enforcement, business owners, and residents to address downtown challenges.
- **Increased Security:** Enhances security presence during high-traffic times, such as game days, to ensure safety and order.
- **Educational Campaigns:** Provide education and resources for MSAA Members and businesses on how to effectively manage anti-social behavior, promoting a safer, more welcoming environment.



FUTURE PLANS FOR MAIN STREET ANN ARBOR



Program Expansion: Continues to grow and diversify programming and partnerships to enhance downtown activities.



New Public Spaces: Introduces new public spaces and art installations, while making ongoing improvements to the Social District.



Balanced Growth: Focuses on balancing downtown development with the needs and values of the local community.





THANK YOU FOR VISITING MAIN STREET ANN ARBOR!

Questions?

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