

MICHIGAN MAIN STREET



Michigan Main Street provides selected communities with technical assistance and training of proven value in revitalizing historic business districts. Their program helps municipalities improve the economy, appearance and

image of their business districts through the organization of local citizens and resources.

Main Street is a philosophy, program and a proven comprehensive approach to business district revitalization. This approach has been implemented in over 1,200 cities and towns in 40 states across the nation.



Main Street in Three Rivers is lucky enough to be one of these communities! We need your support. The program is well underway! Look inside to find out more and how you can be a part of it!



Three Rivers Main Street
57 N Main Street
Three Rivers, MI 49093
www.trdda.org
(269) 535-5145
brian@trdda.net
Brian Persky – Executive Director

Economic Development and
Historic Preservation through
Community Participation



of

DOWNTOWN THREE RIVERS



THREE RIVERS MAIN STREET PROGRAM



MISSION

The Three Rivers Downtown Development Authority (DDA) exists to create an environment within the District to inspire public and private investment; to attract and provide local residents a vibrant space to explore; and to foster and strengthen connections between city government and local businesses to boost commerce in the District. The DDA further seeks to maintain our distinctive sense of community while enhancing our Main Street atmosphere.

VISION

Downtown Three Rivers is a vital and welcoming historic community that is connected to our natural resources for families, visitors, and future generations to live, work, and play. Through good stewardship we maintain and enhance the integrity of our architecture and natural resources for our community to enjoy.

Downtown Three Rivers is a unique social destination where people of all ages experience a vibrant arts, entertainment, and shopping district with community pride that runs as deep as our three rivers.

Downtown Three Rivers offers a vibrant and welcoming destination for distinctive businesses. Resources strengthen business relations giving us a full and healthy business district and offer an exciting downtown living environment.

The success of downtown Three Rivers is driven by thoughtful vision and consistent, open communication nurtured with pride in a cohesive environment through the efforts of our fellow business community, volunteers, and partners.

DIRECTION

Building a foundation for a successful business district requires a community-wide effort. True success comes from using a comprehensive and incremental approach such as the Main Street program. Four elements combine to create this well-balanced program:

ORGANIZATION: responsible for fundraising, volunteer recruitment and oversight of all Main Street work plans

PROMOTION: responsible for promotions, special events and publicity

DESIGN: responsible for all projects relating to the appearance of downtown including signs, traffic and parking

ECONOMIC RESTRUCTURING: responsible for Main Street business retention and recruitment

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Come see what it's all about! Each element has a corresponding committee that meets once a month.

Contact our Executive Director for meeting dates, times, and places:

Brian Persky
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brian@trdda.net

WE WOULD LOVE TO HAVE YOU!



I BELIEVE IN THE FUTURE OF MAIN STREET

SUPPORTER LEVEL:

- Friend (Student/Senior) \$15
- Bronze \$25
- Silver \$50
- Gold \$100
- Other (please specify) \$ _____

*All members will receive a Main Street t-shirt.

Please indicate your size:

- S M L XL XXL

VOLUNTEER:

- YES! I'd like to volunteer for the Main Street program when available

NAME: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

Please detach and mail to address below.
 If applicable, please make check payable to:

Three Rivers Main Street/DDA

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THANKS FOR YOUR SUPPORT AND/OR VOLUNTEERISM!

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