



For Immediate Release

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ORTONVILLE DOWNTOWN DEVELOPMENT AUTHORITY TAKES HOME TWO AWARDS AT MSOC MAIN EVENT

Ortonville, MI May 10, 2018 – Ortonville Downtown Development Authority (DDA) was recognized by Main Street Oakland County (MSOC) with two awards at the annual Main Event. The DDA won awards in the categories - On a Shoestring and Out in the Open.

The event recognizes excellence in downtown revitalization in such areas as design, economic restructuring, organization and promotion. The judging panel was comprised of experts in historic preservation and economic development. “Our goal is not to win awards, but to work tirelessly to support our local businesses, enhance the place we love and create opportunities for our community,” said Matt Jenkins, Executive Director. “On the other hand, it is nice to be recognized by our peers and it shows that Ortonville continues to be an asset in Oakland County and the Main Street Program.”

About the Awards

- On A Shoestring - Local Main Street programs devise some pretty creative ways to celebrate and advance their goals. Sometimes they use a “shoestring” budget to make a big splash. This award celebrates efforts that utilize the Main Street Approach to achieve goals without breaking the bank. Program Recognized - Ortonville DDA’s Downtown Dollars. The mission of this program is to support local shopping, services and dining in Downtown Ortonville. The test runs helped to bring awareness to the program and an opportunity to celebrate special activities in Downtown Ortonville. The program was tested twice during 2017, attaching them to a downtown event. With a limited budget, these \$5 DDA subsidized gift certificates generated additional commerce in our downtown merchants.
- Out in the Open - Every downtown has places that make it special and a unique destination. From murals to trails, façade improvements to greenspaces, Main Street Oakland County’s historic commercial districts are defined places with unique characteristics. This award recognizes an outstanding place-making project or initiative in the downtown. Program Recognized – Ortonville DDA’s Downtown Light Pole Banner Program. This program has helped to enhance the downtown by creating a series of banners on the decorative light poles. The project was made possible through collaboration with the Village of Ortonville, Brandon School District and Downtown Merchants and groups.

About Ortonville Downtown Development Authority

The Ortonville DDA is dedicated to promoting economic revitalization, supporting local businesses, and preserving the natural and historic heritage of the Village of Ortonville. We advocate a return to community self-reliance, local empowerment, and development of Ortonville’s unique characteristics. The Ortonville

DDA advocates for businesses and the community by assessing current needs, customizing resources to meet those needs, collaborating with community groups, developing special promotions, and providing technical expertise. To learn more about the DDA, visit www.downtownortonville.org.

About Main Street Oakland County

Main Street Oakland County (MSOC) is our unique economic development program for downtowns, with a historic preservation philosophy and an emphasis on "sense of place." MSOC helps local government develop their downtowns as vibrant, successful districts that serve as the heart of their communities. To learn more, visit www.advantageoakland.com.