

#CharlotteRising

Revitalizing OUR Community

WHY To unleash Charlotte's community potential!

WHAT #CharlotteRising is a community-driven, 501(c)(3) nonprofit organization emanating from Governor Snyder's selection as **1 of 10 Rising Tide communities**.

- Project Rising Tide is a pilot program dedicated to 10 communities throughout Michigan designated by the Governor as "**prosperity regions**", offering each tailored resources, tools, and programming to boost economic development.
- **Michigan Main Street** program was recommended by the Rising Tide team for our community.
- Michigan Main Street program preserves the **historic nature of main street districts** while molding them to survive and thrive in the **modern economy**.

WHO #CharlotteRising is a community-wide movement led by the **Board** of the nonprofit, a **full time Executive Director**, and **Action Team Chairpersons**. The following are the Action Teams:

- **Economic Vitality:** business retention/recruitment
- **Design:** aesthetic and physical aspects of downtown
- **Promotions:** community marketing/promo
- **Organization:** structure, personnel management, and fundraising

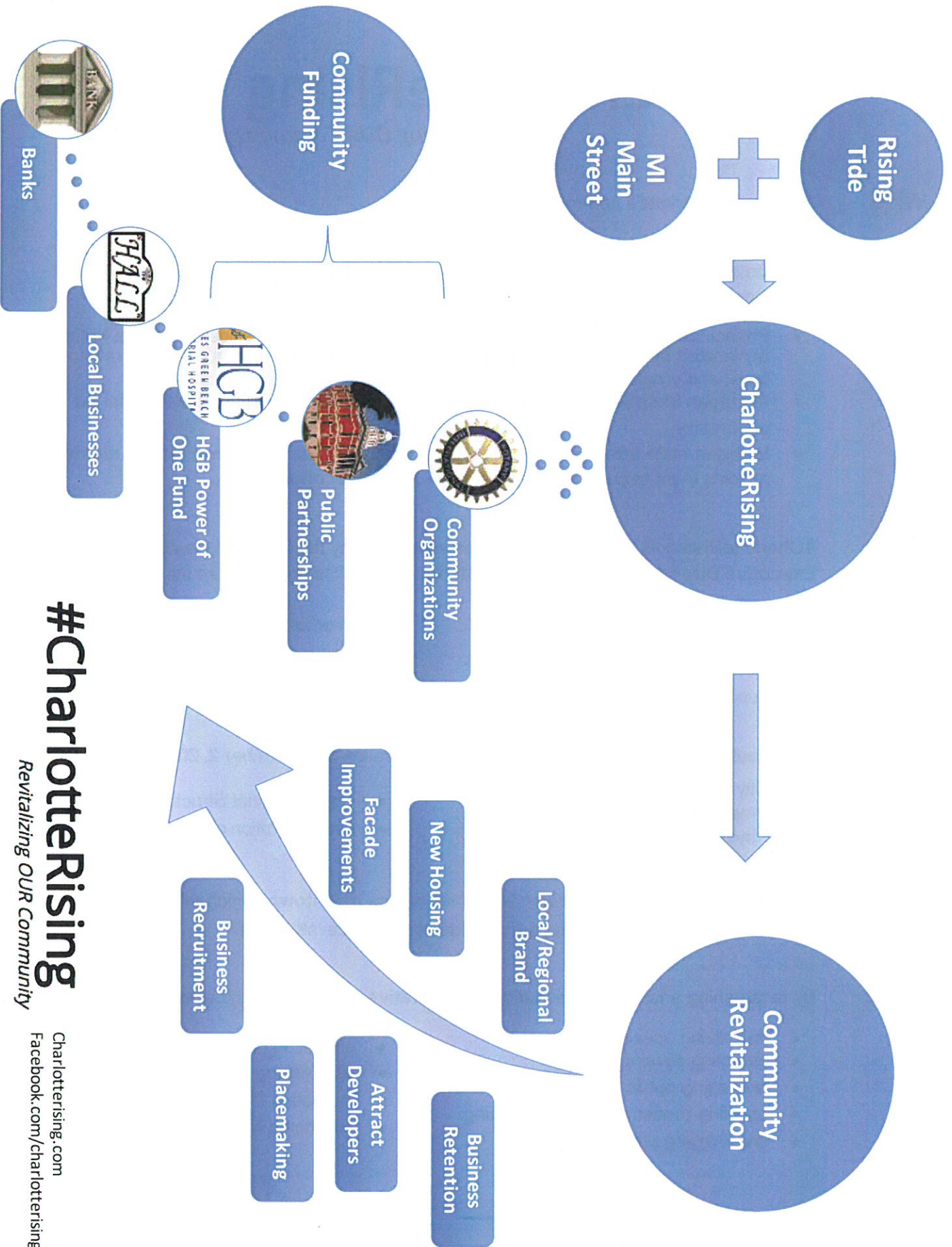
WHEN The deadline for MI Main Street Select Level application is **December 2, 2016**, which includes:

- City background and history
- Proposed budget
- Physical characteristics of District
- Organizational Structure
- Demonstration of community support

WHERE The initial focus of the organization will be revitalizing **downtown**, which will then spark **community-wide** and perhaps **region-wide** economic development.

HOW By establishing a **formal** and enduring **collaborative** force that catalyzes economic growth by:

- revitalizing downtown
- attracting development
- leveraging public resources
- enabling modern affordable housing
- encouraging placemaking
- connecting community assets
- establishing short & long term financing
- facilitating Project Rising Tide
- advancing Michigan Main Street



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Charlotterising.com
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