DEVELOP CULVER (Culver Main Street)

TRACY FOX, PRESIDENT
YEAR-ROUND POPULATION: 1500
SUMMER POPULATION: 3000
ABOUT 75 CHAMBER BUSINESSES
HOME TO CULVER ACADEMIES
MAIN STREET BUSINESSES' CHALLENGES

• SMALL, RURAL TOWN
• SEASONAL MARKET; LAKE MAXINKUCKEE
• HIGH-PRICED COMMERCIAL REAL ESTATE IN NEED OF REPAIR
• FINDING & RETAINING EMPLOYEES
• TWO DISCONNECTED COMMERCIAL DISTRICTS
CULVER MAIN STREET: COLLABORATING TO COMBINE RESOURCES & ACCOMPLISH GOALS

IMMEDIATE SUPPORT

BOARD REPS

Town Council
Culver Chamber
Culver Visitors Center
Culver Academies
Redevelopment Commission
Town Merchants
CONTRACTED PARTNERSHIP

STIPEND
• CHAMBER & MAIN STREET AGREED TO $6000 GRANT FOR 2019
• CULVER CHAMBER PAYS A MONTHLY STIPEND
• MAIN STREET PAYS EXEC DIR AN HOURLY RATE

DELIVERABLES
• MAIN STREET PRESENTED A LIST OF MEASURABLE OBJECTIVES TO BENEFIT CHAMBER BUSINESSES
• MAIN STREET REPORTS TO CULVER CHAMBER AT MONTHLY MEETINGS & VIA QUARTERLY WRITTEN REPORTS
THE GOOD...

• ALLOWED FIRST-EVER PAID STAFF
• IMPROVED COMMUNICATION & EFFICIENCY
• BROUGHT MAIN STREET RESOURCES TO CHAMBER
• COMBINED SUPPORT FROM VARIOUS ORGS
• DISCUSSION OF A COMPREHENSIVE DOWNTOWN DEVELOPMENT PLAN
<table>
<thead>
<tr>
<th>Year</th>
<th>FUNDING</th>
<th>AWARDED GRANTS</th>
<th>PENDING GRANTS</th>
<th>AWARDED GRANT</th>
<th>CURRENT PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td></td>
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</table>
| 2019 | **FUNDING**      |                | **PENDING GRANTS** | **AWARDED GRANT** | • WAYFINDING PAVEMENT MARKINGS  
• PARKLET ON MAIN STREET  
• HISTORICAL MURAL ON FIREHOUSE  
• BUSINESS OWNER SURVEYS  
• STRATEGIC BRANDING PLAN  
• CREATIVE TOWN MAP |
|      | $6,000 (chamber stipend) |               | $15,000        | $10,000       |                                                                                 |
THE NOT SO GOOD

- STILL DEPENDENT ON EXTERNAL FUNDING
- DEFINING BOUNDARIES BETWEEN ORGS
- FINDING GOOD STAFF & VOLUNTEERS
THE MESSY

• PROGRESS IS SLOW

• MISCOMMUNICATION HAPPENS
OPPORTUNITIES:
LEVERAGING RELATIONSHIPS & BUILDING BRIDGES

"...relationships are the fertile soil from which all advancement, all success, all achievement in real life grows." -- Ben Stein
TAKE AWAYS

CONSIDER UNIQUE COLLABORATIONS WITH OTHERS TO POOL RESOURCES AND DEFINE SHARED GOALS. COLLECTIVE EFFORTS WILL LEAD TO PROGRESS AND SHARED CELEBRATION AND RECOGNITION.