

COLLABORATING FOR SUSTAINABILITY



Culver®

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**

2018

FUNDING

\$0

AWARDED GRANTS

\$0

COMPLETED PROJECTS

2019

FUNDING

\$6,000 (chamber stipend)

PENDING GRANTS

\$15,000

AWARDED GRANT

\$10,000

CURRENT PROJECTS

- WAYFINDING PAVEMENT MARKINGS
- PARKLET ON MAIN STREET
- HISTORICAL MURAL ON FIREHOUSE
- BUSINESS OWNER SURVEYS
- STRATEGIC BRANDING PLAN
- CREATIVE TOWN MAP

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.