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## Michigan Main Street Selects Three Communities to Receive Retail Merchandising Service

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SOURCE Michigan State Housing Development Authority

### **A two-day consultation and training service designed to help downtown merchants improve their merchandising skills**

LANSING, Mich., March 18, 2011 /PRNewswire/ -- The Michigan Main Street Center @ MSHDA recently selected three communities to participate in a retail merchandising service that is offered through the Michigan Main Street program. The communities are Iron Mountain, Portland and Old Town Lansing. This workshop and consultation service specifically assists downtown retailers in devising their own merchandising plan with a polished business image. It will help retailers determine the best ways to manage inventories and improve floor plan layouts and stores as a whole so that customers see more of the available products.

"Each of these communities has shown a commitment to excellence through their years with the Michigan Main Street program," said Laura Krizov, manager of the Michigan Main Street Center @ MSHDA. "Our goal is to help them take their programs to the next level by providing the services necessary in making their communities a thriving place that people want to visit."

The retail merchandising service was offered through an application process and open to all Selected and Master Level Michigan Main Street communities. Those chosen demonstrated proficiency in the Main Street 4-Point Approach ®.

Scott W. Day of Urban Development Services will conduct an evening workshop in each community, and spend the next day with downtown retailers doing one-on-one consultations. The workshop session is free and open to retailers throughout the community. The one-on-one consultations are available to retailers within the designated Main Street Area only.

For further information on the Michigan Main Street Program, please contact Laura Krizov, manager of the Michigan Main Street Center at 517-241-4237 ([krizovl@michigan.gov](mailto:krizovl@michigan.gov))

The Michigan State Housing Development Authority (MSHDA) provides financial and technical assistance through public and private partnerships to create and preserve decent, affordable housing for low- and moderate-income residents and to engage in community economic development activities to revitalize urban and rural communities.\*

\*MSHDA's loans and operating expenses are financed through the sale of tax-exempt and taxable bonds as well as notes to private investors, not from state tax revenues. Proceeds are loaned at below-market interest rates to developers of rental housing, and help fund mortgages and home improvement loans. MSHDA also administers several federal housing programs. For more information, visit [www.michigan.gov/mshda](http://www.michigan.gov/mshda)

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