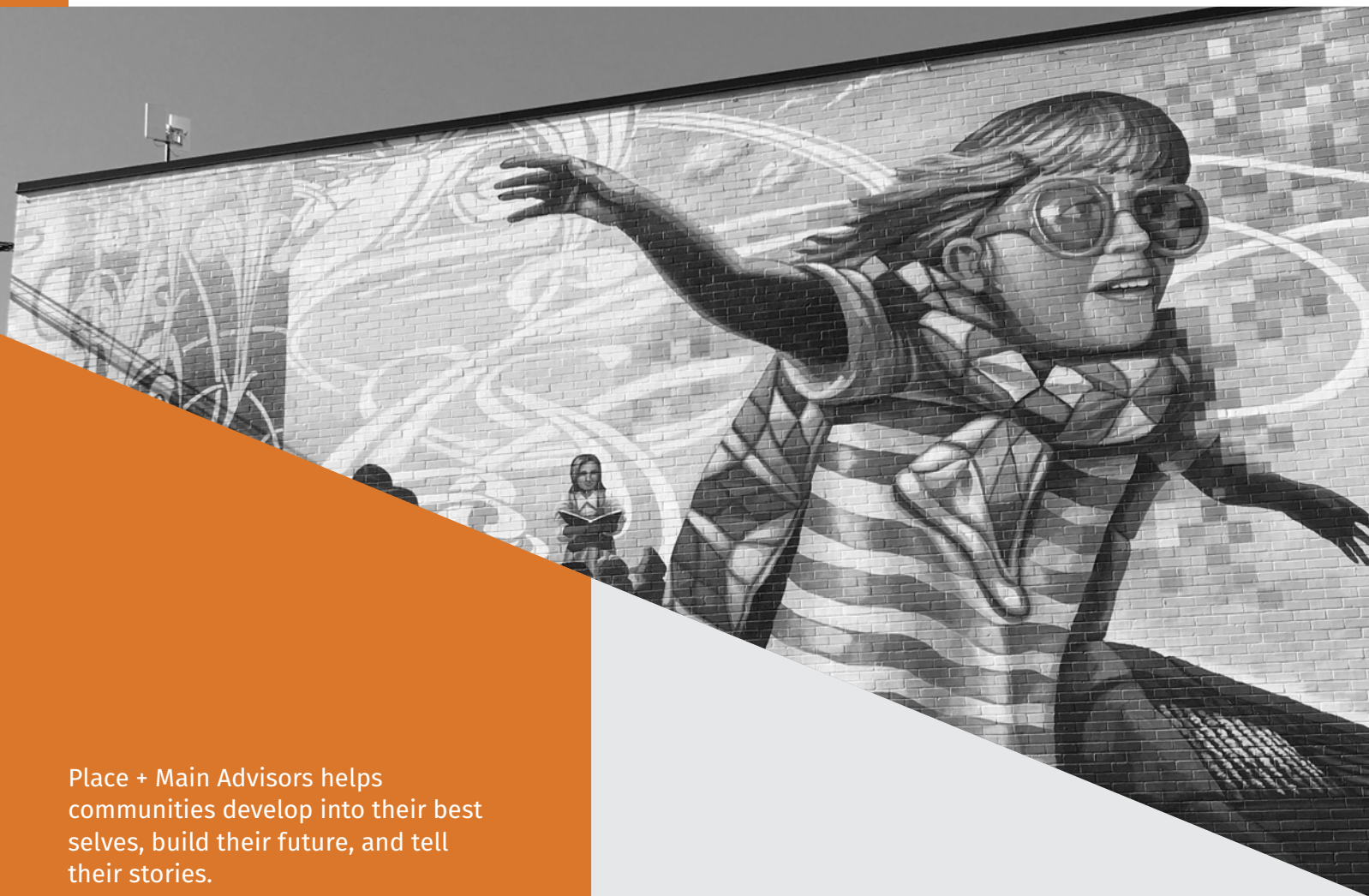


PLACE + MAIN ADVISORS

# How We Can Help



**PLACE  
+MAIN**  
ADVISORS



Place + Main Advisors helps communities develop into their best selves, build their future, and tell their stories.

Our focus is economic development at the neighborhood, downtown, citywide and regional levels. We engage the community and infuse their passion, needs, and dreams into strategies and implementation plans that get things done.

We provide high quality services, grounded in real-world experience, built on the best examples from around the country, and brought to you in a way everyone can understand. We help our clients plan out what should happen, step-by-step, to make strategies become realities.

## Experts in Place-Driven Economic Development + Destination Storytelling

# Introduction

## The Place + Main Story

The story of Place + Main Advisors is deeply intertwined with the story of its co-founders and principals, Kirsten and Joe Borgstrom. As successful young professionals, Kirsten and Joe met while working at the Michigan Economic Development Corporation (MEDC.) Kirsten had just moved from Chicago, working for the likes of the highly successful developer The John Buck Company and The Greater North Michigan Avenue Association, a private, non-profit membership organization with a mission of preserving, promoting and enhancing one of Chicago's most unique, multi-use neighborhoods. Joe was working with the MEDC's Community Assistance Team, helping communities and downtowns redevelop properties using a variety of state and local incentives and launching the Michigan Main Street program.

After getting married in 2003, Kirsten went on to become the Media Relations Manager for Travel Michigan, the state of Michigan's tourism arm to assist in the successful Pure Michigan campaign, while Joe returned to his roots as the director of economic development for the Shiawassee Regional Chamber of Commerce in nearby Owosso. Before long, Joe became the president and CEO of the Chamber as it received the prestigious 5-Star Accreditation from the United States Chamber of Commerce.

In 2006, Joe was tapped to lead the latest incarnation of the Community Assistance Team, which had just relocated to the Michigan State Housing Development Authority, which reunited him working with downtowns through the various

incentive programs and the blossoming Michigan Main Street program. By mid-2010, Kirsten left Travel Michigan to start her own successful boutique consulting firm, PubHound Public Relations, and worked with numerous destination marketing organizations (DMOs,) attractions, and tourism-based properties. During this time she worked with renowned destinations and attractions such as Mackinac Island Convention & Visitors Bureau, Ringling Bro. and Barnum & Bailey Circus, Disney on Ice, and West Michigan's Holland area.

In 2016, Joe left working for the state of Michigan so he and Kirsten could launch Place + Main Advisors, LLC. The culmination of their professional experience, Place + Main Advisors combines Kirsten's expertise in media relations, event management, and tourism coupled with Joe's impressive background in redevelopment and management.

Together, they are a powerful combination that brings their extensive and diverse experience to bear for the communities and destinations they work with.





**KIRSTEN BORGSTROM, CTA**  
**PRINCIPAL**  
**PLACE + MAIN ADVISORS**  
**KIRSTEN@PLACEANDMAIN.COM**  
**(517) 331-3433**

A seasoned marketing and public relations professional, Kirsten Borgstrom has more than 25 years of experience in the field. Her diverse background includes marketing, media and public relations in economic development, travel and tourism, real estate development, and sports marketing.

Borgstrom launched a boutique marketing and public relations firm, PubHound Public Relations, in 2010 working with a variety of Midwest destination marketing organizations, resorts, wineries, events and products. PubHound Public Relations officially became part of Place + Main Advisors in 2020.

Prior to PubHound Public Relations, Kirsten was the Media Relations Manager for Travel Michigan where she developed and implemented local, regional, and national media relations programs to support the Pure Michigan campaign. Under her direction, Travel Michigan realized a more than tenfold increase in total media placements.

Borgstrom's career also includes marketing, public relations and special events management with Chicago's Greater North Michigan Avenue Association (now The Magnificent Mile Association) and The John Buck Company, a large Chicago-based real estate development firm.





**JOE BORGSTROM,** *EDFP*  
**PRINCIPAL**  
**PLACE + MAIN ADVISORS**  
**JOE@PLACEANDMAIN.COM**  
**(517) 614-2733**

Joe Borgstrom is an accomplished professional in the fields of Downtown Redevelopment, Community and Economic Development, Main Street and Placemaking. His 20 year career includes executive management, project financial structuring and evaluation, fund development, foreign direct investment recruitment, market research, program management, public speaking and consulting. He and his teams have used state and local incentives to leverage more than \$2.2 billion in private investment into communities.

Borgstrom's expertise is in the areas of retail market analysis, real estate redevelopment, real estate finance, business recruitment, strategic planning, incentives, and economic development strategy. He has served clients in communities as small as 700 residents to more than 400,000.

He has been a featured keynote speaker at statewide downtown conferences in Wisconsin, Tennessee, North Carolina, Arkansas, Alabama, and Delaware, multi-time presenter at the National Main Street Conference, and was a featured speaker at the White House Placemaking Summit.

Borgstrom is a Certified Economic Development Finance Professional through the National Development Council.

# SERVICES



Place + Main Advisors prides itself on providing first rate advice and services. Whether we provide the service directly, as a subcontractor to a partnering consultant, or in a strategic partnership, our commitment is to create the best quality product for our clients. If your needs don't fit one of these services neatly, don't worry. We are happy to customize a service for you. You can even throw odd-ball requests our way. We call these "platypus projects" and love to tackle them!



**ECONOMIC + COMMUNITY  
MARKETING STRATEGY**



**DOWNTOWN  
REVITALIZATION STRATEGY**



**REAL ESTATE STRATEGY  
+ MARKETING**



**STRATEGIC  
PLANNING**



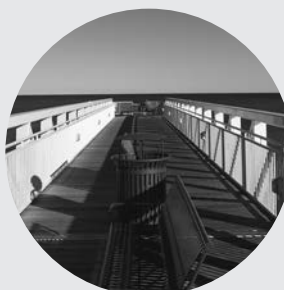
**COMMUNICATIONS  
STRATEGY + PUBLIC  
RELATIONS**



**RETAIL MARKET  
ANALYSES**



**KEYNOTE SPEECHES  
+ TRAININGS**



**PLACELEAP™**  
*in partnership with  
Arnett Muldrow & Associates*



**CITYFIX SPRAWL REPAIR  
SOLUTIONS™**  
*in partnership with Archive DS*



## ECONOMIC + COMMUNITY MARKETING STRATEGY

Hope is not a strategy. Successful communities think through their assets and strengths, and focus their economic development efforts on those areas where they have the greatest possibility for success. The Economic Development and Community Marketing Strategy walks communities through this process and creates a step-by-step implementation plan based on the strengths and weaknesses of the community and gives them a clear direction on how to move forward. This process engages the public and potential implementation partners to create a team effort towards economic development and community marketing.



## DOWNTOWN REVITALIZATION STRATEGY

This service provides a comprehensive, market-based strategy for communities looking to jump start their efforts, or for seasoned organizations looking to take their efforts to the next level. The Strategy provides a baseline placemaking analysis of the existing condition of the downtown district organized around our Place Management Index; Public meeting and SWOT Analysis of Downtown; Focus Groups with stakeholders; Downtown Market Breakdown; Identification of potential Implementation Partners; Placemaking and downtown project recommendations based on market analysis, focus groups, and public SWOT analysis; Prioritization and work plan facilitation for implementation teams.



## REAL ESTATE STRATEGY + MARKETING

Developers, redevelopment organizations, and communities often have property they want to redevelop, but may not know how to move from one stage to another. Place + Main Advisors helps these entities understand the development process and what is needed to move from idea to completion. We assist communities in assessing their real estate market and identify ways they can aid in redevelopment themselves. We help small developers understand the market and construct a functional financial pro forma so they and financial institutions can make informed decisions that make good business sense. Lastly, we directly, and through our network of trusted professionals, help communities position themselves in order to redevelop land or buildings where there is a market for it.





## STRATEGIC PLANNING

The goal of strategic planning is to assist the local Main Street, Downtown, Economic Development, or planning organization in developing and refining the community's vision for their area of responsibility, the organization's role in making that vision a reality, set several key organizational goals for the next five years and create an implementation plan to achieve the goals. This service engages the local organization, community, and appropriate state and regional level partners and stakeholders.



## COMMUNICATIONS STRATEGY + PUBLIC RELATIONS

Communities often have great things going on but not everyone knows. How is it some communities seem to get all of the press coverage? This service focuses on the development of a full communications strategy, including key messages and tactics; review of existing and creation of new marketing materials to support overall strategic communications; research and create a media list of key contacts, media publications and outlets across a variety of areas of interest specific to your community. This can be followed up with ongoing public relations services to pitch the community or developer's story to regional and state-level media.



## RETAIL MARKET ANALYSES

Understanding what potential opportunities may be available to prospective retail entrepreneurs is the core of this service. This service defines the primary and secondary trade areas, calculation of the area's existing and projected retail gap, sociodemographic market segmentation, and maximum amount of supportable square footage for various retail sectors using national retail averages.



## KEYNOTE SPEECHES + TRAININGS

A speaker can make or break a training, a conference keynote, or an annual meeting. A great speaker needs to be engaging without being too over the top, an expert without being a know-it-all, and be entertaining and informative so when people leave the room they feel like they got something out of your event. Place + Main's principals are available to keynote annual meetings, statewide or national conferences, or provide technical trainings to groups. Our presentations are tailored to specific audiences but typically focus on one or more of the following topics: Economic Development, Downtown Redevelopment, Community Development, Placemaking, Public Relations + Communication Strategies, and Marketing.



## PLACELEAP™

*in partnership with Arnett Muldrow & Associates*

PlaceLeap™ is a premium comprehensive revitalization system designed to help communities take their downtowns and commercial districts to new levels by creating custom strategies developed from intensive and interactive public input sessions, direct interviews with key community stakeholders, and online surveys. This process creates rock-solid implementation plans and is brought together by an extensive community branding system, all within a condensed time frame, that gives communities easy-to-understand steps and tools to help maximize their efforts, whether they are just getting started or have been doing downtown revitalization for many years.



## CITYFIX SPRAWL REPAIR SOLUTIONS™

*in partnership with Archive DS*

CITYFIX Sprawl Repair Solutions™, or CITYFIX for short, is a service that reimagines struggling single-use commercial districts, shopping centers, and properties through market-based solutions, encouraging urban design strategies, and stronger utilization of infrastructure and community assets. By providing state-of-the-art data and global best practices gathered through decades of research and project experience, CITYFIX gives communities and developers alike a road map to redevelop failing properties into vibrant centers of economic and social activity.

# CLIENTS



From working with downtowns and local governments to regional economic development groups, state agencies and associations, we've been blessed to work with a wide array of clients. We tailor our services to the needs of these clients and develop custom solutions for them.

## A SAMPLING OF CURRENT + PAST CLIENTS



**SHANTY CREEK RESORT**





## A SAMPLING OF CURRENT + PAST CLIENTS



## OUR CLIENTS SAY NICE THINGS...



*"Place + Main Advisors and Arnett Muldrow & Associates did a great job creating and presenting our Economic Development Strategy as well as the Community Branding & Marketing Strategy. We received very positive feedback from attendees of their presentation. It is evident they put a lot of effort into learning about our community and the residents and took time to capture excellent / meaningful photos of our assets to include in the reports."*

- Dave Schaeffer, Former Township Administrator  
Oscoda Township, Michigan

*"Place + Main Advisors has assisted a number of communities participating in the Redevelopment Ready Communities Program at the Michigan Economic Development Corporation. He has also supported communities that were selected for Project Rising Tide, an initiative of the Governor Snyder administration, focused on supporting distressed communities in building a strong planning and economic development foundation. Communities participating in RRC have been drawn to select Place + Main to provide services focused on economic development and he has delivered strategies tailored to each community time and time again. The economic development strategies are heavily focused on implementation, which is a cornerstone for Redevelopment Ready Communities. The strong focus on implementation allows communities to quickly begin to accomplish tasks and prevents plans from sitting on a shelf. Joe also empowers communities to leverage local partnerships and recognizes that success cannot be achieved without collaboration."*

- Michelle Parkkenon, Director, Technical Assistance Programs  
Michigan Economic Development Corporation



## OUR CLIENTS SAY NICE THINGS...

*"Joe Borgstrom (Place + Main Advisors) is a ROCK STAR! Joe made a trip to Conway, Arkansas in the fall of 2018 to provide the keynote for our Conway Downtown Partnership Annual Meeting, while here he provided needed expertise in the way of Real Estate Transformation Strategies that has led to direct reinvestment in some of our underutilized buildings in our downtown core. I have witnessed him take on several different types of property/development issues and turn them into WINS for the developer. He provided a path forward for a couple of our downtown property owners that had properties that had become stagnate following the retirement of a couple of our longtime retail businesses. He was able to identify some reuses and funding mechanisms for the underused properties and offer transformation strategies that have created real economic change for those owners."*

*- Kim Williams, Director  
Conway Downtown Partnership  
Conway, Arkansas*

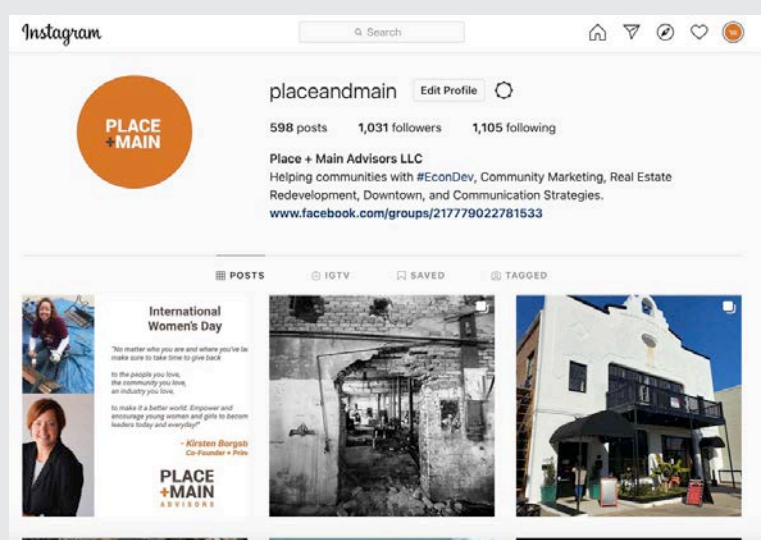
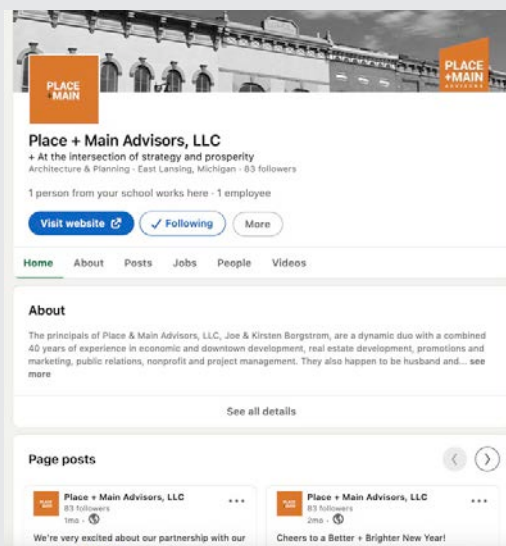
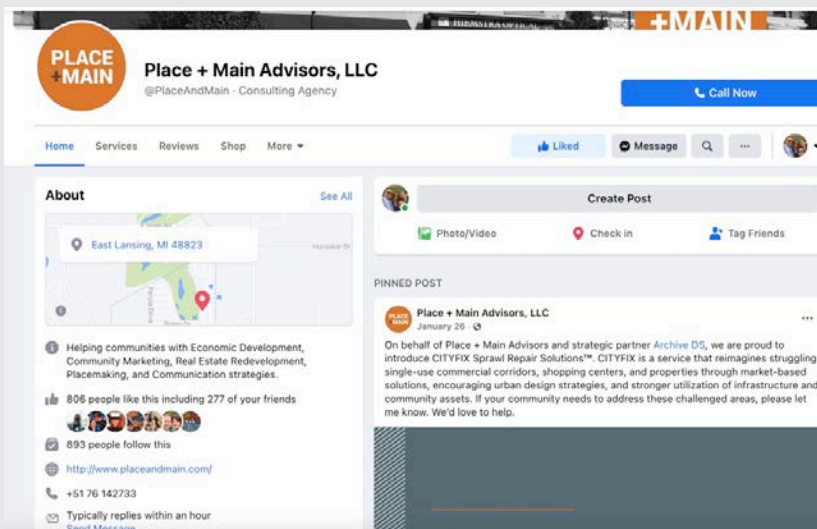


*"We worked with Place + Main Advisors as they created an Economic Development and Community Marketing Strategy for Branch County, which included the City of Coldwater, the county, three other municipalities, the Chamber of Commerce and Conference and Visitors Bureau. Their work helped clarify our assets and helped us prioritize where we should be putting our resources and efforts to be even more successful in the years to come."*

*- Keith Baker, City Manager  
City of Coldwater, Michigan*

# SOCIAL MEDIA

If you want to get to know us a little better, follow us on our social media channels. We post a lot about projects we're working on, great articles related to downtown, economic development, and our clients. If you're feeling daring, join the Downtown Happy Hour group on Facebook, which we co-founded with some of our friends. It's a fun and informational community with members from all over the world. Click on the images below to connect with us on Facebook, Twitter, LinkedIn, and Instagram.





# HOW CAN WE WORK TOGETHER?

We would love to work with you! We realize that every organization has different needs and different requirements for working with contractors. We get it and we're prepared to help you figure out what we each need to do to help get there. Here are a few ways you can engage us:

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## Pick Up the Phone

This is a little old school, we know. But feel free to pick up the phone and give either Kirsten or Joe a call. That's always the best way to get the ball rolling. We're super friendly, but if you're the shy type, you can text too. Our numbers are SMS/Text/iMessage compatible.

## Direct Contracting

Honestly, this is the easiest way to work with us. Simple and direct. We typically work on a project basis, but we also have some services that make sense as an ongoing monthly retainer basis. We're flexible. You can use contract people (if you have them) or we have a standard contract we use. Whatever you're most comfortable with is fine with us.

## Subcontracting

Some agencies have a "master contractor" to help streamline their contracting process. We work well with others and are open to being subcontractors with existing consulting firms. We are also open to serving as a master contractor if needed. We've been doing this a while and realize flexibility is always key.

## Send Us a Request for Proposal

We understand that units of government or organizations frequently need to go through formal procurement practices such as issuing a Request for Proposal (RFP.) We're always happy to compete for business and put our best foot forward. If you'd like us to submit a proposal, feel free to send us your RFP. We know we'll submit a strong proposal that will help make your process easier.

## Book Us to Speak

If you're not ready to tackle a project or engage with us for ongoing services, we offer trainings and do keynote speaking engagements. We take great pride in being speakers. Whether this is online or in-person having us speak in your community is a great lower cost way to have us work with you and for you to get to know us better.

## CONTACT

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