

Behind the Scenes of Two Great American Main Streets

Session Description:

The Great American Main Street Awards®, or GAMSAs, are to the world of downtown redevelopment what the Oscars are to the movie industry. For more than a decade Michigan went without a community receiving this great honor. However in 2010, Ferndale became a GAMSA winner followed quickly by Lansing's Old Town district in 2011. This session will feature the stories of these districts and how their communities came together to revitalize them.