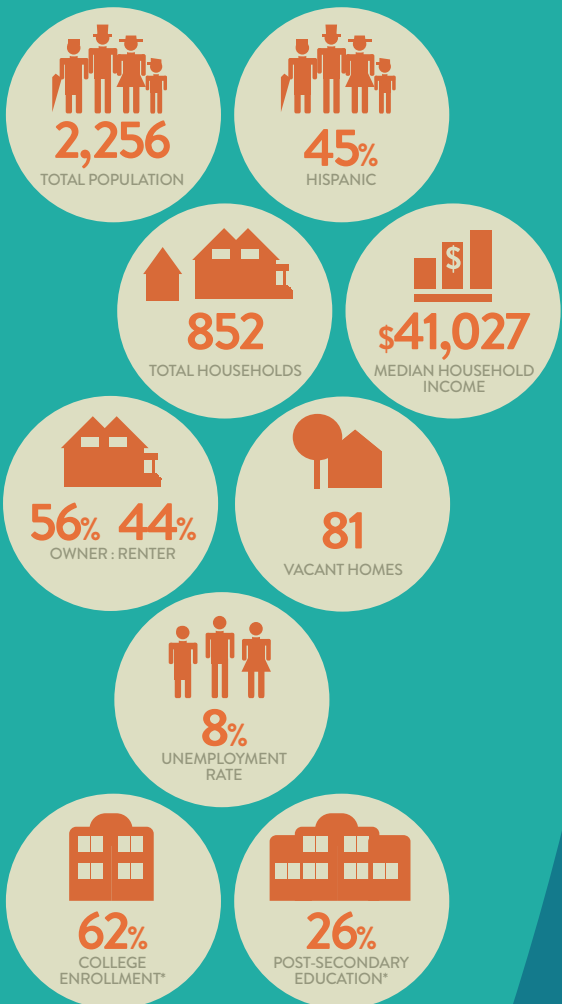


## COMMUNITY FEEDBACK: FOCUS GROUPS

### WHY DID WE DO A COMMUNITY ASSESSMENT?

To understand the needs of our community and residents, a cross-section of community leaders and residents shared thoughts, feelings and aspirations about the Shelby area. Consultants produced a report providing observations, suggestions and identified recommended focus areas.

### BY THE NUMBERS:



#### BUSINESS OWNERS

- Need to nurture skilled workforce
- Lack of decent, affordable housing
- Need balanced government leadership

#### SERVICE PROVIDERS & CLUBS

- Generational poverty/related social issues
- Need better paying jobs
- Address lack of cultural inclusion

#### ELECTED & APPOINTED OFFICIALS/STAFF

- Housing stock – address blight & rental ordinances
- Desire to attract additional industry
- Downtown lacks retail/other amenities

#### SEASONAL RESIDENTS/ YOUNG ADULTS/ HISPANIC COMMUNITY MEMBERS

- Lack of cultural integration
- Revitalize the downtown
- More amenities for youth

“The vision for Shelby includes a more inclusive community, with a beautiful downtown that is connected to the Rail Trail. There would be a variety of attractive and affordable housing options, higher paying jobs, and lots of things for kids to do.”



### MAJOR THEMES



**HOUSING** The Village has a high renter vs homeowner rate, and many of the properties are in need of upkeep. The affordable single family homes that are available, which are very few, are in need of repair. More housing types are desired (e.g. second floor housing in business district, mixed-use development).



**DOWNTOWN** The downtown is not “coherent.” The business mix is gradually changing, but could benefit from more diversity. The quality of building facades are spotty and some buildings are in need to total renovation. There is a missed opportunity to market the downtown by improving the rear of the buildings facing the Trail. The street scape needs to be updated and beautified.



**QUALITY JOBS** The area is predominantly agricultural and there is not a diverse business mix. Many of the existing jobs are low paying. Continue to build on the school-business collaborations within Oceana CAN!, MI Works and the Oceana County Economic Alliance.



**INCLUSIVE COMMUNITY** The Hispanic community is not represented in local leadership and staff positions. Across the broadercommunity, there appears to be some fear or lack of understanding of the value of sharing and learning cross-culture.

