



# Downtown Adrian is the heart of our community!

With shopping, entertainment, and dining; Downtown Adrian has something for everyone to enjoy!

2024 EDITION

DOWNTOWN ADRIAN MAIN STREET DDA

517.264.4816

downtownadrian.com



## State of DOWNTOWN

20 Blocks

74 Acres

203 Parcels

723 Public parking spaces

23 Retail stores

14 Restaurants

7.8% Property value increase (2021–2022)

## Adrian Main Street is making a real difference.

Downtown Adrian is a thriving, historic and multi-cultural environment anchored by a vibrant arts scene, with an abundance of playful, safe and inclusive places where people want to be.

### Downtown's Goals

- Create a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement and resources for the district.
- Focus on capital, incentives, and other economic tools to assist new and existing businesses, while creating a supportive environment for entrepreneurs and innovators.
- Position downtown Adrian as the center of the community and hub of economic activity, while creating a positive image to showcase its unique characteristics.



# TRANSFORMING ADRIAN'S DOWNTOWN



New LED light poles were installed through out our downtown. They provide a classic feel with modern lighting. We also have digital banners at each entrance into downtown.



The Toleod Street Pavilion received upgrades including public restrooms and updated power for food trucks and events.



Retractable bollards were installed in the downtown to improve the safety for our downtown events. These are easily retractable and have an appealing appearance.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT  
**\$75,000**

Program to date: \$225,000



**1** Façade & Building Improvements  
Program to date: 8



**5** New Businesses  
Program to date: 11

## Community Profile

City of Adrian | 2023



Population  
**20,529**



Households  
**7,856**



Median HH Income  
**\$38,743**



Median Age  
**34.9 years**



Housing Units  
**9,004**



**87%** Housing is occupied  
**46%** Owner-occupied  
**41%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Match on Main funding program
- Small Business Saturday Champion
- Cooperative advertising campaigns
- Rental Rehabilitation program
- Market data and analysis
- Business education and workshops
- Local shopping events
- Community events

"I genuinely love Adrian. Although I wasn't born here, I have been a part of this community since 1980 and we raised our kids here. The town has its unique charm and character, and it's a wonderful place to call home."

—Dave Horstman, Owner, Sauce Italian Grill & Pub

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	17,268	37,488	74,813
Households	6,602	13,652	28,565
Median HH Income	\$38,500	\$47,556	\$54,912

## In-demand Businesses

### Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Steakhouse
- Casual dining
- Brick-oven pizzeria

### Shopping & Retail

- Bookstore
- Grocery
- Specialty foods
- General/variety store
- Ats, crafts, and hobbies

# Community Vibrancy

After the new light poles were installed the downtown, Adrian Main Street partnered with City of Adrian to bring brackets for hanging baskets and banners to downtown. This allows the downtown to share its brand with the community and provide other opportunities for promoting community events. The Downtown Adrian Main Street also partnered with the Adrian Kiwanis Club to bring American flags to downtown.



## 2023 Pulse of Downtown



- 59%** Visit downtown Adrian most often for dining.
- 33%** Said the frequency of their visits to downtown Adrian increased during the past year.
- 46%** Described recent trends in downtown Adrian as improving or making progress.

## Social Connection



- 4,400+** Facebook Followers
- 1,060+** Instagram Followers

## Volunteer Connection



- 1,339** Volunteer hours in 2022–2023
- 2,508** Volunteer hours (Program to date)
- \$40,371** Volunteer value in 2022–2023
- \$75,616** Volunteer value (Program to date)



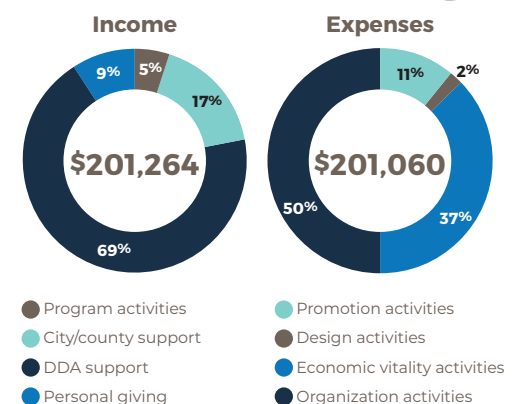
## VOLUNTEER SPOTLIGHT

“I volunteer because I want to be part of the positive change in my city. Being close to the action, knowing what is happening and being able to have input in the direction of the downtown area makes me feel like I’m actually doing something to better the quality of life for my family and all of the citizens of this great city.”

—Jeff Rising, Downtown Adrian Main Street DDA Board Member, Business Owner



## In the Numbers



# DOWNTOWN ALIVE

Adrian Main Street  
Events 2022-23

# 47,850

Est. event attendance

- First Fridays
- Adrian City Market
- Ladies Night
- Art-a-licious
- Back to the Bricks Car Show
- Holiday tree lighting and parade
- Student Welcome Back Event
- Downtown trick or treating



Music learning at Art-a-licious



Dog Days of Summer at First Fridays



Adrian City Farmers Market



First Fridays Car Show

“Michigan Main Street is providing us with a foundation of information and services that will allow us to better support our businesses and community. We are just beginning our journey and we are already seeing the great benefits of Michigan Main Street.”

—Jay Marks, Executive Director Downtown Adrian Main Street

## Adrian's Board of Directors

Chair: Dusty Steele  
Vice chair: David Thomas  
Secretary: Meredith Elliott  
Mayor: Angela Sword Heath  
Member: Kevin Iott

Member: Jeff Rising  
Member: Jere Righter  
Member: Deveny Rosebrock  
Member: Darcy Gillford  
Member: Josh Roth

Member: Tara Coumoundouros  
Advisory Member: Michael Orlando  
Advisory Member: Cohl Beaubien  
Executive Director: Jay Marks

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

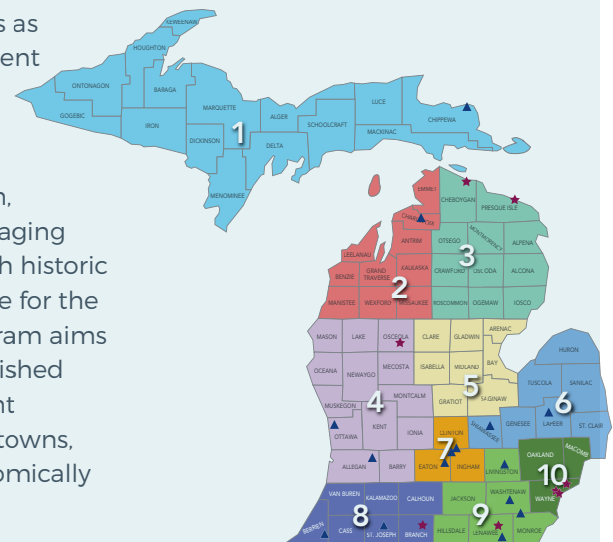


## Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

## Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

[www.miplace.org](http://www.miplace.org)