



# Downtown, Down to Earth.

Small town hospitality meets the great outdoors, with unique dining and shopping in our historic downtown.

2024 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evartmainstreet.com



## State of DOWNTOWN

**3** Blocks

**65** Parcels

**46** Parcel owners

**91** Public parking spaces

**49** First-floor storefronts

**16** Residential units

**2** Restaurants

**10** Retail stores

**26%** Storefront vacancy rate

## Evart Main Street is making a real difference.

Evart Main Street is making a real difference. Our Main Street appeal is reflected in its warm, inviting, clean and well-kept historic buildings and storefronts, with unique businesses and community organizations creating memorable experiences, that are abundant throughout this friendly, historic downtown.

### Downtown's Goals

- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street's capacity to connect existing and potential business and property owners, and investors with appropriate resources.
- Support sustainable improvements in the downtown's built environment and physical spaces.



# TRANSFORMING EVART'S DOWNTOWN



The first ever Osceola County Developer Day was held in Evert. The day highlighted redevelopment opportunities with a special emphasis on downtown Evert, a Michigan Main Street Community.



Evert had its first Match on Main recipient, June Essner of June Berry Cottage. By receiving the grant, June was able to expand her quilting business into selling and repairing sewing machines.



The Evert Farmers Market is the largest market in Osceola County and it is a highlight for many shoppers and visitors every Saturday morning throughout the summer and early fall.

## REINVESTMENT STATS 2022-2023

### PRIVATE INVESTMENT

# \$9,474

Program to date: \$38,357



# 2

### Façade & Building Improvements

Program to date: 7



# 1

### New Businesses

Program to date: 9

## Main Street is Helping Businesses Thrive

- Local façade program
- Match on Main funding program
- Design assistance
- Sign incentive program
- Optimize grant

“Being a business owner in a small town would be nearly impossible without the support of our community’s members and governing bodies. Our DDA director is actively engaged in the support of existing businesses, as well as promoting new businesses by supplying much needed resources from Main Street program. Providing access to funding support such as grants available, and education for economic growth within our rural area is a game changer for our continued success as small-town business owners such as myself.

–Michelle Ladd, Pharmacist/Business Owner, Evert Pharmacy

## Community Profile

City of Evert | 2023



Population  
**1,690**



Households  
**689**



Median HH Income  
**\$39,014**



Median Age  
**38.3 years**



Housing Units  
**793**



**87%** Housing is occupied  
**53%** Owner-occupied  
**34%** Renter-occupied

## Downtown Drive Time Markets

|                  | 5 Minutes | 15 Minutes | 30 Minutes |
|------------------|-----------|------------|------------|
| Population       | 2,222     | 8,421      | 53,649     |
| Households       | 894       | 3,463      | 22,212     |
| Median HH Income | \$41,883  | \$49,630   | \$49,812   |

## In-demand Businesses

### Food & Drink

Bakery, coffee shop  
Casual dining eatery  
Brewery or brewpub  
Steakhouse  
Chinese

### Retail Establishments

Meat market, specialty foods  
General/variety store  
Sporting goods/outdoors  
Convenience store  
Pet store

# Promote Downtown Redevelopment Opportunities

The purpose of the property redevelopment primer is to explore housing and economic opportunities in downtown Evert. Properties within the downtown that have underutilized space may be eligible for redevelopment to become unique residential or retail opportunities. The Michigan Main Street program and Evert Main Street worked with Revitalize LLC to assist property owners and prospective developers to explore these redevelopment opportunities and identify potential financial assistance for projects.



## 2023 Pulse of Downtown



**53%** Visit downtown Evert most often for pharmacy services

**17%** Described recent trends in downtown Evert as improving or making progress.

**14%** Said the frequency of their visits to downtown Evert increased during the past year.

## Social Connection



**f 1,300+**  
Facebook Followers

## Volunteer Connection



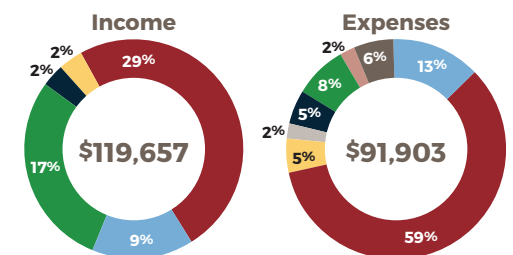
**519**  
Volunteer hours in 2022-2023

**2,932**  
Volunteer hours  
(Program to date)

**\$15,648**  
Volunteer value in 2022-2023

**\$88,400**  
Volunteer value  
(Program to date)

## In the Numbers



## VOLUNTEER SPOTLIGHT

"I volunteer because I believe in Evert. I see the potential for our town to do even greater things for its people. This can only happen if individuals step up and give of themselves. I often think back to all the people that helped me grow. It's my turn to contribute."

—Erin Horton, Evert Resident and DDA/Main Street Board Member



- Grants/foundation support
- City/county support
- DDA support
- Other/misc.
- Building sale
- Promotion activities
- Design activities
- Operations
- Other/misc.
- Utilities
- Marketing/comms.
- Professional services
- Travel/education

# DOWNTOWN ALIVE

Evert Main Street Events  
2022-23

# 1,995

Est. event attendance

- Farmers Market
- Main Street Monster Mash
- Miracle on Main Street
- Elvis Tribute Artist Jake Slater
- Bob Marshall Band
- Lisa Mac Music
- Osceola County Developer Day
- Downtown Redevelopment Primer
- Environmental Educational Expo
- Poke Mon Go Event



Environmental Education Expo Day 2023



Elvis Tribute Artist Jake Slater



Halloween Monster Mash



Osceola County Developer Day

“The Michigan Main Street Organization helps Evert to connect and network with other communities throughout the state and country. It also connects us with many resources we could not otherwise access.”

—Todd Bruggema, Main Street DDA Director

## Evert's Board of Directors

Chair: Alan Bengry  
Vice Chair: Gary Hartsock  
Treasurer: Lynn Salinas  
Secretary: Erica Henry  
Member: Molly Cataldo

Member: Erin Horton  
Member: Jim Schwab  
Member: Pepper Lockhart  
Member: Brian Youngs  
Main Street DDA Director: Todd Bruggema

# 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

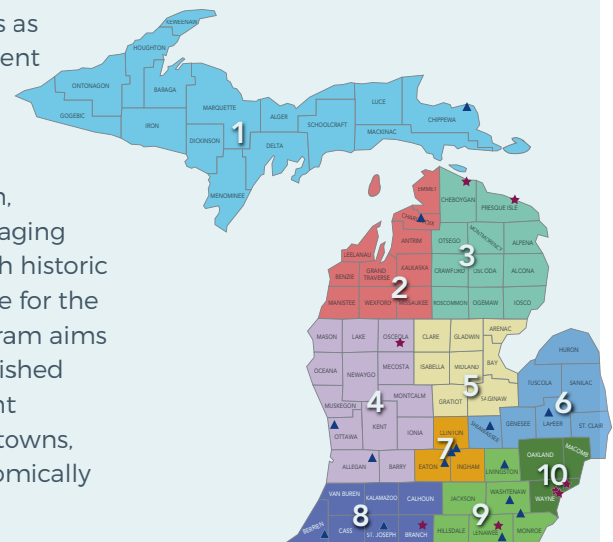


## Michigan Main Street

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