

Real. Local. Flavor.

Meet Me in Downtown Niles and Experience Our Downtown Revolution.

2024 EDITION

NILES DDA MAIN STREET

269.687.4332

uncoverniles.com

Meet Me
in Downtown Niles

State of DOWNTOWN

16 Blocks

600 Public parking spaces

143 Parcel owners

68 First-floor storefronts

155 Residential units

15 Restaurants

23 Retail stores

154 Upper level residential units

Niles Main Street is making a real difference.

With life slowly returning to normal, we're finding that visitors and community members alike are looking for new experiences. In our town, local food has become a big part of who we are. This year, we launched a series of food crawls that encourage people to wander and explore not only the scrumptious food experiences we have, but to discover all downtown Niles has to offer.

Downtown's Goals

- Increase year-round foot traffic
- Increase food options after 5 p.m.
- Encourage consistency in business hours



TRANSFORMING NILES' DOWNTOWN



Apothica Teas expands upstairs creating the great hall for larger tea parties, showers, and receptions, plus The Atelier, which is a more casual, artistic space for workshops, sip and paint parties, art exhibits and game nights!



Thanks to MEDC awarding Niles DDA Main Street the Revitalization and Placemaking Grant (RAP 1.0) and allowing us to have a new streetscape giving businesses wide open sidewalks to expand their businesses onto!



MMS brought Downtown Professionals Network to Niles, who took results from their community survey to work with stakeholders and city officials to redesign the former Node into The Forge. Construction begins in spring of 2024.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$661,000

Program to date: \$43,110,464



5

Façade & Building Improvements

Program to date: 168



13

New Businesses

Program to date: 166

Community Profile

City of Niles | 2023



Population

12,032



Households

4,999



Average HH Income

\$38,406



Median Age

38.5 years



Housing Units

5,251



91% Housing is occupied

51% Owner-occupied

40% Renter-occupied

Main Street is Helping Businesses Thrive

- Revitalization and Placemaking Grant RAP 1.0
- Match on Main Grants
- 50/50 Façade Grants
- 25% Sign Grants
- YIFTEE Shop Local Program Champion
- Small Business Saturday Champion
- Low Interest Building Improvement Loan
- Market data upon request
- Merchant-focused community events
- Facebook business-to-business group

"The MMS Match on Main Grant helped us so much when we encountered things we did not plan for while rehabbing the 120 year old Carnegie Library into our comedy club and speakeasy!"

—Sheila Koebel, owner Underground Laugh Lounge and The Study

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,822	32,753	185,626
Households	6,178	13,326	71,835
Average HH Income	\$40,738	\$48,419	\$61,534

In-demand Businesses

Food & Drink

- Bakery
- Brunch
- Deli
- Casual dining
- Farm-to-table restaurant

Shopping & Retail

- Arts, crafts, hobbies
- Artisan goods
- General/variety store
- Cards and gifts
- Specialty foods

Experience Niles—Shop Local!

Shopping local is more than just a transaction—it's an experience. When you step into a shop or restaurant, there's a good chance you'll be greeted by the owner themselves. This personal connection creates a sense of community. By supporting local entrepreneurs in our downtown, you contribute to the unique character of our community. And when you invest in the prosperity of our community, you have the power to shape the destiny of downtown Niles.

SHOP
DINE
EXPERIENCE
SUPPORT

Local

DOWNTOWN
Niles
MICHIGAN

2023 Pulse of Downtown



63% Visit downtown Niles most often for dining

36% Described recent trends in downtown Niles as improving or making progress.

17% Said the frequency of their visits to downtown Niles increased during the past year.

Social Connection



7,800+
Facebook followers

1,210+
Instagram followers

Volunteer Connection



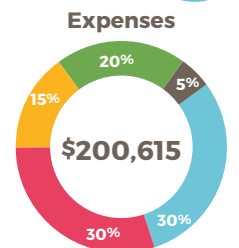
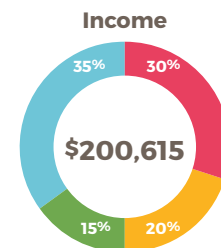
3,857
Volunteer hours in 2022–2023

83,608
Volunteer hours
(Program to date)

\$116,289
Volunteer value in 2022–2023

\$2,520,781
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations



VOLUNTEER SPOTLIGHT

“Volunteering on the Niles DDA Main Street Promotions Committee is one of my favorite things! The impact we can make on business downtown through events and foot traffic is tremendous!”

—Charles Nelson, Owner,
On Base Productions



DOWNTOWN ALIVE

Niles Main Street Events
2022-23

24,420

Est. event attendance

- Hunter Ice Festival
- Mac 'n' Cheese Crawl
- Homegrown Market
- Market Crawl
- Apple Dessert Crawl
- Downtown Safe Trick or Treat
- Small Business Saturday



1st Annual Mac 'n' Cheese Crawl



Hunter Ice Festival: Fire and Ice 2023



Hunter Ice Festival: Ice Ice Cream Booth



Market Crawl Spring 2023

“Michigan Main Street has assisted Niles in the important work of maintaining a growing a vibrant downtown, providing much needed support and information to the volunteers of Niles Main Street.”

—Justin Flagel, Chair, Niles DDA Main Street; Chair, Promotions Committee

Niles' Board of Directors

Chair: Justin Flagel

Vice Chair: Jessica Nelson

Secretary: Linda Casperson

Treasurer: Mark Weber

Design Committee Chair:

Fredda Zeiter

Mayor: Nick Shelton

Member: Tracy Waggoner

Member: Cindy Ray

Member: Melanie Kennedy

Executive Director:

Lisa Croteau

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

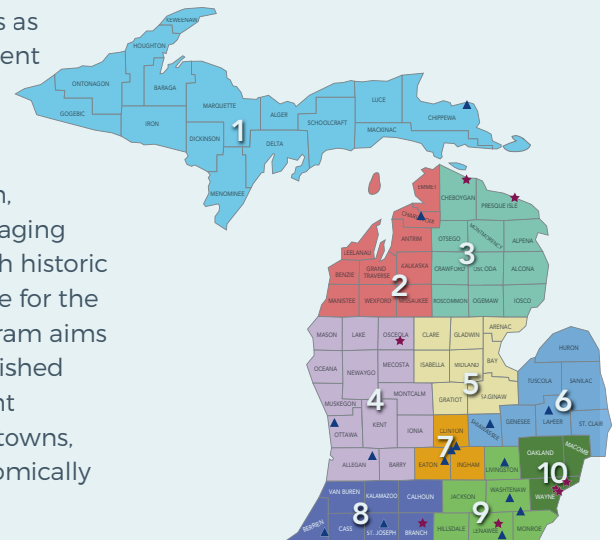


Michigan Main Street

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



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

★ Select Level

▲ Master Level

www.miplace.org