

## Downtown Charlotte still rising after five years of Main Street

From art and architecture to hometown history and fantastic festivals, downtown Charlotte is the vibrant center of a mid-Michigan city where great things are happening every month of the year.

2023 EDITION

CHARLOTTERISING

517.983.9310

charlotterising.com



### State of DOWNTOWN

10 Blocks

144 Parcels

700 Public parking spaces

24 First-floor storefronts

10 Restaurants

24 Retail stores

1,200 Workers employed in district

0% Storefront vacancy rate

## Charlotte Main Street is making a BIG difference.

Downtown Charlotte offers a refreshed appeal of historic beauty, a compelling creative hub for unique arts and entertainment, with welcoming businesses and eateries. With an engaged community from all walks of life, downtown Charlotte is an alluring and proud combination of past, present, and future—resulting in a place that truly creates a memorable experience for families, residents and guests.

### Downtown's Goals

- Unique food experience with the arts
- Ensure the built environment and physical space of downtown Charlotte attracts and supports engaged activity.
- Expand a creative mix of art and food-related offerings in downtown Charlotte.
- Articulate and communicate the desired image and messaging that defines downtown Charlotte.

**CharlotteRising**  
A MICHIGAN MAIN STREET COMMUNITY

# TRANSFORMING CHARLOTTE'S DOWNTOWN



Beach Market is a wonderful asset for downtown Charlotte, and plays host to many different events including the farmers markets, Michigan Mead Night, and more.



This is one example of growing your business with a façade grant.



Understanding your needs and priorities through community meetings, you tell us what you want in our community.

## REINVESTMENT STATS 2021-2022

### PRIVATE INVESTMENT

**\$3,150,000**

Program to date: \$3,694,135



**2** Façade & Building Improvements  
Program to date: 34



**3** New Businesses  
Program to date: 19

## Main Street is Helping Businesses Thrive

- Small Business Saturday
- Façade grants
- Online marketing support
- Buy Nearby
- Business consulting
- Business collaboration and networking
- Market data
- Grant opportunities

“One specific, noticeable thing CharlotteRising has done to help reinvigorate our downtown is by offering generous façade grants. One such grant allowed me to make an important improvement to my property downtown. As a result of this, I was able to reimagine the second level of the building and start a brand new business!”

—Lindsay Potter, Owner, Yarn Garden

## Community Profile

City of Charlotte | 2022



Population  
**9,259**



Households  
**3,803**



Median HH Income  
**\$60,591**



Median Age  
**38.3 years**



Housing Units  
**4,059**



**94%** Housing is occupied  
**60%** Owner-occupied  
**34%** Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,576	15,617	62,413
Households	3,539	6,281	25,185
Median HH Income	\$59,978	\$66,926	\$67,311

## In-demand Businesses

### Food & Drink

- Asian
- Bakery
- Breakfast/brunch restaurant
- Steakhouse
- Winery

### Shopping & Retail

- Bookstore
- Arts, crafts, and hobbies
- Home furnishings
- Women's clothing
- Specialty foods/grocery



# Charlotte's Revitalization Show Piece: Time Piece Park

Time Piece Park was just the beginning of Charlotte's revitalization efforts. For its ability to spark passionate conversations about city funds, street conditions, and aesthetic appeal, the pocket park was the project that moved the community from talking and planning into action.



## VOLUNTEER SPOTLIGHT

"Volunteering at CharlotteRising provides me with the opportunity to be part of making a difference in my community; to use my talents to make not only a difference today but also on the future of the place I call my hometown."

— Lance William, Volunteer



## 2022 Pulse of Downtown



**78%** Visit downtown Charlotte most often for dining

**31%** Described recent trends in downtown Charlotte as improving or making progress.

**26%** Said the frequency of their visits to downtown Charlotte increased during the past year.

## Social Connection



**3,330+**  
Facebook Followers



**170+**  
Instagram Followers



**185+**  
Twitter Followers

## Volunteer Connection



**128**  
Volunteer hours in 2021–2022



**7,332**  
Volunteer hours  
(Program to date)



**\$3,629**  
Volunteer value in 2021–2022

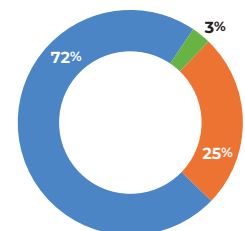


**\$207,862**  
Volunteer value  
(Program to date)

## In the Numbers



### Income



- Program activities
- City/county donations
- Memberships/fundraising

# DOWNTOWN ALIVE

Charlotte Main Street Events 2021-22

# 810

Est. event attendance

- Charlotte Celebrates
- Michigan Nordic Fire Festival
- Small Business Saturday
- Lighted Holiday Parade
- Summer Concerts Series
- Eaton County Expo
- Eaton County Fair
- Wine Walk
- Oddities Festival and more



Playing for small business



Summer Concert Series



Halloween Parade of Costumes



Holiday parade in all its snowy glory

“Charlotte strives to be a vibrant and competitive community. My goals moving forward are to diversify the business mix and focus on new downtown residential development, and to leverage our present Michigan Main Street program. This will involve planning for new investment, identifying assets and opportunities, and focusing our limited resources.”

—Annie Williams, Executive Director

## Charlotte’s Board of Directors

President: Bryan Myrkle      Member: Keisha Howe      Member: Jonathan Potter  
 Treasurer: Garrett Bensing      Member: Brad Stark      Member: Sam Davis  
 Secretary: Kalli Dempsey      Member:      Executive Director:  
 Member: Will SaintAmour      Cindy Gaedert-Gearhart      Annie Williams

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$60,607,647**

2021-22 Total Private Investment

**\$407,127,406**

Program to date



**\$8,138,196**

2021-22 Total Public Investment

**\$137,057,816**

Program to date



**41,186**

2021-22 Volunteer Hours

**851,890**

Program to date



**131**

2021-22 New Businesses

**1,753**

Program to date



**174**

2021-22 Façade & Building Improvements

**2,673**

Program to date

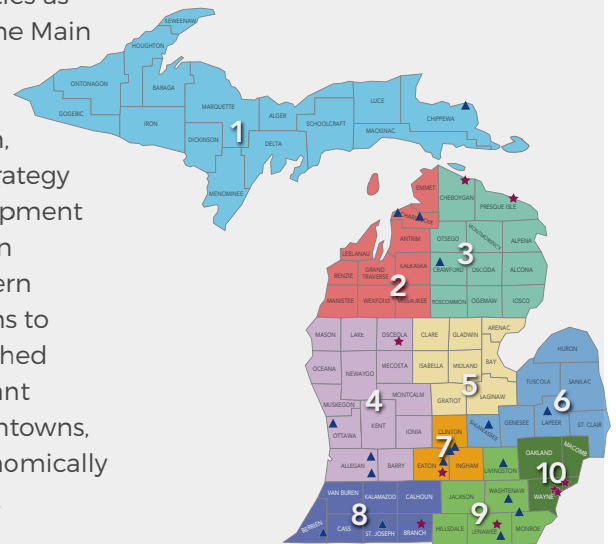


## Michigan Main Street

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)