



Come experience downtown Blissfield!

It's America. It's Bliss.

2024 EDITION

BLISSFIELD MAIN STREET

517.486.3642

blissfieldmainstreet.com



State of DOWNTOWN

13 Blocks

139 Parcels

16 Restaurants

28 Retail stores

290 Public parking spaces

4.75% Property value increase (Est. one-year increase 2021-22)

Blissfield Main Street is making a real difference.

Blissfield is steadfast in its commitment to growth and vitality. As we continue our forward momentum with the powerful trifecta of business owners, citizen volunteers and visitors, we look forward with great anticipation to the coming year. The unique mix of agriculture, health, the arts and family make Blissfield a place everyone wants to call home.

Downtown's Goals

- Increase the number of repeat visitors, repeat customers and downtown event attendees.
- Expand collaborative efforts for investment in Blissfield.
- Cast the vision for all retail establishments to keep regular hours and engage the village culture
- Create an environment that is welcoming and fun everyday, ensuring that all of our events and activities would reflect the heart of our village.



TRANSFORMING BLISSFIELD'S DOWNTOWN



Blissfield was awarded the MEDC Vibrancy Grant and used it to transform a vacant lot into a bicentennial park, furniture, two parklets, and a bicentennial mural by local artist Barrett Divorsky



New this year was our very successful "First Thursdays." From January to October, village residents were able to attend a heath fair, Whiskey and Chocolate, Everyone is Irish, Downtown Wine Around, Tea with Mom and Me, Touch A Truck, Firecapper 5K, Tractor Cruise In, Farm-to-Table Dinner, and Harvest Festival.



The opening of the BOSS (Blissfield Outdoor Sip and Stroll) Social District, in tandem with our new outdoor seating, has changed the landscape of our downtown. Many people have taken advantage of the new outdoor seating.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$38,101

Program to date: \$4,924,477



1 Façade & Building Improvements

Program to date: 78



10 New Businesses

Program to date: 62

Community Profile

Village of Blissfield | 2023



Population
3,223



Households
1,371



Median HH Income
\$52,801



Median Age
42.2 years



Housing Units
1,443



95% Housing is occupied
68% Owner-occupied
27% Renter-occupied

Main Street is Helping Businesses Thrive

- Façade grant program
- Business After Hours
- Local community and shopping events
- Small Business Saturday
- Match on Main funding program
- Business improvement seminars
- Business strategy through MEDC

"It has been an honor operating a business in Blissfield at a time when so much infectious enthusiasm is shared among business owners and community members. We are not alone in promoting health and wellness here and the addition of our 24/7 fitness facility has helped ensure local fitness needs. You will find something for everyone in Blissfield. We invite other community-centric businesses to join us and help Blissfield thrive."

— Drs Jonathan and Emily Quinton, Transcend Physical Therapy

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,679	6,704	95,930
Households	1,561	2,705	36,270
Median HH Income	\$54,606	\$58,008	\$64,964

In-demand Businesses

Food & Drink

- Asian restaurant
- Mexican restaurant
- Deli
- Farm-to-table restaurant
- Winery

Retail Establishments

- Bookstore
- General/variety store
- Cards and gifts
- Arts, crafts, and hobbies
- Home furnishings

Things are Happening in Blissfield

The implementation of "First Thursdays" has brought so many visitors and citizens into the downtown. Starting with a health fair in January, then Whiskey and Chocolate co-hosted by the library in February, the new events were well received. Everyone Is Irish, Downtown Wine Around, Tea with Mom and Me, Touch a Truck, Firecapper 5K Run, Tractor Cruise In, Farm-to-Table Dinner and Farm Market, and Harvest Festival rounded out the First Thursday events. Along with our vibrancy grant and new BOSS Social District, the landscape has changed, catapulting Blissfield into its bicentennial celebration in 2024.



2023 Pulse of Downtown



- 71%** Visit downtown Blissfield most often for dining
- 40%** Described recent trends in downtown Blissfield as improving or making progress.
- 34%** Said the frequency of their visits to downtown Blissfield increased during the past year.

Social Connection



- 4,515+** Facebook Followers
- 995+** Instagram Followers
- 330+** Twitter Followers

Volunteer Connection



- 2,966** Volunteer hours in 2022–2023
- 22,901** Volunteer hours (Program to date)
- \$89,425** Volunteer value in 2022–2023
- \$690,465** Volunteer value (Program to date)

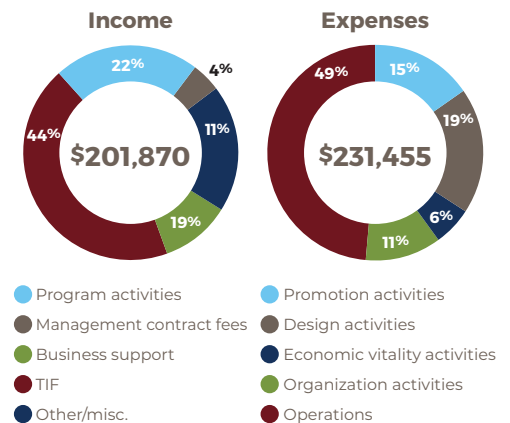
VOLUNTEER SPOTLIGHT

"I love volunteering in Blissfield. Where I come from (Australia), the towns are large and many things go unnoticed, pushed to the side or don't get done. I get a thrill out of executing a great event like Yuletide, Taste of Bliss or the HoHoHo Golf Outing. We have excellent volunteers on every committee and they make working hard on an event so fun and pleasurable."

—Vince Bagnato, Emmy's Kitchen and Volunteer



In the Numbers



DOWNTOWN ALIVE

Blissfield Main Street
Events 2022-23

7,329

Est. event attendance

- Yuletide Festival
- Wassail Fest
- Parade of Lights
- First Thursdays
- Movies on Lane
- Car and Bike show
- Black Squirrel Flea Market
- Antiques in Autumn



Yuletide Festival



Downtown Wine Around (First Thursdays)



Car and Bike Show



Wassail Fest

“Being on the DDA/Mainstreet board is a way I can give back and be involved. Volunteering has been the heart of Blissfield. I am fortunate enough to have been raised here and to be a part of the volunteers for the DDA/Mainstreet Association. I love living in this village. I am so grateful to be part of this village and its caring, helpful and loving people. Each time I participate, I take away more than I give.”

—Barb McHenry, President DDA/Mainstreet Board

Blissfield's Board of Directors

President: Barb McHenry
Vice President: James Eitzen
Secretary: Brenda Butler
Member: Al Navarro

Member: Carla Steele-Fey
Member: Frank Seely
Member: April Wolfe
Member: Mike Gunter
Member: Heather Marks

Member: Julie Goll
Jr. Member: Mikayla Marisa
DDA/Main Street Director: Laura Nichols

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

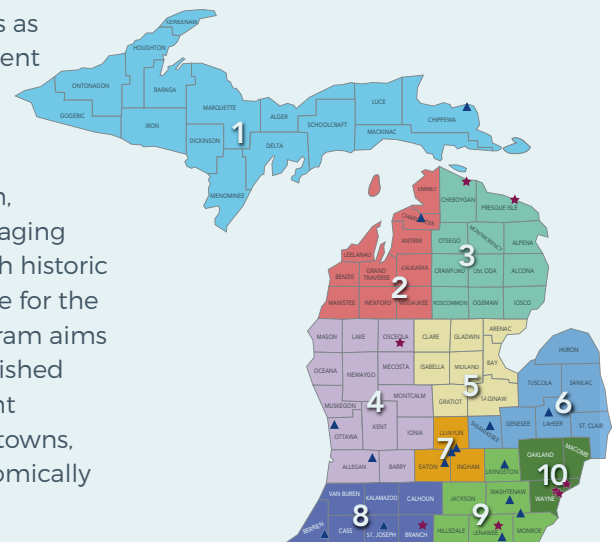


Michigan Main Street

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