



# Reinvest. Rebuild. Revitalize.

Downtown Coldwater is taking big steps to help revitalize its historic downtown and create a place for families and residents of all ages.

2024 EDITION

DOWNTOWN COLDWATER MAIN STREET 517.279.6913



## State of DOWNTOWN

14 Blocks

39 Acres

3 Acres of public green space

129 Parcels

12 Restaurants

91 Residential units

898 Public parking spaces

1.4% Property Value Increase (from 2021-23)

## Coldwater Main Street is making a real difference.

The Downtown Coldwater Main Street program is working to support a dynamic environment that consistently demonstrates a collective energy and synergy. We strive to foster entrepreneurial investment and growth, and encourage a vibrant, multicultural, family-oriented downtown that is enjoyed by our community.

### Downtown's Goals

- Family-friendly experiences with a focus on arts and culture
- Revitalize buildings and public spaces to enhance an authentic sense of community that is attractive to all ages
- Create an entrepreneurial ecosystem that supports existing and new, experience-based and multicultural businesses



COLDWATER  
MAIN STREET

# TRANSFORMING COLDWATER'S DOWNTOWN



The Flickinger family restored the façade at 22 West Chicago Street with new windows and paint, structural improvements, and historic details. The project received a \$5,000 rebate.



Over one hundred people toured an iconic 103-year-old building newly renovated into seven apartment units. The project received a \$750,000 CRP grant and \$10,000 from Coldwater Main Street.



New public restrooms were completed in Tibbits alley, funded by city council and a grant from the Michigan Arts and Culture Council.

## REINVESTMENT STATS 2022-2023

### PRIVATE INVESTMENT

# \$1,489,395

Program to date: \$2,023,644



# 6

### Façade & Building Improvements

Program to date: 11



# 7

### New Businesses

Program to date: 10

## Main Street is Helping Businesses Thrive

- Match on Main Grant program
- Low Interest Loan Pool program
- Façade improvement rebates
- Exterior design assistance
- Revolving Loan Fund
- Optimize Main Street tech grants
- Market data
- Initiate Small Business platform

“In our 39th year in downtown Coldwater, the Match On Main grant enabled us to incorporate technology into our showroom. We are now better able to showcase our modern window treatments and have improved our customer experience.”

—Don Shemel, Owner, Shemel’s Carpet & Interiors

## Community Profile

City of Coldwater | 2023



Population

# 13,829



Households

# 4,694



Median HH Income

# \$49,041



Median Age

# 36.8 years



Housing Units

# 5,036



93% Housing is occupied

53% Owner-occupied

40% Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	13,217	30,326	111,979
Households	4,542	11,483	43,848
Median HH Income	\$48,769	\$54,201	\$55,335

## In-demand Businesses

### Food & Drink

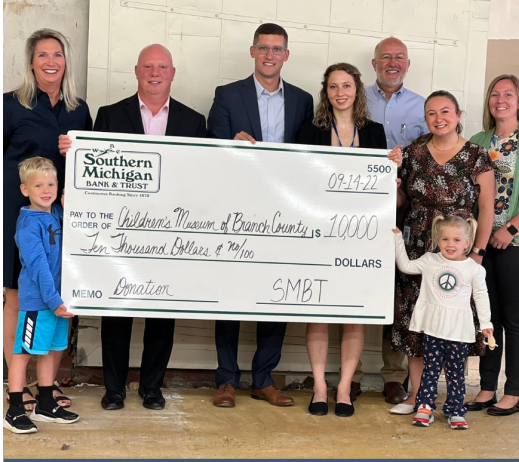
- Bakery
- Italian restaurant
- Brick-oven pizzeria
- Middle Eastern restaurant
- Steakhouse

### Retail Establishments

- Bookstore
- Women’s clothing
- Cards and gifts
- Home furnishings
- Specialty foods

# Making Connections

This year we took a big step forward towards creating a family-friendly downtown. The Main Street program supported the expansion and relocation of the Children's Museum of Branch County to downtown, and partnered with the museum to raise over \$160,000 towards renovations and new, highly interactive exhibits. Area residents, local companies, service clubs, and charitable organizations stepped up to support the \$500,000 project. We can't wait to see the museum's continued growth!



## 2023 Pulse of Downtown



**63%** Visit downtown Coldwater most often for dining

**45%** Described recent trends in downtown Coldwater as improving or making progress.

**23%** Said the frequency of their visits to downtown Coldwater increased during the past year.

## Social Connection



**1,830+** Facebook Followers

**780+** Instagram Followers

## Volunteer Connection



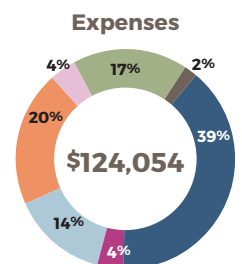
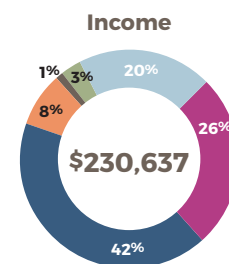
**318** Volunteer hours in 2022-2023

**570** Volunteer hours (Program to date)

**\$9,588** Volunteer value in 2022-2023

**\$17,186** Volunteer value (Program to date)

## In the Numbers



- Grants/foundation support
- City/county support
- DDA support
- Personal giving
- Other/misc.
- Interest
- Promotion activities
- Design activities
- Economic vitality activities
- Operations
- Education/training
- Building maintenance
- Rebate program



## VOLUNTEER SPOTLIGHT

"I've loved volunteering with the Main Street Program and the 'Love Local' event. I can see how my efforts, and the many hands that have worked on these projects, have positively impacted downtown Coldwater."

—Abbey Hoffman, Community Engagement Coordinator, Coldwater Board of Public Utilities (CBPU)



# DOWNTOWN ALIVE

Coldwater Main Street Events 2022-23

# 23,000

Est. event attendance

- Love Local
- Hops on Monroe
- Corner Farmers Market
- Hoptoberfest
- Spring and Fall Cleanup
- Strawberry Fest
- Apple Fest



Tibbits Opera House during Petrol 'n' Pints



Spring Cleanup



Love Local



Senior Swing Out

**“We continued to grow in year two of the Main Street program. We developed our own unique branding, hosted our first event, and continued to encourage and support major downtown projects—many of which were completed in 2023.”**

—Mike Caywood, President, Coldwater Main Street

## Coldwater's Board of Directors

President: Mike Caywood  
 Vice President: Brad Rocky  
 Mayor: Tom Kramer  
 Member: Courtney Dirschell  
 Member: Matt Biolchini

Member: Makayla Bendele  
 Member: Pat Kelley  
 Member: Chris Howell  
 Member: John Rucker  
 Main Street Director: Audrey Tappenden

# 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

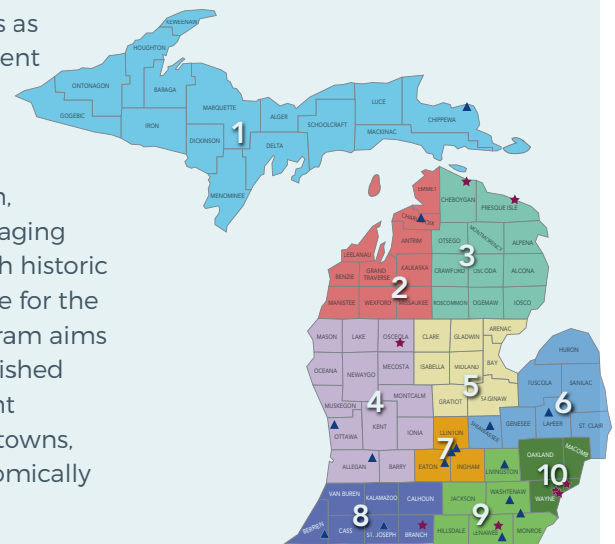


## Michigan Main Street

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