

# the VILLAGE

• DOWNTOWN GROSSE POINTE •

## The Heart of the Pointes, the Village is your hometown downtown destination!

Unique and diverse businesses, family-friendly community events and welcoming public spaces, the Village Downtown Grosse Pointe is the perfect combination of tradition and trendsetting.

2024 EDITION

MAIN STREET GROSSE POINTE

313.886.7474

thevillagegrossepointe.org



### State of DOWNTOWN

**3** Blocks

**958** Public parking spaces

**62** First-floor storefronts

**27** Residential units

**19** Restaurants

**29** Retail stores

**6%** Storefront vacancy rate

## Grosse Pointe Main Street is making a BIG difference.

The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes; welcoming everyone into its community of art-filled public spaces, creative, locally owned enterprises and respected national chains—all intentionally connected through the innovative use of 21st century technologies.

### Downtown's Goals

- Experience-based retail economy
- Create a visually appealing and vibrant physical environment that honors the district's history and embraces 21st century technology.
- Expand the mix of businesses and activities to create desired experiences that appeal to people of all ages in and beyond the Pointes.
- Develop a cohesive identity for the district to reflect a welcoming and connected community.



**MAIN STREET**  
• GROSSE POINTE •

# TRANSFORMING GROSSE POINTE'S DOWNTOWN



Collaboration + art = community!  
The Art Takeover Project paired artists with businesses and public spaces in a month-long self guided exhibit that engaged visitors and created new relationships.



Enhancing flower pots and beds with additional plants and color helps to create the sense of pride and place that is vital to a healthy, vibrant downtown.



Music on the Plaza, a long-standing Village event, continues to evolve with a new mix of bands and genres that bring people of all ages out to enjoy music, the Loop Social District, and build community.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

**\$623,000**

Program to date: \$1,897,362



**8**

**Façade & Building Improvements**

Program to date: 29



**4**

**New Businesses**

Program to date: 13

## Main Street is Helping Businesses Thrive

- Small Business Saturday Champion
- Monthly business round table
- Website and social media marketing
- The Loop Social District
- Special events
- Business education and training opportunities
- Market data
- Local shopping events

“The Village has a local small-town vibe. I love our people here and it just didn't make sense; we never even entertained a different option for anywhere else. It was going to be The Village—Grosse Pointe or bust!”

—Mary Mancus and Maddie Mancus, co-owners, **Glitter & Scotch**

## Community Profile

City of Grosse Pointe | 2023



Population

**5,598**



Households

**2,625**



Median HH Income

**\$117,661**



Median Age

**48.2 years**



Housing Units

**2,397**



**94%** Housing is occupied

**77%** Owner-occupied

**17%** Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	26,469	98,603	533,759
Households	10,505	37,888	221,781
Median HH Income	\$99,920	\$59,116	\$49,421

## In-demand Businesses

### Food & Drink

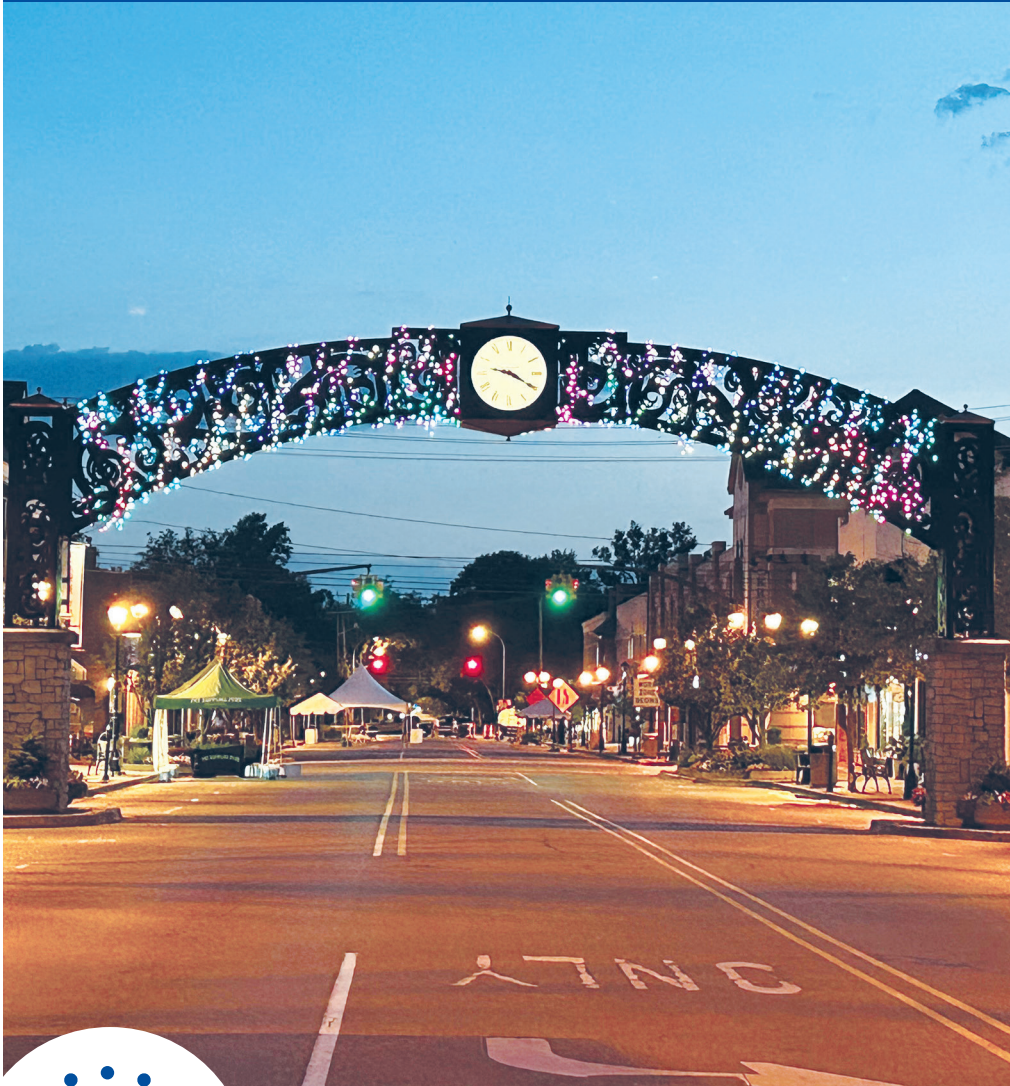
- Mexican
- Brewery or brew pub
- Breakfast/brunch restaurant
- Bakery
- Deli/sandwich shop

### Shopping & Retail

- Bookstore
- Women's clothing store
- General/variety store
- Children's clothing
- Arts, crafts, and hobbies

# Holidays in The Village

A grant from Michigan Main Street and the MEDC ensured that holidays in The Village got a whole lot brighter! New programmable lights for the iconic clock tower arch, lighted garland for lamp posts, holiday décor in flower pots along the street and hundreds of bows tied by volunteers created a festive atmosphere for the holidays that draws visitors from near and far to shop, dine and enjoy the season.



## 2023 Pulse of Downtown



**88%** Visit downtown Grosse Pointe most often for shopping

**12%** Described recent trends in downtown Grosse Pointe as improving or making progress

**67%** Said the frequency of their visits to downtown Grosse Pointe increased or stayed the same during the past year.

## Social Connection



**7,525+**  
Facebook Followers



**1,450+**  
Instagram Followers

## Volunteer Connection



**1,095**  
Volunteer hours in 2022–2023



**3,345**  
Volunteer hours  
(Program to date)



**\$33,014**  
Volunteer value in 2022–2023



**\$100,852**  
Volunteer value  
(Program to date)



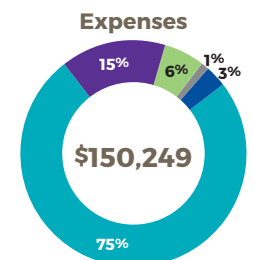
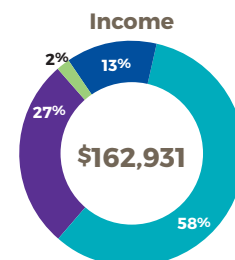
## VOLUNTEER SPOTLIGHT

“What I love about Grosse Pointe is the people and the tradition. Being a Main Street volunteer lets me to be part of building new traditions with our community.”

—Anne Murphy, owner Apple Blossom Baby & Décor; volunteer, board member



## In the Numbers



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

# DOWNTOWN ALIVE

Grosse Pointe Main Street Events 2022-23

# 15,000

Est. event attendance

- Music on the Plaza
- Paint the Windows
- Streetside Sale-cebration
- In the Pink!
- Trick or Treat
- Village Tree Lighting
- Parade Day in The Village
- Small Business Saturday
- Santa's Workshop
- 3rd Thursday Shopping Events



Streetside Sale-cebration annual sidewalk sale



In the Pink Women's Health Event



Trick or Treat in The Village



Village Tree Lighting

**“Before becoming a Main Street community, we would have been fine, but we wouldn't have been our best. That's what Main Street is teaching us—it's empowering to know what we can become.”**

—Kasey Malley, Main Street Grosse Pointe Board Chair

## Grosse Pointe's Board of Directors

Chair: Kasey Malley	Wayne County Rep.: June Lee	Member: Lanna Young
Vice Chair: Hans Brieden	Council Member: Terence Thomas	City Manager: Joseph Valentine, ex officio
Secretary: Christopher Moyer	Member: Anne Murphy	Exec. Director: Cindy Willcock
Mayor: Sheila Tomkowiak		

# 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

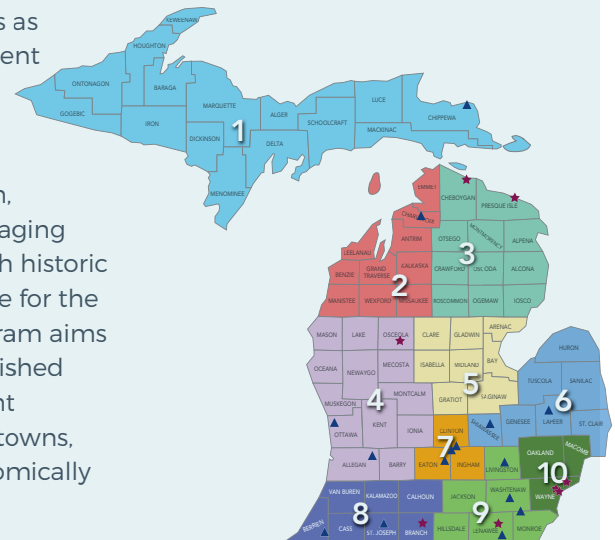


### Michigan Main Street

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](http://www.miplace.org)