



This is Downtown Wayland

We are friends and neighbors pulling together to build legacy and celebrating Wayland, Michigan.

2024 EDITION

WAYLAND MAIN STREET

269.525.2323

downtownwayland.com



State of DOWNTOWN

10 Blocks

23 Acres

240 Parcels

400 Public parking spaces

74 First-floor storefronts

35 Residential units

13 Restaurants

18 Retail stores

Wayland Main Street is making a real difference.

Downtown Wayland is an inclusive and appealing community that is open for business and fun; its engaging, well-lit storefronts proudly display historically restored façades and are filled with a diversity of food options, goods and services; its alleyways and mixed-use buildings are transformed into cool, multi-functional spaces, with walkways and green spaces creating a sense of place where everyone wants to be.

Downtown's Goals

- To focus on our younger generation entrepreneurs and consumers to create a niche of food and retail offerings that appeal to millennials and tourists.
- To utilize Wayland's location in between Grand Rapids and Kalamazoo to attract tourists and put Wayland on the map as a known destination.



TRANSFORMING WAYLAND'S DOWNTOWN



Downtown Wayland saw a much-needed refresh in their branding and signage this year.



Summerfest came back to Wayland this year. It was a weekend event filled with games, music, and fun!



Our latest mural is in the alleyway connecting West Superior Street and Pine Street. It is a colorful road that encourages people to explore the alleyway and businesses.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$5,000

Program to date: \$1,880,326



1

Façade & Building Improvements

Program to date: 42



9

New Businesses

Program to date: 42

Main Street is Helping Businesses Thrive

- Match on Main grant
- Local façade rehabilitation programs
- Local signage rehabilitation programs
- Business education and workshops
- Optimize Main Street grant
- Best of Wayland contest
- Special events to attract visitors
- Cooperative advertising opportunities

“Wayland Main Street has brought a strong sense of place to our thriving downtown. As a business owner, I see the impact from the holiday decoration to bringing the community together for events.”

—River Knoll, McDuff's Bar and Grill

Community Profile

City of Wayland | 2023



Population

5,875



Households

2,236



Median HH Income

\$58,035



Median Age

35.6 years



Housing Units

2,333



96% Housing is occupied

63% Owner-occupied

33% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,874	18,305	194,268
Households	2,236	6,571	70,144
Median HH Income	\$58,035	\$67,414	\$68,525

In-demand Businesses

Food & Drink

- Breakfast/brunch restaurant
- Bakery
- Coffee shop
- Deli/sandwich shop
- Casual dining eatery

Shopping & Retail

- Art, crafts and hobbies
- Cards and gifts
- Florist
- General/variety store
- Bookstore

Junior DDA

Wayland implemented a Junior DDA program this year. The students toured downtown and picked a project that will benefit students and residents alike. The project this year was revamping the Mini-Park by McDuff's. They added lights to the tree, hammock poles, firepit and chairs. The program was funded by Allegan County Community Foundation!



2023 Pulse of Downtown



- 66%** Visit downtown Wayland most often for dining
- 34%** Described recent trends in downtown Wayland as improving or making progress.
- 22%** Said the frequency of their visits to downtown Wayland increased during the past year.

Social Connection



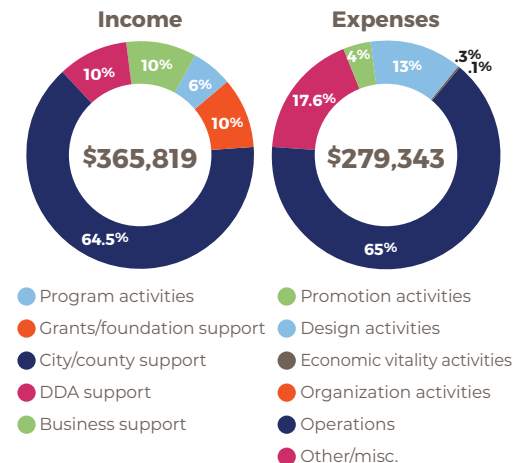
- 4,900+** Facebook Followers
- 210+** Instagram Followers

Volunteer Connection



- 772** Volunteer hours in 2022–2023
- 23,529** Volunteer hours (Program to date)
- \$23,276** Volunteer value in 2022–2023
- \$709,399** Volunteer value (Program to date)

In the Numbers



VOLUNTEER SPOTLIGHT

“Volunteering with Wayland Main Street is important to me because I grew up here and want to set an example for my kids.”

—Lillian Dekoning,
Organization Committee



DOWNTOWN ALIVE

Wayland Main Street
Events 2022-23

8,275

Est. event attendance

- Summerfest
- Comedy Nights
- Baugh Shoe Repair
- Block Party
- Music on Main
- ArtHop
- Holiday Market
- Monster Mash
- Ladies on Main
- Movies After Dark



Baugh Shoe Repair 100th Celebration



Eating Contest, Summerfest



Block Party, Bike Parade



Comedy Nights

“Being a Master Level Community under the Michigan Main Street Program means that Wayland receives customized services, training, and resources to revitalize our downtown, as well as grants for our business owners that are only offered at this level. These are resources and opportunities that bring growth to our community that we would not receive otherwise.”

—Robin Beckwith, DDA Chair

Wayland's Board of Directors

Chair: Robin Beckwith
Vice Chair: Josh Otto
Secretary: River Knoll
Treasurer: Justin Osbon
Mayor: Jennifer Antel

Member-at-large: Anthony Winters
Member: Anita Bukowing
Member: Taylor Emert
Member: Zachary Cramer

Executive Director: Holli McPherson
Farmers Market Manager: Renee Wise

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

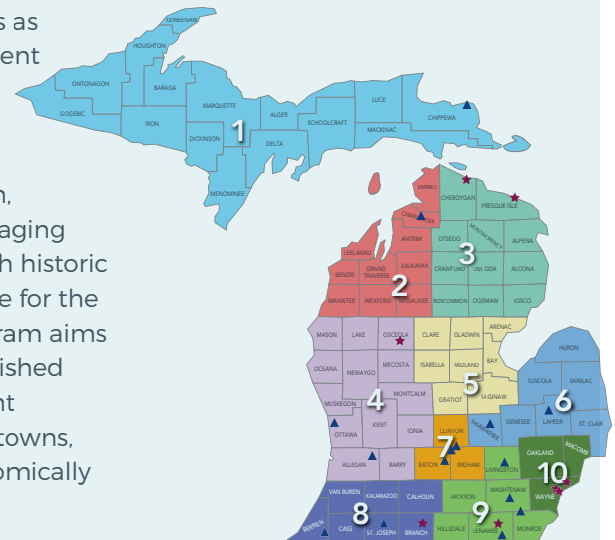


Michigan Main Street

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