



We are a place where what was welcomes what's next

An invitation to enjoy the cultural renaissance to grow business and enjoy a quality of life.

2024 EDITION

VANGUARD COMMUNITY DEVELOPMENT CORP.

313.872.7831

northenddetroit.life



State of the DISTRICT

19 Blocks

190 Acres

168 Parcels

18 Restaurants

6 Retail stores

10,523 Workers employed

Historic North End Main Street is making a real difference.

Vanguard Community Development and community partners are taking a proactive approach to planning for the equitable prosperity of Detroit's Historic North End Business district. Ongoing efforts are serving to heighten the district's appeal as a place to work, visit, live and do business and invest. A holistic approach to revitalization is sparking a new wave of activity and reaffirming The Historic North End as a local and regional attraction, economic engine and center of culture and commerce.

Business District's Goals

- African American culture: leveraging the past for equitable growth
- Equitable entrepreneurship servicing local neighborhood and workforce (examples: grocery, restaurants, convenience, co-op structures)
- Creative and innovation-based small-scale production (examples: music, engineering, foods, apparel)
- Equitable development planning



TRANSFORMING HISTORIC NORTH END'S MAIN COMMERCIAL CORRIDOR



DR, a community advocate, is sitting on a newly installed solar bench on East Grand Boulevard. The bench allows him to charge his cell phone while resting.



A local art class stopped to ask the mural artists questions while the artists were completing an installation on East Grand Boulevard.



Everett Stone of Vanguard CDC is at Carlos Nielbock's art studio, completing the final details with him for the North End Milwaukee Junction ID sign.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$1,285,000

Program to date: \$38,212,190



1

Façade & Building Improvements

Program to date: 7



3

New Businesses

Program to date: 18

Main Street is Helping Businesses Thrive

- Level Up Grant, Legal Support (Reshouunn Foster, Shirley Davis, Cathryn Coleman, Cornelius Harris)
- Level Up Grant, Accounting Support (Reshouunn Foster, Cathryn Coleman)
- Level Up Grant, Build Institute Course (Phyllis Judkins, Michelle, Allegra, Jacquette Chapman, Sheila Hale, Veronica Adams)
- Market Snapshot
- Grand Haus—Invest East Grand Boulevard Transformation Project
- Grow with Google workshops (23 businesses were assisted)
- Business Credit Worx Course (11 business owners were assisted)
- Flip The Script North End Career Center Employment & Resource Fair (at least 50 attendees)

"The neighborhood and location is great. The foot traffic has been excellent. We wish we could expand and add drive through service. The customer base is more than we expected."

—Dean Bartlet, Senior District Manager;
John Benedetto, VP of Service Hospitality Group,
Tropical Smoothie Cafe

Community Profile

City of Detroit | 2023



Population

637,423



Households

254,579



Median HH Income

\$36,239



Median Age

37 years



Housing Units

308,486



83% Housing is occupied

39% Owner-occupied

44% Renter-occupied

Business District Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	28,368	232,799	1,461,422
Households	12,922	95,753	588,350
Median HH Income	\$28,072	\$31,196	\$50,517

In-demand Businesses

Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Casual dining eatery
- Deli/sandwich shop
- Brick-oven pizzeria

Retail Establishments

- Bookstore
- Arts, crafts, and hobbies
- Grocery store
- Specialty grocer/deli
- General/variety store

Let's Grow Together Event

This event highlighted the tremendous growth that has occurred in the business district since 2019. We celebrated with City of Detroit, DEGC, MEDC and many philanthropic and community partners. The Main Street District is welcoming over 100 units of new housing and several new restaurants and speakeasies. It fills your heart to see old and new residents enjoying the fruits of many years of hopes and dreams coming true.



2023 Pulse of the District



- 62%** Visit Historic North End most often for work
- 74%** Described recent trends in Historic North End as improving or making progress.
- 34%** Said the frequency of their visits to Historic North End increased during the past year.

Social Connection



1,600+
Facebook Followers

105+
Instagram Followers

Volunteer Connection



1,114
Volunteer hours in 2022–2023

2,074
Volunteer hours
(Program to date)

\$33,587
Volunteer value in 2022–2023

\$62,531
Volunteer value
(Program to date)



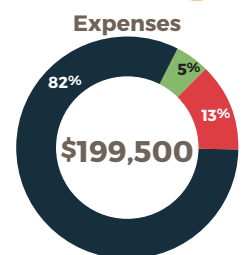
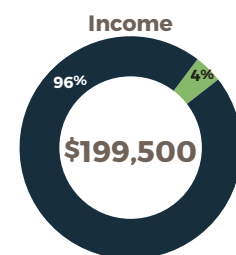
VOLUNTEER SPOTLIGHT

“We had families, kids running around, vendors, poetry, music, vocalists, we had all the things that you could think of, and then with the Urban Arts Orchestra, it was amazing!”

—**Jenice Gibson, Volunteer for Future Fest, Community Advocate/ Nettetworks Artistry Entertainment**



In the Numbers



- Grants/foundation support
- Membership/fundraising
- Promotion activities
- Design activities
- Economic vitality activities

NORTH END ALIVE

Historic North End Main Street Events 2022-23

2,460

Est. event attendance

- Let's Grow Together
- Future Fest Music Festival
- Angel's Night
- Adult Play Day
- East Grand Boulevard Groundbreaking
- "Let's Get Lit" Holiday Pop Up



Let's Grow Together



Future Fest Music Festival



East Grand Boulevard Groundbreaking



Holiday Pop-Up

"The Milwaukee/North End Main Street is very unique. The goal is to create a vibrant neighborhood community downtown where residents live, work and play. Milwaukee/North End Main street will create a destination community. People from around Michigan can come visit and see a vibrant and safe urban setting."

—Quincy Jones, Advisory Board Chair

Historic North End's Main Street Advisory Board

Treasurer: Drusilla Fanning
Vice President: Ette Garth
Advisory Board Chair: Quincy Jones

Member: Lynnette Roberson
Member: Cassi Meitl
Member: Chenita Gary
CEO: Pamela Martin Turner
Senior VP/CFO: Everett Stone

COO/Comm. Engagement: Monica Edmonds
VP Economic Development: Lisa Tucker
Intern: Natalia Nowicka

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

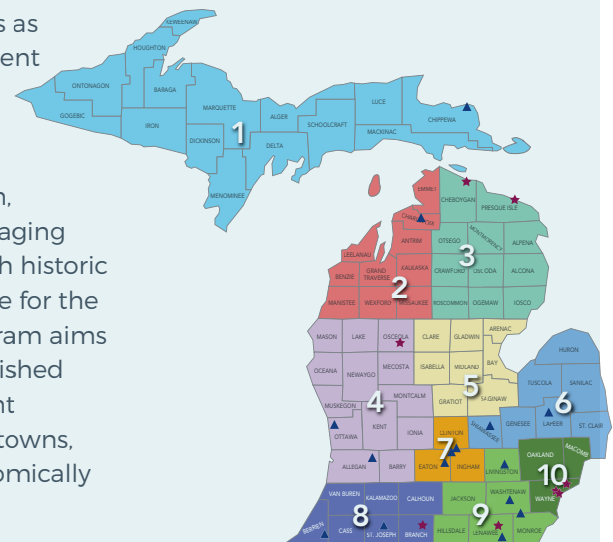


Michigan Main Street

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