



Downtown Adrian is the heart of our community.

With shopping, entertainment, and dining, downtown Adrian has something for everyone to enjoy!

2026 EDITION

DOWNTOWN ADRIAN MAIN STREET

517.264.4816

downtownadrian.com



State of DOWNTOWN

20 Blocks

74 Acres

203 Parcels

723 Public parking spaces

150 Residential units

24 Retail stores

14 Restaurants

229.1k Visitors (2024)

1.5M Visits (2024)

Adrian Main Street is making a real difference.

Downtown Adrian is a thriving, historic and multi-cultural environment anchored by a vibrant arts scene with an abundance of playful, safe and inclusive places where people want to be.

Downtown's Goals

- Create an intentional environment and welcoming spaces that celebrate the character and charm of downtown Adrian.
- Enhance the business and built environment to facilitate additional public and private investment.
- Support arts and culture through promoting downtown Adrian as a destination for fun and culture in Lenawee County and surrounding region.

**MAIN
STREET
ADRIAN**

TRANSFORMING ADRIAN'S DOWNTOWN



Julia Cole @ Artalicious brought a popular up-and-coming country artist to an already successful event in downtown, as a free concert.



Library Square playground is a wonderful addition to the downtown that provides a safe and inclusive recreation area in the downtown for families.



For the second consecutive year, fireworks have been part of the Downtown Adrian July First Friday event.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$225,00

Program to date



8

Façade & Building Improvements

Program to date



3

New Businesses

Program to date: 22

Community Profile

City of Adrian | 2024



Population

20,315



Households

7,842



Median HH Income

\$43,199



Median Age

35 years



Housing Units

8,978



87% Housing is occupied

49% Owner-occupied

38% Renter-occupied

Main Street is Helping Businesses Thrive

- Match on Main funding program
- Small Business Saturday Champion
- Cooperative advertising campaigns
- Market data and analysis
- Business education and workshops
- Local shopping events
- Community events

"Downtown Adrian is amazing, because of its beautiful architecture and small community vibe. The community outreach and the fun, family-friendly First Fridays has been bringing more people downtown and into our shop. We also take advantage of the local business support provided. We are excited about the future in our little town!"

—Carie Deneau, Co-owner, Ghidrah's Mystic She Ways

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,807	37,325	74,710
Households	6,516	13,691	28,760
Median HH Income	\$42,212	\$55,635	\$67,838

In-demand Businesses

Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Brewery/brewpub
- Steakhouse
- Farm-to-table restaurant

Shopping & Retail

- Bookstore
- General/variety store
- Specialty foods
- Cards and gifts
- Arts, crafts, and hobbies

Welcome to Adrian

The first of many murals was commissioned in downtown Adrian. Thanks to a vibrancy grant from the MEDC we were able to accomplish this beautiful addition to the downtown. Located at the main four corners of the downtown the mural welcomes visitors daily.



VOLUNTEER SPOTLIGHT

"I enjoy helping the DDA and downtown Adrian connect with neighbors and directly contribute to the vibrant growth and success of our community."

—Jacob Cooper, Community Volunteer



2024 Pulse of Downtown



59% Visit downtown Adrian most often for dining.

32% Said the frequency of their visits to downtown Adrian increased during the past year.

59% Described recent trends in downtown Adrian as improving or making progress.

Social Connection



f 6,200+ Facebook Followers

1,230+ Instagram Followers

1,045+ TikTok Followers

Volunteer Connection



850 Volunteer hours in 2024–2025

4,483 Volunteer hours (Program to date)

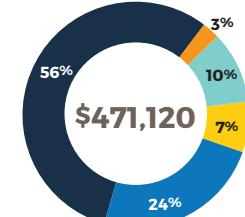
\$27,939 Volunteer value in 2024–2025

\$147,356 Volunteer value (Program to date)

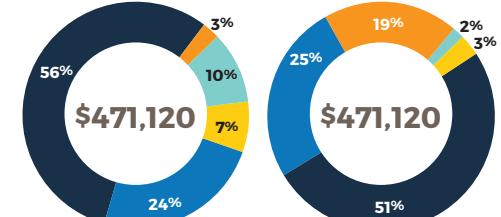
In the Numbers



Income



Expenses



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

DOWNTOWN ALIVE

Adrian Main Street
Events 2024–25

30,475

Est. event attendance

- Comstock Christmas Riverwalk
- First Fridays
- Small Business Saturday
- Pride Festival
- Artalicious
- Student Welcome Back Event
- Juneteenth
- Downtown trick or treating



Pickles Everywhere



Downtown Putt Putt



Main Street Mayhem



Dog Days

“Michigan Main Street is providing us with a foundation of information and services that will allow us to better support our businesses and community. We are just beginning our journey and we are already seeing the great benefits of Michigan Main Street.”

—Jay Marks, Executive Director Downtown Adrian Main Street

Adrian's Board of Directors

Acting Chair: Darcy Gifford
Secretary: Meredith Elliott
Mayor: Angela Sword-Heath
Member: Deveny Rosebrock
Member: Jere Righter

Member: Kristina Henning
Member: Josh Roth
Member: Tara Coumoundorous
Member: Kandice Karll Newsome
Member: Carrie Dillion

Advisory Member (Adrian College): Thomas Doney
Executive Director: Jay Marks
Event Coordinator: Kate Deneau

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$9,179,872

2024–25 Total
Private Investment

\$482,929,076

Program to date



\$12,898,910

2024–25 Total
Public Investment

\$165,451,898

Program to date



29,220

2024–25
Volunteer
Hours

952,016

Program to date



93

2024–25
New
Businesses

2,126

Program to date



83

2024–25
Façade & Building
Improvements

3,017

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



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

www.miplace.org