



Come experience downtown Blissfield!

It's America. It's Bliss.

2026 EDITION

BLISSFIELD MAIN STREET

517.486.3642

blissfieldmainstreet.com



State of DOWNTOWN

13 Blocks

142 Parcels

15 Restaurants

28 Retail stores

290 Public parking spaces

54,380 Visitors (2024)

259.2k Visits (2024)

Blissfield Main Street is making a real difference.

Blissfield is unwavering in its commitment to growth and vitality. Blissfield's core values of engaging business owners, volunteers and community stakeholders have propelled Blissfield forward in its effort to be beautiful, vibrant and relevant. We welcome visitors with our unique blend of agriculture, health, wellness, arts, events, and historical preservation to our quaint and energizing downtown. We offer home grown living. Blissfield is a place everyone wants to call home!

Downtown's Goals

- Attract and retain businesses that offer interactive experiences alongside those offering goods and services necessary for everyday life
- Increase preservation efforts to protect and rehabilitate historic buildings to maintain the district's authenticity and historic character and strengthening it's economic vitality
- Strengthen downtown's brand identity by increasing strategic marketing and communication efforts to raise awareness, attract visitors and foster investment



BLISSFIELD
Main Street

TRANSFORMING BLISSFIELD'S DOWNTOWN



Main Street offers façade grants that can help businesses maintain their building and preserve their history. Village Wealth Management is Blissfield's latest transformation.

Blissfield instituted hometown hero banners this year to honor veterans who served their country. We owe our freedom to those brave men and women who sacrificed for us.

Blissfield Mainstreet program was recognized for being a Main Street community for 15 years. In that time, we have made great strides in honoring the past, celebrating the present, and investing in the future.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT
\$221,500

Program to date: \$6,000,976



4

Façade & Building Improvements
Program to date: 88



2

New Businesses
Program to date: 67

Community Profile

Village of Blissfield | 2024



Population
3,220



Households
1,379



Median HH Income
\$67,063



Median Age
42 years



Housing Units
1,454



95% Housing is occupied
77% Owner-occupied
18% Renter-occupied

Main Street is Helping Businesses Thrive

- Façade grant program
- Business After Hours
- Local community and shopping events
- Small Business Saturday
- Match on Main funding program
- Vibrant social district
- Business improvement training through the economic vitality committee
- Business strategy through MEDC
- Marketing of the downtown through the promotions committee
- Beautification of downtown through the design committee

"I love being a business owner in Blissfield. With the help of the DDA/ Mainstreet, I was able to modernize the outside of my building. This has led to outstanding growth and recognition of my business. It means a lot to me that we invest in our businesses in downtown Blissfield."

—David DeVantier, Owner, Village Wealth Management

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,634	6,645	96,488
Households	1,556	2,710	36,809
Median HH Income	\$69,308	\$76,924	\$78,793

In-demand Businesses

Food & Drink

Asian
Deli/sandwich shop
Farm-to-table
Steakhouse
Casual dining

Retail Establishments

Arts, crafts, hobby
Bookstore
General/variety
Specialty foods
Children/toys and games

Volunteers are thriving in Blissfield

This year, we treated about 40 volunteers to a night at the Mud Hens game. They were given Hen Bucks to spend and had a wonderful night at the game. A small gesture to thank all the amazing people that keep Blissfield moving forward at such an amazing pace. Our volunteers are the heart of the village and we could not do what we do without them.



VOLUNTEER SPOTLIGHT

"We care about people in our community and through volunteering, we get to know and build a better community—hands and hearts together. Volunteering brings small acts of kindness, bringing people together and helping us feel connected, like family. We can give back to our neighbors and friends while building awareness of our bank and how we serve our market. We hope to be a bridge and are privileged to provide smiling faces at many activities in and around Blissfield."

—Blissfield State Bank Staff



2024 Pulse of Downtown

- 59%** Visit downtown Blissfield most often for dining
- 40%** Described recent trends in downtown Blissfield as improving or making progress.
- 34%** Said the frequency of their visits to downtown Blissfield increased during the past year.

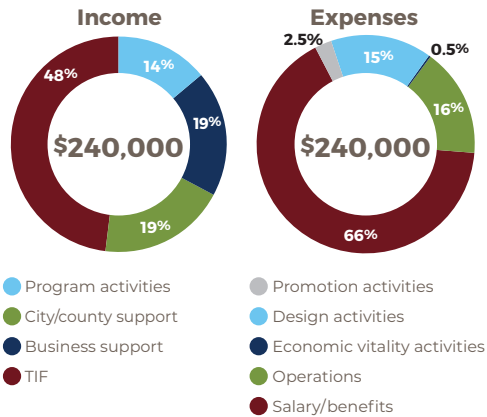
Social Connection

-  **5,000+** Facebook Followers
-  **644** Volunteers of Blissfield
-  **3,300** Yuletide

Volunteer Connection

-  **1,746** Volunteer hours in 2024–2025
-  **26,739** Volunteer hours (Program to date)
-  **\$57,391** Volunteer value in 2024–2025
-  **\$878,911** Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Blissfield Main Street
Events 2024-25

19,457

Est. event attendance

- Yuletide
- Harvest Festival
- Wassail Fest
- Downtown Wine Around
- Touch a Truck
- Tractor Cruise-in
- Farm-to-Table Dinner
- Parade of Lights
- Summer Concert Series
- Car and Bike Show



Tractor Cruise-In



Touch A Truck



Farm-to-Table Dinner



Summer Concert Series

“Serving on the DDA/Mainstreet board has been an incredibly rewarding experience. I’ve seen firsthand how our collective efforts—whether through strategic planning, beautification projects, or supporting local entrepreneurs—have made a tangible difference in our community. It is inspiring to be part of a team that values both our village’s heritage and its future potential.”

—April Wolfe, Vice President, DDA/Mainstreet Board

Blissfield’s Board of Directors

President: Frank Seely
Vice President: April Wolfe
Secretary: Brenda Butler
Member: Mike Gunter
Member: Heather Marks

Member: Heather Nichols
Member: Julie Goll
Member: Barb McHenry
Member: Brian Doolittle

Member: James Eitzen
Jr. Member: Hailey Sills
DDA/Main Street Director:
Laura Nichols

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

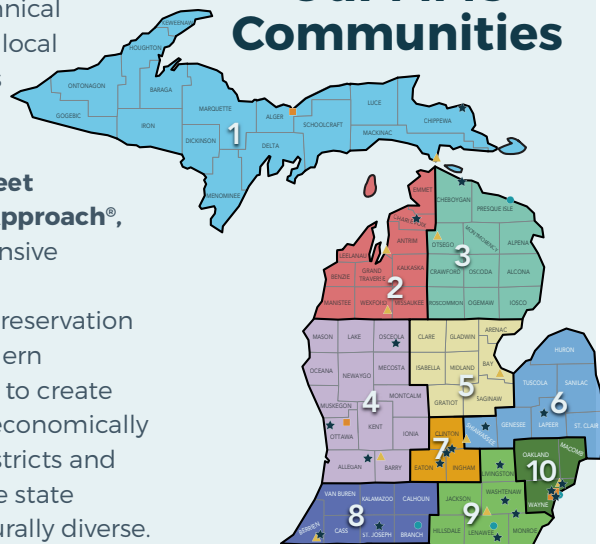


Michigan Main Street

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