



# Come experience downtown Blissfield!

It's America. It's Bliss.

2026 EDITION

BLISSFIELD MAIN STREET

517.486.3642

[blissfieldmainstreet.com](http://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 lastest 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)

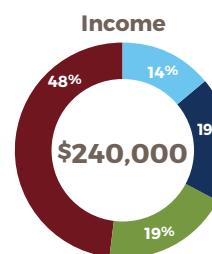
 **\$57,391**  
Volunteer value in 2024–2025

 **\$878,911**  
Volunteer value  
(Program to date)

## In the Numbers



### Income



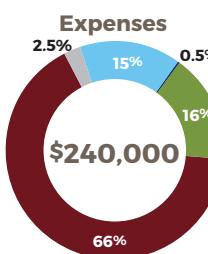
Program activities

Design activities

Business support

City/county support

TIF



Salary/benefits

Operations

Economic vitality activities

Promotion activities

Design activities

# 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	Member: Heather Nichols	Member: James Eitzen
Vice President: April Wolfe	Member: Julie Goll	Jr. Member: Hailey Sills
Secretary: Brenda Butler	Member: Barb McHenry	DDA/Main Street Director:
Member: Mike Gunter	Member: Brian Doolittle	Laura Nichols
Member: Heather Marks		

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