



Culture, Commerce & Community!

Celebrating the Heart of Coldwater—where culture thrives, commerce grows, and community comes together.

2026 EDITION

COLDWATER MAIN STREET

517.279.6913

downtowncoldwater.com



State of DOWNTOWN

13 Blocks

39 Acres

3 Acres of public green space

129 Parcels

11 Restaurants

91 Residential units

898 Public parking spaces

185.2k Visitors (2024)

1.383M Visits (2024)

Coldwater Main Street is making a real difference.

The Downtown Coldwater Main Street program is working to support a dynamic environment that consistently demonstrates a collective energy and synergy. We strive to foster entrepreneurial investment and growth, and encourage a vibrant, multicultural, family-oriented downtown that is enjoyed by our community.

Downtown's Goals

- Family-friendly experiences with a focus on arts and culture
- Revitalize buildings and public spaces to enhance an authentic sense of community that is attractive to all ages
- Create an entrepreneurial ecosystem that supports existing and new, experience-based and multicultural businesses



**COLDWATER
MAIN STREET**

TRANSFORMING COLDWATER'S DOWNTOWN



The installation of a vibrant new mural, called “Growing Together,” was created by artist Rhiannon Sibbald and installed on the exterior wall of the Branch County Children’s Museum in downtown Coldwater.



“Art After Hours” enriched downtown Coldwater by showcasing local talent, fostering cultural expression, inspiring creativity, and transforming public spaces into vibrant, artistic community experiences.



The Facade Restoration Initiative revitalized Jeannie’s Diner, enhancing its historic charm, attracting more foot traffic and reinforcing its role as a beloved downtown landmark.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT
\$240,372


Program to date: \$2,849,776


**9** Façade & Building Improvements
Program to date: 32


**5** New Businesses
Program to date: 20


Community Profile


City of Coldwater | 2024


**Population**
13,550

**Households**
4,812

**Median HH Income**
\$52,237

**Median Age**
37.7 years

**Housing Units**
5,195

**93% Housing is occupied**
58% Owner-occupied
35% Renter-occupied

Main Street is Helping Businesses Thrive

- Low Interest Loan Pool Program
- Match On Main Grant Program
- Façade Restoration Initiative Grant
- Market And Visitor Data
- Revolving Loan Fund
- Exterior Design Assistance

“Without the funding, this project would’ve been years away. Reviving an old building to house our business has been a true labor of love, and I’m beyond grateful to keep serving our community within these walls.”

—Danni Green, Owner, Southern Roots Salon

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	13,200	30,501	112,239
Households	4,730	11,825	44,317
Median HH Income	\$52,527	\$61,753	\$63,403

In-Demand Businesses

Food & Drink

- Bakery
- Italian restaurant
- Brick-oven pizzeria
- Steak house

Retail Establishments

- Bookstore
- Women’s clothing
- Cards and gifts
- Home furnishings
- Specialty foods

Connecting People, Purpose & Place

This initiative seeks to advance Coldwater Main Street by integrating the pillars of culture, commerce and community. This fund development effort invites stakeholders to contribute toward the preservation of our cultural heritage, the strengthening of local businesses, and the cultivation of a vibrant, inclusive downtown environment. Together, we will foster enduring connections that support sustainable growth and uphold the mission of Coldwater Main Street.



"COLDWATER HAS GIVEN US A LOT, AND WE'D LIKE TO GIVE BACK."

DR. DAVID & DEL RUBLEY
COLDWATER MAIN STREET DONORS



2022 Pulse of Downtown



63% Visit downtown Coldwater most often for dining

45% Described recent trends in downtown Coldwater as improving or making progress.

23% Said the frequency of their visits to downtown Coldwater increased during the past year.

Social Connection



3,900+
Facebook Followers



995+
Instagram Followers

Volunteer Connection



1,001
Volunteer hours in 2024–2025



1,970
Volunteer hours
(Program to date)

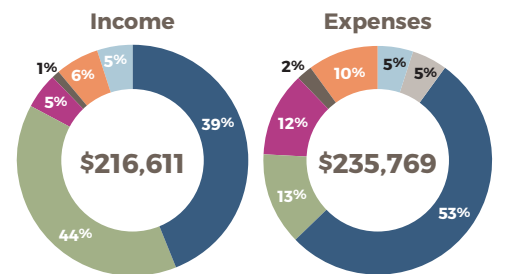


\$32,903
Volunteer value in 2024–2025



\$64,754
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- DDA support
- Personal giving
- Other/misc.
- Rent
- Interest
- Promotion activities
- Operations
- Other/misc.
- Rebate program
- 58 W. Chicago St.
- Training/dues
- Downtown maintenance



VOLUNTEER SPOTLIGHT

"Downtown Coldwater is the heart of the community! It's where we shop at local businesses, participate in festivals and parades, and see our friends and neighbors."

—Dean Walrack, Design Committee Member; Sarah Zimmer, Donors to Main Street Program (dedicated to art programming)



DOWNTOWN ALIVE

Coldwater Main Street
Events 2024-25

22,475

Est. event attendance

- Hometown Holiday Event
- Art After Hours
- Love Local
- Apple Fest
- Business Development Workshops
- Strawberry Fest
- Corner Farmers Market
- Hops on Monroe
- Hoptoberfest
- Main Street Meet-ups
- Cultural Jubilee



Art After Hours (June 2025)



Hoptober Fest (October 2025)



Strawberry Fest (June 2025)



Love Local (February 2025)

"The continued growth and momentum of downtown Coldwater are reflected in our ongoing economic investments and strong community partnerships. Together, we're building deeper connections for residents and creating a culturally vibrant destination that welcomes visitors from near and far."

—Michael Caywood, Attorney, HaasCaywood PC; President, Coldwater Main Street

Coldwater's Board of Directors

President: Mike Caywood
Vice President: Courtney Dirschell
Mayor: Tom Kramer
Member: Shana Grife
Member: Matt Biolchini
Member: Laura Trojanowski

Member: Jennifer Bregg
Member: Al Rakocy
Member: Anette Booth
DDA/Main Street Director: Kristen Johnson
ED Coordinator: Erin Veysey

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

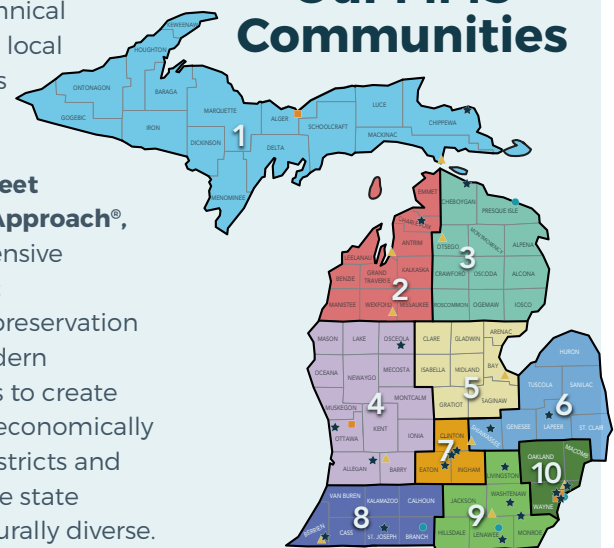


Michigan Main Street

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