



Downtown, Down to Earth.

Small town hospitality meets the great outdoors, with unique dining and shopping in our historic downtown.

2026 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evartmainstreet.com



State of DOWNTOWN

3 Blocks

65 Parcels

46 Parcel owners

91 Public parking spaces

49 First-floor storefronts

16 Residential units

2.5 Restaurants

10 Retail stores

37.7k Visitors (2024)

178.1k Visits (2024)

25% Storefront vacancy rate

Evart Main Street is making a real difference.

Evart Main Street is making a real difference. Our Main Street appeal is reflected in its warm, inviting, clean historic buildings and storefronts, with unique businesses and community organizations creating memorable experiences, that are abundant throughout this friendly, historic downtown.

Downtown's Goals

- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street's capacity to connect existing and potential business and property owners, and investors with appropriate resources.
- Support sustainable improvements in the downtown's built environment and physical spaces.



TRANSFORMING EVART'S DOWNTOWN



Provided seating along the Main Street Business District with funding from an Osceola County Community Foundation Grant.



Helped a business purchase a new business sign through the Evart DDA Façade Grant program.



Getting the downtown Main Street Historic District registered on the National Historic Registry.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$6,923

Program to date: \$50,448



2

Façade & Building Improvements

Program to date: 10



2

New Businesses

Program to date: 16

Community Profile

City of Evart | 2024



Population

1,781



Households

743



Median HH Income

\$41,874



Median Age

38.8 years



Housing Units

848



88% Housing is occupied

54% Owner-occupied

33% Renter-occupied

Main Street is Helping Businesses Thrive

- Local façade program
- Design assistance
- MI-SBDC connections
- Middle Michigan Development Corp.
- Sign incentive program
- Match on Main program
- Connections with MEDC
- Main Street Vibrancy Grant program

"As a brand-new business owner, the first year can feel overwhelming, but the support from the DDA has made all the difference for my salon. Their programs and resources are not only helping me improve the appearance of my building but also strengthening the overall customer experience. From guidance on interior and exterior upgrades to connecting me with funding opportunities that are making these changes possible, the DDA truly is investing in my success.

Because of their support, I've been able to create a welcoming and professional environment that reflects the quality of service we strive to give our clients. Having this kind of partnership in our first year in business has set us up for long-term growth and success and I'm so grateful for the positive impact the DDA has had on my salon and the community we serve."

—Jessica Green, Owner, Details Elite

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	2,537	8,813	54,343
Households	1,048	3,596	22,635
Median HH Income	\$47,040	\$53,620	\$56,275

In-demand Businesses

Food & Drink

Bakery
Brewery or brewpub
Breakfast/brunch restaurant
Coffee shop
Casual dining eatery

Retail Establishments

General/variety store
Sporting goods/outdoors
Women's clothing
Specialty foods
Pet/supply store

Create a 5-year Strategic Plan

This five-year strategic plan will provide a clear roadmap of community goals with objectives and actions needed to achieve long-term success. As a Main Street community, this type of planning ensures resources and energy are focused on the unique character and needs of downtown Evert. By fostering collaboration among stakeholders and tracking performance metrics, this strategic plan will also guide implementation while ensuring long-term progress is evaluated overtime. Through engagement with residents and local stakeholders in the planning process, this strategic plan considers the shared community ownership of downtown and will help to establish a framework for revitalization that is coordinated, adaptive, and responsive to the unique challenges and opportunities of downtown Evert.



BOARD MEMBER SPOTLIGHT

"Michigan Main Street helps to us keep moving forward as a community. They foster support for a network of like-minded communities and provide resources to facilitate our progress."

—Lynn Salinas, DDA Board Treasurer



2024 Pulse of Downtown



42% Visit downtown Evert most often for pharmacy services

55% Described recent trends in downtown Evert as steady to improving.

18% Said the frequency of their visits to downtown Evert increased during the past year.

Social Connection



1,500+
Facebook Followers



14+
Instagram Followers

Volunteer Connection



469
Volunteer hours in 2024–2025



3,767
Volunteer hours
(Program to date)

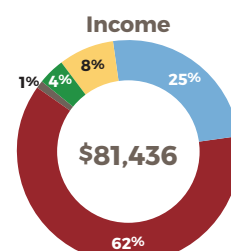


\$15,416
Volunteer value in 2024–2025

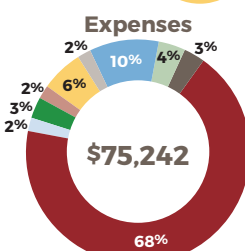


\$123,821
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Other/misc.



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc. activities
- Utilities
- Travel/education
- Professional services

DOWNTOWN ALIVE

Evart Main Street Events
2024-25

5,300

Est. event attendance

- Monster Mash
- Jake Slater, Elvis tribute artist
- Miracle on Main Street Christmas
- Evart Farmers Market



Monster Mash Trick or Treat



Miracle on Main Christmas Event



Elvis tribute artist Jake Slater



Farmers Market

"Michigan Main Street has been valuable to our community by making resources available to us that we didn't have access to before. They have assisted us through the Match on Main program as well as other grant opportunities. Currently, they are collaborating with us in the development of our strategic plan for downtown. Michigan Main Street continues to be a valuable asset to our community."

—Alan Bengry, DDA Board Chair

Evart's Board of Directors

Chair: Alan Bengry
Vice Chair: Gary Hartsock
Treasurer: Lynn Salinas
Secretary: Brian Youngs
Trustee: Cory Juliano

Trustee: Dan Boyer
Trustee: Mark Sochocki
Trustee: Pepper Lockhart
Main Street DDA Director: Todd Bruggema

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