



## Downtown Grand Haven, Always in Season

Experience year-round opportunities to eat, shop, and play on our historic Main Street, featuring unique local businesses, seasonal events, and activities that draw both residents and visitors.

2026 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188

[downtowngn.com](http://downtowngn.com)



### State of **DOWNTOWN**

**75** Retail stores

**38** Restaurants

**32** Blocks

**167** Acres

**382** Parcels

**1,031** Public parking spaces

**152** First-floor Storefronts

**543** Residential units

**702.9k** Visitors (2024)

**2.751M** Visits (2024)

**2.6%** Storefront vacancy rate

## Grand Haven Main Street is making a real difference.

Grand Haven Main Street makes a difference by fostering a vibrant downtown that supports local businesses, promotes community engagement, and preserves historic charm. Through initiatives like events, beautification projects, and economic development, the DDA enhances the quality of life for residents and attracts visitors, ensuring the continued growth and vitality of the downtown district.

### Main Street's Goals

- Cultivate, support, and promote businesses that enhance vibrancy and activity downtown, benefiting both residents and visitors.
- Improve connectivity through thoughtful placemaking efforts that create links between key areas fostering community interaction, and strengthening the overall flow between districts.
- Leverage storytelling to strengthen brand identity, build trust, and increase awareness of Grand Haven Main Street's mission.



# TRANSFORMING GRAND HAVEN'S DOWNTOWN



Grand Haven Main Street DDA advanced its transformation strategy, creating a focused roadmap that aligns projects, partnerships, and priorities with community needs. The strategy is designed to strengthen downtown's vitality while ensuring long-term sustainability.



Grand Haven Main Street DDA produced branded reports and booklets to strengthen communication and engagement, including the market data report and annual report, along with resources such as the board and committee volunteer handbooks, a business welcome packet, and updated organizational and event sponsorship plans.



Grand Haven Main Street DDA adopted a comprehensive sponsorship plan to diversify funding streams and reduce reliance on a single source of revenue. This approach directly supports one of our priority goals of building long-term financial sustainability.

## REINVESTMENT STATS 2024-2025

### PRIVATE INVESTMENT

**\$6,000**

Program to date: \$29,819,661



**91**

Facade & Building Improvements

Program to date



**7**

New Businesses

Program to date: 117

## Community Profile

City of Grand Haven | 2024



Population

**11,428**



Households

**5,435**



Median HH Income

**\$64,083**



Median Age

**47.7 years**



Housing Units

**6,342**



86% Housing is occupied

58% Owner-occupied

28% Renter-occupied

## Main Street is Helping Businesses Thrive

- Yearly banner program
- Downtown beautification
- Year-round events

- Business resource guide
- Traffic driving marketing plan
- Downtown snow melt system

"Being a Main Street business owner is fulfilling. Main Street businesses foster the small-town feel that gets lost in the craziness of today's fast-paced, techy world."

—Chris Weavers, Owner, JW's Food & Spirits

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,944	29,180	159,759
Households	3,546	13,336	63,915
Median HH Income	\$73,273	\$74,131	\$62,420

## In-demand Businesses

### Food & Drink

- Asian restaurant
- Casual dining eatery
- Bakery
- Brick-oven pizzeria
- Healthy menu eatery

### Shopping & Retail

- Specialty foods
- General/variety store
- Arts, crafts and hobbies
- Vintage/repurposed goods
- Home furnishings

# Strengthening Our Foundation

This year, Grand Haven Main Street DDA focused on board and committee organization by developing policies, procedures, and training to clarify roles and responsibilities. We engaged stakeholders for feedback, advanced strategic planning, and provided resources like handbooks to support volunteers. These efforts have helped the DDA become more effective, efficient, and enthusiastic as we move forward together.



## VOLUNTEER SPOTLIGHT

"Volunteering to be on the DDA board as a new board member is a way to give back to my community. A vital part to any town's success is a vibrant and diverse business district which is why I am happy to help out."

**—Jack DeMarr, Board Member, Retired**



## 2024 Pulse of Downtown



**75%** Visit downtown Grand Haven most often for dining

**60%** Described recent trends in Grand Haven Main Street as steady to improving.

**20%** Said the frequency of their visits to downtown have increased

## Social Connection



**9,823+**

Facebook followers

12% increase from 2024



**1,520+**

Instagram followers

45% increase from 2024

## Volunteer Connection



**3,534**

Volunteer hours in 2024–2025



**74,946**

Volunteer hours (Program to date)



**\$116,163**

Volunteer value in 2024–2025



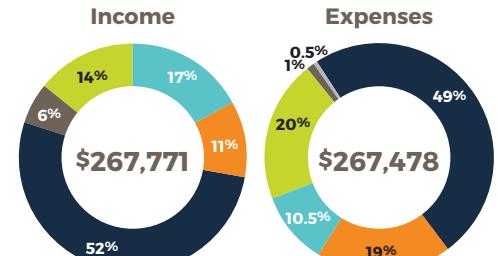
**\$2,463,475**

Volunteer value (Program to date)

## In the Numbers



Program activities  
Grants/foundation support  
City/county support  
DDA support  
Design activities  
Other/misc.  
Economic vitality activities  
Organization activities  
Operations  
Advertising



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# DOWNTOWN ALIVE

## Grand Haven Main Street Events 2024–25

# 321,100

Est. event attendance

- Sidewalk Sales
- Bones About Town
- Fall Fest
- 3rd Coast Author & Book Festival
- Wine About Winter
- Light Night
- First Block: Author Night
- First Block: Yoga Morning
- First Block: Kid's Night



First Block: Yoga Morning



Fall Festival



Light Night



3rd Coast Author & Book Festival

"How blessed we are to work with a city, city council, business and a community that loves, serves and supports GH Main Street. Over the past three years, it has been my honor to serve as board chair. I've met so many wonderful people, served with committee and board members, along with numerous volunteers. I'm grateful that I've been able to work so closely with our amazing executive director, Chandi Pape, she has worked so hard for our district. I'm also grateful to have served alongside Mayor Monetta whose wisdom I have sought many times. In closing, I encourage you to get involved with your business neighbors and Main Street. Together, we do make a difference."

—Joyce Workman, Chair, Main Street DDA Board of Directors

### Grand Haven's Board of Directors

Chair: Joyce Workman	Mayor: Robert Monetta	Member: Nathan Patterson
Vice Chair: Todd Anthes	Member: Todd Hancock	Member: Melita Ewbank
Treasurer: Chris Weavers	Member: Kelly Larson	Member: John Steinbach
Secretary: Laura Girard	Member: Lynn Negen	Executive Director: Chandi Pape

## 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)