

# the VILLAGE

• DOWNTOWN GROSSE POINTE •

## It Takes a Village: Discover Grosse Pointe's Downtown Heart!

The Village Downtown Grosse Pointe blends tradition and trendsetting with unique businesses, family-friendly events, and art-filled public spaces—creating a vibrant destination where community thrives and everyone feels welcome.

2026 EDITION

MAIN STREET GROSSE POINTE 313.886.7474 [thevillagegrossepointe.org](http://thevillagegrossepointe.org)



### State of **DOWNTOWN**

<b>3</b>	Blocks
<b>21</b>	Acres
<b>27</b>	Parcels
<b>958</b>	Public parking spaces
<b>60</b>	First-floor storefronts
<b>27</b>	Residential units
<b>21</b>	Restaurants
<b>27</b>	Retail stores
<b>379.3k</b>	Visitors (2024)
<b>3.3M</b>	Visits (2024)
<b>3%</b>	Storefront vacancy rate

## Grosse Pointe Main Street is making a **BIG** difference.

The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes; welcoming everyone into its community of art-filled public spaces, creative, locally owned enterprises and respected national chains—all intentionally connected through the innovative use of 21st century technologies.

### Downtown's Goals

- Experience-based retail economy
- Create a visually appealing and vibrant physical environment that honors the district's history and embraces 21st century technology.
- Expand the mix of businesses and activities to create desired experiences that appeal to people of all ages in and beyond the Pointes.
- Develop a cohesive identity for the district to reflect a welcoming and connected community.



**MAIN STREET**  
• GROSSE POINTE •

# TRANSFORMING GROSSE POINTE'S DOWNTOWN



To make public spaces more welcoming and engaging, Main Street volunteers added new furniture, self-watering planters, and outdoor games—made possible through Vibrancy Grant support from the MEDC and Michigan Main Street.



A new twist on a favorite tradition, "Paint the Windows" became "Paint the Village," and young artists created works around a common theme of "The Village in Bloom," that were displayed in store windows to drive foot traffic, increase community engagement and celebrate our youngest citizens.



Sharing the stories of our community—business owners, volunteers, elected officials, and staff—and their reasons for supporting Main Street was a meaningful opportunity to highlight the passion behind our collective efforts to strengthen The Village.

## REINVESTMENT STATS 2024–2025

### PRIVATE INVESTMENT

# \$1,506,391

Program to date: \$5,022,427

**8****Façade & Building Improvements**

Program to date: 43

**6****New Businesses**

Program to date: 25

## Community Profile

City of Grosse Pointe | 2024



Population

**5,525**

Households

**2,249**

Median HH Income

**\$138,587**

Median Age

**44.1 years**

Housing Units

**2,387**

94% Housing is occupied

79% Owner-occupied

15% Renter-occupied

## Main Street is Helping Businesses Thrive

- Small Business Saturday Champion
- The Loop Social District
- Visitor and market data analysis
- Local shopping events
- Special events

- Business education and training opportunities
- Social media and website marketing
- Storytelling
- Match on Main funding assistance
- Business round table

"We want people, not only from Grosse Pointe but from everywhere, to want to come here and shop our different stores, eat at our restaurants, and enjoy our events, and the Main Street program helps accomplish that."

—Lanna Young, Owner, Savvy Chic Boutique; Main Street Grosse Pointe Board Member

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	29,198	88,967	494,022
Households	11,701	34,489	206,956
Median HH Income	\$111,631	\$66,766	\$53,738

## In-demand Businesses

### Food & Drink

Breakfast/brunch restaurant  
Mexican restaurant  
Deli/sandwich shop  
Brewery or brewpub  
Casual dining eatery

### Shopping & Retail

Bookstore  
Men's clothing  
Health and beauty  
Women's clothing  
General/variety store

# Colorful Crossings, Community Connections

Forty local Girl Scouts teamed up with Main Street volunteers to transform a crosswalk into a vibrant display of safety and creativity. Each scout painted a unique fish—turning the crossing into a colorful school of art that catches the eye and celebrates community spirit. The project promotes pedestrian safety while giving young leaders a chance to make a lasting mark through public art, teamwork, and joyful expression. It's a colorful reminder that small steps—especially painted ones—can make a big impact.



## VOLUNTEER SPOTLIGHT

"I love The Village and all that it represents. We bought our home two blocks from downtown after 20+ years on the West Coast, specifically for the walkable/neighborhood schools, architecture and history, and unique combination of everything you need in The Village. I volunteer on the design committee to be part of the team working behind the scenes to celebrate and support our community asset, so all of GP can prosper."

**—Maggie Ehrlich, Main Street Grosse Pointe Volunteer; co-owner, Twal**



## 2024 Pulse of Downtown



**86%** Visit downtown Grosse Pointe most often for shopping

**40%** Described recent trends in downtown Grosse Pointe as improving or making progress

**85%** Said the frequency of their visits to downtown Grosse Pointe increased or stayed the same during the past year.

## Social Connection



**8,660+**  
Facebook Followers



**1,880+**  
Instagram Followers

## Volunteer Connection



**837**

Volunteer hours in 2024–2025



**5,539**

Volunteer hours  
(Program to date)



**\$27,512**

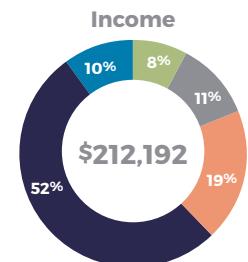
Volunteer value in 2024–2025



**\$182,067**

Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Design activities
- Organization activities
- Operations
- Memberships/fundraising
- Other/misc.

# DOWNTOWN ALIVE

## Grosse Pointe Main Street Events 2024–25

# 31,881

Est. event attendance

- Music on the Plaza
- Streetside Sale-ebration
- Main Street Mini Masters
- Paint The Village
- 3rd Thursday Shop Crawls
- Santa's Workshop
- Art Takeover project
- Village Tree Lighting
- Parade Day in The Village
- Trick or Treat



Main Street Mini Masters



Trick or Treat in The Village



Art Takeover Project



Music on the Plaza

"You want to build a community for a community. Main Street is an approach and methodology that is informed by the community for the community—for its short-term and long-term vision and success. I love this community for what it is and what it's becoming. We have a tagline, 'It takes a village,' and this village has what it takes."

—Cindy Willcock, Executive Director, Main Street Grosse Pointe

## Grosse Pointe's Board of Directors

Chair: Christopher Moyer

Vice Chair: Didi DeBoer

Secretary/Treasurer:

Lanna Young

Mayor: Sheila Tomkowiak

Wayne County Rep.: June Lee

Director: Kasey Malley

Director: Michelle Boggess

Director: Anne Murphy

City manager/ex officio:

Joseph Valentine

Exec. Director: Cindy Willcock

## 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)