



2026 EDITION

Explore the charm, the culture, and the community of Remarkably Close, Historic Downtown Lapeer

Honoring the Lapeer of yesterday, celebrating the Lapeer of today, and envisioning the Lapeer of tomorrow

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



State of DOWNTOWN

17 Blocks

46 Acres

733 Workers employed in district

72 Parcels

80 First-floor storefronts

77 Residential units

12 Restaurants

13 Retail stores

216.6k Visitors (2024)

1.116M Visits (2024)

7% Storefront vacancy rate

Lapeer Main Street is making a real difference.

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family-friendly charm.

Downtown's Goals

- Increase promotion and outreach to advance downtown as a destination for residents and visitors and increase awareness of Lapeer Main Street as the driving force behind downtown economic development and improvements
- Develop a downtown culture that fosters small business and property owner support, collaboration, and communication
- Continue improving the downtown environment through building preservation, beautification, and placemaking efforts to create a vibrant historic Lapeer atmosphere



LAPEER
Main Street

TRANSFORMING LAPEER'S DOWNTOWN



Utilizing a Main Street Vibrancy Grant, the Lapeer Main Street DDA launched the "Hype Hound Program," a program designed to let dogs serve as ambassadors for historic downtown Lapeer and create engagement with the community.



The Lapeer Main Street DDA worked with artist Krystal Cooke to create a new mural that covered the rear façade of the Pix Theatre. The project was supported by a grant from the Lapeer County Community Foundation.



Working with Michigan Main Street and Phil Eich, the Lapeer Main Street DDA highlighted public engagement, real world social activities and economic development throughout historic downtown Lapeer.

REINVESTMENT STATS 2024-2025

**PRIVATE INVESTMENT
\$35,000**

Program to date: \$1,845,865



3

Façade & Building Improvements

Program to date: 34



3

New Businesses

Program to date: 45

Community Profile

City of Lapeer | 2024



Population

9,096



Households

3,721



Median HH Income

\$50,548



Median Age

40.3 years



Housing Units

3,945



94% Housing is occupied

49% Owner-occupied

45% Renter-occupied

Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Community storytelling
- Match on Main grants
- Market data

- Business owner meet-and-greets
- Two-Minute Tuesday campaigns
- Small Business Saturday champion
- Small business/community advocacy

"Before opening Axecadia, we were encouraged by the downtown Lapeer atmosphere and how it's grown over the past seven to 10 years. I heard a statistic that 10 years ago, 46% of these buildings were vacant. Now, 93% are being used. We were excited about that growth and we wanted to be a part of it. Initially, we briefly considered other spots outside of downtown, but we were adamant that it had to be here."

—Chris and Christina Herr, Owners, Axecadia

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,023	19,239	80,604
Households	3,608	7,800	33,373
Median HH Income	\$49,173	\$59,146	\$67,618

In-demand Businesses

Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Italian restaurant
- Mediterranean restaurant
- Cocktail lounge

Shopping & Retail

- Arts, crafts, and hobbies
- Butcher/meat market
- Kitchen/home décor/gift store
- Women's clothing
- Bookstore

2025 CEC Conference

The Lapeer Main Street DDA partnered with City of Lapeer and MSU Extension to bring the Connecting Entrepreneurial Communities Conference to historic Lapeer. This conference connected over 100 downtown professionals from communities across Michigan to network and learn from one another. It also resulted in an increase in spending and economic activity in Historic Downtown Lapeer throughout the duration of the conference.



VOLUNTEER SPOTLIGHT

"With Lapeer, it probably sounds cliché, but this is where my roots are. I enjoy the friendships and relationships with people here on Nepessing Street and all the different friends I've made over the years. I feel it's important that I give back to this downtown to continue to support those relationships."

—Buddy Beyer, Owner, Beyers Furniture Store



2024 Pulse of Downtown



79% Visit downtown Lapeer most often for dining

57% Described recent trends in downtown Lapeer as improving or making progress.

35% Said the frequency of their visits to downtown Lapeer increased during the past year.

Social Connection



7,945+
Facebook Followers



1,200+
Instagram Followers

Volunteer Connection



574
Volunteer hours in 2024–2025



6,046
Volunteer hours
(Program to date)

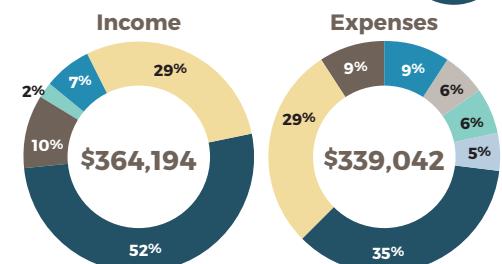
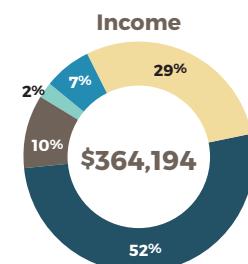


\$18,867
Volunteer value in 2024–2025



\$198,732
Volunteer value
(Program to date)

In the Numbers



- Grant/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Center for the Arts
- Contributions to city

DOWNTOWN ALIVE

Lapeer Main Street
Events 2024–25

27,890

Est. event attendance

- Lapeer Car Cruise
- Summer Concert Series
- Ladies Night Out
- Porch Fest
- Back to the Bricks
- Treat Walk
- WinterFest



Summer Concert Series



Ladies Night



Porch Fest



Treat Walk

"I remember when we first started the process of becoming a Main Street community, we created reports with these huge numbers of empty storefronts and it was disheartening. But today, the change has been astounding. We've got so many different stores now and we're running at about 95% occupancy in our buildings. It's amazing to see how far we've come."

—Catherine Bostick-Tullis, Chair, Lapeer Main Street DDA

Lapeer's Board of Directors

Chair: Catherine Bostick-Tullis
Vice Chair: Tim Roodvoets
Treasurer: Megan Gillingham
Secretary: Mindy Schwab
Mayor: Deb Marquardt

Director: Buddy Beyer
Director: Tammy Cutcher
Director: Gerald Gaecke
Director: Christopher Herr
Director: Jeff Hogan

Director: Adam Perry
Director: Jason Rogers
Director: Dan Sharkey
Exec. Director: James Alt
DDA Asst.: Jill Bristow

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