

Hang Loose. Kick Back. You're in Niles.

An eclectic mix of food, music, shops, history and architecture. Come explore and uncover all that Niles has to offer.

2026 EDITION

NILES DDA MAIN STREET

269.687.4332

uncoverniles.com



State of DOWNTOWN

146 Blocks

600 Public parking spaces

140 Parcel owners

68 First-floor storefronts

160 Residential units

13 Restaurants

26 Retail stores

249.2k Visitors (2024)

1.3M Visits (2024)

Niles Main Street is making a real difference.

Downtown Niles blends historic charm with vibrant community life. Stroll through unique shops, enjoy a coffee at a local café, or savor a meal at a cozy restaurant. Discover hidden gems, catch live music, and connect with the town's welcoming spirit—whether it's a laid-back afternoon or lively evening, downtown Niles offers a memorable experience.

Downtown's Goals

- Promote local food, art, and entertainment.
- Encourage consistent downtown hours to create a vibrant, welcoming atmosphere.
- Make the area a lively destination for both daytime and evening visitors
- Support businesses staying open past 5 p.m., fostering community engagement and economic growth.



Niles MAIN STREET

TRANSFORMING NILES' DOWNTOWN



Another beautiful building being uncovered and restored.



Michigan Main Street's Phil Eich works with a brand new photographer, 3-year-old Quinn, to capture some promotional photos from S & J Customs.



Assembling furniture for NODE grand opening!

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT
\$138,110

Program to date: \$43,395,973



4

**Façade & Building
Improvements**
Program to date: 179



4

**New
Businesses**
Program to date: 183

Community Profile

City of Niles | 2024



Population
12,026



Households
5,032



Average HH Income
\$47,888



Median Age
39.2 years



Housing Units
5,530



91% Housing is occupied
56% Owner-occupied
35% Renter-occupied

Main Street is Helping Businesses Thrive

- "Meet Me" Videos
- Match on Main Grants
- 50/50 Façade Grants
- 25% Sign Grants
- Low interest building improvement loans
- Placer.AI data upon request
- Weekly e-newsletter featuring upcoming downtown activities
- Small Business Saturday Champion
- Facebook business-to-business page

"The community has been so supportive," Sarah says. "When we moved down here, we had five employees. Now we have around fifteen. We just wanted to be down here with all the cool kids for the festivals and fun—and now people come in five times a week. It's really nice."

—Sara Brittin, Owner, Pizza Transit

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	15,154	30,657	152,135
Households	6,306	12,620	61,022
Average HH Income	\$49,701	\$57,563	\$69,073

In-demand Businesses

Food & Drink

Bakery
Deli, sandwich shop
Italian
Breakfast/brunch
Steakhouse

Shopping & Retail

General/variety
Cards and gifts
Arts/crafts/hobbies
Bookstore
Womens clothing

The NODE: Niles Outdoor Downtown Experience

In November 2020, Niles DDA Main Street and the city closed 2nd Street for outdoor dining to support businesses during COVID. Closed in 2022 to form a longer lasting plan, and after a \$675,000 MEDC RAP Grant investment, the NODE's April 2025 grand opening drew 1,000 people, five bands, and record sales. Since then, it's become a vibrant hub for events, gatherings, and local commerce, strengthening our community's spirit and growth.



VOLUNTEER SPOTLIGHT

“I’m grateful to volunteer and contribute to our city’s growth. It’s exciting to be part of something bigger, see our community thrive, and help make Niles a better place to live.”

—Bob Croteau, Niles Main Street Volunteer



2024 Pulse of Downtown



56% Visit downtown Niles most often for dining

50% Described recent trends in downtown Niles as improving or making progress.

32% Said the frequency of their visits to downtown Niles increased during the past year.

Social Connection



9,400+
Facebook followers



1,295+
Instagram followers

Volunteer Connection



1,301
Volunteer hours in 2024–2025



86,098
Volunteer hours
(Program to date)

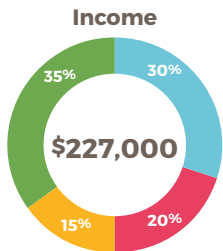


\$42,764
Volunteer value in 2024–2025

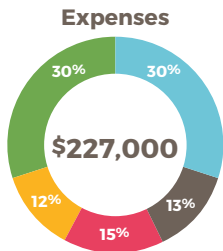


\$2,830,041
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Niles Main Street Events
2024-25

37,250

Est. event attendance

- Hunter Ice Festival
- Homegrown Market
- Third Thursday
- FriYays
- Small Business Saturday
- Niles Fall Festival & Downtown Trick or Treat



Ice ping pong, anyone? Hunter Ice Festival 2025



Our First NODE Festival (NXNW)



Bubbles everywhere at June's FriYay!



Santa arrives to light the town.

"I'm so very grateful to be part of Niles Main Street these past 25 years, shaping a lively, growing downtown full of opportunity and pride. Here's to 25 more years of bold ideas, strong partnerships, and working together!"

—Lisa Croteau, Program Manager, Niles DDA Main Street

Niles' Board of Directors

Chair: Justin Flagel

Mayor: Nick Shelton

Member: Brandon Townsley

Vice Chair: Tracy Waggoner

Member: Cindy Ray

Program Manager:

Secretary: Linda Casperson

Member: Mike Reed

Lisa Croteau

Design Chair: Fredda Zeiter

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