

# 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](http://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.



# 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



**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

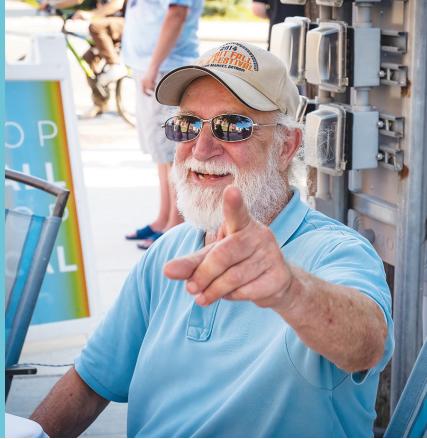
In November 2020, Niles DDA Main Street and the city closed 2nd Street for outdoor dining to support businesses during COVID. Closed in 2022 to form a longer lasting plan, and after a \$675,000 MEDC RAP Grant investment, the NODE's April 2025 grand opening drew 1,000 people, five bands, and record sales. 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



### Income



Program activities

Grants/foundation support

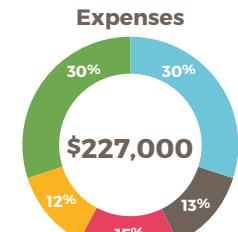
City/county support

DDA support

Organization activities

Operations

### Expenses



Promotion activities

Design activities

Economic vitality activities

Organization activities

Operations

# DOWNTOWN ALIVE

## Niles Main Street Events 2024–25

# 37,250

Est. event attendance

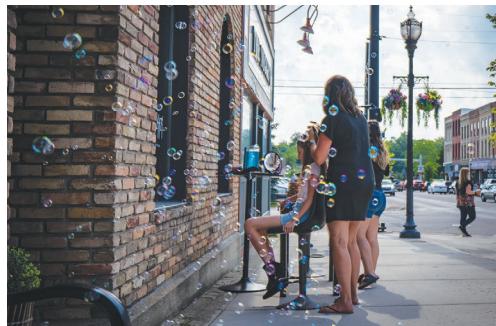
- Hunter Ice Festival
- Homegrown Market
- Third Thursday
- FriYays
- Small Business Saturday
- Niles Fall Festival & Downtown Trick or Treat



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

Vice Chair: Tracy Waggoner

Secretary: Linda Casperson

Design Chair: Fredda Zeiter

Mayor: Nick Shelton

Member: Cindy Ray

Member: Mike Reed

Member: Brandon Townsley

Program Manager:

Lisa Croteau

## 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)