



We are a place where what was welcomes what's next

An invitation to enjoy the cultural renaissance to grow business and enjoy a quality of life.

2026 EDITION

VANGUARD COMMUNITY DEVELOPMENT CORP.

313.872.7831

northenddetroit.life



State of the DISTRICT

19 Blocks

190 Acres

168 Parcels

18 Restaurants

6 Retail stores

10.5k Workers employed

353k Visitors (2024)

1.3M Visits (2024)

Historic North End Main Street is making a real difference.

Vanguard Community Development and community partners are taking a proactive approach to planning for the equitable prosperity of Detroit's Historic North End Business district. Ongoing efforts are serving to heighten the district's appeal as a place to work, visit, live and do business and invest. A holistic approach to revitalization is sparking a new wave of activity and reaffirming the Historic North End as a local and regional attraction, economic engine and center of culture and commerce.

Business District's Goals

- Our transformation strategy focuses on building identity through ethnic culture, arts, and tourism, and using community input and market insights to position the district as a vibrant cultural destination that attracts visitors, while supporting local businesses and creative entrepreneurs.
- Equitable entrepreneurship servicing local neighborhood and workforce (examples: grocery, restaurants, convenience, co-op structures)
- Creative and innovation-based small-scale production (examples: music, engineering, foods, apparel)
- Equitable development planning

north end's  **MAIN STREET**

Master Level Main Street

TRANSFORMING HISTORIC NORTH END'S MAIN COMMERCIAL CORRIDOR



Light Up Main Street Small Business Saturday transformed our district into a winter wonderland, highlighting our vibrant business community and bringing festive cheer to the district.



LISC Detroit and Vanguard CDC were awarded the “Community-Centered Economic Inclusion” award for neighborhood economic development from the International Economic Development Council



The first community-wide art crawl showcased 20 contemporary art spaces, highlighting neighborhood artists' creativity through a collaborative effort uniting studios and residents across the district.

REINVESTMENT
STATS 2024-2025

PRIVATE INVESTMENT
\$38,270,165
Program to date

7

Façade & Building Improvements
Program to date

19

New Businesses
Program to date

Main Street is Helping Businesses Thrive

- Façade improvement with Cummins Care Grant; 11 businesses being supported
 - Providing technical support in partnership with Michigan Black Business Alliance; assisting 38 business owners
 - North End Main Street Mixer
- 2025 Market Snapshot Business Meeting, featuring educational Q&A
 - Clean & Safe Program, providing safety patrol and trash clean up throughout district
 - Historic Preservation Training webinar
 - Home Repair Grant training
 - Main Street Grant Resource Fair

“The Hospitality Included Festival has been amazing for business— sales are 300% over a normal Sunday and we’re not even closed yet! We got two hours to go and might stay open late. What a great event! It’s been beautiful, the energy has been great, and everyone’s been wonderful.”

—Curtis Sullivan, Owner, Vault of Midnight

Community Profile

Historic North End | 2025

Population
4,736

Households
2,258

Median HH Income
\$31,241

Median Age
39.4 years

Housing Units
3,262

69% Housing is occupied
25% Owner-occupied
44% Renter-occupied

Business District Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	28,329	230,779	1,435,431
Households	13,316	97,502	591,923
Median HH Income	\$34,176	\$37,137	\$56,159

In-demand Businesses

- Food & Drink

Bakery
Breakfast/brunch restaurant
Casual dining eatery
Deli/sandwich shop
Brewery or brewpub
- Retail Establishments

Bookstore
Arts, crafts, and hobbies
Specialty foods
Women's clothing
Bikes and bike repair

Hospitality Included Festival

Hospitality Included Fest 2025 energized the Historic North End Main Street with food, music, and community celebration in the Detroit Design District—a true showcase of the corridor's creativity and connected spirit. The event brought together entrepreneurs, residents, and visitors, reinforcing the district as a destination for culture and commerce. Supported by several community members, stakeholders and Vanguard CDC, the festival exemplified how collaboration and local pride fuel the North End's ongoing growth and vitality.



VOLUNTEER SPOTLIGHT

"Serving on the Main Street board strengthened my belief in economic vitality for the Historic North End. Together, we've fostered small business growth, improved corridors, and advanced community pride through revitalization."

—**Drusilla Fanning,**
Chair of Economic Vitality Committee,
Historic North End Main Street



2024 Pulse of the District



- 24%** Visit Historic North End most often for dining
- 80%** Described recent trends in Historic North End as improving or making progress.
- 58%** Said the frequency of their visits to Historic North End increased during the past year.

Social Connection



1,700+
Facebook Followers



380+
Instagram Followers

Volunteer Connection



850
Volunteer hours in 2024–2025



3,950
Volunteer hours
(Program to date)

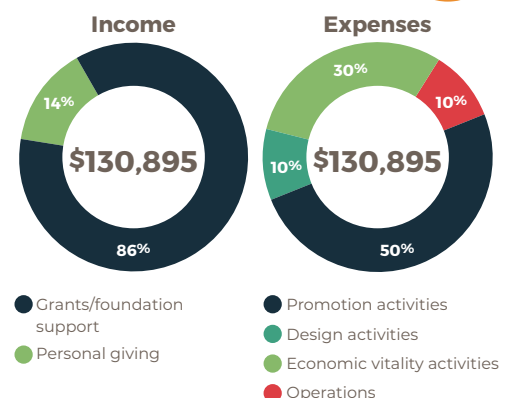


\$27,940
Volunteer value in 2024–2025



\$129,837
Volunteer value
(Program to date)

In the Numbers



NORTH END ALIVE

Historic North End Main
Street Events 2024-25

4,288

Est. event attendance

- Hospitality Included Festival
- Light Up Main Street Small Business Saturday
- Cummins Care Facade Grant Launch
- Cummins Care Small Business Technical Support Launch
- Women Who Drum
- North End/Milwaukee Junction Main Street Mixer
- North End Milwaukee Junction Business District Association General Business Meeting



NEMJ-BDA May General Business Meeting



2nd Annual Women Who Drum Concert



Fall North End Main Street Mixer



Hospitality Included Festival

“As a lifelong resident and Vanguard CDC board member, I’m proud to help drive the North End’s growth—strengthening small businesses, improving infrastructure, and advancing inclusive, long-term economic revitalization.”

—Etta Garth, Member, Board of Directors, Vanguard CDC

Historic North End’s Main Street Advisory Board

President: Quincy Jones

Economic Vitality:

Drusilla Fanning

Promotions: Lynette Roberson

Organization: Etta Garth

Promotions: Thor Jones

Design: Lynn Wiggins

Member: Grace Wimbley

Member: Amelia Patt-Zamir

CEO: Pamela Martin Turner

Senior VP/CFO: Everett Stone

COO/Comm. Engagement:

Monica Edmonds

VP Econ. Dev.: Lisa Tucker

ED Staff: Natalia Nowicka

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