



Discover Downtown!

Celebrating 11 years as an accredited
Main Street Community

2026 EDITION

THREE RIVERS/DDA MAIN STREET 269.535.5145 downtowndreerivers.com



State of **DOWNTOWN**

1	Blocks
50	Parcels
465	Public parking spaces
47	Workers employed
145	First-floor storefronts
36	Residential units
3	Restaurants
10	Retail stores
93.4k	Visitors (2024)
341k	Visits (2024)

Three Rivers Main Street is making a **BIG** difference

Our desired future is a thriving, vibrant downtown where businesses flourish, residents feel connected, and visitors experience a welcoming sense of place. Through collaborative projects, strong partnerships, and volunteer engagement, we're transforming challenges into opportunities that enhance downtown's vitality, preserve its character, and build a stronger more connected community.

Downtown's Goals

- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new creative spaces, businesses and live/work space to generate round the clock activity.
- Improve the physical appearance of buildings and built-environment of downtown Three Rivers to increase value and tax base.



TRANSFORMING THREE RIVERS' DOWNTOWN



Three building owners were awarded local façade grants to help provide exterior enhancements to their properties.



Three Rivers is now an officially a certified Redevelopment Ready Community, strengthening our downtown's appeal for investors, developers, and future business growth.



Bear Arts Studio, a new tattoo and body piercing shop in downtown Three Rivers, revitalized a vacant space that energizes downtown's creative scene with adding creativity, and foot traffic.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$196,648

Program to date: \$1,131,143



6 Façade & Building Improvements

Program to date: 65



5 New Businesses

Program to date: 68

Community Profile

City of Three Rivers | 2024



Population

7,594



Households

3,172



Median HH Income

\$52,843



Median Age

35.5 years



Housing Units

3,427



93% Housing is occupied

55% Owner-occupied

38% Renter-occupied

Main Street is Helping Businesses Thrive

- Design assistance
- Local Façade Grant program
- USDA Revolving Loan Fund
- Visitor data profile
- Market snapshot
- Downtown plan
- Economic development/marketing plan
- Match On Main
- Mix & Mingle (quarterly business networking)
- City master plan

"I love owning a business in downtown. It's the town I grew up in, surrounded by familiar faces. Three Rivers will always hold a special place in my heart, it's where I raised my children."

—Regina Mains, Owner, GGs Cookies

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,757	15,952	46,661
Households	3,448	6,399	18,441
Median HH Income	\$54,762	\$62,711	\$70,289

In-demand Businesses

Food & Drink

- Steak house
- Bakery
- Healthy menu eatery
- Deli/sandwich shop
- Casual dining eatery

Shopping & Retail

- Bakery
- Arts, crafts and hobbies
- Wine and specialty food shop
- Kitchen, home decor and gift
- Woman's clothing

A Stage for Connection

The grand opening of the new amphitheater marked a major milestone for Three Rivers, a celebration of community, creativity, and vision along the scenic Portage River. With live music filling the air and the water glimmering in the background, residents and visitors gathered to share the excitement. What was once an underused stretch of riverfront has been transformed into a majestic destination, a place where people come together for concerts, community events, and unforgettable evenings under the stars in the heart of Three Rivers.



VOLUNTEER SPOTLIGHT

"As a downtown building owner and resident, I enjoy volunteering, meeting people, and helping solve challenges in our downtown. It's rewarding to see positive changes and happy faces in our community."

**—John "Charlie" Wolgamood,
Board Chair, Promotions
Committee Lead, Building owner**



2024 Pulse of Downtown



73% Visit downtown Three Rivers most often for dining

60% Described recent trends in downtown Three Rivers as steady to improving

71% Said the frequency of their visits to downtown Three Rivers increased or stayed the same during the past year

Social Connection



f **6,900+**
Facebook Followers

865+
Instagram Followers

Volunteer Connection



1,282
Volunteer hours in 2024–2025

22,250
Volunteer hours
(Program to date)

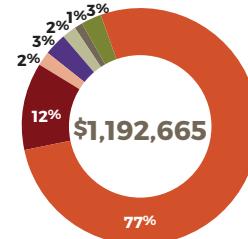
\$42,139
Volunteer value in 2024–2025

\$731,358
Volunteer value
(Program to date)

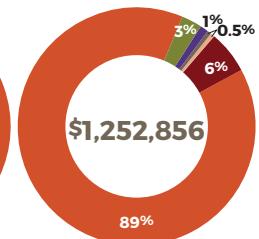
In the Numbers



Income



Expenses



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- Personal giving
- Misc.
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Grants

DOWNTOWN ALIVE

Three Rivers Main Street Events 2024–25

3,456

Est. event attendance

- Community Clean-up Day
- Music On Main
- Art On Main
- Sass in the City
- HarmonyFest
- Christmas Around Town



Christmas Around Town



Sass in the City



HarmonyFest



Music On Main

"With Michigan Main Street, we're not doing this alone. We have the guidance and partnership to keep building a downtown that reflects the heart and pride of our community."

—Angela Metty, Executive Director

Three Rivers' Board of Directors

Chair: John Wolgamood

Vice Chair: Waneta Truckey

Secretary: Jason Ballew

Treasurer: Ashley Sauer

Member: Mary O'Conner

Member: Daly Broekema

Member: Kyle Sharkey

Member: Katelyn Thornton

Admin. Assistant:

Abby David

Member/City Manager:

Joseph Bippus

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