



# Discover Downtown!

Celebrating 11 years as an accredited  
Main Street Community

2026 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.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, CGs 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



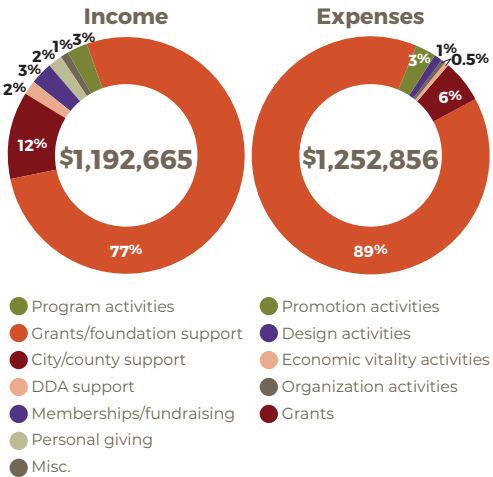
- 6,900+** Facebook Followers
- 865+** Instagram Followers

## 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





# 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

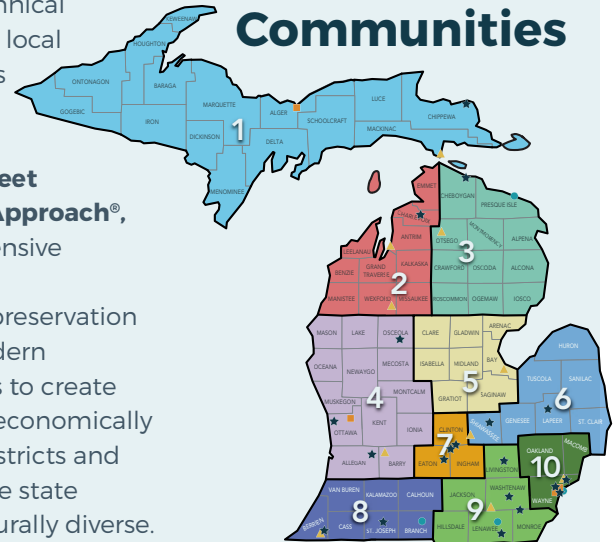


**Michigan Main Street**

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](http://www.miplace.org)