



This is Downtown Wayland

We are friends and neighbors pulling together to build legacy and celebrating Wayland, Michigan.

2026 EDITION

WAYLAND MAIN STREET

269.525.2323

downtownwayland.com



State of DOWNTOWN

10 Blocks

23 Acres

240 Parcels

374 Public parking spaces

69 First-floor storefronts

31 Residential units

15 Restaurants

19 Retail stores

115.3k Visitors (2024)

635k Visits (2024)

4% Storefront vacancy rate

Wayland Main Street is making a real difference.

Downtown Wayland is an inclusive and appealing community that is open for business and fun; its engaging, well-lit storefronts proudly display historically restored façades and are filled with a diversity of food options, goods and services; its alleyways and mixed-use buildings are transformed into cool, multi-functional spaces, with walkways and green spaces creating a sense of place where everyone wants to be.

Downtown's Goals

- Downtown Wayland Main Street's goal is to focus on our younger generation and attract visitors. Downtown Wayland is a vibrant community with rising entrepreneurs. Its charming storefronts proudly display historically restored façades. Wayland offers novel food, services, and retail. Its alleyways and mixed-use buildings transform into multi-functional community spaces, with walkways and green space creating a sense of place where everyone wants to be.
- To focus on our younger generation entrepreneurs and consumers to create a niche of food and retail offerings that appeal to millennials and tourists.
- To utilize Wayland's location in between Grand Rapids and Kalamazoo to attract tourists and put Wayland on the map as a known destination.



TRANSFORMING WAYLAND'S DOWNTOWN



The annual car show, which partners with Summerfest, saw the largest participation ever, with almost 200 cars!



The farmers market not only had the most vendors ever for the year, but also saw the most visitors with growing variety of goods and events.



This year, we had over 80 veteran banners, which took every light pole we have in the DDA.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT
\$67,900

Program to date: \$2,025,550



3

Façade & Building Improvements
Program to date: 48



3

New Businesses
Program to date: 48

Community Profile

City of Wayland | 2024



Population
4,935



Households
1,716



Median HH Income
\$65,570



Median Age
34.6 years



Housing Units
1,777



97% Housing is occupied
67% Owner-occupied
30% Renter-occupied

Main Street is Helping Businesses Thrive

- Technology grant
- Façade grant
- Marketing grant
- Sign grant
- Match on Main grant
- Business education and workshops
- Cooperative advertising opportunities
- Best of Wayland contest
- Special events to attract visitors

“The hard work that you guys put in when creating these statistics is astronomically appreciated by all of us at Huff Pool and Spa. We thank you for everything you do for this community.”

—Jamie Huff, Owner. Huff Pool and Spa

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,849	18,076	196,379
Households	2,242	6,507	71,481
Median HH Income	\$69,402	\$76,306	\$79,513

In-demand Businesses

Food & Drink

Breakfast/brunch restaurant
Bakery
Deli/sandwich shop
Steak house
Coffee shop

Shopping & Retail

Art, crafts and hobbies
Bookstore
General/variety store
Cards and gifts
Specialty foods

Between the Buns

Between the Buns kicked off its second year in January. Over 700 community members went around tasting 15 restaurant creations and voting on their favorite. The winner was selected by a panel of judges who visited the top five restaurants.



2024 Pulse of Downtown



- 66%** Visit downtown Wayland most often for dining
- 52%** Described recent trends in downtown Wayland as improving or making progress.
- 35%** Said the frequency of their visits to downtown Wayland increased during the past year.

Social Connection



7,400+
Facebook Followers



345+
Instagram Followers

Volunteer Connection



714
Volunteer hours in 2024–2025



24,945
Volunteer hours
(Program to date)

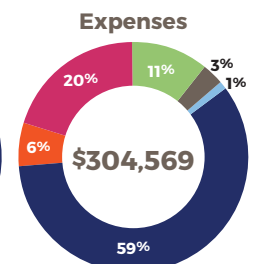
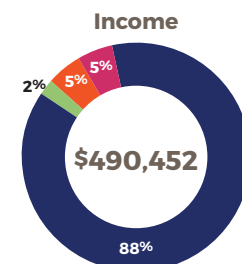


\$23,469
Volunteer value in 2024–2025



\$819,942
Volunteer value
(Program to date)

In the Numbers



- Program activities
- City/county support
- Management contract fees
- Business support
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc.



VOLUNTEER SPOTLIGHT

"I volunteer for our community to develop leadership, teamwork, and empathy. I view volunteering as an opportunity to invest in our community and our families' future here and always an opportunity to share kindness. It's also a way to set an example for others—showing that real leadership starts with service."

—Lilly Dekoning, Volunteer as our Volunteer Coordinator, DK Concrete



DOWNTOWN ALIVE

Wayland Main Street
Events 2024-25

14,300

Est. event attendance

- Summerfest
- Between the Buns
- Block Party
- Farmers Market
- Monster Mash
- Harvest Market
- Snowfest



Summerfest



Wayland's Farmers Market



Harvest Market



Block Party

"The Michigan Main Street program not only provides resources for myself, the director, but connects communities all over Michigan for support."

—Holli McPherson, Executive Director

Wayland's Board of Directors

Chair: Robin Beckwith
Vice Chair: Josh Otto
Secretary: River Knoll
Mayor: Jennifer Antel

Member: Monica King
Member: Scott Calkins
Member: Aaron Lewis
Member: Elizabeth Stein

Member: Anita Buckowing
Member:
Gordon Thompson
Exec. Dir.: Holli McPherson

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