



2026 EDITION

# This is Downtown Wayland

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

WAYLAND MAIN STREET 269.525.2323 [downtownwayland.com](http://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

**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.



## 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



## 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



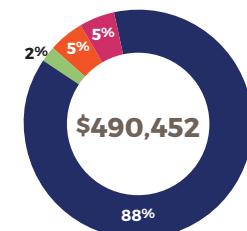
**\$819,942**

Volunteer value (Program to date)

## In the Numbers



### Income



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

# 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



### 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)