



Reinvest. Rebuild. Revitalize.

Downtown Coldwater is taking big steps to help revitalize its historic downtown and create a place for families and residents of all ages.

2023 EDITION

DOWNTOWN COLDWATER MAIN STREET

517.279.6913



State of DOWNTOWN

14 Blocks

39 Acres

3 Acres of public green space

129 Parcels

12 Restaurants

84 Residential units

898 Public parking spaces

Coldwater Main Street is making a real difference.

The Downtown Coldwater Main Street program is working to support a dynamic environment that consistently demonstrates a collective energy and synergy. We strive to foster entrepreneurial investment and growth, and encourage a vibrant, multicultural, family-oriented downtown that is enjoyed by our community.

Downtown's Goals

- Family-friendly experiences with a focus on arts and culture
- Revitalize buildings and public spaces to enhance an authentic sense of community that is attractive to all ages
- Create an entrepreneurial ecosystem that supports existing and new, experience-based and multicultural businesses

TRANSFORMING COLDWATER'S DOWNTOWN



The Hope Café and The Chameleon opened at 49 West Chicago Street. The new businesses received a rebate for signage and an Optimize Main Street tech grant.



60 West Chicago Street received much-needed maintenance in the form of tuckpointing and an updated paint scheme. This building will be the new home of the Children's Museum of Branch County in 2023.



8 South Monroe was rehabbed to create five new upper-story apartment units and a ground-floor commercial space. The project received a \$10,000 rebate, a tax abatement, and \$250,000 from the MEDC.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$534,249

Program to date: \$534,249



5

Façade & Building Improvements
Program to date: 5



3

New Businesses
Program to date: 3

Community Profile

City of Coldwater | 2022



Population
13,829



Households
4,694



Median HH Income
\$49,041



Median Age
36.8 years



Housing Units
5,036



93% Housing is occupied
53% Owner-occupied
40% Renter-occupied

Main Street is Helping Businesses Thrive

- Match on Main Grant program
- Low Interest Loan Pool program
- Façade improvement rebates
- Exterior design assistance
- Revolving Loan Fund
- Optimize Main Street tech grants
- Market data

"We are grateful for, and impressed by, the community and business climate in Coldwater. Local support from the downtown development authority, city council, and other municipal departments was critical to our decision to revitalize a downtown building and increase our presence in Coldwater and Branch County."

—Chris Caywood, Owner, Caywood Propane

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	13,217	30,326	111,979
Households	4,542	11,483	43,848
Median HH Income	\$48,769	\$54,201	\$55,335

In-demand Businesses

Food & Drink

Bakery
Italian restaurant
Brick-oven pizzeria
Middle Eastern restaurant
Steakhouse

Retail Establishments

Bookstore
Women's clothing
Cards and gifts
Home furnishings
Specialty foods

Connecting with our Neighbors

In 2022, we started to better connect with our community and created a transformation strategy that our friends and neighbors can be proud of. Stakeholders throughout Coldwater joined us in focus groups, filled out public surveys, committed funds to the Main Street program, rolled up their sleeves to spruce up the downtown, and helped choose projects for 2023. We are creating a culture of commitment to the downtown, and we can't wait to see where it takes us!



VOLUNTEER SPOTLIGHT

"I volunteer with Hops on Monroe because I want to be a part of the change in Coldwater. We're in the early phases of progress and I'm excited to be a part of that."

—Corey McCowan, Account Executive,
Devon Title Agency



2022 Pulse of Downtown



- 63%** Visit downtown Coldwater most often for dining
- 45%** Described recent trends in downtown Coldwater as improving or making progress.
- 23%** Said the frequency of their visits to downtown Coldwater increased during the past year.

Social Connection



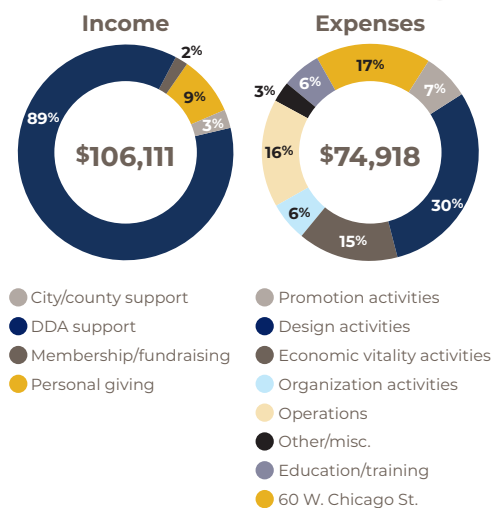
- 1,830+** Facebook Followers
- 780+** Instagram Followers

Volunteer Connection



- 252** Volunteer hours in 2021–2022
- 252** Volunteer hours (Program to date)
- \$7,144** Volunteer value in 2021–2022
- \$7,144** Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Downtown Coldwater Events 2021-22

- Corner Farmers Market
- Strawberry Fest
- Apple Fest
- Hops on Monroe
- Hoptoberfest
- Spring Downtown Cleanup
- Fall Downtown Cleanup



Tibbits Opera House



Downtown spring clean-up



Apple Fest



Winter Fest

“During our first year in the Main Street program, downtown businesses and the DDA board have already received training, grant funding, and support that are making a difference.”

—Audrey Tappenden, Main Street Director

Coldwater's Board of Directors

President: Brad Rockey
Mayor: Tom Kramer
Member: Courtney Dirschell
Member: John Rucker
Member: Makayla Bendele

Member: Chris Howell
Member: Mike Caywood
Member: Matt Biolchini
Main Street Director: Audrey Tappenden

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

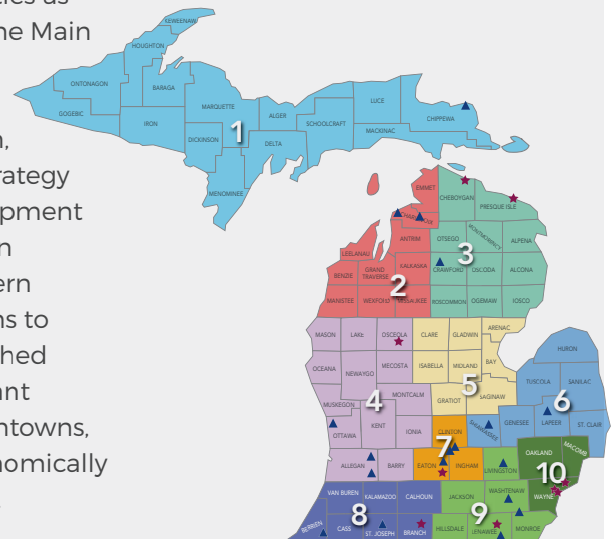


Michigan Main Street

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



Select Level



Master Level



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

www.miplace.org