



**DOWNTOWN  
ADRIAN**

# Downtown Adrian is the heart of our community!

With shopping, entertainment, and dining; Downtown Adrian has something for everyone to enjoy!

2023 EDITION

DOWNTOWN ADRIAN MAIN STREET DDA

517.264.4816

downtownadrian.com



## State of DOWNTOWN

**20** Blocks

**74** Acres

**203** Parcels

**723** Public parking spaces

**11** Retail stores

**19** Restaurants

**7.8%** Property value increase (2021–2022)

## Adrian Main Street is making a real difference.

Downtown Adrian is a thriving, historic and multi-cultural environment anchored by a vibrant arts scene, with an abundance of playful, safe and inclusive places where people want to be.

### Downtown's Goals

- Create a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement and resources for the district.
- Focus on capital, incentives, and other economic tools to assist new and existing businesses, while creating a supportive environment for entrepreneurs and innovators.
- Position downtown Adrian as the center of the community and hub of economic activity, while creating a positive image to showcase its unique characteristics.



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# TRANSFORMING ADRIAN'S DOWNTOWN



The Adrian City Market was opened with support from City of Adrian. This brought fresh fruits and vegetables to an underserved section of the city.



Parklets were built and put in place this year, providing an inviting place to meeting with friends and enjoy a beverage in the D.A.R.A.



New streetlight installation began. These lights will improve the lighting throughout the downtown while adding a historic feel.

REINVESTMENT  
STATS 2021–2022

PRIVATE INVESTMENT  
\$150,00

Program to date: \$150,000

7 Façade & Building Improvements  
Program to date: 7

6 New Businesses  
Program to date: 6

## Main Street is Helping Businesses Thrive

- Match on Main funding program
- Small Business Saturday Champion
- Cooperative advertising campaigns
- Rental Rehabilitation program
- Market data and analysis
- Business education and workshops
- Local shopping events
- Community events

“Having a downtown business has been wonderful. I have a beautifully restored historic space, I am in the hub of our city, and I’m surrounded by great restaurants and shops.”  
—Michelle Beechler, Owner, Tink and the Frog Yarn Shop

Community Profile

City of Adrian | 2022

Population  
20,529

Households  
7,856

Median HH Income  
\$38,743

Median Age  
34.9 years

Housing Units  
9,004

87% Housing is occupied  
46% Owner-occupied  
41% Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	17,268	37,488	74,813
Households	6,602	13,652	28,565
Median HH Income	\$38,500	\$47,556	\$54,912

## In-demand Businesses

### Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Steakhouse
- Casual dining
- Brick-oven pizzeria

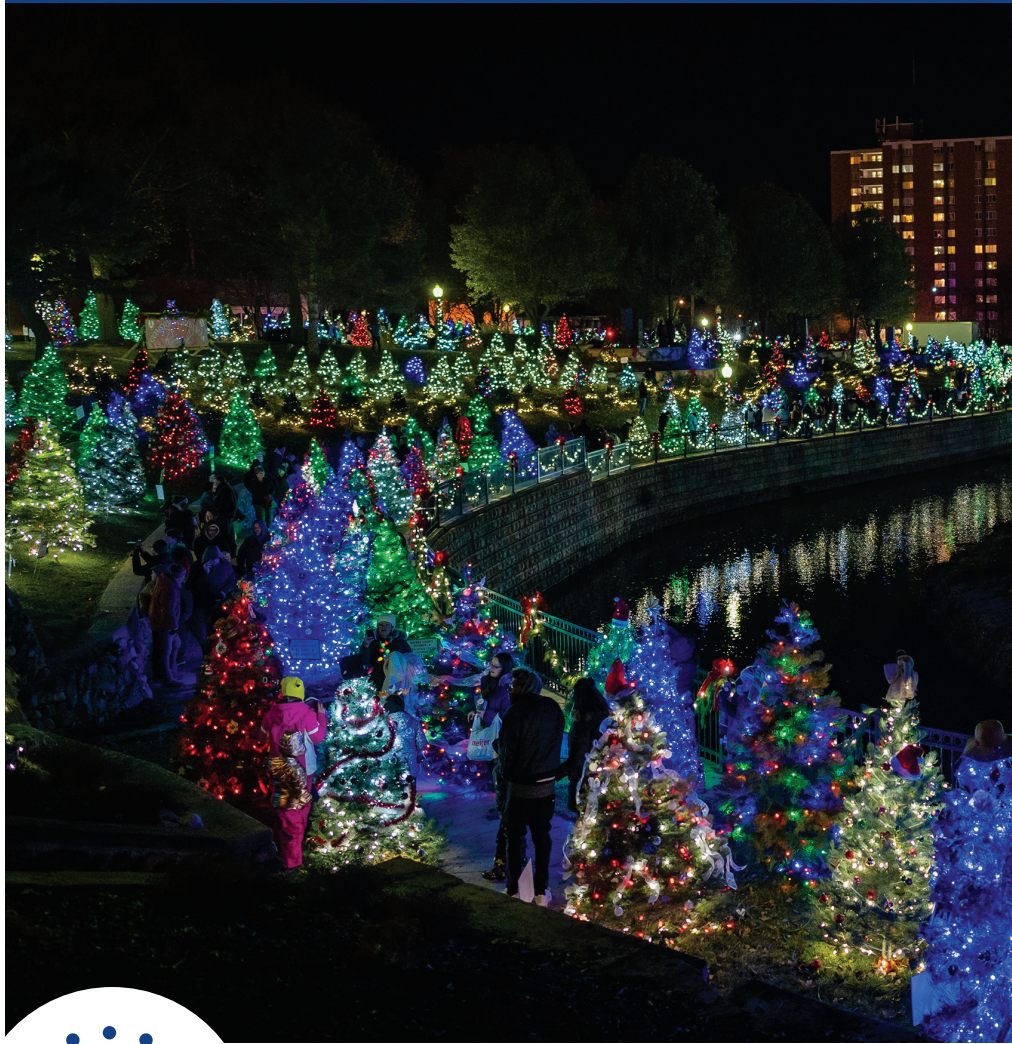
### Shopping & Retail

- Bookstore
- Grocery
- Specialty foods
- General/variety store
- Ats, crafts, and hobbies



# Comstock Christmas Riverwalk

Every year on the first Friday of December, Comstock Park comes alive. Over 400 community-sponsored trees are decorated and ready to be lit. The Holiday Light Parade works its way through downtown. The high school choir and band perform Christmas music just prior to the lighting of all of the trees. Then, at the count of three, all of the trees are lit in a wonderful display.



## VOLUNTEER SPOTLIGHT

"I volunteer because I want to be part of the positive change in my city. Being close to the action, knowing what is happening and being able to have input in the direction of the downtown area makes me feel like I'm actually doing something to better the quality of life for my family and all of the citizens of this great city."

—Jeff Rising, Downtown Adrian Main Street  
DDA Board Member, Business Owner



## 2022 Pulse of Downtown



- 59%** Visit downtown Adrian most often for dining.
- 33%** Said the frequency of their visits to downtown Adrian as increased during the past year.
- 46%** Described recent trends in downtown Adrian as improving or making progress.

## Social Connection



**4,100+**  
Facebook Followers



**965+**  
Instagram Followers

## Volunteer Connection



**1,169**  
Volunteer hours in 2021–2022



**1,169**  
Volunteer hours  
(Program to date)

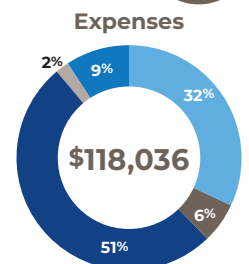
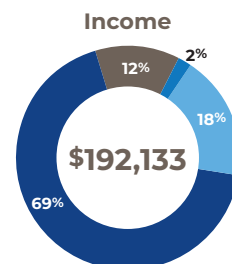


**\$33,141**  
Volunteer value in 2021–2022



**\$33,141**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- City/county support
- DDA support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations



# DOWNTOWN ALIVE

Adrian Main Street  
Events 2021-22

# 22,750

Est. event attendance

- First Fridays
- Adrian City Market—Saturday
- Ladies Night
- Art-a-licious
- Holiday tree lighting and parade
- Welcome Back Students
- Downtown trick or treating



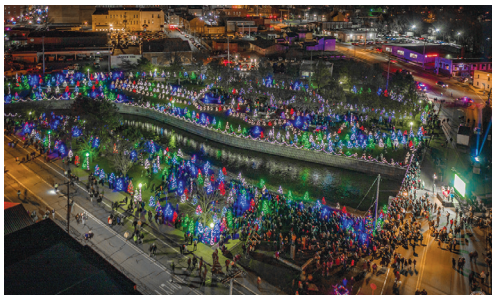
Welcome Back Student event



Adrian High School Band at Art-a-licious



Community tree at Comstock Christmas Riverwalk



Overhead view of Comstock Christmas Riverwalk

"The Adrian Main Street board of directors have found the technical assistance provided through Michigan Main Street staff and national consultants have provided us ongoing technical assistance and training as we implement the Main Street Approach. To date, our board has identified short and long-term transformational strategies that will no doubt have a significant positive impact on our community."

—Harry "Dusty" Steele, Board chairman, Downtown Adrian Main Street DDA

## Adrian's Board of Directors

Chair: Harry "Dusty" Steele  
Vice chair: David Thomas  
Treasurer: Brad Maggard  
Secretary: Meredith Elliott

Mayor: Angela Sword Heath  
Member: Drake Lolley  
Member: Margaret Noe  
Member: Kevin Iott

Member: Jeff Rising  
Member: Deveny Rosebrock  
Executive Director: Jay Marks

# 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

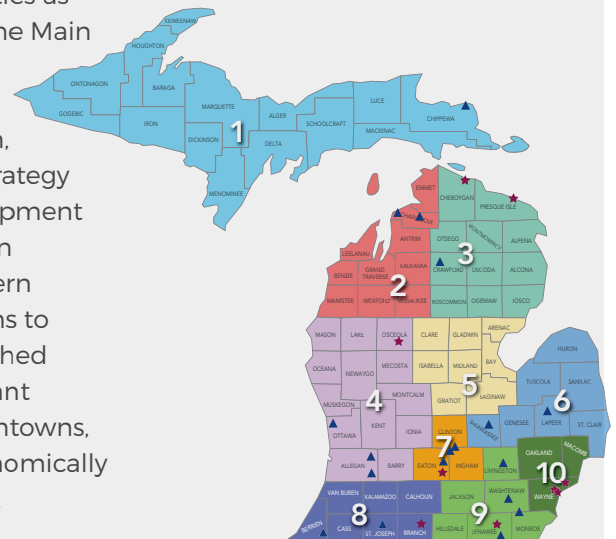


## Michigan Main Street

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



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**



Select Level



Master Level

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