

the VILLAGE

• MAIN STREET GROSSE POINTE •

The Heart of the Pointes, the Village is your hometown downtown destination!

Unique and diverse businesses, family-friendly community events and welcoming public spaces, the Village Downtown Grosse Pointe is the perfect combination of tradition and trendsetting.

2023 EDITION

MAIN STREET GROSSE POINTE

313.886.7474

thevillagegrossepointe.org



State of DOWNTOWN

3 Blocks

958 Public parking spaces

62 First-floor storefronts

27 Residential units

15 Restaurants

29 Retail stores

10% Storefront vacancy rate

Grosse Pointe Main Street is making a BIG difference.

The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes; welcoming everyone into its community of art-filled public spaces, creative, locally owned enterprises and respected national chains—all intentionally connected through the innovative use of 21st century technologies.

Downtown's Goals

- Experience-based retail economy
- Create a visually appealing and vibrant physical environment that honors the district's history and embraces 21st century technology.
- Expand the mix of businesses and activities to create desired experiences that appeal to people of all ages in and beyond the Pointes.
- Develop a cohesive identity for the district to reflect a welcoming and connected community.

TRANSFORMING GROSSE POINTE'S DOWNTOWN



The Loop social district created new opportunities for restaurants and retailers alike to connect with visitors, and connect visitors with The Village.



Streetscape improvements, including new benches and updated landscaping throughout The Village enhance walkability and create a welcoming atmosphere for the districts visitors, businesses and employees



Engaging community volunteers of all ages enables Main Street GP to focus on creating downtown experiences that will have a long-term positive impact.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT
\$485,362

Program to date: \$1,274,362



8

Façade & Building Improvements
Program to date: 21



3

New Businesses
Program to date: 9

Main Street is Helping Businesses Thrive

- Small Business Saturday Champion
- Monthly business round table
- Website and social media marketing
- The Loop Social District
- Special events
- Business education and training opportunities
- Market data
- Local shopping events

“There are so many things I love about Grosse Pointe. It’s fun to live here and downtown is amazing. It’s just a great community and has a cool vibe.”

—Ann Turnbull, Owner, Village Palm and Newport by Village Palm

Community Profile

City of Grosse Pointe | 2022



Population

5,598



Households

2,625



Median HH Income

\$117,661



Median Age

48.2 years



Housing Units

2,397



94% Housing is occupied

77% Owner-occupied

17% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	26,469	98,603	533,759
Households	10,505	37,888	221,781
Median HH Income	\$99,920	\$59,116	\$49,421

In-demand Businesses

Food & Drink

Mexican
Brewery or brew pub
Breakfast/brunch restaurant
Bakery
Deli/sandwich shop

Shopping & Retail

Bookstore
Women’s clothing store
General/variety store
Children’s clothing
Arts, crafts, and hobbies

Public Space Activation

Creating space where visitors of all ages could connect and enjoy the downtown became a reality when Main Street GP collaborated with local Eagle Scout candidate, Jake Sachs, on chess tables for one of the downtown plaza areas. Functional—and fun—seating, youth engagement and community placemaking all came together in a project that demonstrates the collaborative nature of Main Street and will serve as a catalyst for future creative projects in The Village.



VOLUNTEER SPOTLIGHT

"I love Grosse Pointe. As a longtime resident, I want to make a difference in my community. I was excited we had Main Street and wanted to be part of it."

—Didi DeBoer, Resident;
Volunteer Design Committee



2022 Pulse of Downtown



88% Visit downtown Grosse Pointe most often for dining

47% Described recent trends in downtown Grosse Pointe as improving or making progress

67% Said the frequency of their visits to downtown Grosse Pointe increased or stayed the same during the past year.

Social Connection



7,095+
Facebook Followers



1,370+
Instagram Followers

Volunteer Connection



1,190
Volunteer hours in 2021–2022



2,250
Volunteer hours
(Program to date)

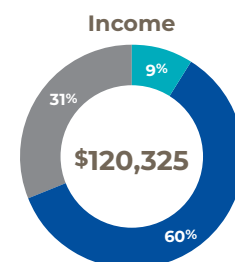


\$33,737
Volunteer value in 2021–2022

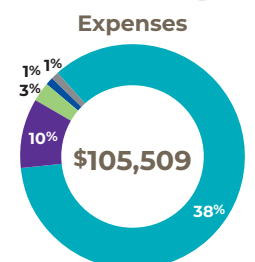


\$63,788
Volunteer value
(Program to date)

In the Numbers



● Program activities
● City/county support
● Memberships/fundraising



● Promotion activities
● Design activities
● Economic vitality activities
● Organization activities
● Operations

DOWNTOWN ALIVE

Grosse Pointe Main Street
Events 2021-22

9,200

Est. event attendance

- Music on the Plaza
- Paint the Windows
- Streetside Sale-
e-bration
- Get in the Pink!
- Village Tree Lighting
- Parade Day in The
Village
- Small Business
Saturday
- Santa's Workshop



Music on the Plaza



Paint the Windows



Streetside Sale-e-bration annual sidewalk sale



Santa's Workshop

"The Main Street program is so successful because they understand that every downtown is unique. They create a framework that's flexible enough to allow us to use the program the way we need to become even better."

—Cindy Willcock, Executive Director Main Street Grosse Pointe

Grosse Pointe's Board of Directors

Chair: Kasey Malley	Wayne County Rep.: June Lee	Member: Mark Thomas
Vice Chair: Hans Brieden	Council Member:	Member: Alexis DeLuca
Treasurer: Ann Lyke	Terence Thomas	City Manager:
Secretary: Christopher Moyer	Member: Anne Murphy	Peter Dame, ex officio
Mayor: Sheila Tomkowiak	Member: Lanna Young	Exec. Director: Cindy Willcock

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

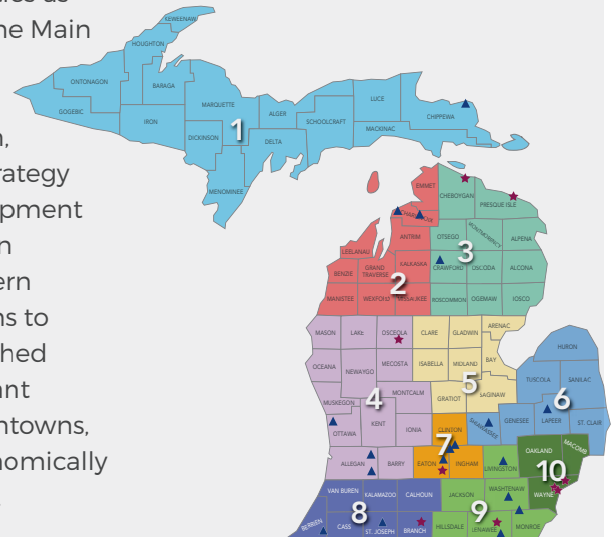


Michigan Main Street

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