



# Come tour our historic one-of-a-kind neighborhood in North End Detroit

Explore our creative hub that supports new and old expressions of art through dining, quaint speakeasies, museums and entertainment.

2023 EDITION

VANGUARD COMMUNITY DEVELOPMENT CORP.

313.463.4300

[vanguarddetroit.org](http://vanguarddetroit.org)



## State of the DISTRICT

19 Blocks

190 Acres

168 Parcels

18 Restaurants

6 Retail stores

10,523 Workers employed

## Historic North End Main Street is making a real difference.

Vanguard Community Development and community partners are taking a proactive approach to planning for the equitable prosperity of Detroit's Historic North End Business district. Ongoing efforts are serving to heighten the district's appeal as a place to work, visit, live and do business and invest. A holistic approach to revitalization is sparking a new wave of activity and reaffirming The Historic North End as a local and regional attraction, economic engine and center of culture and commerce.

### Business District's Goals

- African American culture: leveraging the past for equitable growth
- Equitable entrepreneurship servicing local neighborhood and workforce (examples: grocery, restaurants, convenience, co-op structures)
- Creative and innovation-based small-scale production (examples: music, engineering, foods, apparel)
- Equitable development planning

# TRANSFORMING HISTORIC NORTH END'S MAIN COMMERCIAL CORRIDOR



The Bikes on Main event created such great diversity and connectivity with other businesses like Tangent Gallery Ballroom. The overflow of visitors rippled through the Main Street District. The sound effects roared all day long with plenty of food, music, poetry and entertainment.



The Invest EBG Façade Grant program made a significant impact in our Main Street district. It set a new standard for our business community while continuing to honor our historical roots.



Presenting the East Grand Boulevard transformation banners—installed in September and designed by six local artists. The banners are one component of the streetscape project.

## REINVESTMENT STATS 2021–2022

### PRIVATE INVESTMENT

**\$36,925,190**

Program to date: \$36,925,190



**6**

**Façade & Building Improvements**  
Program to date: 6



**10**

**New Businesses**  
Program to date: 15

## Community Profile

Historic North End | 2022



Population

**637,423**



Households

**254,579**



Median HH Income

**\$36,239**



Median Age

**37 years**



Housing Units

**308,486**



**83%** Housing is occupied

**39%** Owner-occupied

**44%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Level up Grant: Legal Support (Assisted four [4] small business owners)
- Level up Grant: Accounting Support (Assisted two [2] small business owners)
- Freya; Invest EGB

- Level Up Grant: Build Institute Course (Assisted five [5] small business owners)
- Grand Haus; Invest EGB
- Market Snapshot

“The grant was really helpful to our effort in bringing an abandoned Detroit building back to life! Thanks to the grant, our property had an even better facade improvement than originally planned and budgeted for. We’re really grateful to the team at Vanguard for helping us along the way and making the process really simple!”

—Hass Saad, Owner, Grand Haus Event Space

## Business District Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	28,368	232,799	1,461,422
Households	12,922	95,753	588,350
Median HH Income	\$28,072	\$31,196	\$50,517

## In-demand Businesses

### Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Casual dining eatery
- Deli/sandwich shop
- Brick-oven pizzeria

### Retail Establishments

- Bookstore
- Arts, crafts, and hobbies
- Grocery store
- Specialty grocer/deli
- General/variety store

# E. Grand Blvd. Transformation Banner Artists

Vanguard CDC has received funding from the Knight Foundation to make streetscape improvements to East Grand Boulevard between Woodward Avenue and I-75 in the Historic North End Main Street District. The project is called the East Grand Boulevard Transformation project. It will develop with community insight and expertise, a vision and vibe for the boulevard. The design will include the following amenities to the boulevard: planters, streetscape furniture, banners, ID signage, bike racks, wayfinding, and arts and culture elements.



## VOLUNTEER SPOTLIGHT

"I appreciate the support of the Main Street program. I have been able to provide my poetry business more exposure in the North End neighborhood through the Main Street events this year. It has been great to get my talented artists the exposure they deserve!"

—Lynnette Roberson, Owner, [NettworksEntertainmentArtistry](http://NettworksEntertainmentArtistry.com)



## 2022 Pulse of the District



**62%** Visit Historic North End most often for work

**74%** Described recent trends in Historic North End as improving or making progress.

**34%** Said the frequency of their visits to Historic North End increased during the past year.

## Social Connection



**1,415+**  
Facebook Followers

**45+**  
Instagram Followers

## Volunteer Connection



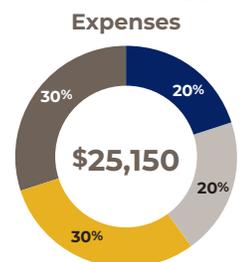
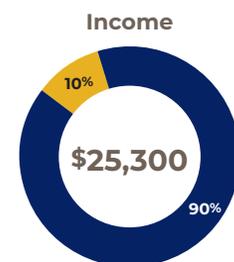
**436**  
Volunteer hours in 2021–2022

**960**  
Volunteer hours  
(Program to date)

**\$12,361**  
Volunteer value in 2021–2022

**\$27,216**  
Volunteer value  
(Program to date)

## In the Numbers



- Grants/foundation support
- Promotion activities
- Membership/fundraising
- Design activities
- Economic vitality activities
- Organization activities

# NORTH END ALIVE

Historic North End Main Street Events 2021-22

# 735

Est. event attendance

- Black History Community Storytelling
- Step Into Spring
- Hug Detroit
- Bikes on Main
- Lyrics & Libations/ NetteWorks
- Artisty/The Harvest Series
- Storyville



Bikes on Main—Clean Team



Hug Detroit—Giving Their Best



Lyrics & Libation—So Dope



Game Night—Detroit People's Food Co-op

“As a resident who lives and has family members who lived in the neighborhood for over 40 years, it’s nice to see the amenities start to become available in the North End again! We still have work to do. That is why I am involved with Main Street.”

—Etta Garth, Board Member/Resident

## Historic North End’s Main Street Advisory Board

Member: Nicole Piach

Member: Chenita Gary

Member: Ette Garth

Member: Drusilla Fanning

Member: Lynnette Roberson

Member: Quincy Jones

# 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

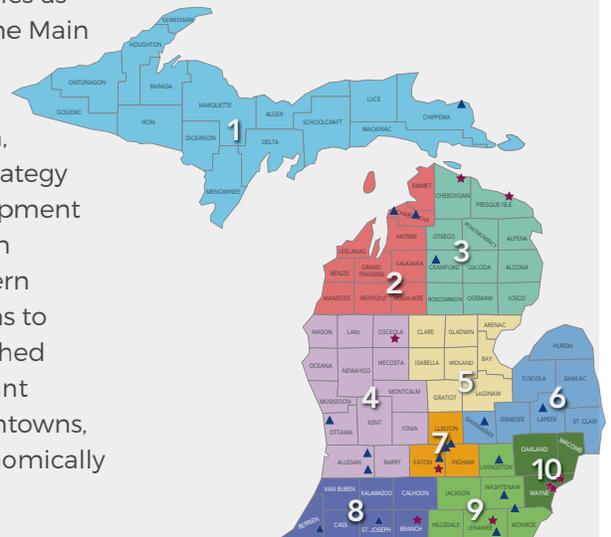


## Michigan Main Street

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)