



Come experience
downtown Blissfield!
It's America. It's Bliss.

2023 EDITION

BLISSFIELD MAIN STREET

517.486.3642

blissfieldmainstreet.com



State of DOWNTOWN

13 Blocks

139 Parcels

16 Restaurants

28 Retail stores

290 Public parking spaces

4.75% Property value increase
(Est. one-year increase 2021–22)

Blissfield Main Street is making a real difference.

Blissfield is steadfast in its commitment to growth and vitality. As we continue our forward momentum with the powerful trifecta of business owners, citizen volunteers and visitors, we look forward with great anticipation to the coming year. The unique mixture of all of our events and activities reflect the heart of the village.

Downtown's Goals

- Increase the number of repeat visitors, repeat customers and downtown event attendees.
- Expand collaborative efforts for investment in Blissfield.
- Cast the vision for all retail establishments to keep regular hours and engage the village culture
- Create an environment that is welcoming and fun everyday, ensuring that all of our events and activities would reflect the heart of our village.



TRANSFORMING BLISSFIELD'S DOWNTOWN



Blissfield launched a Quick Quote program from Phil Eich of Storyville Social. Twenty-two businesses have told their story on social media with tremendous response from the community. This is another tool to bond the businesses to the citizens of Blissfield.



With the development of Springbrook Commons, Blissfield has experienced a surge of economic growth. Eight new businesses have opened and three have assumed new ownership.



This year, two great makeovers happened as a result of our popular Façade Grant program. Bill's Service and The Beauty Bungalow have improved their buildings, adding to the beautification of our 223 corridor.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT

\$64,441

Program to date: \$4,886,376



6

Façade & Building Improvements
Program to date: 77



9

New Businesses
Program to date: 52

Community Profile

Village of Blissfield | 2022



Population
3,265



Households
1,371



Median HH Income
\$52,801



Median Age
42.2 years



Housing Units
1,443



95% Housing is occupied
68% Owner-occupied
21% Renter-occupied

Main Street is Helping Businesses Thrive

- Façade grant program
- Business After Hours
- Small Business Saturday
- Match on Main funding program
- Business improvement seminars
- Business strategy through MEDC
- Local community and shopping events

"Blissfield State Bank is proud to partner with Blissfield DDA/Mainstreet. When the Mainstreet programs offered are successful, the entire community thrives. Successful DDA/Mainstreet organizations become the lifeblood of the commercial district and those who live and work in the area. As a community bank, we want to participate in that success; we want to be a part of the reason our village thrives."

—Julie A. Goll, President/CEO, Blissfield State Bank

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,679	6,704	95,930
Households	1,561	2,705	36,270
Median HH Income	\$54,606	\$58,008	\$64,964

In-demand Businesses

Food & Drink

Asian restaurant
Mexican restaurant
Deli
Farm-to-table restaurant
Winery

Retail Establishments

Bookstore
General/variety store
Cards and gifts
Arts, crafts, and hobbies
Home furnishings

Things are Happening in Blissfield

The volunteer and event champion base has grown exponentially as events and citizen buy-in has expanded record attendance to the village. Our Yuletide Festival has expanded to include Taste of Bliss, Yuletide Cheer, Breakfast with Santa, and Brunch and Bingo. 2023 will include the new First Thursday Activities, Car and Bike Show, Movies on Lane, Wassail, Parade of Lights, Black Squirrel, and Antiques in Autumn.



VOLUNTEER SPOTLIGHT

"I enjoy volunteering for the DDA/Mainstreet because I absolutely love this town. I did not grow up here, but have found my people here. Volunteering for this community has been very rewarding. I feel blessed that I can help in my small way to support our small businesses and promote our town."

—Ann Lambrix; Chair of the Events and Outreach Committee; Yuletide Committee



2022 Pulse of Downtown



71% Visit downtown Blissfield most often for dining

40% Described recent trends in downtown Blissfield as improving or making progress.

34% Said the frequency of their visits to downtown Blissfield increased during the past year.

Social Connection



4,215+
Facebook Followers

995+
Instagram Followers

330+
Twitter Followers

Volunteer Connection



1,084
Volunteer hours in 2021–2022

19,935
Volunteer hours
(Program to date)

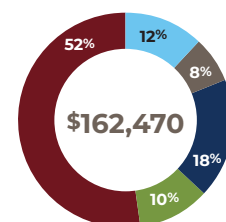
\$30,731
Volunteer value in 2021–2022

\$565,157
Volunteer value
(Program to date)

In the Numbers

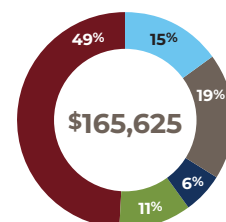


Income



● Program activities
● Management contract fees
● Business support
● TIF
● Other/misc.

Expenses



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

DOWNTOWN ALIVE

Blissfield Main Street
Events 2021-22

2,250

Est. event attendance

- Yuletide Festival
- Wassail Fest
- Parade of Lights
- Antiques in Autumn
- Car and Bike show
- Black Squirrel Flea Market
- Movies on Lane
- Tractor Cruise-In



Yuletide Festival



Movies on Lane



Car and Bike Show



Tractor Cruise-In

“Being on the DDA/Mainstreet board is a great way for me to help my downtown. I love the ability to help plan and execute ideas and see the impact it has not only on my business but all of the businesses in Blissfield. I love our downtown and I love being able to share our story with as many people as possible.”

—Heather Marks, Vice President DDA/Mainstreet Board

Blissfield's Board of Directors

President: Scott Croft

Member: Al Navarro

Member: Mike Gunter

Vice President:

Member: Carla Steele-Fey

Member: Bob Valdez

Heather Marks

Member: Frank Seely

Jr. Member:

Secretary: Barb McHenry

Member: Brenda Butler

Mikayla Marisa

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

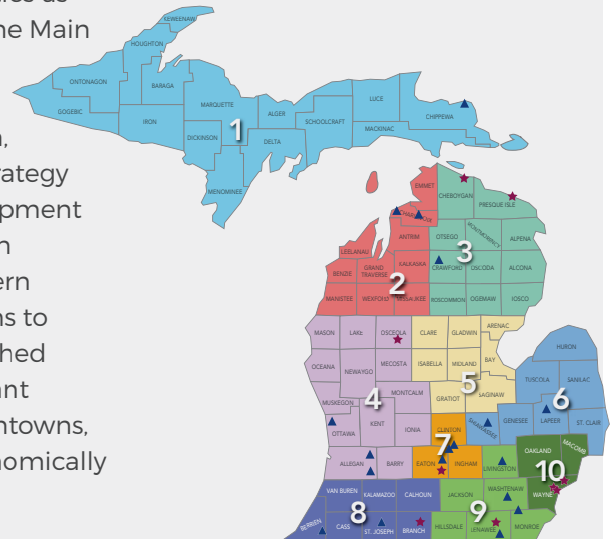


Michigan Main Street

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