



Discover Downtown Again!

Downtown Three Rivers is a success story in the making.

2023 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.com



State of DOWNTOWN

- 1** Blocks
- 0.5** Acres
- 50** Parcels
- 50** Parcel owners
- 400** Public parking spaces
- 47** First-floor storefronts
- 33** Residential units
- 125** Employed in district
- 5** Restaurants
- 10** Retail stores
- 22%** Storefront vacancy rate
- 2.5%** Property Value Increase
(Est. increase 2019-22)

Three Rivers Main Street is making a real difference.

We are working hard to make Three Rivers the place where you, your employees, and our neighbors will desire to live, work, dine and play to our greatest potential! We do this because we know that downtown Three Rivers is a success story in the making. A remarkably intact historic district, surrounded by parks and lakes and fabulous produce all around, with a vibrant community of artists, historians, makers and entrepreneurs.

Downtown's Goals

- Enhance arts and entertainment
- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new, creative spaces, businesses and live/work space to generate round the clock activity.
- Improve physical appearance of buildings and built environment of downtown Three Rivers to increase value and tax base.



TRANSFORMING THREE RIVERS' DOWNTOWN



Michigan Lt. Gov. Garlin Gilchrist got the grand tour of downtown Three Rivers, visiting local businesses to highlight the state's small business programs and promote new funding for businesses big and small in the state.



In partnership with the Three Rivers Public Library, the Three Rivers Artist Guild, Three Rivers Improvement Movement, and Southern Michigan Bank & Trust, our downtown has gained a colorful book crosswalk to the library!



New businesses are popping up downtown! During Sass in the City 2022, we hosted a ribbon cutting ceremony to welcome in our sassy new boutique.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT

\$730,089

Program to date



30 Façade & Building Improvements
Program to date



4 New Businesses
Program to date: 44

Community Profile

City of Three Rivers | 2022



Population
7,866



Households
3,139



Median HH Income
\$46,399



Median Age
34.5 years



Housing Units
3,415



92% Housing is occupied
54% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- R2: Retail and Restaurant grant
- Sign and awning rebate
- Design assistance
- Meet on Main (business networking)
- USDA Revolving Loan Fund
- Market data
- Match on Main funding program
- Local façade programs

"The downtown is coming back to life and I'm lucky to be a part of it! It was encouraging to see how alive the streets were this past summer. Both our locals and visitors expressed excitement and relief to have multiple new businesses opening. I, for one, am looking forward to providing one of the amazing new options to better serve our community. We have a real team downtown supporting and encouraging one another. I wouldn't have chosen any other location!"

—Kate Jacobs, Owner, Cedar and Sage Boutique

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,331	15,654	46,268
Households	3,278	6,255	18,100
Median HH Income	\$49,201	\$53,605	\$58,917

In-demand Businesses

Food & Drink

- Asian restaurant
- Bakery
- Breakfast/brunch restaurant
- Brewery or brewpub
- Brick-oven pizzeria

Shopping & Retail

- Arts, crafts and hobbies
- Bikes and bike repair
- Bookstore
- Cards and gifts
- Children's clothing

Connecting to our vibrant history

Three Rivers Main Street was awarded a Vibrancy Grant from Michigan Main Street. Grant improvements included enhancements to existing alleyways and banners throughout the downtown area, such as installation of market lights, painting new and improving existing murals, and 18 new vinyl banners. The renovations highlights our rich history by including 15 enlarged postcards that hang in the space as proof that our district has always been a welcoming destination!



VOLUNTEER SPOTLIGHT

“We like to volunteer and keep our Main Street looking clean and welcoming. We take pride as this our hometown and want to do everything we can to make it a masterpiece. We work, play and live here and like doing our part to make a difference.”

—Mike Curtis and Lisa Devine, TRIM
(Three Rivers Area Improvement Movement)



2022 Pulse of Downtown



78% Visit downtown Three Rivers most often for dining

49% Described recent trends in downtown Three Rivers as improving or making progress.

19% Said the frequency of their visits to downtown Three Rivers increased during the past year.

Social Connection



4,145+
Facebook Followers



790+
Instagram Followers

Volunteer Connection



955
Volunteer hours in 2021–2022



18,378
Volunteer hours
(Program to date)



\$27,074
Volunteer value in 2021–2022



\$521,016
Volunteer value
(Program to date)

DOWNTOWN ALIVE

Three Rivers Main Street Events 2021-22

3,200

Est. event attendance

- Spring Clean-up Day
- Art on Main
- Sass in the City
- HarmonyFest



Promoting Local Artist on Main!



Sass in the City Celebration!



HarmonyFest—Party in the Street!



Halloween storefront decorating contest

“Our best is yet to come thanks to Michigan Main Street.

The resources the program provides has allowed our Main Street to remain vibrant with public space improvements, new businesses opening often, and a focus on upper-floor housing. Regardless of the supply-and-demand struggles that all businesses are facing today, Main Street has made it a priority to stabilize and foster economic vitality in our district.”

—Cameron Mains, Executive Director, Three Rivers Main Street

Three Rivers’ Board of Directors

Chair: Andrew George
 Vice-chair: John Wolgamood
 Secretary: Richard Cordes
 Treasurer: Tim Raakman

Member: Colin Monroe
 Member: Jason Ballew
 Member: Joe Bippus
 Executive Director: Cameron Mains

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

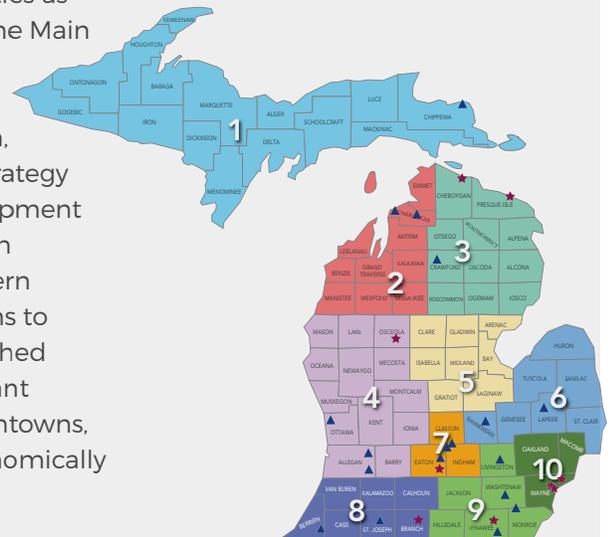


Michigan Main Street

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