

# This is Downtown Wayland

We are friends and neighbors pulling together to build legacy and celebrating Wayland, Michigan.

2023 EDITION

WAYLAND MAIN STREET

269.525.2323

downtownwayland.com



## State of DOWNTOWN

**8** Blocks

**23** Acres

**74** Parcels

**400** Public parking spaces

**51** First-floor storefronts

**7** Restaurants

**8** Retail stores

**8.6%** Storefront vacancy rate

## Wayland Main Street is making a real difference.

Downtown Wayland is an inclusive and appealing community that is open for business and fun; its engaging, well-lit storefronts proudly display historically restored façades and are filled with a diversity of food options, goods and services; its alleyways and mixed-use buildings are transformed into cool, multi-functional spaces, with walkways and green spaces creating a sense of place where everyone wants to be.

### Downtown's Goals

- Target business development that supports downtown growth by increasing food and retail offerings that appeal to families, and shopping decision-makers.
- Strengthen and sustain downtown Wayland's sense of place to reflect that it is cool, desirable and open for business.
- Support a strategic use of existing and potential space to increase development opportunities for business and attractions.

# TRANSFORMING WAYLAND'S DOWNTOWN



Wayland has added a volunteer-led mural downtown. At Summer Celebration, families, companies, and individuals took time painting the mural.



NewLife Church and Main Street Wayland hosted three fun-filled "Movies after Dark Nights!"



Main Street held their first annual harvest and holiday markets at NewLife Church.

## REINVESTMENT STATS 2021–2022

### PRIVATE INVESTMENT

**\$29,600**

Program to date: \$1,875,326



**1**

**Façade & Building Improvements**  
Program to date: 41



**2**

**New Businesses**  
Program to date: 33

## Community Profile

City of Wayland | 2022



Population  
**4,399**



Households  
**1,705**



Median HH Income  
**\$54,999**



Median Age  
**34.3 years**



Housing Units  
**1,768**



**97%** Housing is occupied  
**59%** Owner-occupied  
**38%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Match on Main grant
- Small Business Saturday
- Local and state façade rehabilitation programs
- Business education and workshops
- Optimize Main Street grant
- 12 Days of Christmas program
- Solar lights for three businesses patios
- Special events to attract visitors
- Cooperative advertising opportunities

"Wayland Main Street has brought a strong sense of place to our thriving downtown. As a business owner, I see the impact from the holiday decoration to bringing the community together for events. I believe our downtown is the gathering place and with the Main Street program, it only strengthens this idea!"

—River Knoll, McDuff's Bar and Grill

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,875	18,305	194,268
Households	2,236	6,571	70,144
Median HH Income	\$58,035	\$67,414	\$68,525

## In-demand Businesses

### Food & Drink

Breakfast/brunch restaurant  
Bakery  
Coffee shop  
Deli/sandwich shop  
Casual dining eatery

### Shopping & Retail

Art, crafts and hobbies  
Cards and gifts  
Florist  
General/variety store  
Bookstore



# Downtown Wayland adds Their Third Community-Painted Mural!

For over four years, Wayland has been adding volunteer-led murals around their downtown district. This summer, at Wayland's Summer Celebration in July, families, companies, and individuals took time painting a "paint-by-numbers" style set-up. Carrie Shelley created and designed the mural on the east side of McDuff's Bar and Grill. The mural took over a month to complete and was funded by the Allegan County Community Foundation's Legacy Grant.



## VOLUNTEER SPOTLIGHT

"We spent the day building solar power light stands for three businesses' patios. The time and materials were all donated to the businesses from the DDA/Main Street."

—Kyle Schuitema, Volunteer



## 2022 Pulse of Downtown



**66%** Visit downtown Wayland most often for dining

**34%** Described recent trends in downtown Wayland as improving or making progress.

**22%** Said the frequency of their visits to downtown Wayland increased during the past year.

## Social Connection



**3,765+**  
Facebook Followers

## Volunteer Connection



**490**  
Volunteer hours in 2021–2022



**22,757**  
Volunteer hours  
(Program to date)

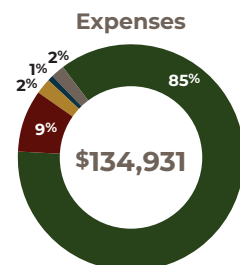
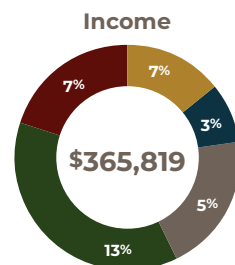


**\$13,892**  
Volunteer value in 2021–2022



**\$645,161**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Management contract fees
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Other/misc.



# DOWNTOWN ALIVE

Wayland Main Street  
Events 2021-22

# 1,182

Est. event attendance

- Main Street Summer Celebration
- Movies After Dark
- Ladies on Main
- Monster Mash
- Small Business Saturday
- Harvest Market
- Art Hop
- Holiday Market
- Farmers Market
- Volunteer Appreciation Dinner



Art Hop Dickensian Characters



Main Street Summer Celebration



Downtown Wayland's Farmers Market



Holiday Market

"Being a Master Level Community under the Michigan Main Street Program means that Wayland receives customized services, training, and resources to revitalize our downtown, as well as grants for our business owners that are only offered at this level. These are resources and opportunities that bring growth to our community that we would not receive otherwise."

—Robin Beckwith, DDA Chair

## Wayland's Board of Directors

Chair: Robin Beckwith  
Vice Chair: Josh Otto  
Secretary/Treasurer:  
River Knoll

Mayor: Tim Bala  
Executive Director:  
Holli McPherson  
Member: Brad Engelberg

Member: Brad Vanderson  
Member: Anthony Winters  
Member: Justin Osborn  
Member: Anita Buckowing

# 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

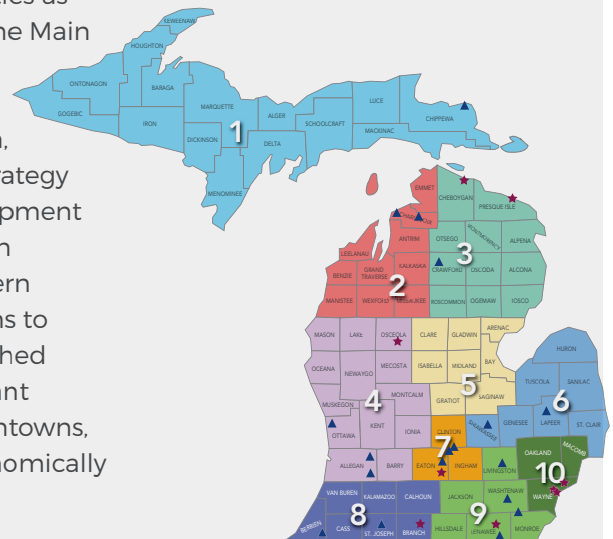


## Michigan Main Street

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)