

# Eaton Rapids: The Island City

Work, shop, dine, and play in our unique and historic downtown. The only Eaton Rapids on Earth.

2023 EDITION

EATON RAPIDS DDA/MAIN STREET 517.663.8118 [cityofeatonrapids.com](http://cityofeatonrapids.com)



## State of DOWNTOWN

9 Blocks

31.3 Acres

107 Parcels

70 Parcel owners

419 Public parking spaces

140 Residential units

8 Restaurants

17 Retail stores

## Eaton Rapids Main Street is making a real difference.

Eaton Rapids Main Street desires to fill our historic downtown with vibrant businesses that are welcoming to families and young professionals. Our parks, rivers, and small town atmosphere invite people of all ages to linger and enjoy our downtown.

### Downtown's Goals

- A place to raise a family, pride in the community and country, togetherness, and a gathering place.
- Respond to the community's value on country life, interest in the arts
- Emphasis on family-friendly experiences
- Small-business focused, retail that is locally made/sourced, unique stores and activities

# TRANSFORMING EATON RAPIDS' DOWNTOWN



Volunteers took to the streets for some spring cleaning and laying new mulch around downtown trees.



Many in our community turned out to take part in the Hometown Christmas event.



Hundreds flock downtown for trick-or-treating on Main Street

## REINVESTMENT STATS 2021–2022

### PRIVATE INVESTMENT

# \$45,560

Program to date: \$100,800



# 3

**Façade & Building Improvements**  
Program to date: 21



# 5

**New Businesses**  
Program to date: 8

## Community Profile

City of Eaton Rapids | 2022



Population

# 5,185



Households

# 2,188



Median HH Income

# \$53,947



Median Age

# 38.5 years



Housing Units

# 2,339



94% Housing is occupied

57% Owner-occupied

37% Renter-occupied

## Main Street is Helping Businesses Thrive

- DDA Façade Grant program
- One-on-one consultation
- Resource connection

“Main Street has been a great partner with local businesses, and that relationship will help Eaton Rapids businesses to continue to thrive and grow. The resources and grant opportunities offered through Main Street are essential for our community’s continued success.”

—Jerry Robinson, Owner, Mr. M's Pizza and Grinders;  
President, Eaton Rapids Chamber of Commerce

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,740	12,356	100,891
Households	1,995	4,877	40,415
Median HH Income	\$53,112	\$68,200	\$62,660

## In-demand Businesses

### Food & Drink

Bakery  
Brewery/brewpub  
Casual dining eatery  
Italian restaurant  
Deli/sandwich shop

### Shopping & Retail

Bookstore  
Arts, crafts, and hobbies  
Specialty foods  
General/variety store  
Sporting goods/outdoors



## Connecting with Our Community

Main Street has been involved with our local community co-sponsoring events, donating to local organizations, and supporting our small businesses. Main Street will continue to support our community with providing resources and support to see that our community continues to thrive and grow.



## VOLUNTEER SPOTLIGHT

"Michigan Mainstreet is our road map to a vibrant downtown. The resources it provides, together with a local team of enthusiastic and committed volunteers, have a proven record of success in Michigan and across the country."

—Gary Wichman,  
former city councilperson and volunteer



## 2022 Pulse of Downtown



- 73%** Visit downtown Eaton Rapids most often for dining
- 52%** Said they visited the Hometown Family Christmas in downtown Eaton Rapids
- 27%** Described recent trends in downtown Eaton Rapids as improving or making progress
- 15%** Said the frequency of their visits to downtown Eaton Rapids increased during the past year

## Social Connection



**260+**  
Facebook Followers

## Volunteer Connection



**363**  
Volunteer hours in 2021–2022



**517**  
Volunteer hours  
(Program to date)

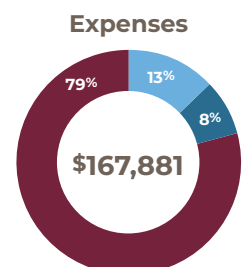
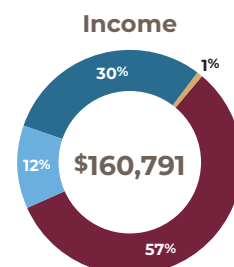


**\$10,291**  
Volunteer value in 2021–2022



**\$14,657**  
Volunteer value  
(Program to date)

## In the Numbers



- City/county support
- Memberships/fundraising
- Other/misc.
- TIF
- Promotion activities
- Economic vitality activities
- Operations

# DOWNTOWN ALIVE

Eaton Rapids Main Street  
Events 2021-22

**1,145**

Est. event attendance

- 4th of July parade
- Hometown Family Christmas Parade
- Movies in the Park
- Farmer's market
- Trick-or-Treat on Main Street



Eaton Rapids Farmer's Market



Movies in the Park



Enjoy kayaking around the island



Music on the Island Pavilion

**"Main Street has been integral to help revitalize downtown Eaton Rapids. They provide us with tools and resources to help our community continue to grow and thrive."**

—Dr. William DeFrance, Board Chair; Superintendent, Eaton Rapids Public Schools

## Eaton Rapid's Board of Directors

Chair: Dr. William DeFrance

Vice Chair: Rachel Willey

Secretary: Mark McGee

Treasurer: Dr. Kyle Booher

Past Chair: Don McNabb

Mayor: Pamela Colestock

Member: Michael Carducci

Member: Timothy Johnson

Member: Dr. Joseph Sheneman

Executive Director: Brian Began

# 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

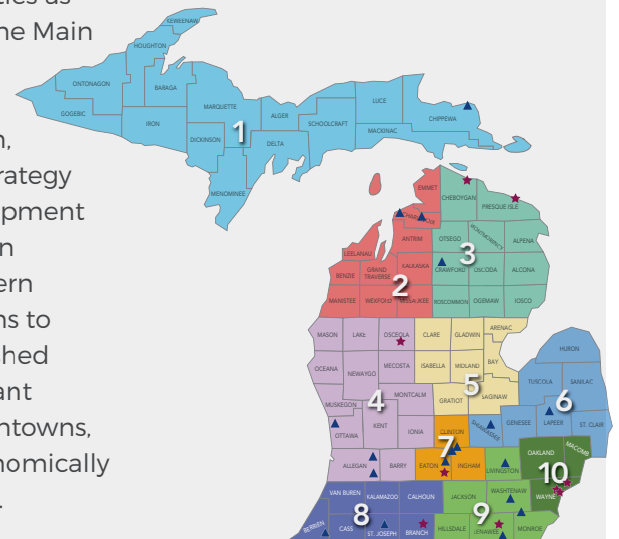


## Michigan Main Street

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)