



Downtown, Down to Earth.

Small town hospitality meets the great outdoors, with unique dining and shopping in our historic downtown.

2023 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evartmainstreet.com



State of DOWNTOWN

3 Blocks

65 Parcels

46 Parcel owners

91 Public parking spaces

49 First-floor storefronts

16 Residential units

3 Restaurants

10 Retail stores

20% Storefront vacancy rate

Evart Main Street is making a real difference.

Evart Main Street is making a real difference. Our Main Street appeal is reflected in its warm, inviting, clean and well-kept historic buildings and storefronts, with unique businesses and community organizations creating memorable experiences, that are abundant throughout this friendly, historic downtown.

Downtown's Goals

- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street's capacity to connect existing and potential business and property owners, and investors with appropriate resources.
- Support sustainable improvements in the downtown's built environment and physical spaces.



TRANSFORMING EVART'S DOWNTOWN



With a focus to dress-up and add color to Main Street, the DDA has worked with Ferris State University's welding program to design and fabricate bike racks. The bike racks have been placed in different location downtown.



The Evart Farmers Market is the largest market in Osceola County and it is a highlight for many shoppers and visitors every Saturday morning throughout the summer and early fall.



A new event this past summer was Bike Night 2022, sponsored by 98.5 FM and hosted by Sixth & Main Bar and Grill. Over 200 bikers were in town for this event.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$6,000

Program to date: \$28,884



1

Façade & Building Improvements
Program to date: 5



4

New Businesses
Program to date: 8

Main Street is Helping Businesses Thrive

- Façade grant program
- Match on Main funding program
- Design assistance
- Sign incentive program

"I opened Green Gold Diner about a year ago. The Main Street DDA has been very helpful by providing grant information along with other business resources. If businesses need help or questions answered, contact the DDA."

—Christopher Elliott, Owner, Green Gold Diner

Community Profile

City of Evart | 2022



Population
1,690



Households
689



Median HH Income
\$39,014



Median Age
38.3 years



Housing Units
793



87% Housing is occupied
53% Owner-occupied
34% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	2,222	8,421	53,649
Households	894	3,463	22,212
Median HH Income	\$41,883	\$49,630	\$49,812

In-demand Businesses

Food & Drink

Bakery, coffee shop
Casual dining eatery
Brewery or brewpub
Steakhouse
Chinese

Retail Establishments

Meat market, specialty foods
General/variety store
Sporting goods/outdoors
Convenience store
Pet store

Connecting the community through walkability

The purpose of the Evert Downtown Visioning Project is to develop a visionary document around street design, pedestrian mobility, and connectivity along Main Street and the city's nearby assets. The report details how MSU, Evert DDA, and citizen representatives partnered to identify community concerns and build consensus on the conceptual plan.



VOLUNTEER SPOTLIGHT

"I volunteer for the Main Street/ Downtown, City of Evert as a member of the MMS/DDA board and committees. I am doing this to make a positive difference and help make Evert a thriving community my children will be proud of. Volunteering allows me to give back to the community."

—Erica Henry, Owner, ERK Crafts LLC and Farmers Market vendor



2022 Pulse of Downtown



53% Visit downtown Evert most often for pharmacy services

17% Described recent trends in downtown Evert as improving or making progress.

14% Said the frequency of their visits to downtown Evert increased during the past year.

Social Connection



1,100+ Facebook Followers

Volunteer Connection



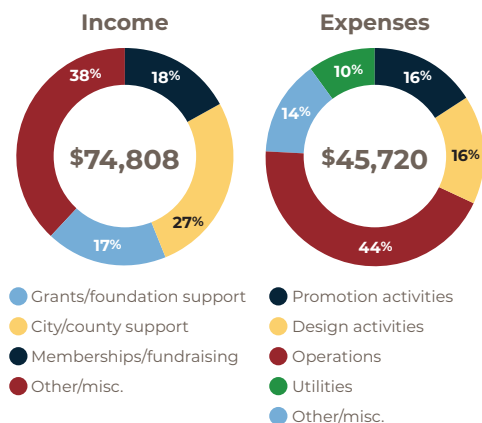
406 Volunteer hours in 2021–2022

2,414 Volunteer hours (Program to date)

\$11,510 Volunteer value in 2021–2022

\$68,437 Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Evart Main Street Events
2021-22

6,550

Est. event attendance

- Sesquicentennial events
- Farmers Market
- Main Street Monster Mash
- Concerts
- Miracle on Main Street
- Elvis Tribute Artist Jake Slater
- Bob Marshall Band
- Slick Jimmy Band



Elvis Tribute Artist Jake Slater



Farmers Market



Sesquicentennial Event: Birdhouse Painting



Sesquicentennial Event: Scavenger Hunt

"The Michigan Main Street Organization helps Evart to connect and network with other communities throughout the state and country. It also connects us with many resources we could not otherwise access."

—Todd Bruggema, Main Street DDA Director

Evart's Board of Directors

Chair: Alan Bengry
Vice Chair: Molly Cataldo
Treasurer: Lynn Salinas
Secretary: June-Marie Essner

Member: Erika Henry
Member: Sandy Szeliga
Member: Jason O'Dell
City Manager: Pepper Lockhart

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

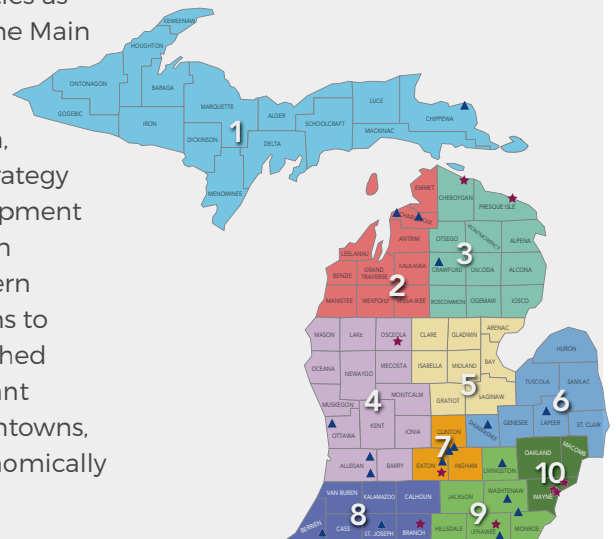


Michigan Main Street

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