



Grand Haven Main Street, where our town comes together

Visit our historic Main Street—where you'll find unique local shops, art, independent dining, and amazing entertainment—**all** year long!

2023 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188

downtowngh.com



State of DOWNTOWN

87 Retail stores

33 Restaurants

32 Blocks

167 Acres

382 Parcels

1,031 Public parking spaces

152 First-floor Storefronts

417 Residential units

1.5% Storefront vacancy rate

Grand Haven Main Street is making a real difference.

Grand Haven Main Street is a historic waterfront town with a vibrant business district that is the **heart** of the community. We promote Grand Haven Main Street as a year-round destination and cultivate economic development to deliver a variety of activities that offer enjoyable experiences. We welcome people of all ages to come and enjoy all we have to offer.

Main Street's Goals

- Promote Grand Haven Main Street as a year-round destination by positioning our district as the center of all live, work, shop, and play activities within the community.
- Target development within Grand Haven Main Street to expand the diversity of retail and food-based businesses, and create an opportunity for additional housing.
- Strengthen collaboration and awareness to allow Grand Haven Main Street to become an important and respected community partner.

TRANSFORMING GRAND HAVEN'S DOWNTOWN



The year of 2022 was Grand Haven Main Street's first year operating a social district in a portion of our Main Street District. This successful activity will continue to drive visitor's and residents of the area into our district to experience all we have to offer!

Peerless Flats has completed their construction project, turning two blocks of downtown property, vacant for over 40 years, into a beautiful and vibrant 133 apartment-unit development. Developments like these have a year-round impact to our district by adding year-round residents in each unit!


Grand Haven Main Street was lucky enough to expand the outdoor dining once again in 2022, and it was in no small part due to an MEDC vibrancy grant. This helped pave the way to close a full block to traffic for the summer, add additional public gathering spaces open to all, and create a fun zone with corn hole games, sidewalk chalk, and activities for the whole family to enjoy.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT


\$154,400

Program to date: \$29,766,661



6

Façade & Building Improvements
Program to date: 89



8

New Businesses
Program to date: 95

Main Street is Helping Businesses Thrive

- Business networking events
- Downtown snowmelt system
- Flowerbed Main Street planters and beautification
- Promotional events year-round
- Business training program
- Shop Indie local member
- Use of public spaces for outdoor gathering
- Future planning
- Business resource guide
- Yearly banner program

"Grand Haven means the **world** to me. The past year-plus has certainly been a struggle for all of our retailers, services, restaurants, and stakeholders. Each passing day, I saw their struggle and determination, and it made me also fight harder for our organization as well. At Grand Haven Main Street, we are all family, and while I know recovery will continue, I strive every day to continue to positively impact their recovery through our organization in any way possible. Together we are stronger!"

—Jeremy Swiftney, Executive Director, Grand Haven Main Street

Community Profile

City of Grand Haven | 2022




Population

11,050




Households

5,198




Median HH Income

\$63,626




Median Age

44.6 years



Housing Units

6,115



85% Housing is occupied
60% Owner-occupied
25% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,638	28,757	158,015
Households	3,345	12,956	62,811
Median HH Income	\$69,893	\$70,924	56,428

In-demand Businesses

Food & Drink

- Farm-to-table dining
- Ethnic restaurant
- Fine dining
- Brick-oven pizzeria
- Healthy menu café

Shopping & Retail

- Entertainment center
- Specialty fresh grocer
- Butcher shop
- Outdoor recreation shop
- Kitchen and home decor

Supporting Business Through Activities

We worked hard to promote and create a welcoming gathering space in the heart of our community. We wanted to have a clear focus on creating open gathering spaces and activities for all to enjoy. In 2022, we were able to create a vibrant and fun gathering space that focused on having space for visitors and community members from all walks of life to enjoy.



GRANT SPOTLIGHT

Grand Haven Main Street was very successful in 2022 assisting our businesses in receiving grants to support rehabilitation or expansion projects. We were lucky enough to receive two separate Match on Main grants for businesses in our district. JW's Food and Spirits added additional seating and completed a well needed façade update. Additionally, Lucy's Deli created a huge and inviting outdoor dining and bar space. Here is hoping we are just as successful in 2023!



2022 Pulse of Downtown



70% Visit downtown Grand Haven most often for dining

40% Described recent trends in Grand Haven Main Street as steady to improving.

45% Said the frequency of their visits to downtown have increased

Social Connection



4,485+
Facebook followers



4,320+
Instagram followers

Volunteer Connection



1,277
Volunteer hours in 2021–2022



67,348
Volunteer hours
(Program to date)

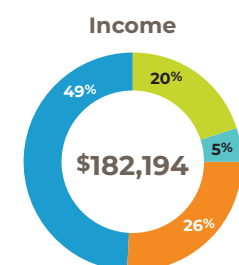


\$36,203
Volunteer value in 2021–2022

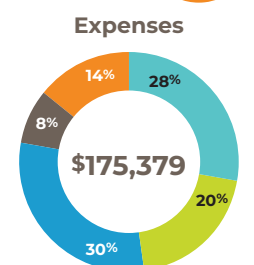


\$1,909,316
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Grand Haven Main Street
Events 2021-22

21,675

Est. event attendance

- Wine About Winter
- Chowdown Centertown
- Sidewalk Sales
- Light Night
- Shop & Stroll
- Snowmen on Main
- Restaurant Week
- Art on Main Street



Light Night shoppers enjoying snowmelt



Chowdown Centertown is a huge success



Sidewalk sales are always a great place to find a deal



Small Business Saturday shopping

"Michigan Main Street is an amazing organization, and one we are very proud to continue to be a part of. From support in training staff, volunteers, and stakeholders, to collaboration in future planning and economic development are just some of the many reasons we are proud to continue our partnership. They help open doors, provide grant opportunities, and contribute assistance to many communities like Grand Haven that may not be available if not for being a Michigan Main Street Community."

—Jeremy Swiftney, Executive Director, Grand Haven Main Street

Grand Haven's Board of Directors

Chair: Cara Galbavi
Vice Chair: Andy VanderHoek
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Past Chair: Todd Anthes
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Member: Laura Girard
Member: Todd Hancock
Member: Lynn Negen
Member: Nathan Patterson

Member: Robert Warren
Member:
Chris Weavers-Stevenson
Executive Director:
Jeremy Swiftney

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

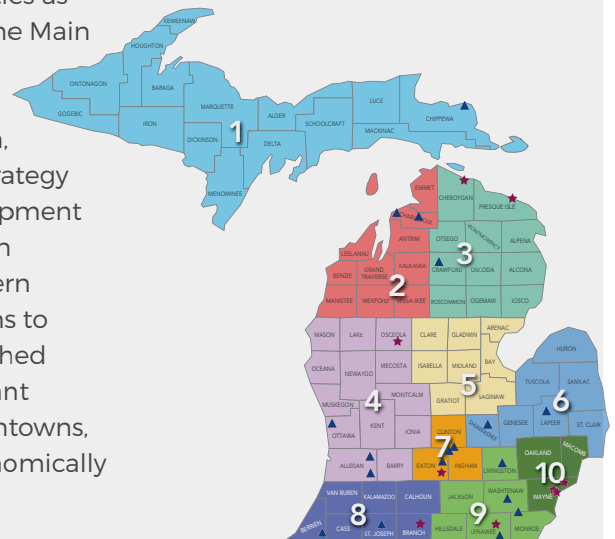


Michigan Main Street

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