



State of DOWNTOWN

16 Blocks

600 Public parking spaces

68 First-floor storefronts

120 Residential units

14 Restaurants

26 Retail stores

154 Businesses

Niles Main Street is making a real difference.

Making A Difference. During 2022, Niles Main Street navigated the new world of life post-Covid. We are excited to reinvent the outdoor area, previously known as The NODE, and have it become a permanent part of downtown Niles.

Local food is a big part of what we are, but, we'll also be focusing on bringing more retail experiences highlighting our local artisans this coming year.

Downtown's Goals

- Niles Main street adopted local food as our transformational strategy in 2018.
- Increase year-round foot traffic
- Increase number of food options available downtown after 5 p.m.
- Encourage consistency in business hours



Niles MAIN STREET

TRANSFORMING NILES' DOWNTOWN



Apothica Teas received a Match on Main Grant to open a wall between two buildings and expand their space, creating their beautiful conservatory.



Niles Main Street partnered with the Niles Parks Department to bring colorful banners to Riverfront Park, all sponsored by local businesses.



After a bit of controversy over closing down a road, Michigan Main Street worked with us to bring in experts to work with the community on a new design.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT
\$731,254

Program to date: \$42,449,464



4 Façade & Building Improvements
Program to date: 163



8 New Businesses
Program to date: 153

Main Street is Helping Businesses Thrive

- 50/50 Façade Grant program
- Match on Main Grant program
- Low-interest building improvement loan
- Small Business Saturday Champion
- Third Thursday coordinator
- Share and apply for multiple grant opportunities with and for businesses
- Current market data available upon request

“Since we opened our studio in downtown Niles in January of 2018, our business has grown and profits increased every year. The visibility on Main Street has been wonderful for us!”

—Charles Nelson, Owner/Video Dude, On Base Productions

Community Profile

City of Niles | 2022



Population
12,032



Households
4,999



Average HH Income
\$38,406



Median Age
38.5 years



Housing Units
5,251



91% Housing is occupied
51% Owner-occupied
40% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,822	32,753	185,626
Households	6,178	13,326	71,835
Average HH Income	\$40,738	\$48,419	\$61,534

In-demand Businesses

Food & Drink

- Bakery/donut shop
- Breakfast/brunch
- Deli/sandwich shop
- Casual dining eatery
- Farm-to-table restaurant

Shopping & Retail

- Arts, crafts, hobbies
- Local artisan goods
- General/variety store
- Cards and gifts
- Women's clothing

Shop Niles Businesses

At the heart of it all, Niles Main Street is about building community and doing everything we can to help our local businesses thrive. We take every opportunity we can to remind folks to support our local business community, because without that support, we could lose them forever. Local business builds community and, together, they make up the fabric that makes Niles.



2022 Pulse of Downtown



63% Visit downtown Niles most often for dining

36% Described recent trends in downtown Niles as improving or making progress.

17% Said the frequency of their visits to downtown Niles increased during the past year.

Social Connection



7,690+ Facebook followers

1,210+ Instagram followers

Volunteer Connection



5,462 Volunteer hours in 2021–2022

79,751 Volunteer hours (Program to date)

\$154,848 Volunteer value in 2021–2022

\$2,260,941 Volunteer value (Program to date)

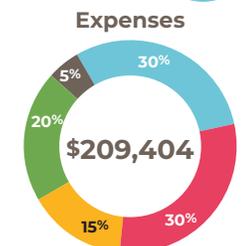
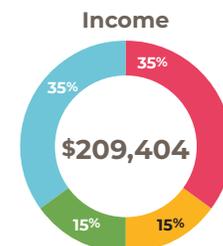
VOLUNTEER SPOTLIGHT

“Living in a small town can be a challenge, but I believe we have little to complain about unless we are putting in a little elbow grease of our own.”

—Kristin Bivens, Promotions Committee and Owner/Candlemaker, Wicked Pop Candle Co.



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

Niles Main Street Events
2021-22

9,925

Est. event attendance

- Hunter Ice Festival
- Homegrown market
- Small Business Saturday
- Lighting of the town for the holiday
- Downtown Safe Trick or Treat



Hunter Ice Festival Ice Fights



Downtown Safe Trick or Treat



Visit with Santa at Downtown Tree Lighting



Volunteers at Small Business Saturday

“Main Street, now more than ever, is where our community thrives. It’s where we come together, celebrate, and support each other. It’s where we work, shop, and dine. The Niles Main Street program exists to make sure we continue to thrive.”

—Justin Flagel, Promotions Chair

Niles’ Board of Directors

Mayor: Nick Shelton
Secretary & Design Chair: Fredda Zeiter
Vice Chair and Promotions Chair: Justin Flagel

Organization Chair: Charlie Spilman
Economic Vitality Chair: Melanie Kennedy
Member: Luigi Alberganti
Member: Paul Klimson

Member: Cindy Ray
Member: Tracy Waggoner
Member: Mark Weber
Executive Director: Lisa Croteau

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

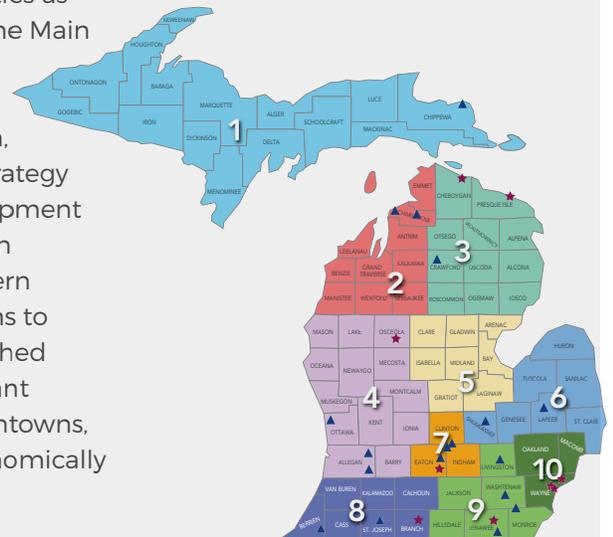


Michigan Main Street

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