



Visit, Discover, and Explore why Historic Lapeer is Remarkably Close

Honoring the Lapeer of yesterday, celebrating the Lapeer of today, and envisioning the Lapeer of tomorrow.

2023 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



State of DOWNTOWN

17 Blocks

46 Acres

72 Parcels

1,220 Public parking spaces

80 First-floor storefronts

94 Residential units

11 Restaurants

18 Retail stores

8% Storefront vacancy rate

Lapeer Main Street is making a real difference.

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family-friendly charm.

Downtown's Goals

- Improve the downtown business environment and available resources to support investment.
- Build a family-friendly brand that is downtown Lapeer.
- Create and capitalize on a physical environment that is engaging and inviting to families.



TRANSFORMING LAPEER'S DOWNTOWN



The first Porch Fest was held in July 2022. This community-wide event activated residential and downtown porches turning them into performance spaces and creating a day of positivity and commerce.



The inaugural Grilled Cheese Festival brought over 700 people to historic downtown Lapeer from throughout Michigan and five different states.



Lapeer Main Street worked with the Center for the Arts to secure a \$25,000 Match on Main grant that allowed the CFA to upgrade and install state of the art lighting at the Pix Theatre.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT
\$66,500

Program to date: \$371,915



4

Façade & Building Improvements
Program to date: 19



8

New Businesses
Program to date: 27

Community Profile

City of Lapeer | 2022



Population
9,126



Households
3,698



Median HH Income
\$44,821



Median Age
37.4 years



Housing Units
3,930



94% Housing is occupied
50% Owner-occupied
44% Renter-occupied

Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Match on Main grants
- Market data
- Community story telling
- Business owner meet-and-greets
- Two-minute Tuesday campaigns
- Small Business Saturday champion
- Lapeer Main Street newsletters

"Moving my store downtown was the best move I ever made. I just love the people, and every day people pop into the store just to chat. To give you an idea of how connected we all are, the high school kids come into the store show me what they're wearing to the prom or homecoming. They even take their pictures here! I'm an aunt to so many teenagers in Lapeer and that makes this more than just a business for me. It's a family."

—Tammy Cutcher, Owner, Essential Necessities and the Rock Shop

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,779	18,778	80,976
Households	3,502	7,536	33,308
Median HH Income	\$46,817	\$56,416	\$62,643

In-demand Businesses

Food & Drink

Ethnic restaurant
Bakery
Breakfast/brunch restaurant
Steakhouse
Seafood

Shopping & Retail

Arts, crafts, and hobbies
Specialty foods
General/variety store
Women's clothing
Bookstore

Community Story Telling

With the support of Michigan Main Street the Lapeer Main Street DDA was able highlight business owners, volunteers, and Lapeer Main Street staff and board members to talk about the role and impact Main Street has on historic downtown Lapeer. This collaboration has opened up doors for further community story telling through additional platforms like Pure Michigan.



VOLUNTEER SPOTLIGHT

"If you would have told me 10 years ago that we were going to have two new buildings downtown, I wouldn't have believed you. I just couldn't have imagined that years ago. It's the ingenuity and the creativity of this community and the fact that people are always willing to try, to be creative. There's an ingenuity here combined with a determination that we aren't going to give up, and I think that makes this community special."

—Catherine Bostick, Organization Committee Volunteer and DDA Board Member



2022 Pulse of Downtown



- 72%** Visit downtown Lapeer most often for dining
- 52%** Described recent trends in downtown Lapeer as improving or making progress.
- 30%** Said the frequency of their visits to downtown Lapeer increased during the past year.

Social Connection



5,965+
Facebook Followers



995+
Instagram Followers

Volunteer Connection



799
Volunteer hours in 2021–2022



3,994
Volunteer hours
(Program to date)

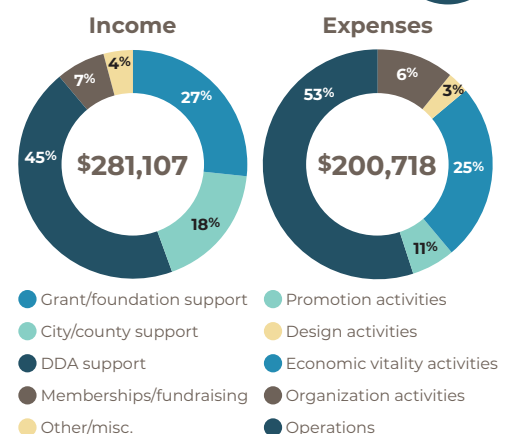


\$22,652
Volunteer value in 2021–2022



\$113,230
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Lapeer Main Street
Events 2021-22

13,050

Est. event attendance

- Lapeer Cruise on Nepessing Street
- Summer Concert Series
- Friday Night Bikes
- Ladies Night Out
- Porch Fest
- Grilled Cheese Fest
- Treat Walk
- Baubles and Broomsticks
- WinterFest



Lapeer Cruise on Nepessing Street



Frame 42 rocking the summer concert stage



Adam Gentry entertaining at Porch Fest



2022 Grilled Cheese Fest champions, Chef G's

"Michigan Main Street and all of their tools, educational resources, and access to financial support has helped us add vibrancy and revitalization in the downtown we couldn't have done ourselves."

—James Alt, Executive Director, Lapeer Main Street DDA

Lapeer's Board of Directors

Chair: Tim Roodvoets
Vice Chair: Ginni Bruman
Treasurer: Dan Gerlach
Secretary: Bailey RaCosta

Mayor: Debbie Marquardt
Director: Catherine Bostick
Director: Dan Sharkey
Director: Jeff Hogan

Director: Tony Stroh
Director: Mike O'Brian
Director: Ashley Fanson
Director: Jason Rogers

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

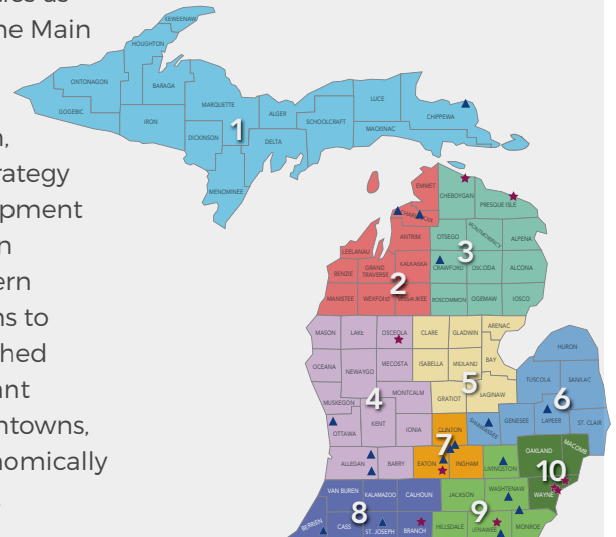


Michigan Main Street

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