



Downtown, Down to Earth.

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

2021 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evart.org



State of DOWNTOWN

3 Blocks

65 Parcels

45 Parcel owners

91 Public parking spaces

35 First-floor storefronts

16 Residential units

2 Restaurants

13 Retail stores

27% 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

- Support sustainable improvements in the downtown's built environment and physical spaces.
- 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.



TRANSFORMING EVART'S DOWNTOWN



A renewed focus on our farmers market has paid off, with the Evert Farmers Market being the largest in Osceola County. An increase in visitors and vendors has made the farmers market a highlight in the summer season.



As part of the Main Street Strategy, creating welcoming public areas has been a priority. Committees have been working on providing benches and bike racks to make our small town even more welcoming.



Our new comprehensive branding campaign demonstrates our identity as a welcoming, historic part of northern Michigan's natural resources.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$17,394

Program to date: \$17,394



2 Façade & Building Improvements



3 New Businesses

Main Street is Helping Businesses Thrive

- Local façade program
- Match on Main funding program
- Design assistance
- Small Business Saturday
- Sign incentive program
- Business networking events

“I started my antique store during the Covid-19 pandemic. The city made it easy for me to get up and running, and the DDA has gotten us great publicity in the area papers. I can see the impact they have on the community.”

—Joe Bixman, Owner, Rusty Gold Antiques

Community Profile

City of Evert | 2020



Population
1,608



Households
679



Median HH Income
\$30,332



Median Age
36 years



Housing Units
794



86% Housing is occupied
55% Owner-occupied
45% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	1,624	2,508	4,487
Households	711	1,060	1,915
Median HH Income	\$47,531	\$49,590	\$52,211

In-demand Businesses

Shopping & Retail

- General/variety store
- Sporting goods/outdoors
- Specialty foods
- Vintage/re-purposed goods
- Women's clothing

Food & Drink

- Bakery
- Coffee shop
- Casual dining
- Steakhouse
- Mexican restaurant

Connecting with volunteers during Covid-19

Outdoor volunteering was a great opportunity for community members to socialize during Covid-19 physical distancing. The Garden Club worked to beautify our Main Street, and offered a great way to connect with neighbors and improve our city.



VOLUNTEER SPOTLIGHT

"I volunteer for the Downtown/Main Street, City of Evert as a member of the DDA/MMS board and committees. I do this to help the downtown realize a vision of Evert as a safe, vibrant, thriving destination for businesses, residents and visitors. By volunteering one's time and energy, it makes a positive difference in our community, connecting with others who care about our community, and having a great time doing it."

—June-Marie Essner, Owner, Juneberry Cottage Quilt Shop



2019 Pulse of Downtown



50% Visit downtown Evert most often for dining

31% Described recent trends in downtown Evert as improving or making progress.

19% Said the frequency of their visits to downtown Evert increased during the past year.

Social Connection



760+
Facebook Followers

Volunteer Connection



410
Volunteer hours in 2019-2020



696
Volunteer hours
(Program to date)



\$10,574
Volunteer value in 2019-2020



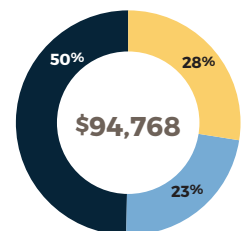
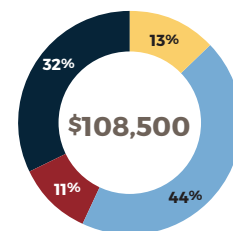
\$17,950
Volunteer value
(Program to date)

In the Numbers



Income

Expenses



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

DOWNTOWN ALIVE

Evart Main Street Events
2019-20

4,500

Est. event attendance

- Farmers' Market
- Summer Concert Series
- Car Show
- Fall Festival
- Small Business Saturday



Farmers Market



Farmers Market



Fall Festival

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade &
Building Improvements

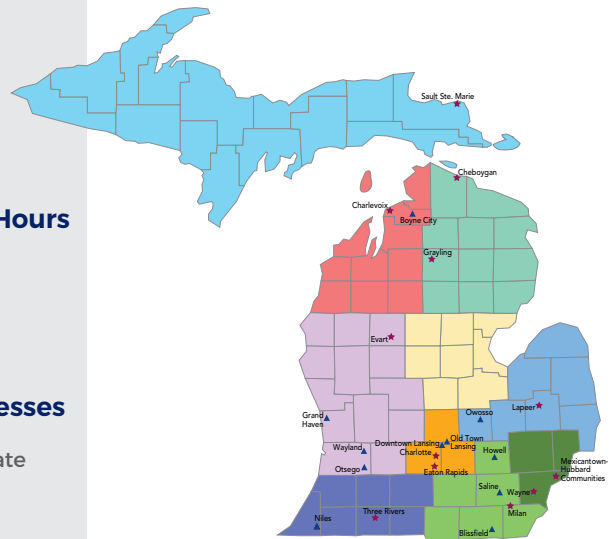
2,356

Program to date

“The Michigan Main Street program allows us to connect with other main streets to share our progress and ideas. MMS helps us bring best practices from across the state back to Evart.”

—Eric Kehoe, Director

Our Communities



★ Select Level

▲ Master Level



Evart's Board of Directors

Chair: Alan Bengry
Vice Chair: Shannon Schmidt
Secretary: June-Marie Essner
Treasurer: Lynn Salinas
Member: Molly Cataldo
Member: Jason O'Dell
City Manager: Sarah Dvoracek

www.miplace.org

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