



Our best is yet to come...

Because we make vitality happen!

2021 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.com



State of DOWNTOWN

- 1** Blocks
- 0.5** Acres
- 50** Parcels
- 50** Parcel owners
- 75** Public parking spaces
- 47** First-floor storefronts
- 28** Residential units
- 75** Employed in district
- 5** Restaurants
- 10** Retail stores
- 22%** Storefront vacancy rate
- 2.5%** Property Value Increase (Est. one-year increase 2018-19)

Three Rivers Main Street is making a real difference.

What values make it all possible? Ingenuity and hard work brings results. For us, it is a community-wide investment driven by careful planning. We study market data and build partnerships that result in a buzz about our downtown. Our partnership with the Michigan Main Street program as a Master Level community carries this even further, with its access to more than 40 years' experience in successful revitalization of downtowns like ours.

Downtown's Goals

- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new, creative spaces, businesses and live/work space to generate round the clock activity.
- Improve physical appearance of buildings and built environment of downtown Three Rivers to increase value and tax base.



TRANSFORMING THREE RIVERS' DOWNTOWN



Engaged in the MEDC Redevelopment Ready Community® program to work on clear development policies, and a community-supported vision and review process for potential developers.



Worked closely with City of Three Rivers to adopt the “WeAreTr Imagine 2040” master plan through public engagement and the efforts of McKenna Associates.



At the onset of Covid 19, a “\$20 for \$20” gift card program was launched in partnership with the Three Rivers Area Community Foundation and supported over 48 small businesses with a return of close to \$25,000 to our local economy.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$137,922

Program to date: \$701,589



4

Façade & Building Improvements
Program to date: 28



5

New Businesses
Program to date: 32

Community Profile

Three Rivers | 2020



Population
7,525



Households
3,048



Median HH Income
\$45,813



Median Age
32.4 years



Housing Units
3,371



89% Housing is occupied
59% Owner-occupied
40% Renter-occupied

Main Street is Helping Businesses Thrive

- R2: Retail and Restaurant Grant
- Sign and awning rebate
- Design assistance
- Market data
- Friends of Main Street
- Meet Me On Main (business networking)
- Revolving Loan Fund
- Match on Main funding program
- State façade programs
- Retail recruitment grant

“Being a part of downtown Three Rivers and owning my own business provides an opportunity for me to pursue my passions and gives me the freedom to control my professional life and be a part of a network with other savvy, small business owners.”

–Daly Broekema, Owner, Daly Lash and Spa

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	9,055	15,833	46,185
Households	3,523	6,191	17,733
Median HH Income	\$44,565	\$52,429	\$55,298

In-demand Businesses

Shopping & Retail

Arts, crafts and hobbies
Kitchen, home and gifts
Vintage/re-purposed goods
Specialty foods
General/variety store

Food & Drink

Bakery
Asian
Deli/sandwich shop
Steakhouse
Mexican

Connecting with Small Business Owners during Covid-19

From the onset of the Covid-19 pandemic, and as we continue to navigate a new normal, we worked diligently and hard to strengthen our relationships with our small business owners and facilitated several grants and loans to assist with the financial hardships and setbacks.



2019 Pulse of Downtown



83% Visit downtown Three Rivers most often for dining

77% Described recent trends in downtown Three Rivers as improving or making progress.

48% Said the frequency of their visits to downtown Three Rivers increased during the past year.

Social Connection



2,725+
Facebook Followers



510+
Instagram Followers

Volunteer Connection



819
Volunteer hours in 2018-2019



16,661
Volunteer hours
(Program to date)



\$21,122
Volunteer value in 2018-2019



\$429,687
Volunteer value
(Program to date)



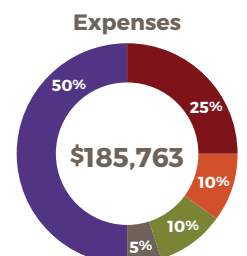
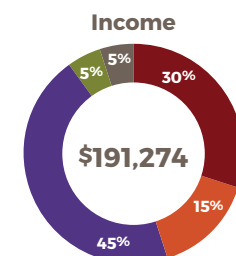
VOLUNTEER SPOTLIGHT

"I love volunteering with the design committee because I can work side-by-side with people who are working towards a common goal. I enjoy making connections and connecting with the community to make progress and a positive difference. "

—Jason Ballew, Design Committee volunteer and certified Master Gardener



In the Numbers



- Program activities
- Promotion activities
- City/county support
- Design activities
- DDA support
- Economic vitality activities
- Memberships/fundraising
- Organization activities
- Personal giving
- Operations

DOWNTOWN ALIVE

Three Rivers Main Street Events 2019-20

1,440

Est. event attendance

- Harmony Fest
- Christmas Around Town
- Midnight On Main
- Backstage Bash



Music on Main Street



Santa comes to downtown



Ring in the New Year 2020



Covid-19 safe outdoor music event

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

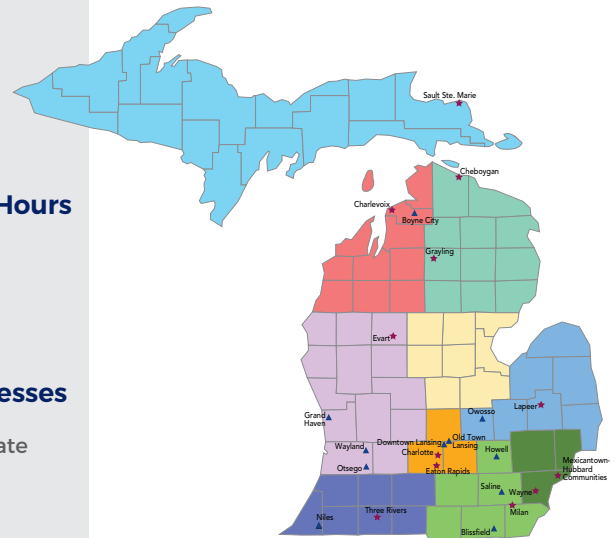
2019-20 Façade & Building Improvements

2,356 Program to date

"In response to the unprecedented, and evolving Covid 19 pandemic, we continue to work very closely with Michigan Main Street, board and committees, and our city of Three Rivers staff to provide as much direct assistance as necessary to offer support measures to every downtown business. We are truly all in this together and will stay focused as we navigate a new normal."

—Tricia Meyer, Executive Director, Three Rivers DDA/Main Street

Our Communities



★ Select Level

▲ Master Level



Three Rivers' Board of Directors

Chair: Andrew George
 Vice Chair: Mike Hogoboom
 Secretary: Sherri Rivers
 Treasurer: Tim Raakman
 City Manager: Joe Bippus
 Member: John Wolgamood
 Member: Colin Monroe
 Member: Janna Gatton
 Member: Lolita Foster

www.miplace.org

4887-201112