

The ONLY Eaton Rapids on Earth!

Our downtown welcomes you to eat, shop, and play on our island!

2021 EDITION

EATON RAPIDS DDA/MAIN STREET 517.663.8118 cityofeatonrapids.com



State of DOWNTOWN

9 Blocks

31.3 Acres

107 Parcels

70 Parcel owners

419 Public parking spaces

140 Residential units

8 Restaurants

17 Retail stores

19.6% Storefront vacancy rate

Eaton Rapids Main Street is making a real difference.

Eaton Rapids Main Street desires to fill our historic downtown with vibrant businesses that are welcoming to families and young professionals. Our parks, rivers, and small town atmosphere invite people of all ages to linger and enjoy our downtown.

Downtown's Goals

- A place to raise a family, pride in the community and country, togetherness, and a gathering place
- Respond to the community's value on country life, interest in the arts
- Emphasis on family-friendly experiences
- Small business focused, retail that is locally made/sourced, unique stores and activities

TRANSFORMING EATON RAPIDS' DOWNTOWN



The purchase of an inflatable movie screen turns any space into a movie theater.



We celebrated our community returning to “normal” with a grand re-opening.



Jerry Robinson, from Mr. M's Pizza and Grinders, talks about his business at the radio remote broadcast.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$22,840

Program to date: \$22,840



7

Façade & Building Improvements

Program to date: 7



2

New Businesses

Program to date: 2

Main Street is Helping Businesses Thrive

- DDA façade grant program
- Resource connection
- One-on-one consultation

“Michigan Main Street has been great for our downtown. The program has helped my business stay on top of what’s going on downtown Eaton Rapids and the areas around. It has helped my business find grants and other tools I need to stay up-to-date and competitive.”

—Mark McGee, Owner, Mark’s Place

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,966	5,966	9,362
Households	2,465	2,465	3,760
Median HH Income	\$63,779	\$63,779	\$74,974

In-demand Businesses

Shopping & Retail

Bookstore
Arts, crafts, and hobbies
specialty foods
Cards and gifts
Sporting goods/outdoors

Food & Drink

Bakery
Casual dining eatery
Brewery/brewpub
Italian restaurant
Steakhouse

Community Profile

City of Eaton Rapids | 2020



Population

5,093



Households

2,113



Median HH Income

\$49,136



Median Age

36 years



Housing Units

2,245



94% Housing is occupied

62% Owner-occupied

38% Renter-occupied

Connecting with Small Businesses During Covid-19

During Covid-19, Eaton Rapids Main Street created a “playbook” with useful tools, tips, funding resources, and other items to keep businesses sustainable through the shutdown and beyond.



VOLUNTEER SPOTLIGHT

“Michigan Main Street is important to the forward trajectory of downtown Eaton Rapids. The partnerships, engagement and promotion of the programs offered and supported through the Main Street platform are meaningful and impactful, noticed by not only our businesses but patrons too!”

—Lindsey Zeller,
Quality of Life Director and Volunteer



2020 Pulse of Downtown



65% Visit downtown Eaton Rapids most often for dining

67% Said they visited the Hometown Family Christmas in downtown Eaton Rapids

32% Described recent trends in downtown Eaton Rapids as improving or making progress

18% Said the frequency of their visits to downtown Eaton Rapids increased during the past year

Social Connection



375+
Facebook Followers

Volunteer Connection



145
Volunteer hours in 2019-2020



145
Volunteer hours
(Program to date)



\$3,727
Volunteer value in 2019-2020

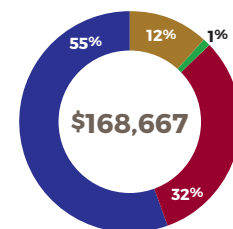


\$3,727
Volunteer value
(Program to date)

In the Numbers

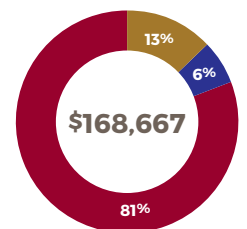


Income



- City/county support
- Other/misc.
- TIF taxes
- Fund balance

Expenses



- Promotion activities
- Economic vitality activities
- Operations

DOWNTOWN ALIVE

Eaton Rapids Main Street Events 2019-20

460

Est. event attendance

- 4th of July parade
- Hometown Family Christmas parade
- Movies in the Park
- Shop Small Saturday
- Eaton Rapids Air
- Farmer's market
- Downtown grand re-opening



Farmer's market



Eaton Rapids Air



Downtown grand re-opening

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

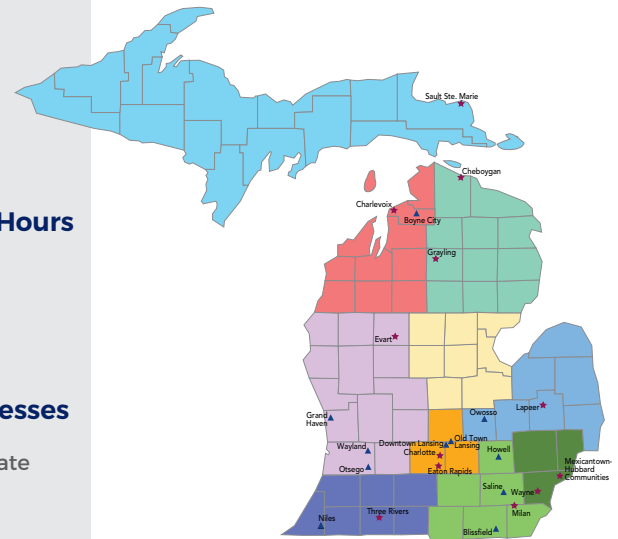
2,356

Program to date

“Main Street has been instrumental in building and sustaining momentum in downtown Eaton Rapids. The tools provided have really helped us shine a bright spotlight on our unique downtown!”

—Jason Smith, DDA/Main Street Executive Director

Our Communities



★ Select Level

▲ Master Level



Eaton Rapids' Board of Directors

- Chair: Don McNabb
- Vice Chair: Dr. William DeFrance
- Secretary/treasurer: Mike Carducci
- Mayor: Paul Malewski
- Member: Dan Babbitt
- Member: Dr. Kyle Booher
- Member: Dr. William Lindow
- Member: Mark McGee
- Member: Rachel Willey