



Real. Local. Flavor.

Come experience our downtown revolution,
and meet ME in downtown Niles.

2021 EDITION

NILES MAIN STREET

269.932.2564

uncoverniles.com



State of DOWNTOWN

16 Blocks

600 Public parking spaces

67 First-floor storefronts

116 Residential units

17 Restaurants

30 Retail stores

Niles Main Street is making a real difference.

The Niles Main Street board chose food district as our transformational strategy with the goal of creating an environment to support local specialty, food-related options while continuing to build a culture of value-added collaboration among downtown business owners.

We feel by doing this, we'll create a walkable, connected vibrant district that encourages experiencing all that Niles offers.

Downtown's Goals

- Increase the number of heads served
- Consistency in hours and availability of all downtown commercial businesses
- Increase the number of store and food options available after 5 p.m.
- Year-round foot traffic

TRANSFORMING NILES' DOWNTOWN



Sunset over Main Street.



Turkey Trotters through downtown reflected in our mini bean.



Fifteen years as a proud Michigan Main Street community!

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$188,678

Program to date: \$24,722,710



8

Façade & Building Improvements
Program to date: 153



6

New Businesses
Program to date: 136

Community Profile

City of Niles | 2020



Population
10,995



Households
4,833



Average HH Income
\$52,137



Median Age
36 years



Housing Units
5,270



92% Housing is occupied
60% Owner-occupied
40% Renter-occupied

Main Street is Helping Businesses Thrive

- Match on Main grant program
- 50/50 matching façade grant
- 25% sign grant
- Current market data upon request
- Small Business Saturday Champion
- “Meet Me on Main” program
- Design services
- Financial assistance for in-house entertainment

“Being downtown on Main Street gives us a greater sense of community. We share more than walls with our neighbors—we share ideas, dreams, and the hope of seeing an increasingly stronger Niles.”

—Laura Hollister, Owner, Apothica Teas

Downtown Drive Time Markets

	5 Miles	10 Miles	20 Miles
Population	32,743	139,114	498,365
Households	14,108	56,016	203,053
Average HH Income	\$68,805	\$84,628	\$74,612

In-demand Businesses

Shopping & Retail

- Arts, crafts and hobbies
- General store/variety
- Gift shop
- Women’s clothing
- Bookstore

Food & Drink

- Distillery
- Tapas restaurant
- Vegetarian restaurant
- Soul food restaurant
- Thai restaurant

Connecting with Volunteers during Covid-19: Edible Main Street

Thirty-one community volunteers took on planting the downtown planters, many with veggies and herbs making a walk downtown Main Street a culinary delight!



VOLUNTEER SPOTLIGHT

“Niles Main Street has been a great experience. It’s been a great way to connect with the community to enact change for the better.”

—Bryan Williams, Owner, Brass Eye;
Niles DDA Main Street Board President



2020 Pulse of Downtown



55% Visit downtown Niles most often for dining

52% Described recent trends in downtown Niles as improving or making progress.

28% Said the frequency of their visits to downtown Niles increased during the past year.

Social Connection



7,210+
Facebook followers

1,120+
Instagram followers

110+
Pinterest followers

110+
Twitter followers

Volunteer Connection



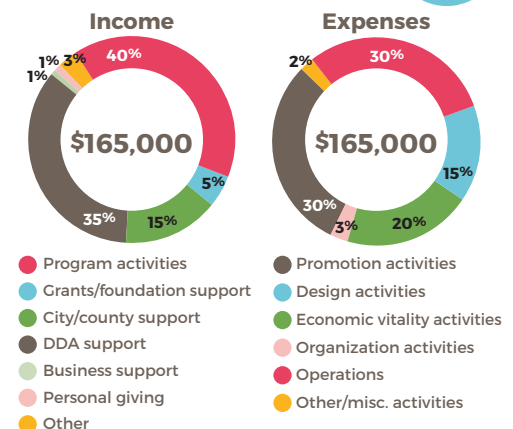
5,366
Volunteer hours in 2019-2020

68,366
Volunteer hours
(Program to date)

\$138,389
Volunteer value in 2019-2020

\$1,763,159
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Niles Main Street Events
2019-20

13,650

Est. event attendance

- Hunter Ice Festival
- Third Thursday
- Free Friday movies in the park
- Small Business Saturday
- Safe downtown trick or treat
- Visits with Santa



Celebrating 15 years with Michigan Main Street



Meet ME Downtown:
Sarah Brittin, owner, Pizza Transit



Santa at the tree lighting



Justin Flagel at Ice 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

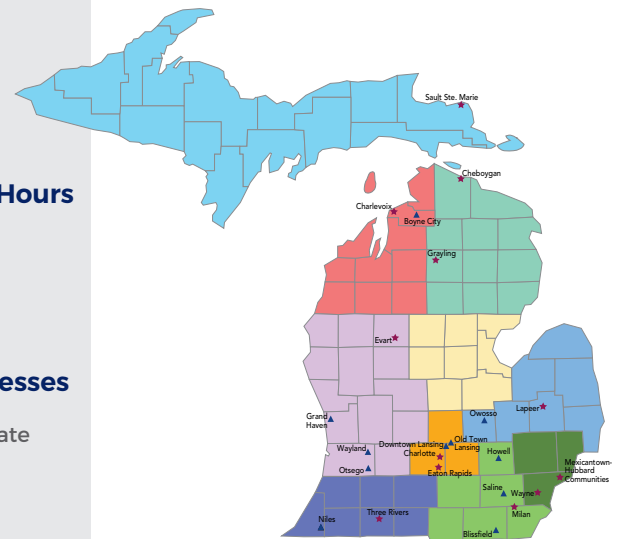
2,356 Program to date

“Our Main Street program is serving an invaluable role getting the word out to businesses and customers alike about what’s going on and why supporting downtown Niles matters... and so far, we haven’t lost a business.

That makes me proud.”

—Lisa Croteau, CMSM Niles DDA Main Street Program Manager

Our Communities



★ Select Level

▲ Master Level



Niles' Board of Directors

President:

Bryan Williams

Vice President:

Justin Flagel

Treasurer:

Charlie Spilman

Secretary:

Fredda Zeiter

Mayor: Nick Shelton

Promotions Chair:

Sandy Whitmyer

City Council Liaison:

Travis Timm

Daniel Ashley

April Gargis

Wendy Halder

Ambrosia Neldon

www.miplace.org

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