



Come experience
downtown Blissfield!
It's America. It's Bliss.

2021 EDITION

BLISSFIELD MAIN STREET

517.486.3642

downtownblissfield.org



State of **DOWNTOWN**

13 Blocks

139 Parcels

16 Restaurants

24 Retail stores

13 Storefront vacancy rate

25 Service businesses

3% Property value Increase
(Est. one-year increase 2017-18)

Blissfield Main Street is making a real difference.

With enthusiastic volunteers, hard work and inspiration, we will preserve the structures of yesterday, support our labors of today, and build our dreams of tomorrow. This will establish and maintain a prosperous and welcoming community for stakeholders, visitors and surrounding communities.

Downtown's Goals

- Increase the number of repeat visitors, repeat customers and downtown event attendees.
- Target Mainstreet activities to support expansion of food and arts heritage experiences.
- Create a business environment that supports and sustains full-time businesses that serve residents and visitors alike.
- Build a downtown identity and messaging that honors its history and heritage while supporting and sustaining growth.



TRANSFORMING BLISSFIELD'S DOWNTOWN



The Blissfield Main Street/DDA was able to hold two gift certificate programs during Covid-19. This brought in over \$20,000 to our local businesses.



Our Patronicity campaign reached out to the Blissfield community and asked residents to donate for grants/loans for our businesses. We were able to raise over \$16,500.



Thinking outside the box. 2020 has been a challenge. The board members and volunteers were able to come up with new ways to allow for social distancing and keeping everyone safe.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$6,710

Program to date: \$4,820,090



2

Façade & Building Improvements

Program to date: 70



3

New Businesses

Program to date: 37

Main Street is Helping Businesses Thrive

- Façade grant program
- Mini grant/small loan
- Business after hours
- Local shopping events
- Small Business Saturday
- Match on Main funding program
- Business improvement seminars

“Downtown Blissfield business owners take a heartfelt pride in shaping the future of our community; we care about one another in a way unique to small towns. Visitors to our shops quickly become friends. It is an honor to be a part of what makes Blissfield an increasingly great place to shop, eat, and live.”

—Lindsey Forche, Owner, Starling Lounge

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,028	3,028	4,856
Households	1,300	1,300	1,995
Median HH Income	\$71,282	\$71,282	\$78,477

In-demand Businesses

Shopping & Retail

- Specialty foods
- Arts, crafts, and hobbies
- Bookstore
- General/variety store
- Cards and gifts

Food & Drink

- Mexican restaurant
- Brewery or brewpub
- Asian restaurant
- Casual dining eatery
- Bakery

Community Profile

City of Blissfield | 2019



Population

3,225



Households

1,383



Median HH Income

\$72,072



Median Age

40 years



Housing Units

1,471



94% Housing is occupied

79% Owner-occupied

21% Renter-occupied

Connecting with Small Businesses During Covid-19

When the Covid-19 pandemic closed businesses, the Blissfield DDA/Main Street board members knew action needed to be taken immediately. Our small businesses needed financial assistance to weather the storm. The board agreed to offer a grant / loan opportunity and we truly feel it was a success and aided many businesses in Blissfield.



HELPING OUR BUSINESSES



VOLUNTEER SPOTLIGHT

"I've been volunteering for 9-10 years now. I initially began because I wanted to meet some people in town, as my husband and I had just moved to Blissfield. I've met many great people along the way, with each person sharing a similar love for our community. I've stayed with the program (Mainstreet) as a volunteer because I truly want to be involved with showcasing our neat little town. My passion has always been chairing special events—events that bring people together in celebration. I want to help improve and/or grow these events so that my family can enjoy them in years to come. It's my way of investing in Blissfield, both now and for the future!"

—Dr. Ashley Bailey, Owner, Bailey Family Chiropractic



2019 Pulse of Downtown



- 79%** Visit downtown Blissfield most often for dining
- 56%** Described recent trends in downtown Blissfield as improving or making progress.
- 37%** Said the frequency of their visits to downtown Blissfield increased during the past year.

Social Connection



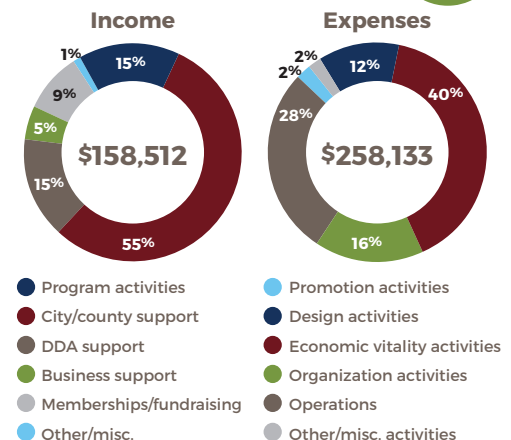
- 3,035+** Facebook Followers
- 770+** Instagram Followers
- 340+** Twitter Followers

Volunteer Connection



- 703** Volunteer hours in 2019-2020
- 18,147** Volunteer hours (Program to date)
- \$18,130** Volunteer value in 2019-2020
- \$468,011** Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Blissfield Main Street
Events 2019-20

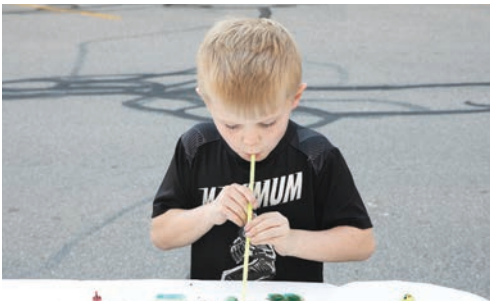
3,700

Est. event attendance

- Yuletide Festival
- Antiques in Autumn
- Parade of Lights
- Car and Bike Show
- Wassail Festival
- Tractor Cruise-in
- Memorial Day Parade
- Shop Small Saturday
- Movies on Lane



Talent show; Movies on Lane



Under the Lights



Car and Bike Show



Yuletide Grand Prize Drawing

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

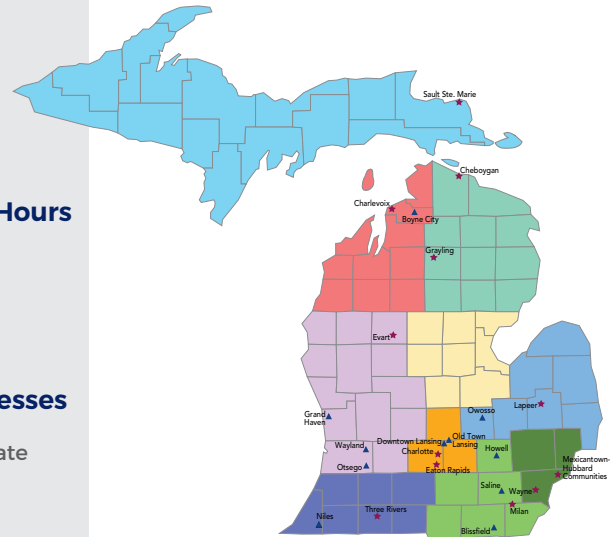
2,356

Program to date

“The Michigan Main Street program has and will continue to have a huge impact on downtown Blissfield. It has allowed our DDA to offer grants and state programs to our small businesses. These programs help to revitalize our downtown and make it more attractive to businesses and patrons.”

—Heather Marks, DDA/Main Street Director

Our Communities



★ Select Level

▲ Master Level

Blissfield's Board of Directors

President: Mike Gunter
Vice President: Laura Nichols
Treasurer: Sandy Whitt
Secretary: Scott Croft
Member: Barb McHenry
Member: Brenda Butler
Member: Heather Marks
Council President: Bob Valdez

