



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

2020 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 addition of the Eddison Lights have made South Lane Street more warm and inviting to everyone that visits. The additional lighting brightens the area and creates a great mood for patrons.



"Movies on Lane" is a great summer event that brings the entire family to downtown. Everyone really looks forward to the festvites. It is a group evert made possible by our amazing volunteers.



The DDA purchased new planters this year for parts of the downtown. These new planters really beautify our area and make the seasons more festive.

## REINVESTMENT STATS 2018-2019

### PRIVATE INVESTMENT

# \$34,534

Program to date: \$4,813,380



# 4

**Façade Improvements**  
Program to date: 40



# 6

**New Businesses**  
Program to date: 34

## Community Profile

City of Blissfield | 2019



Population  
**3,225**



Households  
**1,383**



Median HH Income  
**\$72,072**



Median Age  
**40.1 years**



Housing Units  
**1,471**



**94%** Housing is occupied  
**79%** Owner-occupied  
**21%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Façade Grant program
- Monthly newsletter
- 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, Steam Inn Coffee Room

## 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



# Linking Blissfield to the Quilt Trail

This year Blissfield Main Street design committee was asked to help with the Barn Quilt Mural Project. This project, led by Jessica Jeffery and Karen Waggoner, allowed community members of all ages to participate and paint the beautiful barn quilt design on the side of Jeffery's building in downtown. Everyone agrees it is the perfect addition to Blissfield.



## VOLUNTEER SPOTLIGHT

"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



**2,700+**  
Facebook Followers



**530+**  
Instagram Followers



**340+**  
Twitter Followers

## Volunteer Connection



**1,114**  
Volunteer hours in 2018-2019



**17,444**  
Volunteer hours  
(Program to date)

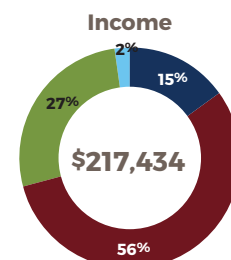


**\$27,683**  
Volunteer value in 2018-2019

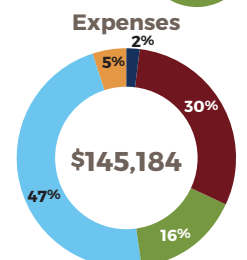


**\$433,483**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- City/county support
- DDA support
- Other



- Promotion activities
- Design activities
- Organization activities
- Operations
- Other



# DOWNTOWN ALIVE

Blissfield Main Street  
Events 2018-19

## 6,566

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
- Under the Lights



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!



### \$19,426,752

2018-19 Total Private Investment

### \$306,022,126

Program to date



### \$10,352,395

2018-19 Total Public Investment

### \$99,427,926

Program to date



### 109

2018-19 New Businesses

### 1,408

Program to date



### 100

2018-19 Façade Improvements

### 1,388

Program to date



### 49,092

2018-19 Volunteer Hours

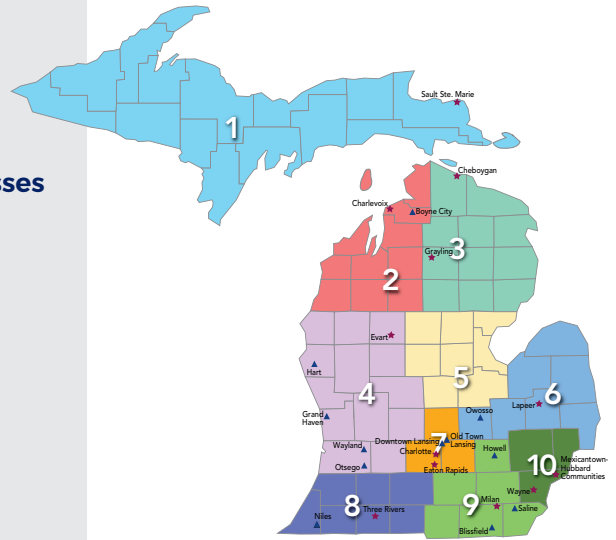
### 739,831

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: April Wolfe  
Treasurer: Sandy Whitt  
Secretary: Scott Croft  
Member: Barb McHenry  
Member: Brenda Butler  
Member: Laura Nichols  
Member: Shelby Simpson  
Member: Heather Marks  
Council President: Bob Valdez