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

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.
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 festivities. It is a group event 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.

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

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>3,028</td>
<td>3,028</td>
<td>4,856</td>
</tr>
<tr>
<td>Households</td>
<td>1,300</td>
<td>1,300</td>
<td>1,995</td>
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<tr>
<td>Median HH Income</td>
<td>$71,282</td>
<td>$71,282</td>
<td>$78,477</td>
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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: 40.1 years
- Housing Units: 1,471

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

**REINVESTMENT STATS 2018–2019**

PRIVATE INVESTMENT

$34,534

Program to date: $4,813,380

Façade Improvements

4

Program to date: 40

New Businesses

6

Program to date: 34
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.

“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

Income: $217,434
- 27% Program activities
- 15% City/county support
- 15% Design activities
- 16% DDA support
- 16% Organization activities
- 16% Operations
- 16% Other

Expenses: $145,184
- 30% Design activities
- 23% Program activities
- 18% Other
- 18% Operations
- 18% Organization activities
- 12% DDA support
- 12% City/county support
- 12% Other

Program activities 56%
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**