Come visit Evart where small town hospitality meets the great outdoors.

Enjoy unique dining and shopping in our historic downtown.

Evart Main Street is making a real difference.

Downtown Evart’s main street appeal is reflected in its warm, inviting, clean and well-kept historic buildings and storefronts, with interdependent businesses and community organizations creating memorable experiences that are abundant throughout this friendly, historic downtown.

Downtown’s Goals

- Support sustainable improvements in the downtown’s built environment and physical spaces.
- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street’s capacity to connect existing and potential business and property owners, and investors with appropriate resources.

State of DOWNTOWN

- 3 Blocks
- 65 Parcels
- 45 Parcel owners
- 91 Public parking spaces
- 35 First-floor storefronts
- 16 Residential units
- 3 Restaurants
- 13 Retail stores
- 27% Storefront vacancy rate
TRANSFORMING EVART’S DOWNTOWN

A renewed focus on our farmers’ market has paid off, with the Evart Farmers’ Market being the largest in Osceola County. An increase in visitors and vendors has made the farmers’ market a highlight in the summer season.

As part of the Main Street strategy, creating welcoming public areas has been a priority. Committees have been working on providing benches and bike racks to make our small town even more welcoming.

The mural painted along US-10, a major thoroughfare, shows a bit of Evart’s logging history and offers a welcoming entry to our downtown.

Main Street is Helping Businesses Thrive

- Local façade program
- Match on Main funding program
- Design assistance
- Small Business Saturday
- Sign incentive program
- Business networking events

“Being a new business in downtown Evart, we noticed right away the impact the Main Street program was having on the community. It provides a strategy and focus which in turn brings businesses and the community together in achieving the goal.”

—Deb Knowles, Owner, Sixth & Main Bar and Grill

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT
$17,394
Program to date: $17,394

2 Façade Improvements
Program to date: 2

2 New Businesses
Program to date: 2

Community Profile
Evart  |  2019
Population 1,608
Households 679
Median HH Income $30,332
Median Age 36 years
Housing Units 794

86% Housing is occupied
55% Owner-occupied
45% Renter-occupied

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>1,624</td>
<td>2,499</td>
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<tr>
<td>Households</td>
<td>712</td>
<td>1057</td>
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<tr>
<td>Median HH Income</td>
<td>$44,999</td>
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In-demand Businesses

Shopping & Retail
- Bakery
- Casual dining
- Steakhouse
- Mexican restaurant
- Asian restaurant

Food & Drink
- General/variety store
- Sporting goods/outdoors
- Speciality foods
- Vintage/re-purposed goods
- Womens clothing
Connecting with the Great Outdoors

The Evart summer skate park and winter ice rink has been a great success connecting our community with the great outdoors. In summer or winter, the park is always a meeting place for families and visitors alike.

“...I volunteer for the Downtown/Main Street, City of Evart as a member of the DDA/MMS board and committees. I do this to help the downtown realize a vision of Evart as a safe, vibrant, thriving destination for businesses, residents and visitors. By volunteering one’s time and energy, it makes a positive difference in our community, connecting with others who care about our community, and having a great time doing it.”

—June-Marie Essner, Owner, Juneberry Cottage Quilt Shop
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

“By being part of the Michigan Main Street program, our community has developed a sense of purpose and focus for the future. The program helps set out community-driven strategies and goals which has strengthened the bond between businesses and local residents.”

—Bryan Tiedt, DDA/MMS Director

Our Communities

Evart’s Board of Directors
Chair: Alan Bengry
Vice Chair: Shannon Schmidt
Secretary: Molly Cataldo
Treasurer: Lynn Salinas
Member: Adam Brooks
Member: June-Marie Essner
Member: Karen Copeman
Member: Jason O’Dell
City Manager: Sarah Dvoracek

www.miplace.org