



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

Enjoy unique dining and shopping in  
our historic downtown.

2020 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evart.org



## 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

## 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.



**MAIN  
STREET  
EVART**

# 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.

## REINVESTMENT STATS 2018-2019

### PRIVATE INVESTMENT

# \$17,394

Program to date: \$17,394



# 2

**Facade 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

## 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

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	1,624	2,499	2,499
Households	712	1057	1,057
Median HH Income	\$44,999	\$48,572	\$48,572

## In-demand Businesses

### Shopping & Retail

Bakery  
Casual dining  
Steakhouse  
Mexican restaurant  
Asian restaurant

### Food & Drink

General/variety store  
Sporting goods/outdoors  
Specialty foods  
Vintage/re-purposed goods  
Womens clothing



# Connecting with the Great Outdoors

The Evert 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.



## VOLUNTEER SPOTLIGHT

"I volunteer for the Downtown/Main Street, City of Evert as a member of the DDA/MMS board and committees. I do this to help the downtown realize a vision of Evert 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



## 2019 Pulse of Downtown



**50%** Visit downtown Evert most often for dining

**31%** Described recent trends in downtown Evert as improving or making progress.

**19%** Said the frequency of their visits to downtown Evert increased during the past year.

## Social Connection



**740+**

Facebook Followers

## Volunteer Connection



**286**

Volunteer hours in 2018-2019



**286**

Volunteer hours (Program to date)



**\$7,107**

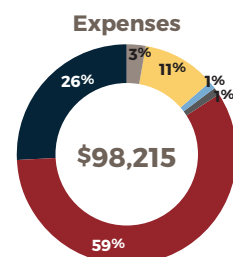
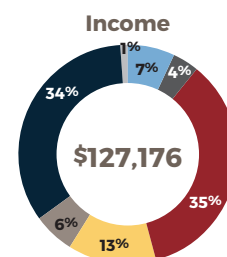
Volunteer value in 2018-2019



**\$7,107**

Volunteer value (Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Management contract fees
- Business support
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other

# DOWNTOWN ALIVE

Evart Main Street Events  
2018-19

## 2,875

Est. event attendance

- Farmers' Market
- Arts Festival
- 4th July Parade
- Party in the Park
- Summer Concert Series
- Monster Mash
- Haunted Park
- Car Show
- Dulcimer Fun Fest
- Fall Festival

Art Festival



Arts Festival



Summer Concert series



Fall Festival



Farmers' Market

# 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

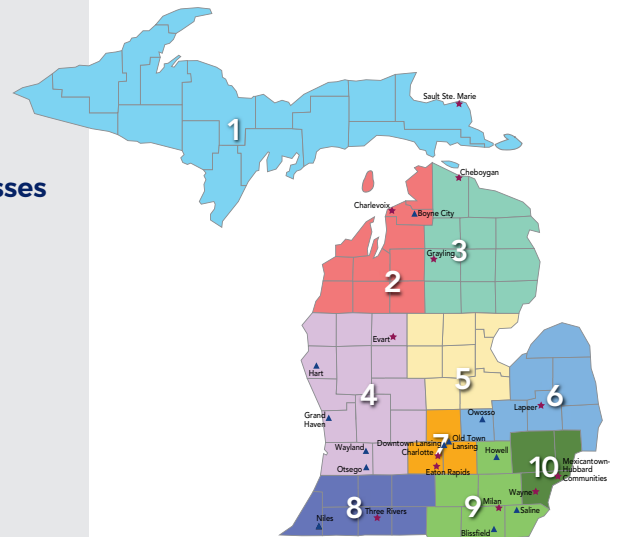
**739,831**

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



★ Select Level

▲ Master Level



**MEDC**  
MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

## 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](http://www.miplace.org)