



Escape the everyday, any day with Grand Haven Main Street

Visit our historic Main Street, where you'll find unique local shops, art, independent dining, and outstanding entertainment any time of the year!

2020 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188

downtowngh.com



State of **DOWNTOWN**

66	Retail stores
25	Blocks
167	Acres
382	Parcels
1,031	Public parking spaces
152	First-floor Storefronts
256	Residential units
25	Restaurants
272	Businesses
3%	Storefront vacancy rate
3%	Property value increase (Est. one-year increase 2018-19)

Grand Haven Main Street is making a real difference.

Grand Haven Main Street is a historic waterfront town and vibrant business district that is the heart of our community. We promote Grand Haven Main Street as a year-round destination and cultivate economic development to deliver a variety of activities that offer enjoyable experiences and welcome people of all ages to enjoy all we have to offer!

Downtown's Goals

- Promote Grand Haven Main Street as a year-round destination by positioning our district as the center of all live, work, shop, and play activities within the community.
- Target development within Grand Haven Main Street to expand the diversity of retail and food-based businesses, and create an opportunity for additional housing.
- Strengthen collaboration and awareness to allow Grand Haven Main Street to become an important and respected community partner.

TRANSFORMING GRAND HAVEN'S DOWNTOWN



Odd Side Ales completed a renovation that increased space in the taproom and added Sidebar Artisan Coffee. Additional seating, roll-up doors, and an outdoor patio area add to the newly created artisan coffee bar to make this an amazing space in Grand Haven Main Street.



This year's Grand Haven Main Street was thoughtfully decorated by a generous gift through our Grand Haven Area Community Foundation, and cared for by many of our amazing merchants. Yet another way our merchants are giving back to our outstanding community, and thanking them for the continued support.



Each year, Grand Haven Main Street works with the city to create new and vibrant banners posted from poles throughout the city. This year, we celebrated youth art by having businesses and donors sponsor banners with artwork from our area schools!

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT
\$10,000

Program to date: \$29,428,861



2

Façade Improvements
Program to date: 59



4

New Businesses
Program to date: 66

Community Profile

Grand Haven | 2019



Population
11,103



Households
5,162



Median HH Income
\$75,359



Median Age
42 years



Housing Units
5,799



89% Housing is occupied
66% Owner-occupied
34% Renter-occupied

Main Street is Helping Businesses Thrive

- Small Business Saturday champion
- Match on Main funding program
- "Business Resource Guide" and networking events
- Downtown snowmelt system
- Main Street flowerbed beautification
- Promotional events
- Shop Indie Local member

"As a merchant in the city of Grand Haven for over 20 years, I am so grateful that we are a Main Street community. I appreciate all the services, direction, and support that Main Street provides to make our historic shopping district the best that it can be, and I look forward to our continued partnership for many years to come."

—Sharon Behm, Owner, Borrs Shoes and Accessories

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	6,941	25,055	113,339
Households	3,179	11,276	46,201
Median HH Income	\$76,554	\$87,126	\$72,373

In-demand Businesses

Shopping & Retail

Specialty foods
Men's clothing
Fresh grocery store
General store
Outdoor recreational store

Food & Drink

Farm-to-table restaurant
Asian inspired restaurant
Specialty pizzeria
Healthy menu eatery
Upscale restaurant

Connecting Community and Art

Grand Haven Main Street was pleased to host the 10th annual ArtWalk in 2019. With 68 different participating merchants and locations, along with over 150 unique pieces of artwork on display, 2019's event did not disappoint. We are proud to host this event, and promote a vibrant art community right here within Grand Haven. This event promotes both the arts, and builds a strong sense of community and place to Grand Haven Main Street. We are proud to be an important part of the connection between art and our great community.



Grand Haven ArtWalk 2019
September 17 - October 7



VOLUNTEER SPOTLIGHT

"I volunteer with Main Street to have a positive impact on the town. Each Main Street event and activity, like Wine About Winter or streetscape beautification, builds community and helps create a positive experience for merchants, residents and visitors alike! I am so glad to be part of it!"

—Andy Cawthon,
Grand Haven Main Street volunteer



2019 Pulse of Downtown



75% Visit downtown Grand Haven most often for dining

85% Described recent trends in Grand Haven Main Street as steady to improving.

70% Said the frequency of their visits to downtown have either increased or stayed the same.

Social Connection



3,550+
Facebook followers



415+
Instagram followers



180+
Twitter followers

Volunteer Connection



3,233
Volunteer hours in 2018-2019



63,727
Volunteer hours
(Program to date)

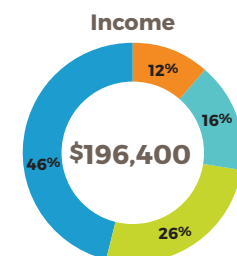


\$80,340
Volunteer value in 2018-2019

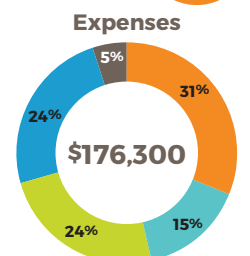


\$1,583,616
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support



- Promotion activities
- Economic vitality activities
- Organization activities
- Operations
- Outreach

DOWNTOWN ALIVE

Grand Haven Main Street
Events 2018-19

29,850

Est. event attendance

- Wine About Winter
- Restaurant Week
- Craft Beer Crawl
- Frozen in Time
- Small Business Saturday
- SideWalk Sales
- ArtWalk
- Downtown Trick-or-Treating
- Shop 'til You Drop
- Light Night



Wine About Winter



ArtWalk 2019 recycling bin decorated by Peach Plains Elementary School



2019's Light Night brought out over 2,000 shoppers



Everyone got in on saving on Small Business Saturday!

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

Grand Haven's Board of Directors

Chair: Carolyn Taylor

Vice Chair: Todd Anthes

Treasurer: Kristin Hibbard

Secretary: Cyndi Casemier

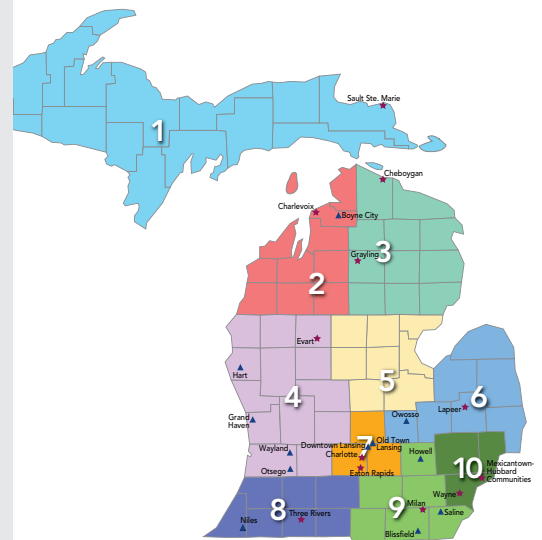
Mayor Bob Monetza

Past Chair: Sharon Behm

"Michigan Main Street is an amazing organization, and one we are very proud to be a part of. Their support in training staff and stakeholders, assistance in planning and strategy, and collaboration to enhance economic and property development are just some of the many reasons we are honored to be a Master Level community. They help open doors, provide grant opportunities, and contribute assistance to communities like Grand Haven that may not otherwise be readily available if not for being a Michigan Main Street community."

—Jeremy Swiftney, Grand Haven Main Street Executive Director

Our Communities



★ Select Level

▲ Master Level



www.miplace.org