Visit, Discover, and Explore why Historic Lapeer is Remarkably Close

A community of friendly faces, delectable foods, delicious drinks, and more, we are a unique oasis.

Lapeer Main Street is making a real difference.

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family friendly charm.

Downtown’s Goals

• Create and capitalize on a physical environment that is engaging and inviting to families.

• Improve the downtown business environment and available resources to support investment.

• Build a family-friendly brand that is historic Lapeer.
Members of the community welcomed another new and unique business to historic Lapeer in October, Kookys N’ Cream.

The hometown hero banner program recognizes service men and women from Lapeer County. The program expanded from 65 in 2018 to 85 honorees in 2019.

Kids Day at the Summer Concert Series has become a popular annual event bringing over 100 kids annually for dancing and activities.

"It’s exciting seeing all of the local businesses growing and thriving! I just signed a second lease and will be expanding. If it wasn’t for Main Street, I’m not sure I would have taken that leap. Knowing I have the support of a blossoming downtown who has the support of a program like Main Street made me feel a lot better about signing that second lease."

—Elizabeth Moffitt, Owner, ELM Beauty Bar

<table>
<thead>
<tr>
<th>REINVESTMENT STATS 2018–2019</th>
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<tbody>
<tr>
<td><strong>PRIVATE INVESTMENT</strong></td>
</tr>
<tr>
<td><strong>$50,350</strong></td>
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<tr>
<td>Program to date: <strong>$70,590</strong></td>
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</tbody>
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1 Façade Improvements
Program to date: 4

7 New Businesses
Program to date: 12

Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Match on Main program
- Market data
- Small Business Saturday Champion
- “Meet our Business” Monday campaign
- Business owner meet-and-greets

Community Profile
City of Lapeer | 2019

- Population: 8,740
- Households: 3,625
- Median HH Income: $39,064
- Median Age: 36.4 years
- Housing Units: 3,775

- Housing is occupied: 96%
- Owner-occupied: 50%
- Renter-occupied: 50%

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>6772</td>
<td>13,594</td>
<td>20,983</td>
</tr>
<tr>
<td>Households</td>
<td>3098</td>
<td>5617</td>
<td>8546</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$49,500</td>
<td>$59,958</td>
<td>$68,126</td>
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</tbody>
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In-demand Businesses

**Shopping & Retail**
- Arts, crafts and hobbies
- Specialty foods
- General/variety store
- Bookstore
- Women’s clothing

**Food & Drink**
- Italian restaurant
- Thai restaurant
- Bakery
- Asian restaurant
- Steakhouse
Connecting with Place

Lapeer Main Street took the lead in bringing the community together to plan, fund, and build the Ed LaClair Lapeer Rotary Pocket Park. From start to finish, having the community involved in the project was vital and the finished results speak for themselves. Historic Lapeer is now home to an amazing public space that is engaging and inviting and enhances the overall ambiance of the downtown.

Volunteer Spotlight

“Volunteering with Lapeer Main Street gives me the opportunity to be better connected within my community while more importantly, bringing awareness to what our very own downtown has to offer.”

—Shiloh Muethel, Chair, Baubles and Broomsticks Committee

In the Numbers

Income
- Program activities: 26%
- Grant/foundation support: 11%
- City/county support: 24%
- DDA support: 11%
- Business support: 25%
- Memberships/fundraising: 11%

Total Income: $204,533

Expenses
- Promotion activities: 79%
- Design activities: 11%
- Economic vitality activities: 8%
- Organization activities: 3%

Total Expenses: $194,998

Social Connection

- 3,940+ Facebook Followers
- 335+ Instagram Followers
- 105+ Twitter Followers

Volunteer Connection

- 944 Volunteer hours in 2018–2019
- 2,032 Volunteer hours (Program to date)
- $23,458 Volunteer value in 2018–2019
- $50,495 Volunteer value (Program to date)

2019 Pulse of Downtown

- 72% Visit downtown Lapeer most often for dining
- 66% Described recent trends in downtown Lapeer as improving or making progress.
- 28% Said the frequency of their visits to downtown Lapeer increased during the past year.
Mainstreet has been instrumental in the growth of downtown Lapeer. We now have a direction, plans, and the tools to continue improving our district. Mainstreet has so many great talented people who make themselves available to us. I see nothing but good things to come.”

—Dan Osentoski, Main Street DDA Chair

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

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—Dan Osentoski, Main Street DDA Chair

Lapeer’s Board of Directors

Chairperson: Dan Osentoski
Secretary: Ginni Bruman
Mayor Deb Marquardt
Director: Tim Roodvoets
Director: Sue Griggs
Director: Bruce Cady

Director: Elizabeth Moffitt
Director: Tony Mackosud
Director: Ray Davis
Director: Dan Sharkey
Chief of Police: Dave Frisch

Our Communities

Michigan Main Street
The Leader in Grassroots Economic Development

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