



## 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.

2020 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



### State of DOWNTOWN

**14** Blocks

**46** Acres

**76** Parcels

**1,220** Public parking spaces

**84** First-floor storefronts

**89** Residential units

**9** Restaurants

**14** Retail stores

**8%** Storefront vacancy rate

## 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.



# TRANSFORMING LAPEER'S DOWNTOWN



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.

## REINVESTMENT STATS 2018-2019

### PRIVATE INVESTMENT

**\$50,350**

Program to date: \$70,590



**1**

**Façade Improvements**  
Program to date: 4



**7**

**New Businesses**  
Program to date: 12

## 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**



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

## 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

"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

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	6772	13,594	20,983
Households	3098	5617	8546
Median HH Income	\$49,500	\$59,958	\$68,126

## 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



## 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.

## 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)

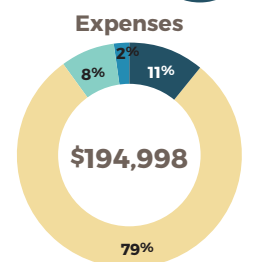
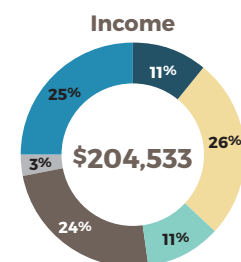


**\$23,458**  
Volunteer value in 2018-2019



**\$50,495**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grant/foundation support
- City/county support
- DDA support
- Business support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities



# DOWNTOWN ALIVE

Lapeer Main Street  
Events 2018-19

## 11,538

Est. event attendance

- Monday Night Car Cruise
- Summer Concert Series
- Haunted Lapeer Ghost Tours
- Ladies Night Out
- Treat Walk/Pumpkin Fest
- Zombies on Nepessing Street
- Baubles and Broomsticks
- WinterFest



Monday Night Cruise on Nepessing Street



Summer Concert Series



Annual Halloween Treat Walk



A Ladies Night Out in historic Lapeer

# 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

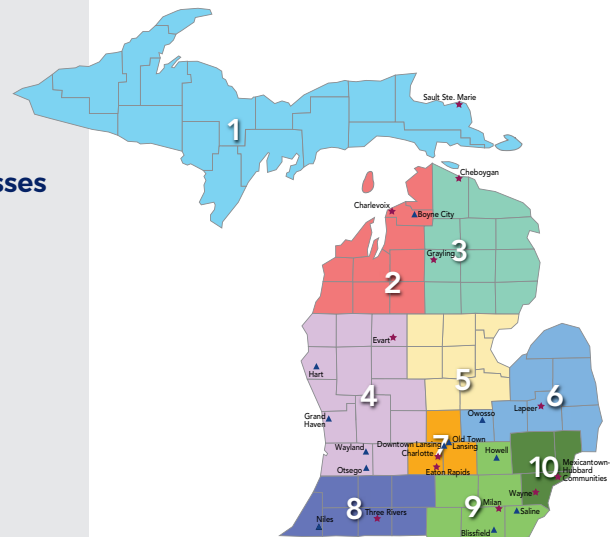
### 739,831

Program to date

"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

## Our Communities



Select Level



Master Level



## 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 Macksoud

Director: Ray Davis

Director: Dan Sharkey

Chief of Police:  
Dave Frisch

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