

Our story should be yours too...

Downtown Three Rivers is your community, and we're doing all we can to make it a showpiece!

2020 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.com



State of DOWNTOWN

1	Blocks
0.5	Acres
50	Parcels
50	Parcel owners
75	Public parking spaces
47	First-floor storefronts
28	Residential units
70	Employed in district
5	Restaurants
10	Retail stores
25%	Storefront vacancy rate
2.5%	Property Value Increase (Est. one-year increase 2018-19)

Three Rivers Main Street is making a real difference.

It started with a few people making investments in beautiful historic properties with great potential. It gained momentum when we joined the Michigan Main Street program. Five years into that, we are welcoming new businesses to our main street that match today's market demand for authentic, place-based, experience-driven business development in traditional charming downtowns like ours.

Downtown's Goals

- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new, creative spaces, businesses and live/work space to generate round the clock activity.
- Improve physical appearance of buildings and built environment of downtown Three Rivers to increase value and tax base.

THREE RIVERS
DDA/MAIN STREET

TRANSFORMING THREE RIVERS' DOWNTOWN



Partnered with Michigan Retailers Association in the "Buy Nearby Campaign" to educate consumers on the importance of shopping local and keeping your money in the Mitten.



Community stakeholders participated in the "WeAreTR-Imagine 2040" planning initiative to help visualize future development with provisions for downtown growth, river development, and connectivity for all ages.



A local grant was established to recruit new retail to Main Street. The goal is to reduce the rate of vacancy on Main Street and to provide financial assistance to new business owners.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$25,000

Program to date: \$563,667



0

Façade Improvements
Program to date: 17



5

New Businesses
Program to date: 27

Community Profile

Three Rivers | 2019



Population
7,514



Households
3,051



Median HH Income
\$45,813



Median Age
32.2 years



Housing Units
3,395



89% Housing is occupied
59% Owner-occupied
40% Renter-occupied

Main Street is Helping Businesses Thrive

- R2: Retail and Restaurant Grant
- Sign and awning rebate
- Design assistance
- Market data
- Friends of Main Street
- Meet Me On Main (business networking)
- Match on Main funding program
- State façade programs
- Retail recruitment grant

"Being a part of Downtown Three Rivers provides a sense of community. We work together and work hard to make Three Rivers the place where you, your employees, your family and neighbors desire to live, work, dine and play to our greatest potential!"

—Rob Vander Giessen-Reitsma, Owner, World Fare

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,484	11,029	13,393
Households	3,034	4,499	5,493
Median HH Income	\$50,801	\$69,593	\$62,913

In-demand Businesses

Shopping & Retail

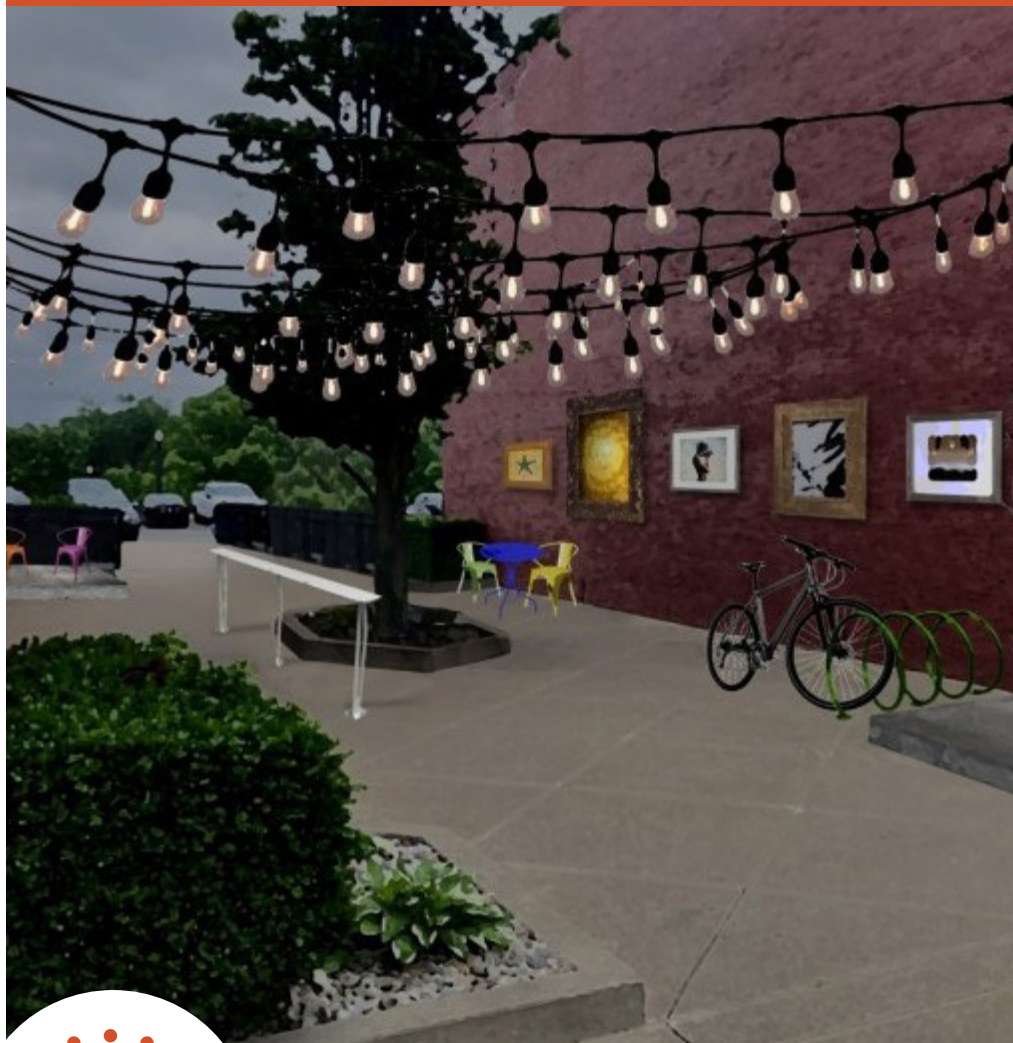
Arts, crafts and hobbies
Kitchen, home and gifts
Vintage/re-purposed goods
Specialty foods
General/variety store

Food & Drink

Bakery
Asian
Deli/sandwich shop
Steakhouse
Mexican

Connecting with Art

The East Alley is a project that will convert the existing east parking lot walk-thru to a public, vibrant, outdoor space with bistro seating, market lights, local art, and staging for live music. The project was made possible by MEDC's Public Spaces Community Places program.



VOLUNTEER SPOTLIGHT

"As a longstanding member of the Three Rivers community, I enjoy being part of a grass roots team bringing diversity and a new set of eyes and ears. I have a heart for downtown Three Rivers and feel responsible to serve in the community wherever that may be."

—Lolita Foster, Ambassadors for Christ Church and DDA Board Member



2019 Pulse of Downtown



83% Visit downtown Three Rivers most often for dining

77% Described recent trends in downtown Three Rivers as improving or making progress.

48% Said the frequency of their visits to downtown Three Rivers increased during the past year.

Social Connection



2,720+
Facebook Followers



510+
Instagram Followers

Volunteer Connection



2,317
Volunteer hours in 2018-2019



20,955
Volunteer hours
(Program to date)

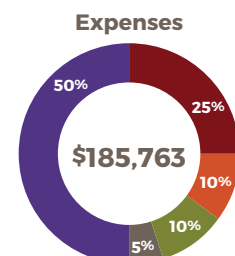
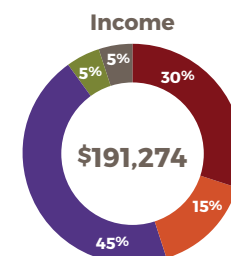


\$57,577
Volunteer value in 2018-2019



\$520,732
Volunteer value
(Program to date)

In the Numbers



- Program activities
- City/county support
- DDA support
- Memberships/fundraising
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Three Rivers Main Street
Events 2018-19

3,685

Est. event attendance

- Sass in the City
- Upstairs Downstairs Tour
- Adult Halloween Crawl
- Harmony Fest
- Trivia Night
- Christmas Around Town
- Midnight On Main
- Chili Cook Off
- Main Street Washdown (Cleanup Day)



Ladies getting their Sass On



Rockin' the block at Harmony Fest



Christmas Around Town carriage



Community cleans up together

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

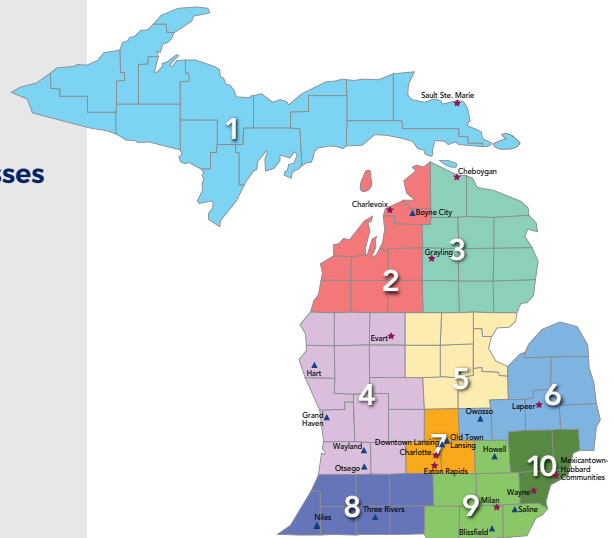
739,831

Program to date

"We partner with Michigan Main Street because downtown Three Rivers is a success story waiting to happen. A remarkably intact and charming historic district, parks and rivers, and a vibrant community of artists, historians, makers and entrepreneurs. Our best is yet to come, and with the partnership with Michigan Main Street we will make it happen!"

—Tricia Meyer, Executive Director,
Three Rivers DDA/Main Street

Our Communities



★ Select Level

▲ Master Level



Three Rivers' Board of Directors

Chair: Andrew George
Vice Chair: Mike Hogoboom
Secretary: Sherri Rivers
Treasurer: Tim Raakman
City Manager: Joe Bippus
Member: John Wolgamood
Member: Colin Monroe
Member: Janna Gatton
Member: Lolita Foster

www.miplace.org

4721-191211