Our story should be yours too...

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

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.
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.

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

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

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>7,484</td>
<td>11,029</td>
<td>13,393</td>
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<tr>
<td>Households</td>
<td>3,034</td>
<td>4,499</td>
<td>5,493</td>
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<tr>
<td>Median HH Income</td>
<td>$50,801</td>
<td>$69,593</td>
<td>$62,913</td>
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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

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT
$25,000
Program to date: $563,667

Façade Improvements
Program to date: 17

New Businesses
Program to date: 27
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
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.

“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

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

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

Our Communities

Michigan Main Street
The Leader in Grassroots Economic Development

Michigan Main Street
Wayne
Grayling
Charlevoix
Milan
Sault Ste. Marie
Cheboygan
Lapeer
Charlotte
Eaton Rapids
Evart
Mexicantown
Communities
Niles
Boyne City
Old Town
Lansing
Wayland
Hart
Grand Haven
Howell
Owosso
Blissfield
Saline
Downtown Lansing
Otsego

Ontario

Our Communities

Select Level
Master Level

www.miplace.org