



Come experience all downtown Wayland has to offer!

Explore our diverse mix of local shopping, dining and service options you won't find anywhere else.

2020 EDITION

WAYLAND MAIN STREET/DDA

269.525.2323

downtownwayland.com



State of **DOWNTOWN**

8 Blocks

23 Acres

74 Parcels

400 Public parking spaces

6 Restaurants

8 Retail stores

1.5% Storefront vacancy rate

6.1% Property value increase
(Est. one-year increase 2016-17)

Wayland Main Street is making a real difference.

Downtown Wayland is an inclusive and appealing community that is open for business and fun; its engaging, well-lit storefronts proudly displaying historically restored façades and filled with a diversity of food options, goods and services, its alleyways and mixed-use buildings transformed into cool, multi-functional spaces, with walkways and green spaces creating a sense of place where everyone wants to be.

Downtown's Goals

- Target business development that supports downtown growth by increasing food and retail offerings that appeal to families, and shopping decision-makers.
- Strengthen and sustain downtown Wayland's sense of place to reflect that it is cool, desirable and open for business.
- Support a strategic use of existing and potential space to increase development opportunities for business and attractions.



TRANSFORMING WAYLAND'S DOWNTOWN



With the use of a \$200,000 grant through the MEDC's Façade Restoration Initiative program, Wayland Main Street has been committed to helping transform the face of downtown Wayland.



City of Wayland received \$115,034 in Community Development Block Grant (CDBG) funds for blight remediation needed for a building rehabilitation project located within the Wayland Main Street area.



MEDC MiPlace funding allowed Main Street to purchase and install new wayfinding signs in Wayland, a helpful resource for downtown visitors.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$119,993

Program to date: \$1,748,226



4

Façade Improvements
Program to date: 22



1

New Businesses
Program to date: 24

Community Profile

City of Howell, Michigan | 2019



Population
4,421



Households
1,747



Median HH Income
\$55,871



Median Age
34.3 years



Housing Units
1,793



97% Housing is occupied
68% Owner-occupied
32% Renter-occupied

Main Street is Helping Businesses Thrive

- Local and State Façade Programs
- Sign Grant program
- Monthly business + leader meetings
- Match on Main Funding program
- Small Business Saturday champion
- Market data

“While searching for office space, we were impressed with the sense of community and energy that Wayland Main Street brought to downtown. I live here. This is my community, my kids go to school here, and it feels good to now have my business contributing to the local economy.”

—Aaron Wassenaar, Owner, Action Point Retirement Group

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,967	4,967	40,771
Households	1,956	1,956	15,851
Median HH Income	\$56,019	\$56,019	\$70,214

In-demand Businesses

Shopping & Retail

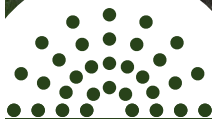
General/variety store
Art, crafts and hobbies
Bookstore
Cards and gifts
Women's clothing

Food & Drink

Mexican restaurant
Steakhouse
Casual dining eatery
Bakery
Healthy menu eatery

Connecting with Art

Wayland Main Street is conducting a series of murals and art projects to increase public involvement, re-imagine public spaces, and highlight the importance of art within a community. These paint-by-number projects bring together artists of all ages and abilities creating a sense of community pride and fostering revitalization in a way that both catches the eye and sparks excitement for every person involved!



VOLUNTEER SPOTLIGHT

"You should never pass up the opportunity to make a difference. Wayland Main Street happens because volunteers make it happen. If your vision or passion is to always try to leave a thing better than the way you found it, this is the place for you."

—Kelle Tobolic, Colm Insurance Agency



2019 Pulse of Downtown



- 63%** Visit downtown Wayland most often for dining
- 49%** Described recent trends in downtown Wayland as improving or making progress.
- 22%** Said the frequency of their visits to downtown Wayland increased during the past year.

Social Connection



3,000+
Facebook Followers



200+
Twitter Followers

Volunteer Connection



2,317
Volunteer hours in 2018-2019



20,955
Volunteer hours
(Program to date)

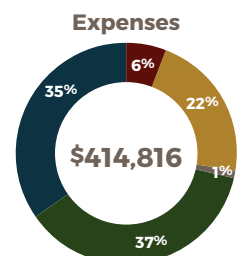
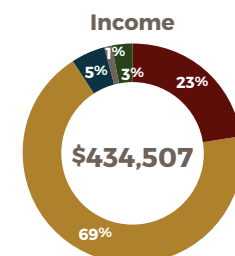


\$57,577
Volunteer value in 2018-2019



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

In the Numbers



- Grants/foundation support
- City/county support
- Memberships/fundraising
- Personal giving
- Other
- Promotion activities
- Economic vitality activities
- Organization activities
- Operations
- Other

DOWNTOWN ALIVE

Wayland Main Street
Events 2018-19

6,568

Est. event attendance

- Main Street celebration
- Farmers Market on Main Street
- Movies on Main Street
- Small Business Saturday
- Art Hop



Main Street celebration



Farmers Market on Main Street



Movies on Main Street



Art Hop

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

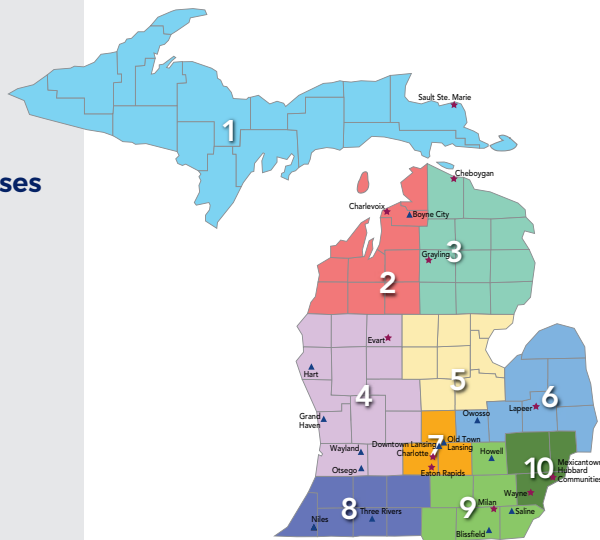
739,831

Program to date

"Main Street is a 'we' not a 'what,' without our dedicated volunteers, sponsors, business owners, Michigan Main Street and other state partners, we wouldn't have been able accomplish even half of what we have today."

—Julia Turnbull,
Main Street/DDA Executive Director

Our Communities



★ Select Level

▲ Master Level



MEDC
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Wayland's Board of Directors

Chair: Brian Sweebe
Vice Chair: Jennifer Antel
Secretary: Robin Beckwith
Treasurer: Natalie Garcia
Mayor: Tim Bala
Executive Director: Julia Turnbull
Member-at-large: Jason Hancock
Member-at-large: Daniel Jeffery
Member-at-large: Anthony Winters

www.miplace.org