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.

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.

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

<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>4,967</td>
<td>4,967</td>
<td>40,771</td>
</tr>
<tr>
<td>Households</td>
<td>1,956</td>
<td>1,956</td>
<td>15,851</td>
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<tr>
<td>Median HH Income</td>
<td>$56,019</td>
<td>$56,019</td>
<td>$70,214</td>
</tr>
</tbody>
</table>

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

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

Façade Improvements Program to date: 4
New Businesses Program to date: 1

PRIVATE INVESTMENT
$119,993
Program to date: $1,748,226

REINVESTMENT STATS 2018–2019
Connect 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!

Social Connection

Volunteer Connection

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

Volunteer

Connection

3,000+ Facebook Followers
200+ Twitter Followers

Volunteer hours in 2018–2019
Volunteer hours (Program to date)
Volunteer value in 2018–2019
Volunteer value (Program to date)

In the Numbers

Income
$434,507

Expenses
$414,816

Grants/foundation support 69%
City/county support 5%
Memberships/fundraising 21%
Personal giving 5%
Other 6%
Promotion activities 35%
Economic vitality activities 6%
Organization activities 22%
Operations 37%
Other 1%

“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, Golm Insurance Agency
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

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

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