Downtown, Down to Earth.
Small town hospitality meets the great outdoors, with unique dining and shopping in our historic downtown.

Evart Main Street is making a real difference.
Evart Main Street is making a real difference. Our Main Street appeal is reflected in its warm, inviting, clean and well-kept historic buildings and storefronts, with unique businesses and community organizations creating memorable experiences, that are abundant throughout this friendly, historic downtown.

Downtown’s Goals

- Support sustainable improvements in the downtown’s built environment and physical spaces.
- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street’s capacity to connect existing and potential business and property owners, and investors with appropriate resources.
A renewed focus on our farmers market has paid off, with the Evart Farmers Market being the largest in Osceola County. An increase in visitors and vendors has made the farmers market a highlight in the summer season.

As part of the Main Street Strategy, creating welcoming public areas has been a priority. Committees have been working on providing benches and bike racks to make our small town even more welcoming.

Our new comprehensive branding campaign demonstrates our identity as a welcoming, historic part of northern Michigan’s natural resources.

### REINVESTMENT STATS 2019–2020

**PRIVATE INVESTMENT**

$17,394

Program to date: $17,394

- 2 Façade & Building Improvements
- 3 New Businesses

### Community Profile

**City of Evart | 2020**

- Population 1,608
- Households 679
- Median HH Income $30,332
- Median Age 36 years
- Housing Units 794
- 86% Housing is occupied
- 55% Owner-occupied
- 45% Renter-occupied

### In-demand Businesses

**Shopping & Retail**

- General/variety store
- Sporting goods/outdoors
- Specialty foods
- Vintage/re-purposed goods
- Women’s clothing

**Food & Drink**

- Bakery
- Coffee shop
- Casual dining
- Steakhouse
- Mexican restaurant

### Main Street is Helping Businesses Thrive

- Local façade program
- Match on Main funding program
- Design assistance
- Small Business Saturday
- Sign incentive program
- Business networking events

“I started my antique store during the Covid-19 pandemic. The city made it easy for me to get up and running, and the DDA has gotten us great publicity in the area papers. I can see the impact they have on the community.”

— Joe Bixman, Owner, Rusty Gold Antiques

### Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>15 Minutes</th>
<th>30 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,624</td>
<td>2,508</td>
<td>4,487</td>
</tr>
<tr>
<td>Households</td>
<td>711</td>
<td>1,060</td>
<td>1,915</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$47,531</td>
<td>$49,590</td>
<td>$52,211</td>
</tr>
</tbody>
</table>

### Façade & Building Improvements

- 2

### New Businesses

- 3

### Business networking events

- 0

### In-demand Businesses

- Shopping & Retail
  - General/variety store
  - Sporting goods/outdoors
  - Specialty foods
  - Vintage/re-purposed goods
  - Women’s clothing

- Food & Drink
  - Bakery
  - Coffee shop
  - Casual dining
  - Steakhouse
  - Mexican restaurant

### Transforming Evart’s Downtown

### Historic Evart

At Home. By Nature.
Connecting with volunteers during Covid-19

Outdoor volunteering was a great opportunity for community members to socialize during Covid-19 physical distancing. The Garden Club worked to beautify our Main Street, and offered a great way to connect with neighbors and improve our city.

“
I volunteer for the Downtown/Main Street, City of Evart as a member of the DDA/MMS board and committees. I do this to help the downtown realize a vision of Evart as a safe, vibrant, thriving destination for businesses, residents and visitors. By volunteering one’s time and energy, it makes a positive difference in our community, connecting with others who care about our community, and having a great time doing it.”

—June-Marie Essner, Owner, Juneberry Cottage Quilt Shop
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!

$13,851,279
2019–20 Total Private Investment
$319,873,405
Program to date

$16,562,381
2019–20 Total Public Investment
$115,990,307
Program to date

33,676
2019–20 Volunteer Hours
773,507
Program to date

87
2019–20 New Businesses
1,495
Program to date

149
2019–20 Façade & Building Improvements
2,356
Program to date

“The Michigan Main Street program allows us to connect with other main streets to share our progress and ideas. MMS helps us bring best practices from across the state back to Evart.”

—Eric Kehoe, Director

Evart’s Board of Directors

Chair: Alan Bengry
Vice Chair: Shannon Schmidt
Secretary: June-Marie Essner
Treasurer: Lynn Salinas
Member: Molly Cataldo
Member: Jason O’Dell
City Manager: Sarah Dvoracek