

2022 EDITION

BLISSFIELD MAIN STREET

517.486.3642

downtownblissfield.org



State of  
**DOWNTOWN**

**13** Blocks

**139** Parcels

**16** Restaurants

**24** Retail stores

**13** Storefront vacancy rate

**25** Service businesses

**3%** Property value Increase  
(Est. one-year increase 2017-18)

**Blissfield Main Street is making a real difference.**

With enthusiastic volunteers, hard work and inspiration, we will preserve the structures of yesterday, support our labors of today, and build our dreams of tomorrow. This will establish and maintain a prosperous and welcoming community for stakeholders, visitors and surrounding communities.

**Downtown's Goals**

- Increase the number of repeat visitors, repeat customers and downtown event attendees.
- Target Main Street activities to support expansion of food and arts heritage experiences.
- Create a business environment that supports and sustains full-time businesses that serve residents and visitors alike.
- Build a downtown identity and messaging that honors its history and heritage while supporting and sustaining growth.



# TRANSFORMING BLISSFIELD'S DOWNTOWN



This year, Blissfield Main Street/DDA was awarded a \$20,000 vibrancy grant. This grant will allow us to transform or mini-park into a fun place for our community to hang out and enjoy our downtown.



The past two years has made the Main Street/DDA board think outside the box on ways to have a positive impact on our businesses. While our events may have been changed in small ways, we still were able to move forward with some old favorites as well as some new popup events.



The Blissfield DDA is in the process of renewing our TIF. Blissfield first created their DDA in 1992. The renewal process will allow the DDA to continue for the next 30 years.

## REINVESTMENT STATS 2020-2021

### PRIVATE INVESTMENT

# \$1,845

Program to date: \$4,821,935



**1** Façade & Building Improvements  
Program to date: 71



**6** New Businesses  
Program to date: 43

## Community Profile

City of Blissfield | 2021



Population  
**3,305**



Households  
**1,383**



Median HH Income  
**\$59,247**



Median Age  
**41 years**



Housing Units  
**1,471**



**94%** Housing is occupied  
**79%** Owner-occupied  
**21%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Façade grant program
- Mini grant/small loan
- Business after hours
- Local shopping events
- Small Business Saturday
- Match on Main funding program
- Business improvement seminars

"Owning a business in a small community like Blissfield is great because our customers become more than customers, they become friends. We love how the community rallies together during tough times, like when Covid-19 hit, and made sure to continue supporting us. We are proud to belong to this town and support all of our local businesses on a daily basis."

—Cindy and Stefano Zanger, Owners, Lena's Italian Restaurant

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,028	3,028	4,856
Households	1,300	1,300	1,995
Median HH Income	\$71,282	\$71,282	\$78,477

## In-demand Businesses

### Shopping & Retail

- Specialty foods
- Arts, crafts, and hobbies
- Bookstore
- General/variety store
- Cards and gifts

### Food & Drink

- Mexican restaurant
- Brewery or brewpub
- Asian restaurant
- Casual dining eatery
- Bakery

# Coach Light Plaza Project

Since November of 2019, the Blissfield DDA/Main Street board worked on getting the Coach Light Plaza redeveloped. Together with Black Raven Development, they were able to showcase the potential the property had. The new owner of the property has already completed many projects. The board is excited for the future of the plaza.



before



after

## Social Connection



**3,285+**  
Facebook Followers



**995+**  
Instagram Followers



**330+**  
Twitter Followers

## Volunteer Connection



**704**  
Volunteer hours in 2020–2021



**18,851**  
Volunteer hours  
(Program to date)

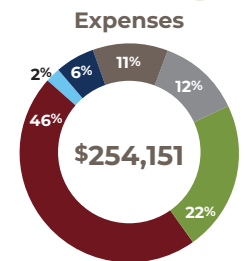
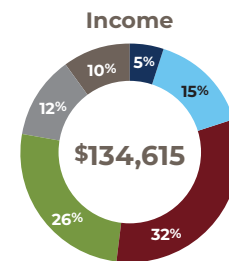


**\$18,959**  
Volunteer value in 2020–2021



**\$507,657**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Business support
- Personal giving
- Other/misc.
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc. activities

## VOLUNTEER SPOTLIGHT

“I love seeing our local community events grow over time. And the more can volunteer makes me feel good about what we can do here in Blissfield.”

—Andrea Eitzen, “Movies on Lane” Chair, Blissfield Resident



## Blissfield’s Board of Directors

- President: Scott Croft
- Vice President: Laura Nichols
- Secretary: Barb McHenry
- Council President: Bob Valdez
- Member: A.Ray Jones
- Member: Mike Gunter
- Member: Brenda Butler
- Member: Heather Marks

# DOWNTOWN ALIVE

Blissfield Main Street Events 2020-21

# 3,952

Est. event attendance

- Yuletide Festival
- Black Squirrel Flea Market
- Antiques in Autumn
- Love on Lane
- Car and Bike show
- Movies on Lane
- Festival of Trees
- Tractor Cruise-In



Car and Bike Show



Movies on Lane



Tractor Cruise-In

# 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.

**“Our DDA/Main Street and Michigan Main Street partnership has benefited the Blissfield community in many ways: Funding for projects; resources to strengthen our assistance to the downtown businesses. Blissfield stands out in part because of the MMS relationship.”**

—Scott Croft, DDA/Main Street President

## Real Impact. Our Communities

The numbers prove it!



**\$26,646,354**

2020-21 Total Private Investment

**\$346,519,759**

Program to date



**\$12,929,313**

2020-21 Total Public Investment

**\$128,919,620**

Program to date



**37,197**

2020-21 Volunteer Hours

**810,704**

Program to date



**127**

2020-21 New Businesses

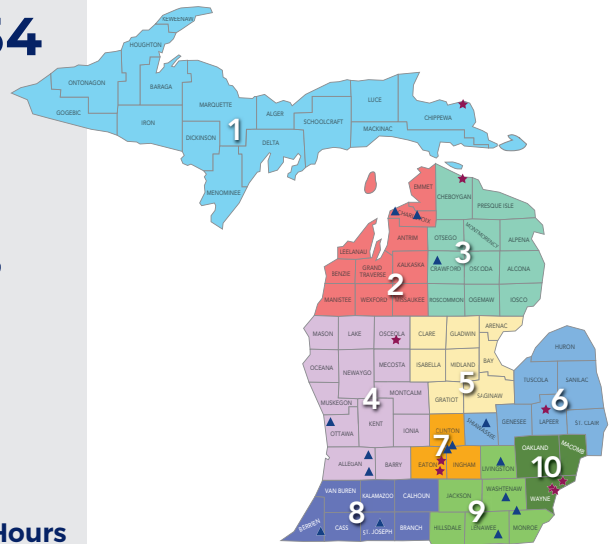
**1,622** Program to date



**143**

2020-21 Façade & Building Improvements

**2,499** Program to date



★ Select Level

▲ Master Level

