Come experience downtown Blissfield!
It’s America. It’s Bliss.

**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.
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.

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

<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>3,028</td>
<td>3,028</td>
<td>4,856</td>
</tr>
<tr>
<td>Households</td>
<td>1,300</td>
<td>1,300</td>
<td>1,995</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$71,282</td>
<td>$71,282</td>
<td>$78,477</td>
</tr>
</tbody>
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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.

“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

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

Income $134,615
Program activities 12%
Grants/foundation support 15%
City/county support 10%
Business support 15%
Personal giving 5%
Other/misc. 32%

Expenses $254,151
Promotion activities 46%
Design activities 6%
Economic vitality activities 11%
Organization activities 12%
Operations 2%
Other/misc. activities 2%
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

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!

$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