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 display historically restored façades and are filled with a diversity of food options, goods and services; its alleyways and mixed-use buildings are 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.
During the pandemic, several businesses created unique outdoor dining areas through private investment and grants.

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

- Business startup services
- Special events to attract visitors
- Social media strategy for business exposure
- Grant resources
- Market data and analysis
- Business education and workshops
- Cooperative advertising opportunities
- Local and state façade rehabilitation programs

“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

<table>
<thead>
<tr>
<th>City of Wayland</th>
<th>Community Profile</th>
<th>Downtown Drive Time Markets</th>
<th>In-demand Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>4,426</td>
<td></td>
<td>Shopping &amp; Retail</td>
</tr>
<tr>
<td>Households</td>
<td>1,750</td>
<td></td>
<td>Food &amp; Drink</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$61,365</td>
<td></td>
<td>General/variety store</td>
</tr>
<tr>
<td>Median Age</td>
<td>35 years</td>
<td></td>
<td>Mexican restaurant</td>
</tr>
<tr>
<td>Housing Units</td>
<td>1,825</td>
<td></td>
<td>Art, crafts and hobbies</td>
</tr>
<tr>
<td>96% Housing is occupied</td>
<td>68% Owner-occupied</td>
<td></td>
<td>Steakhouse</td>
</tr>
<tr>
<td>62% Renter-occupied</td>
<td></td>
<td></td>
<td>Casual dining eatery</td>
</tr>
</tbody>
</table>

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

$2,500

Program to date: $1,845,726

1 Façade & Building Improvements

Program to date: 40

5 New Businesses

Program to date: 31
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 Connection

754 Volunteer hours in 2020–2021
22,267 Volunteer hours (Program to date)
$20,305 Volunteer value in 2020–2021
$599,650 Volunteer value (Program to date)

In the Numbers

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$343,855</td>
<td>$244,194</td>
</tr>
</tbody>
</table>

- Program activities: 20%
- City/county support: 73.5%
- DDA support: 6.5%
- Design activities: .5%
- Promotion activities: 1.5%
- Operations: 55%
- Debt service: 43%

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, Golm Insurance Agency

Wayland’s Board of Directors
President: Robin Beckwith
Vice President: Daniel Jeffery
Secretary/Treasurer: River Knoll
Mayor: Tim Bala
Executive Director: Teryl Shields
Member: Jason Hancock
Member: Anthony Winters
Member: Tonya Lyons
Member: Josh Otto
Member: Karen Barnes
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.

“I joined the Wayland Main Street DDA board because I believe in this organization and in our community. The board and committee members are passionate about developing and sustaining the downtown district. We implement the four point strategy approach to integrate our community’s cultural asset and foster entrepreneurial development and living. Consider what your own skills and talents could offer this program!”

—Robin Beckwith, Board of Directors’ President

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

Our Communities

www.miplace.org

Select Level  Master Level