



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.

2022 EDITION

WAYLAND MAIN STREET/DDA

269.525.2323

downtownwayland.com



State of DOWNTOWN

8 Blocks

23 Acres

74 Parcels

400 Public parking spaces

53 First-floor storefronts

9 Restaurants

8 Retail stores

7.5% Storefront vacancy rate

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.



TRANSFORMING WAYLAND'S DOWNTOWN



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.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

\$2,500

Program to date: \$1,845,726



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Façade & Building Improvements
Program to date: 40



5

New Businesses
Program to date: 31

Community Profile

Wayland | 2021



Population
4,426



Households
1,750



Median HH Income
\$61,365



Median Age
35 years



Housing Units
1,825



96% Housing is occupied
68% Owner-occupied
32% Renter-occupied

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

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,948	12,125	197,990
Households	1,950	4,558	71,140
Median HH Income	\$61,534	\$70,700	\$79,656

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

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 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



Social Connection



3,430+
Facebook Followers



285+
Twitter Followers

Volunteer Connection



754
Volunteer hours in 2020–2021



22,267
Volunteer hours
(Program to date)

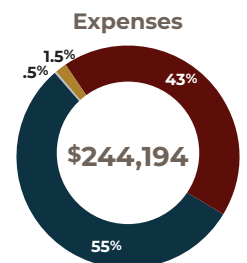
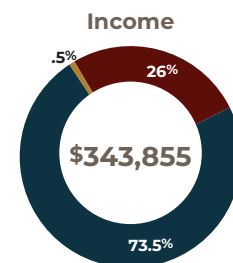


\$20,305
Volunteer value in 2020–2021



\$599,650
Volunteer value
(Program to date)

In the Numbers



- Program activities
- City/county support
- DDA support
- Promotion activities
- Design activities
- Operations
- Debt service

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

DOWNTOWN ALIVE

Wayland Main Street
Events 2020-21

2,275

Est. event attendance

- Main Street Celebration
- Movies After Dark
- Ladies On Main
- Farmers Market
- Art Hop



Main Street Celebration



Farmers Market on Main Street



Movies After Dark



Art Hop

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.

"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



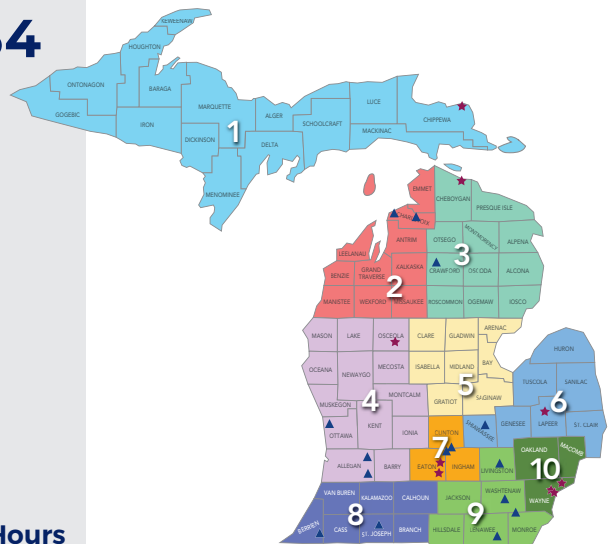
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2020-21 Façade &
Building Improvements

2,499

Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

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