Visit, Discover, and Explore why Historic Lapeer is Remarkably Close

A community of friendly faces, delectable foods, delicious drinks, and more; we are a unique oasis.

Lapeer Main Street is making a real difference.

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family-friendly charm.

Downtown’s Goals

- Create and capitalize on a physical environment that is engaging and inviting to families.
- Improve the downtown business environment and available resources to support investment.
- Build a family-friendly brand that is historic Lapeer.
TRANSFORMING LAPEER’S DOWNTOWN

Ladies Night Out brings over 500 participants downtown annually and has collected over eight truck loads of needed supplies for Lapeer Area Citizens Against Domestic Assault.

Each year, Lapeer Main Street volunteers hang Lapeer Lightning spirit flags along Nepessing Street to cheer on our home town school.

The Lapeer Summer Concert Series draws over 100 attendees weekly to enjoy live, local music in the award winning Ed LaClair Lapeer Rotary Pocket Park.

Main Street is Helping Businesses Thrive
- Building improvement loan
- Sign assistance grant
- Match on Main program
- Market data
- Small Business Saturday Champion
- Lapeer Main Street newsletter
- Business owner meet-and-greets

“Lapeer Main Street ensures that my small business is in-the-know on what is happening in historic Lapeer. They keep me updated on opportunities and events that can benefit my business, and when I needed a larger space to grow, they made sure I knew what opportunities were available to keep me downtown.”

— Kristin Griffis, Owner, The ODDitorium

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT
$113,500
Program to date: $305,415

4 Façade & Building Improvements
Program to date: 15

5 New Businesses
Program to date: 19

Community Profile
City of Lapeer | 2021
Population 8,619
Households 3,569
Median HH Income $42,690
Median Age 37 years
Housing Units 3,794
94% Housing is occupied
50% Owner-occupied
50% Renter-occupied

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>8,308</td>
<td>23,777</td>
<td>95,606</td>
</tr>
<tr>
<td>Households</td>
<td>3,601</td>
<td>9,000</td>
<td>37,504</td>
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<tr>
<td>Median HH Income</td>
<td>$49,500</td>
<td>$59,958</td>
<td>$68,126</td>
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</tbody>
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In-demand Businesses

Shopping & Retail
- Specialty foods
- Clothing store/boutique
- Books, toys, and games
- Arts, crafts, hobby
- Mercantile/variety

Food & Drink
- Asian restaurant
- Italian restaurant
- Healthy menu café
- Bakery
- Steakhouse
Historic Farmers’ Market of Lapeer

Lapeer Main Street partnered with City of Lapeer and the historic farmers’ market of Lapeer to help find a new home for the farmers’ market. Lapeer Main Street provided new branding for the market and created new signage to help promote the market. The historic farmers’ market of Lapeer attracts over 20,000 people a year to historic Lapeer and partners with Lapeer Main Street regularly to increase traffic to downtown businesses.

Volunteer Connection

647 Volunteer hours in 2020–2021

3,195 Volunteer hours (Program to date)

$17,424 Volunteer value in 2020–2021

$86,041 Volunteer value (Program to date)

Social Connection

4,850+ Facebook Followers

800+ Instagram Followers

115+ Twitter Followers

“In I grew up in Lapeer and volunteering with Lapeer Main Street allows me to give back to the community in fun, creative ways, while supporting businesses and building friendships!”

—Linda Knop, Committee Member, Baubles and Broomsticks

Lapeer’s Board of Directors

Chairperson: Tim Roodvoets
Vice Chair: Ginni Bruman
Secretary: Bailey RaCosta
Treasurer: Dan Gerlach
Mayor Deb Marquardt
Executive Director: James Alt
Assistant: Jill Bristow
Director: Jeff Hogan
Director: Ray Davis
Director: Dan Sharkey
Director: Steve Elzerman
Director: Michael Burke
Director: Michael O’Brien

In the Numbers

4,850+ Facebook Followers

800+ Instagram Followers

115+ Twitter Followers

Income

Program activities 35%
Grant/foundation support 8%
DDA support 14%
Design activities 9%
Economic vitality activities 16%
Operations 25%
Other/misc. activities 30%

Expenses

Program activities 35%
Promotion activities 44%
Grant/foundation support 6%
Design activities 9%
Economic vitality activities 16%
Operations 25%
Other/misc. activities 30%

$L299,104

$L299,104
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 really believe that with Main Street, we are on the right track. They have given us a track to run on and the tools and guidance to reach our destination. It gives me great pleasure to see Lapeer move forward.”
—Tim Roodvoets, Lapeer Main Street DDA Chair

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