Real. Local. Flavor.
Come experience our downtown revolution, and meet ME in downtown Niles.

Niles Main Street is making a real difference.

Community Coming Together. Covid-19 brought people together in different ways, to support each other, to support the businesses. Together, we’re learning to navigate the “New Normal” and local foods still play a huge role.

The creation of “The NODE” (Niles Outdoor Dining Experience) brought community members and visitors alike to downtown, a fun outdoor environment to meet and mingle, eat and be entertained…we look forward to see how it evolves this coming year.

Downtown’s Goals
- Increase the number of heads served
- Consistency in hours and availability of all downtown commercial businesses
- Increase the number of store and food options available after 5 p.m.
- Year-round foot traffic

State of DOWNTOWN
- 16 Blocks
- 600 Public parking spaces
- 67 First-floor storefronts
- 116 Residential units
- 17 Restaurants
- 30 Retail stores
TRANSFORMING NILES’ DOWNTOWN

The NODE (Niles Outdoor Dining Experience) was born.

Outdoor seating along Main Street.

MLive at the NODE sampling food from all downtown restaurants.

Main Street is Helping Businesses Thrive

- Match on Main grant program
- 50/50 matching façade grant
- 25% sign grant
- Current market data upon request
- Small Business Saturday Champion

“Meet Me on Main” program
- Design services
- Financial assistance for in-house entertainment

“We believe in Niles, and we love being a part of the downtown community. Walking down the streets, visiting with our neighbors…and sharing ideas.”

—Elizabeth Keller, Owner, Upcycled Artisan; Niles DDA Main Street Board Member

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Miles</th>
<th>10 Miles</th>
<th>20 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>33,078</td>
<td>140,978</td>
<td>502,725</td>
</tr>
<tr>
<td>Households</td>
<td>13,860</td>
<td>54,964</td>
<td>198,636</td>
</tr>
<tr>
<td>Average HH Income</td>
<td>$74,493</td>
<td>$87,068</td>
<td>$76,043</td>
</tr>
</tbody>
</table>

In-demand Businesses

Shopping & Retail
- Arts, crafts and hobbies
- General store/variety
- Gift shop
- Women's clothing
- Bookstore

Food & Drink
- Distillery
- Tapas restaurant
- Vegetarian restaurant
- Soul food restaurant
- Thai restaurant

Community Profile

City of Niles | 2021

- Population: 11,233
- Households: 4,804
- Average HH Income: $39,715
- Median Age: 36 years
- Housing Units: 5,270
- 92% Housing is occupied
- 60% Owner-occupied
- 40% Renter-occupied

Private Investment

$16,995,500
Program to date: $47,718,210

Facade & Building Improvements
Program to date: 159

New Businesses
Program to date: 145

Façade & Building Improvements
Program to date: 6

New Businesses
Program to date: 9
The NODE on Third Thursday

Every third Thursday, hundreds of people come to The NODE to grab a bite to eat, enjoy a free concert, and meet up with family and friends.

Social Connection

7,335+ Facebook followers
1,205+ Instagram followers

Volunteer Connection

5,924 Volunteer hours in 2020–2021
74,290 Volunteer hours (Program to date)
$159,533 Volunteer value in 2020–2021
$2,000,630 Volunteer value (Program to date)

“In Niles Main Street has brought me closer to my community and has allowed me to be a part of the revolution happening in our downtown.”

—Justin Flagel, Red Chuck Productions; Niles DDA Main Street Board Vice President

Niles’ Board of Directors

President: Bryan Williams
Vice President: Justin Flagel
Treasurer: Charlie Spilman
Secretary: Fredda Zeiter
Promotions Chair: Melanie Kennedy

Mayor: Nick Shelton
City Council Liaison: Travis Timm
Executive Director: Lisa Croteau
Elizabeth Keller
Luigi Alberganti
Paul Klimson
Sandy Whitmyer

In the Numbers

**Income**

- Program activities: 35%
- Grants/foundation support: 15%
- City/county support: 15%
- DDA support: 3%
- Memberships/fundraising: 1%
- Personal giving: 1%
- Other/misc: 3%

**Expenses**

- Promotion activities: 30%
- Design activities: 20%
- Economic vitality activities: 2%
- Organization activities: 15%
- Operations: 10%
- Other/misc. activities: 10%

Income: $193,000
Expenses: $193,000

1,205+ Instagram followers

**Volunteer SpotLight**

Social Connection

5,924 Volunteer hours in 2020–2021
74,290 Volunteer hours (Program to date)
$159,533 Volunteer value in 2020–2021
$2,000,630 Volunteer value (Program to date)
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 truly have the best job, working with incredible people, all helping to grow and guide Downtown Niles to become a destination...you might not know what you’re going to find, but you know it will be worth the trip.”
—Lisa Croteau, Program Manager, Niles DDA Main Street

Real Impact. The numbers prove it!

$26,646,354
2020–21 Total Private Investment

$12,929,313
2020–21 Total Public Investment

37,197
2020–21 Volunteer Hours

127
2020–21 New Businesses

143
2020–21 Façade & Building Improvements