



Real. Local. Flavor.

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

2022 EDITION

NILES MAIN STREET

269.932.2564

uncoverniles.com



State of DOWNTOWN

16 Blocks

600 Public parking spaces

67 First-floor storefronts

116 Residential units

17 Restaurants

30 Retail stores

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

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.

REINVESTMENT STATS 2020-2021

PRIVATE INVESTMENT

\$16,995,500

Program to date: \$47,718,210



6

Façade & Building Improvements

Program to date: 159



9

New Businesses

Program to date: 145

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

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

Downtown Drive Time Markets

	5 Miles	10 Miles	20 Miles
Population	33,078	140,978	502,725
Households	13,860	54,964	198,636
Average HH Income	\$74,493	\$87,068	\$76,043

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

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)

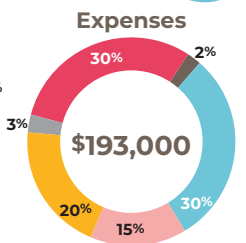
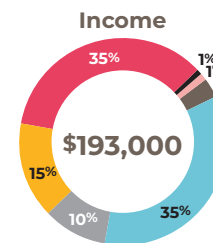


\$159,533
Volunteer value in 2020–2021



\$2,000,630
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- Personal giving
- Other/misc.
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc. activities

VOLUNTEER SPOTLIGHT

“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 | Mayor: Nick Shelton |
| Vice President:
Justin Flagel | City Council Liaison:
Travis Timm |
| Treasurer:
Charlie Spilman | Executive Director:
Lisa Croteau |
| Secretary:
Fredda Zeiter | Elizabeth Keller |
| Promotions Chair:
Melanie Kennedy | Luigi Alberganti |
| | Paul Klimson |
| | Sandy Whitmyer |

DOWNTOWN ALIVE

Niles Main Street Events
2020-21

8,140

Est. event attendance

- Hunter Ice Festival
- Third Thursday
- "B" Movie Night at The NODE
- Homegrown Market
- Lighting downtown for the holidays
- COVID SAFE Santa visits



Kim Shelton, Cross the Street Collectibles, Meet ME Downtown



Distillery w/ OnBase Productions



Visiting with Santa through the window (COVID SAFE)



Sunday FB Live with Gilda and Louise at Jim's Smokin' Cafe

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

\$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

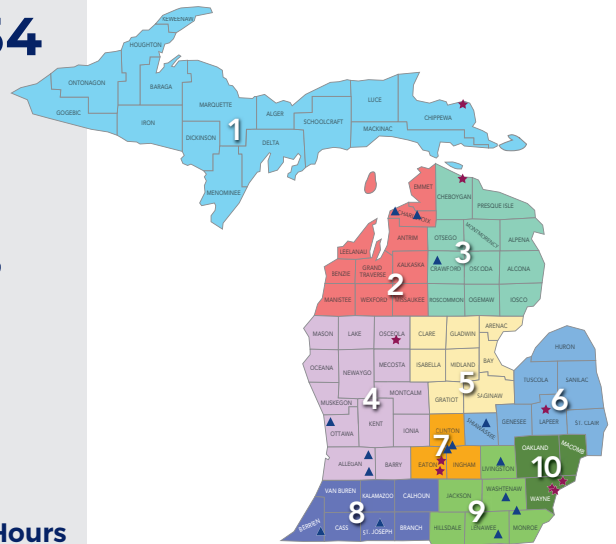


143

2020-21 Façade & Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028