

Discover Downtown Again!

Downtown Three Rivers is a success story in the making.

2022 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.com



State of DOWNTOWN

- 1** Blocks
- 0.5** Acres
- 50** Parcels
- 50** Parcel owners
- 400** Public parking spaces
- 47** First-floor storefronts
- 31** Residential units
- 125** Employed in district
- 5** Restaurants
- 10** Retail stores
- 22%** Storefront vacancy rate
- 2.5%** Property Value Increase
(Est. one-year increase 2018–19)

Three Rivers Main Street is making a real difference.

We are working hard to make Three Rivers the place where you, your employees, and our neighbors will desire to live, work, dine and play to our greatest potential! We do this because we know that downtown Three Rivers is a success story in the making. A remarkably intact historic district, surrounded by parks and lakes and fabulous produce all around, with a vibrant community of artists, historians, makers and entrepreneurs.

Downtown's Goals

- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new, creative spaces, businesses and live/work space to generate round the clock activity.
- Improve physical appearance of buildings and built environment of downtown Three Rivers to increase value and tax base.



TRANSFORMING THREE RIVERS' DOWNTOWN



Our newly designated social district, Main Street Commons, allows for customers to purchase alcohol from approved bars and sip on them as they stroll Main Street, or visit the East Alley and Mural Mall!



As snow flies in Michigan, our downtown is now equipped thanks to a weatherization grant in the amount of \$6,000 received from the state. We were able to purchase outdoor heaters and bistro seating to provide socially distant outdoor gathering areas during the winter months.



Local artists brought many exciting and interesting pieces to our common areas, such as the East Alley, to celebrate our unique history. "Rock the River" is just one example of dimensional, metal art that can now be found in our outdoor, year-round gallery.

REINVESTMENT STATS 2020-2021

PRIVATE INVESTMENT
\$28,500

Program to date: \$730,089



2

Façade & Building Improvements
Program to date: 30



8

New Businesses
Program to date: 40

Community Profile

Three Rivers | 2021



Population
7,728



Households
3,048



Median HH Income
\$49,721



Median Age
32.4 years



Housing Units
3,371



89% Housing is occupied
59% Owner-occupied
40% Renter-occupied

Main Street is Helping Businesses Thrive

- R2: Retail and Restaurant Grant
- Sign and awning rebate
- Design assistance
- Meet on Main (business networking)
- USDA Revolving Loan Fund
- Market data
- Match on Main funding program
- Local façade programs

"Being a part of downtown Three Rivers and the Main Street program has afforded our food service business the opportunity to work with the state and other partnering programs to provide funding to keep our business alive and thriving through these unprecedented times."

—Nancy Russell, Owner, Landmark Taphouse and Grill

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	9,055	15,833	46,185
Households	3,523	6,191	17,733
Median HH Income	\$50,801	\$69,593	\$62,913

In-demand Businesses

Shopping & Retail

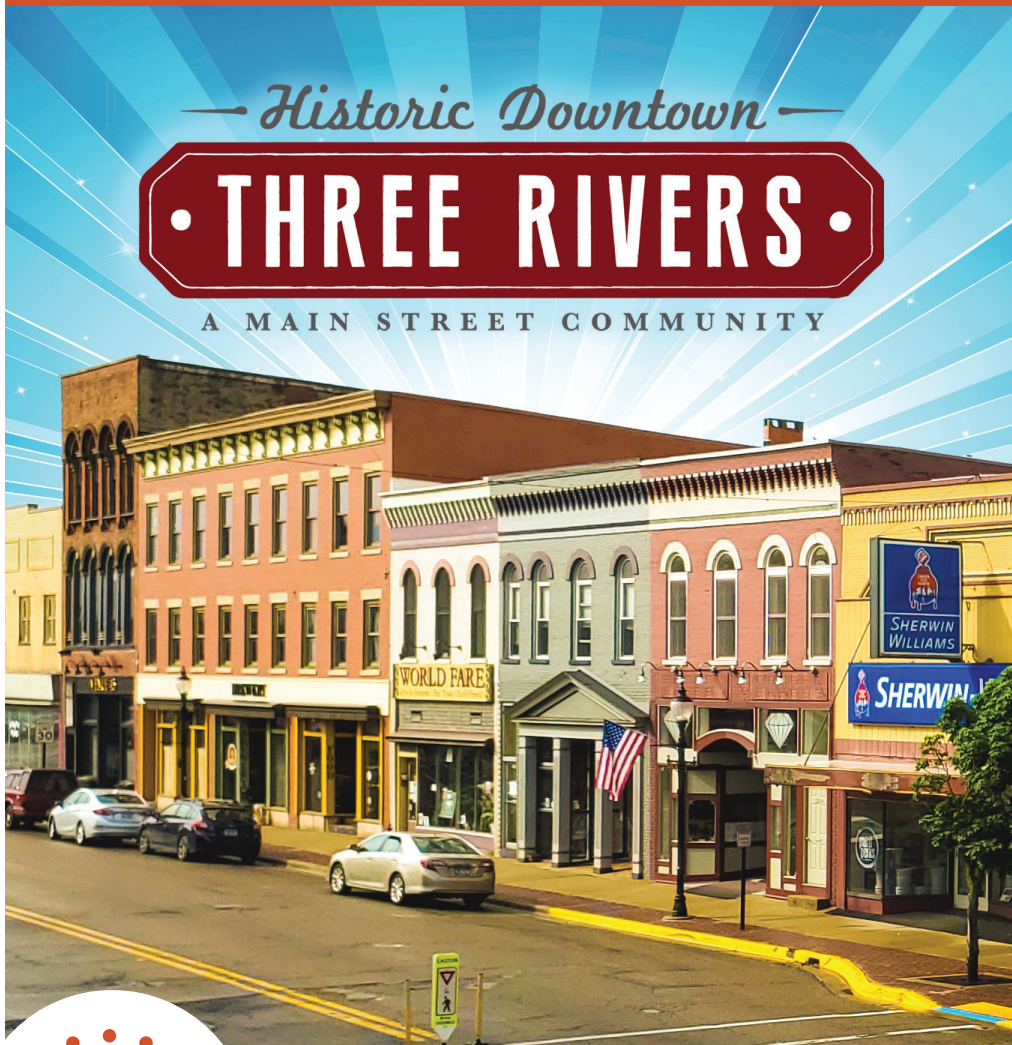
Arts, crafts and hobbies
Kitchen, home and gifts
Vintage/re-purposed goods
Specialty foods
General/variety store

Food & Drink

Bakery
Asian
Deli/sandwich shop
Steakhouse
Mexican

Local Façade Grant re-established for Main Street building owners

Many thanks to City of Three Rivers for their pledge of an additional \$50,000 to the DDA/Main Street program. The funds will be allocated to further support our events and programming. We are also very pleased to report that we are able to re-instate our local façade grant to give building owners direct assistance with façade improvements and other necessary upgrades.



Social Connection



2,840+
Facebook Followers



650+
Instagram Followers

Volunteer Connection



762
Volunteer hours in 2020–2021



17,423
Volunteer hours
(Program to date)

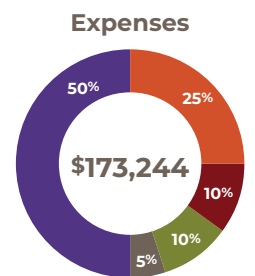
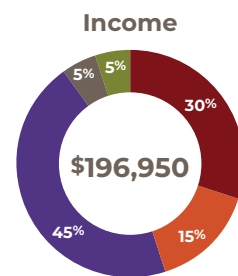


\$20,521
Volunteer value in 2020–2021



\$469,201
Volunteer value
(Program to date)

In the Numbers



- Program activities
- City/county support
- DDA support
- Memberships/fundraising
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

VOLUNTEER SPOTLIGHT

“We like to volunteer and keep our Main Street looking clean and welcoming. We take pride as this our hometown and want to do everything we can to make it a masterpiece. We work, play and live here and like doing our part to make a difference.”

—Mike Curtis and Lisa Devine, TRIM
(Three Rivers Area Improvement Movement)



Three Rivers' Board of Directors

- Chair: Andrew George
- Secretary: Sherri Rivers
- Treasurer: Tim Raakman
- City Manager/Member: Joe Bippus
- Member: John Wolgamood
- Member: Colin Monroe
- Member: Lolita Foster
- Executive Director: Tricia Meyer

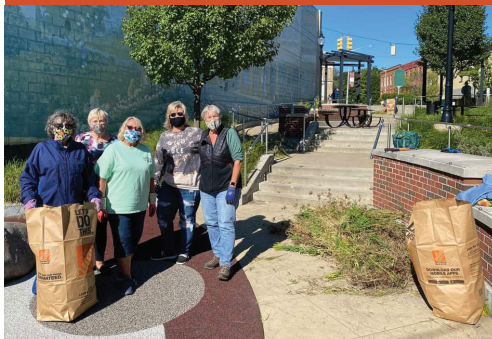
DOWNTOWN ALIVE

Three Rivers Main Street Events 2020-21

1,565

Est. event attendance

- Community Clean Up Day
- Art on Main
- Sass in the City
- HarmonyFest



Women's club showing their support



Our first local art show on Main Street!



Sass is back—great turnout!



Harmonyfest rocks the block again!

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.

“Our downtown Main Street has remained resilient and resourceful and more focused than ever to reach our fullest potential. We are welcoming new businesses to the block on a regular basis and providing upper-floor housing to enhance our charming historic district and spur further economic development.”

—Tricia Meyer, Executive Director, Three Rivers Main Street

Real Impact. Our Communities

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

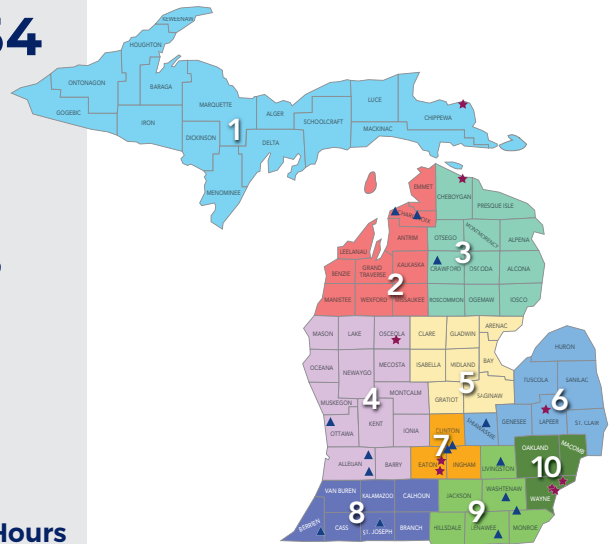
810,704
Program to date

127
2020-21 New Businesses

1,622 Program to date

143
2020-21 Façade & Building Improvements

2,499 Program to date



★ Select Level ▲ Master Level

