Discover Downtown Again!
Downtown Three Rivers is a success story in the making.

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.

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

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<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>9,055</td>
<td>15,833</td>
<td>46,185</td>
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<tr>
<td>Households</td>
<td>3,523</td>
<td>6,191</td>
<td>17,733</td>
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<td>Median HH Income</td>
<td>$50,801</td>
<td>$69,593</td>
<td>$62,913</td>
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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

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
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.

“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)
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