

The World's ONLY

Eat, shop, and play in
 Michigan's Island City

2022 EDITION

EATON RAPIDS DDA/MAIN STREET 517.663.8118 cityofeatonrapids.com



State of DOWNTOWN

9 Blocks

31.3 Acres

107 Parcels

70 Parcel owners

419 Public parking spaces

140 Residential units

8 Restaurants

17 Retail stores

Eaton Rapids Main Street is making a real difference.

Eaton Rapids Main Street desires to fill our historic downtown with vibrant businesses that are welcoming to families and young professionals. Our parks, rivers, and small town atmosphere invite people of all ages to linger and enjoy our downtown.

Downtown's Goals

- A place to raise a family, pride in the community and country, togetherness, and a gathering place
- Respond to the community's value on country life, interest in the arts
- Emphasis on family-friendly experiences
- Small business focused, retail that is locally made/sourced, unique stores and activities

TRANSFORMING EATON RAPIDS' DOWNTOWN



The purchase of an inflatable movie screen turns any space into a movie theater.



2021 saw the completion of a new riverwalk on the Grand River.



The DDA/Main Street façade grant assisted in the library's new awning.

REINVESTMENT STATS 2020-2021

PRIVATE INVESTMENT

\$32,400

Program to date: \$55,240



11

Façade & Building Improvements
Program to date: 18



1

New Businesses
Program to date: 3

Community Profile

City of Eaton Rapids | 2020



Population
5,245



Households
2,113



Median HH Income
\$49,921



Median Age
37 years



Housing Units
2,245



94% Housing is occupied
62% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- DDA Façade Grant program
- DDA Economic Development grants
- State/federal education coordination
- State/federal grant coordination
- Development process navigation
- One-on-one consultation

"The Main Street program has been incredibly helpful for all of the businesses downtown, not just mine. After the year we experienced, it was nice to have a one-stop shop available to navigate the rapidly changing environment."

—Mark McGee, Owner, Mark's Place

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,966	5,966	9,362
Households	2,465	2,465	3,760
Median HH Income	\$63,779	\$63,779	\$74,974

In-demand Businesses

Shopping & Retail

- Bookstore
- Arts, crafts, and hobbies
- Specialty foods
- Cards and gifts
- Sporting goods/outdoors

Food & Drink

- Bakery
- Casual dining eatery
- Brewery/brewpub
- Italian restaurant
- Steakhouse

Main Street

In 2020–2021, the Eaton Rapids Main Street team focused on driving traffic to our downtown. Through the use of targeted radio ads and social media campaigns, the DDA was able to set new attendance records at the downtown outdoor recreation center.



Social Connection



2,220+
Facebook Followers

Volunteer Connection



10
Volunteer hours in 2020–2021



155
Volunteer hours
(Program to date)



\$269
Volunteer value in 2020–2021

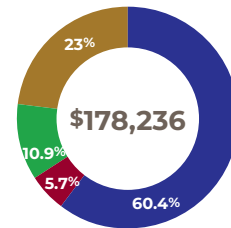


\$4,174
Volunteer value
(Program to date)

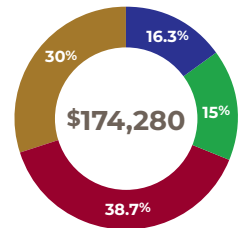
In the Numbers



Income



Expenses



- City/county support
- Management contract feed
- Memberships/fundraising
- Fund balance
- Design activities
- Economic vitality activities
- Operations
- Debt services

VOLUNTEER SPOTLIGHT

“Volunteering with the Main Street program at the farmer’s market is incredibly meaningful to me and the community. Having the space to provide fresh fruits and vegetables that have been grown by your neighbors creates a special connection.”

—Tammie Manchester,
Farmer’s Market Volunteer



Eaton Rapid’s Board of Directors

- Board Chair: Don McNabb
- Vice Chair: Dr. William DeFrance
- Secretary/treasurer: Mike Carducci
- Mayor: Paul Malewski
- Member: Dan Babbitt
- Member: Dr. Kyle Booher
- Member: Dr. William Lindow
- Member: Mark McGee
- Member: Rachel Willey
- Executive Director: Jason Smith, MPA

DOWNTOWN ALIVE

Eaton Rapids Main Street Events 2020-21

4,500

Est. event attendance

- 4th of July parade
- Hometown Family Christmas
- Movies in the Park
- Farmer's market
- WITL Concert Giveaway Remote



Eaton Rapids Farmer's Market

Eat & Rapids
Downtown Restaurant and Recreation Passport
August 27-29, 2021
\$60

Eat and Rapids Event

Join us at Eaton Rapids Community Farmers Market for a COVID-19 Vaccine Clinic
When: Wednesday, July 14th
3 pm - 7 pm

Vaccination Clinic at the ER Market

The Grand River Color Tour
Triathlon
Paddle Pedal Pound

Grand River Color Tour

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.

“Main Street always has our back. After the year we’ve all been through, being able to share information and insight with Main Street and my colleagues, we had all the tools and best practices we could ever need.”

—Jason Smith, MPA; DDA/Main Street Executive Director

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

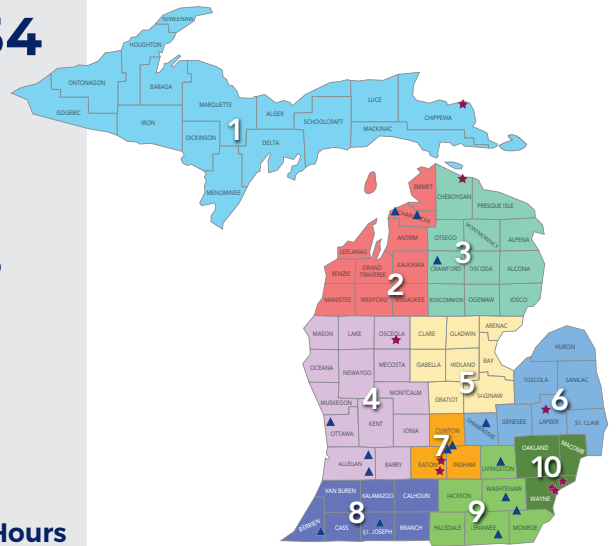
810,704
Program to date

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

