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
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

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>5,966</td>
<td>5,966</td>
<td>9,362</td>
</tr>
<tr>
<td>Households</td>
<td>2,465</td>
<td>2,465</td>
<td>3,760</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$63,779</td>
<td>$63,779</td>
<td>$74,974</td>
</tr>
</tbody>
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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.

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

Social Connection

Facebook Followers

Volunteer Connection

Volunteer hours in 2020–2021

Volunteer hours (Program to date)

Volunteer value in 2020–2021

Volunteer value (Program to date)

In the Numbers

Income

Expenses

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
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

Our Communities

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

www.miplace.org