



Grand Haven Main Street, where our town comes together

Visit our historic Main Street—where you'll find unique local shops, art, independent dining, and amazing entertainment—**all** year long!

2022 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188

downtowngh.com



State of DOWNTOWN

82 Retail stores

25 Blocks

167 Acres

382 Parcels

1,031 Public parking spaces

152 First-floor Storefronts

284 Residential units

33 Restaurants

2% Storefront vacancy rate

Grand Haven Main Street is making a real difference.

Grand Haven Main Street is a historic waterfront town with a vibrant business district that is the **heart** of the community. We promote Grand Haven Main Street as a year-round destination and cultivate economic development to deliver a variety of activities that offer enjoyable experiences. We welcome people of all ages to come and enjoy all we have to offer.

Main Street's Goals

- Promote Grand Haven Main Street as a year-round destination by positioning our district as the center of all live, work, shop, and play activities within the community.
- Target development within Grand Haven Main Street to expand the diversity of retail and food-based businesses, and create an opportunity for additional housing.
- Strengthen collaboration and awareness to allow Grand Haven Main Street to become an important and respected community partner.

TRANSFORMING GRAND HAVEN'S DOWNTOWN



In the autumn season of 2021, Grand Haven Main Street was able to implement a social district in the downtown area of our Main Street district. This will continue to drive a younger demographic to our vibrant downtown area.




In 2021, we were able to once again get creative with additional outdoor seating for our restaurants struggling to recover from Covid-19 restrictions. This additional space is loved by locals and visitors alike. Outdoor spaces and Grand Haven summer weather, what could be better?




During the pandemic, we created a mask logo and sold masks to our community. We also generated donations to supply all employees with free masks, which encouraged a safer re-opening. This raised awareness and support of the current rules, and allowed our businesses to remain open and in recovery for a longer period of time.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT
\$135,400
Program to date: \$29,612,261

**6** **Façade & Building Improvements**
Program to date: 83

**9** **New Businesses**
Program to date: 87

Main Street is Helping Businesses Thrive

- Business networking events
- Downtown snowmelt system
- Flowerbed Main Street planters and beautification
- Yearly banner program
- “Shop Indie” local member
- Use of public spaces for outdoor dining
- Future planning
- Business resource guide

“As a merchant in the city of Grand Haven for over 20 years, I am so grateful that we are a Main Street community. I appreciate all the services, direction, and support that Main Street provides to make our historic shopping district the best that it can be, and I look forward to our continued partnership for many years to come.”

—Sharon Behm, Owner, Borrs Shoes and Accessories

Community Profile

Grand Haven | 2021

**Population**
11,285

**Households**
5,160

**Median HH Income**
\$79,117

**Median Age**
41 years

**Housing Units**
5,909

**87% Housing is occupied**
64% Owner-occupied
35% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,877	30,694	165,280
Households	3,675	11,947	47,874
Median HH Income	\$80,474	\$92,454	\$75,398

In-demand Businesses

- ### Shopping & Retail
- Entertainment center
 - Specialty fresh grocer
 - Butcher shop
 - Outdoor recreation shop
 - Kitchen and home decor

- ### Food & Drink
- Farm-to-table dining
 - Ethnic restaurant
 - Fine dining/steakhouse
 - Brick oven pizzeria
 - Healthy menu café

Community Art Barricades Project

We were able to partner with local artist Christina Hutton and many others to paint the barricades lining the streets and protecting our outdoor dining areas from traffic. This important project transformed the plain gray barricades into a vibrant scene that everyone is sure to enjoy!



Social Connection



4,120+
Facebook followers



3,980+
Instagram followers

Volunteer Connection



1,046
Volunteer hours in 2020–2021



66,072
Volunteer hours
(Program to date)

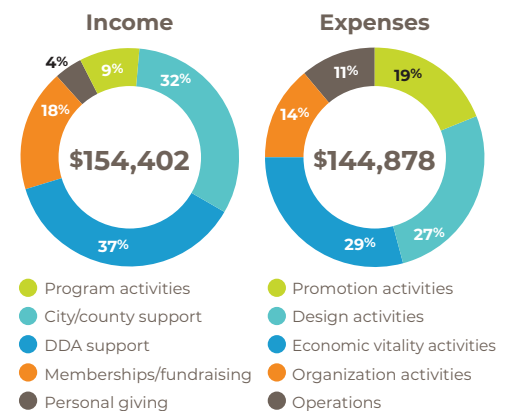


\$28,169
Volunteer value in 2020–2021



\$1,779,319
Volunteer value
(Program to date)

In the Numbers



VOLUNTEER SPOTLIGHT

"Grand Haven means the **world** to me. The past year-plus has certainly been a struggle for all of our retailers, services, restaurants, and stakeholders. Each passing day, I saw their struggle and determination, and it made me also fight harder for our organization as well. At Grand Haven Main Street, we are all family, and while I know recovery will continue, I strive every day to continue to positively impact their recovery through our organization in any way possible. Together we are stronger!"

—Jeremy Swiftney, Executive Director,
Grand Haven Main Street



Grand Haven's Board of Directors

Board Chair: Todd Anthes
Vice Chair: Cara Galbavi
Treasurer: Kristin Hibbard
Secretary: Andy VanderHoek
Mayor: Bob Monetza,
Past Chair: Sharon Behm

DOWNTOWN ALIVE

Grand Haven Main Street
Events 2020-21

18,300

Est. event attendance

- Wine About Winter
- Snowmen on Main
- Craft Beer Crawl
- Small Business Passport
- Downtown trick-or-treating
- Sidewalk Sales
- Light Night
- Small Business Saturday
- Shop 'til You Drop
- Chowdown Centertown



Outdoor fashion show to support mental health



Sidewalk sales 2021; Back to Norm



Snowmen on Main community event



Light Night Decoration

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.

"Michigan Main Street is an amazing organization, and one we are very proud to continue to be a part of. From support in training staff, volunteers, and stakeholders, to collaboration in future planning and economic development, are just some of the many reasons we are proud to continue our partnership. They help open doors, provide grant opportunities, and contribute assistance to many communities like Grand Haven that may not be available if not for being a Michigan Main Street community."

—Jeremy Swiftney, Executive Director, Grand Haven 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

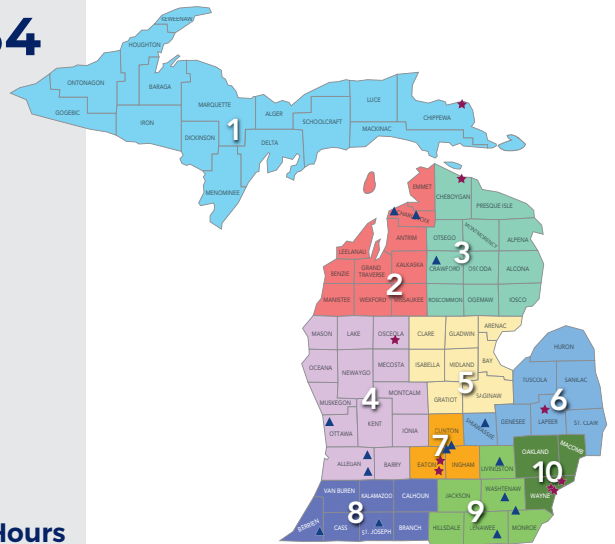
2020-21 Façade &

Building Improvements

2,499

Program to date

Our Communities



Select Level



Master Level



www.miplace.org

5107-211028