



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!

2024 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188 downtowngh.com



State of DOWNTOWN

87 Retail Stores

33 Restaurants

32 Blocks

167 Acres

382 Parcels

1,031 Public parking spaces

152 First-floor Storefronts

543 Residential units

1.5% 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.

Escape the everyday, anyway.[®]

TRANSFORMING GRAND HAVEN'S DOWNTOWN



Pollinator Pathways are designed to connect pollinator species in developed areas with resources they rely on to survive. In a fragmented landscape of parking lots and manicured lawns, pollinators like hummingbirds, bees, and butterflies can have a difficult time finding food and shelter. By turning even small green spaces like flower boxes and curb easements into native plant, pesticide-free gardens, a community can create "pollinator pit stops" for these species between larger habitat areas.



The Momentum Center is creating a community where every person is fully visible and connected. The center offers social/recreational programs for people with mental illness, addictions, and disabilities. By offering social and recreational activities, events and outings, the Momentum Center allows often disenfranchised individuals to build healthy relationships, engage in positive activities, and move out of isolation and into productive interactions in their community. Within the Momentum Center is also the Momentum Center Café, which is a good place for social integration where stereotypes are dismantled and stigma is eliminated. The café is run by members of the Momentum Center.



The Tribune Lofts is a new luxurious living option in downtown Grand Haven opening November 10, 2023. The 39-unit, five-story apartment building completed construction in fall of 2023. The site at the corner of Columbus Avenue and Third Street, may be familiar to locals, as it once housed the area's newspaper, "The Grand Haven Tribune," for 80 years. Developed by Denny Churette, founder and CEO of Churette Group, local partnerships, and backed by the MEDC Community Revitalization Program grant.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$47,000

Program to date: \$29,813,661



2 Façade & Building Improvements

Program to date: 91



4 New Businesses

Program to date: 99

Main Street is Helping Businesses Thrive

- Business networking events
- Downtown snowmelt system
- Flowerbed Main Street planters and beautification
- Year-round promotional events
- Business training program
- "Shop Indie" local member
- Use of public spaces for outdoor gathering
- Future planning
- Business resource guide
- Yearly banner program

"Serving my community is very important to me. I also feel that as a business owner, it is my responsibility to give back. The DDA Board of Directors is the perfect fit for me. The DDA shapes our town and the people who sit on the Board are an integral part of that. This position affords me the opportunity to have a say in moving our town forward and making Grand Haven the best it can be."

—Chris Weavers, Owner, JW's Food & Spirits and J-Dub's Market & Wine Shop; DDA Executive Committee/Treasurer

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,638	28,757	158,015
Households	3,345	12,956	62,811
Median HH Income	\$69,893	\$70,924	\$56,428

In-demand Businesses

Food & Drink

- Farm-to-table dining
- Ethnic restaurant
- Fine dining
- Brick-oven pizzeria
- Healthy menu café

Shopping & Retail

- Entertainment center
- Specialty fresh grocer
- Butcher shop
- Outdoor recreation shop
- Kitchen and home decor

Community Profile

City of Grand Haven | 2023



Population
11,050



Households
5,198



Median HH Income
\$63,626



Median Age
44.6 years



Housing Units
6,115



85% Housing is occupied
60% Owner-occupied
25% Renter-occupied

Supporting Business Through Events

Our promotions committee worked hard to promote and collaborate on events throughout our Main Street District. Chowdown Centertown is an excellent example of how to draw customers to an additional shopping area in our district. Chowdown Centertown is celebrating its third year in 2023, featuring over 10 food trucks, 80 artists and makers, and eight musicians and bands.



2023 Pulse of Downtown



70% Visit downtown Grand Haven most often for dining

40% Described recent trends in Grand Haven Main Street as steady to improving.

45% Said the frequency of their visits to downtown have increased

Social Connection



6,535+

Facebook followers



250+

Instagram followers

Volunteer Connection



1,384

Volunteer hours in 2022–2023



68,733

Volunteer hours (Program to date)



\$41,728

Volunteer value in 2022–2023



\$2,072,300

Volunteer value (Program to date)

VOLUNTEER SPOTLIGHT

“Volunteering in our community allows me to give back and make a positive impact on the lives of others. It’s a way to connect with people, build a stronger community, and contribute to a cause I’m passionate about.”

—Melisa Miller, newly appointed recruitment and retention chair, Lake Trust Credit Union



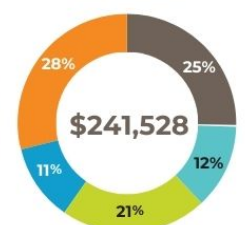
In the Numbers



Income



Expenses



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Events 2022-23

67550

Est. event attendance

- Wine About Winter
- The Big Shop
- Sidewalk Sales
- Chowdown Centertown
- Bones About Town
- Fall Festival
- Light Night
- Shop & Stroll Centertown



Bones About Town



Wine About Winter



Chowdown Centertown



Light Night

“Eight years ago, I opened my dream store; Vintage Green Antiques. At the time, I had no idea that Main Street existed, and that my business was in the district. During these years, I was encouraged to get involved, invited to attend and even received a small grant for technology. I'm so grateful for the support and encouragement. It truly has made a difference for my small business. Today, I am honored to be the Main Street chair. It's wonderful to welcome new businesses in to the fold. I'm proud of the work the board does on behalf of all stakeholders. We are grateful to be partners with Main Street.”

—Joyce A. Workman, MSDDA Board Chair

Grand Haven's Board of Directors

- | | | |
|--------------------------|--------------------------|---------------------------------|
| Chair: Joyce Workman | Mayor: Robert Monetza | Member: Bob Warren |
| Vice Chair: Todd Anthes | Member: Todd Hancock | Member: Laura Girard |
| Treasurer: Chris Weavers | Member: Kelly Larson | Executive Director: Chandi Pape |
| Secretary: Joyce Workman | Member: Lynn Negen | |
| Past Chair: Cara Galbavi | Member: Nathan Patterson | |

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022-23 Total Private Investment

\$424,613,279

Program to date



\$9,639,829

2022-23 Total Public Investment

\$146,697,645

Program to date



40,812

2022-23 Volunteer Hours

892,702

Program to date



144

2022-23 New Businesses

1,897

Program to date



144

2022-23 Façade & Building Improvements

2,817

Program to date



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 MMS Communities



★ Select Level ▲ Master Level



www.miplace.org