



# Visit, Discover, and Explore why Historic Lapeer is Remarkably Close

Honoring the Lapeer of yesterday, celebrating the Lapeer of today, and envisioning the Lapeer of tomorrow.

2024 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



## State of DOWNTOWN

**17** Blocks

**46** Acres

**72** Parcels

**730** Workers employed in district

**80** First-floor storefronts

**94** Residential units

**15** Restaurants

**20** Retail stores

**8%** Storefront vacancy rate

## Lapeer Main Street is making a real difference.

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family-friendly charm.

### Downtown's Goals

- Increase promotion and outreach to advance downtown as a destination for residents and visitors and increase awareness of Lapeer Main Street as the driving force behind downtown economic development and improvements
- Develop a downtown culture that fosters small business and property owner support, collaboration, and communication
- Continue improving the downtown environment through building preservation, beautification, and placemaking efforts to create a vibrant historic Lapeer atmosphere



**LAPEER**  
*Main Street*

# TRANSFORMING LAPEER'S DOWNTOWN



The Lapeer Main Street DDA was able to turn five community paintings done through the Center for the Arts into murals that were installed throughout historic downtown Lapeer.



To add additional seating, socialization locations and some fun, chess and checker tables were added near each of our downtown coffee shops.



To add more vibrancy through color and help define the border of our social district, Lapeer Main Street volunteers created and painted a border for the social district that incorporates Lapeer branding.

## REINVESTMENT STATS 2022-2023

### PRIVATE INVESTMENT

**\$1,093,950**

Program to date: \$1,465,865



**8**

**Façade & Building Improvements**  
Program to date: 27



**4**

**New Businesses**  
Program to date: 31

## Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Match on Main grants
- Market data
- Community story telling
- Business owner meet-and-greets
- Two-minute Tuesday campaigns
- Small Business Saturday champion
- Lapeer Main Street newsletters

“There are so many people that have been welcoming and helpful. Lapeer Main Street and the DDA, neighboring businesses like Blend, are willing to help and they want us to succeed.”

– Tricia Houthoofd-Smith, Owner, Hall of Frames

## Community Profile

City of Lapeer | 2023



Population  
**9,126**



Households  
**3,698**



Median HH Income  
**\$44,821**



Median Age  
**37.4 years**



Housing Units  
**3,930**



**94%** Housing is occupied  
**50%** Owner-occupied  
**44%** Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,731	18,625	80,597
Households	3,330	7,136	31,566
Median HH Income	\$46,817	\$56,416	\$62,643

## In-demand Businesses

### Food & Drink

- Ethnic restaurant
- Bakery
- Breakfast/brunch restaurant
- Steakhouse
- Seafood

### Shopping & Retail

- Arts, crafts, and hobbies
- Specialty foods
- General/variety store
- Women's clothing
- Bookstore

# Vibrant Lapeer

The Lapeer Main Street DDA was able to utilize a vibrancy grant through Michigan Main Street that allowed us to focus on creative, functional improvements to historic downtown Lapeer that included additional murals, chess/checker tables, a creative social district border, welcome signs, and waste receptacles to help keep our downtown clean.



## VOLUNTEER SPOTLIGHT

“I want to be engaged and part of the positive trend of growth in the community I plan to raise my family and eventually retire in.”

—Megan Gillingham, Avery’s Automotive; Lapeer Main Street board member; asset mapping volunteer



## 2023 Pulse of Downtown



- 72%** Visit downtown Lapeer most often for dining
- 52%** Described recent trends in downtown Lapeer as improving or making progress.
- 30%** Said the frequency of their visits to downtown Lapeer increased during the past year.

## Social Connection



**6,595+**  
Facebook Followers



**1,070+**  
Instagram Followers

## Volunteer Connection



**840**  
Volunteer hours in 2022–2023



**4,833**  
Volunteer hours (Program to date)

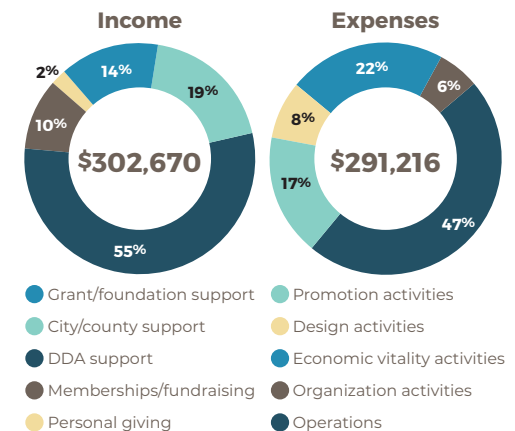


**\$25,326**  
Volunteer value in 2022–2023



**\$145,715**  
Volunteer value (Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Lapeer Main Street  
Events 2022-23

# 11,180

Est. event attendance

- Ladies Night Out
- Porch Fest
- Treat Walk
- WinterFest
- Lapeer Cruise on Nepessing Street
- Summer Concert Series



Lapeer Cruise on Nepessing Street



Summer Concert Series



Annual WinterFest Celebration



Lapeer's Second Annual PorchFest

“By using the tools and resources given to us through Michigan Main Street, we are able to turn someone’s aspirations and goals of opening a brick-and-mortar business, into their American Dream.”

—Jill Bristow, Lapeer Main Street Executive Assistant

## Lapeer’s Board of Directors

- |                             |                             |                           |
|-----------------------------|-----------------------------|---------------------------|
| Chair: Catherine Bostick    | Director: Jason Rogers      | Director: Mindy Schwab    |
| Vice Chair: Tim Roodvoets   | Director: Buddy Beyer       | Director: Thomas LaMagna  |
| Treasurer: Megan Gillingham | Director: Jeff Hogan        | Exec. Director: James Alt |
| Secretary: Ashley Fanson    | Director: Dan Sharkey       | Exec. Asst.: Jill Bristow |
| Mayor: Debbie Marquardt     | Director: Elizabeth Moffitt |                           |

# 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

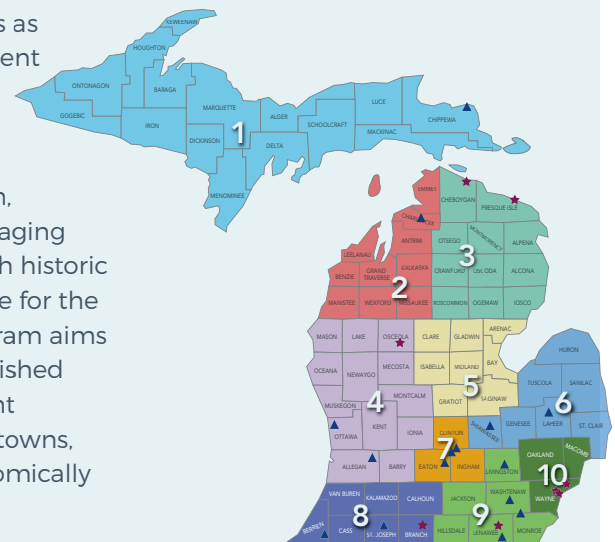


## Michigan Main Street

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



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org