



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

A community of friendly faces, delectable foods, delicious drinks, and more, we are a unique oasis.

2021 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



Photo by Josh Atwood

## State of DOWNTOWN

14 Blocks

46 Acres

76 Parcels

1,220 Public parking spaces

84 First-floor storefronts

95 Residential units

15 Restaurants

16 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

- Create and capitalize on a physical environment that is engaging and inviting to families.
- Improve the downtown business environment and available resources to support investment.
- Build a family-friendly brand that is historic Lapeer.



LAPEER  
Main Street

# TRANSFORMING LAPEER'S DOWNTOWN



Lapeer Main Street partnered with Lapeer Community Schools and local organizations to recognize the class of 2020 by creating almost 400 yard signs, one for each graduating senior.



Lapeer Main Street partnered with City of Lapeer to remove out-of-place overhead lights and upgrade existing street lights to create energy savings and a more inviting ambiance for the downtown.



Osentoski Insurance took advantage of programs available through Lapeer Main Street to remove the modern, out of place façade and return their building to its original appearance.

## REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT  
**\$121,325**

Program to date: \$191,915



**5**

**Façade & Building Improvements**  
Program to date: 11



**2**

**New Businesses**  
Program to date: 14

## Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Match on Main program
- Market data
- Small Business Saturday Champion
- "Meet our Business" Monday campaign
- Business owner meet-and-greets

"I am very humbled to have been one the lucky ones to have been able to utilize several of the programs that Michigan Main Street offers. The programs and grants I have received have allowed me to improve and expand my business. I am very grateful for the partnerships I have obtained with the SBDC because of the Main Street program."

—Virginia Bruman, Owner, Chef G's LLC

## Community Profile

City of Lapeer | 2020



Population  
**8,666**



Households  
**3,630**



Median HH Income  
**\$60,109**



Median Age  
**36.7 years**



Housing Units  
**3,790**



96% Housing is occupied  
50% Owner-occupied  
50% Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,308	23,777	95,606
Households	3,601	9,000	37,504
Median HH Income	\$39,725	\$49,479	\$54,901

## In-demand Businesses

### Shopping & Retail

Specialty foods  
Clothing store/boutique  
Books, toys, and games  
Arts, crafts, hobby  
Mercantile/variety

### Food & Drink

Asian restaurant  
Italian restaurant  
Healthy menu café  
Bakery  
Steakhouse

# Connecting with the community during Covid-19

Lapeer Main Street took an active, all hands on deck approach to supporting our community during the Covid-19 pandemic. Utilizing strong partnerships with the Lapeer Development Corporation and the Lapeer Chamber of Commerce to help promote historic Lapeer business and help them navigate and secure over \$100,000 in grants designed to support small businesses located in the Main Street district impacted by Covid-19.



## VOLUNTEER SPOTLIGHT

“I was so excited when we moved to Lapeer to find out it had a historic downtown area. I love the feeling of community and history it gives you. I really enjoy helping with anything I can to grow our downtown.”

—Denise Becker, Promo and Marketing Committee volunteer



## 2019 Pulse of Downtown



**72%** Visit downtown Lapeer most often for dining

**66%** Described recent trends in downtown Lapeer as improving or making progress.

**28%** Said the frequency of their visits to downtown Lapeer increased during the past year.

## Social Connection



**4,240+**  
Facebook Followers



**545+**  
Instagram Followers



**115+**  
Twitter Followers

## Volunteer Connection



**516**  
Volunteer hours in 2019-2020



**2,548**  
Volunteer hours  
(Program to date)

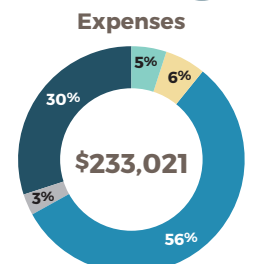
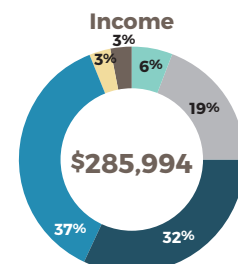


**\$13,308**  
Volunteer value in 2019-2020



**\$65,713**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grant/foundation support
- City/county support
- DDA support
- Business support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

# DOWNTOWN ALIVE

Lapeer Main Street  
Events 2019-20

# 4,090

Est. event attendance

- Monday Night Car Cruise
- Farmers market
- Summer Concert Series
- Sidewalk sales
- Ladies Night Out
- Treat Walk/Pumpkin Fest
- Baubles and Broomsticks
- WinterFest



Monday Night Cruise Rolling Cruise



Annual historic farmers market of Lapeer



Historic Lapeer sidewalk sales



A Ladies Night Out in historic Lapeer

# 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.

## Real Impact.

The numbers prove it!

**\$13,871,279**  
2019-20 Total  
Private Investment  
**\$319,893,405**  
Program to date

**\$16,587,881**  
2019-20 Total  
Public Investment  
**\$116,015,807**  
Program to date

**33,676**  
2019-20 Volunteer Hours  
**773,507**  
Program to date

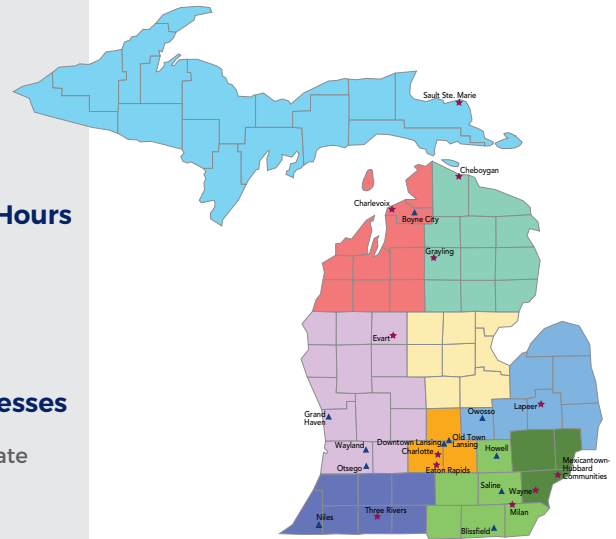
**87**  
2019-20 New Businesses  
**1,495** Program to date

**150**  
2019-20 Façade &  
Building Improvements  
**2,357** Program to date

“Through our partnership with Main Street, we have been able to identify a vision and strategy that has helped foster community pride, economic vitality, and a sense of place, while preserving our history and identity as a community.”

—James Alt, Executive Director,  
Lapeer Main Street DDA

## Our Communities



★ Select Level    ▲ Master Level



## Lapeer's Board of Directors

- |                               |                                |
|-------------------------------|--------------------------------|
| Chairperson:<br>Dan Osentoski | Director:<br>Elizabeth Moffitt |
| Vice Chair:<br>Tim Roodvoets  | Director: Dan Sharkey          |
| Secretary:<br>Ginni Bruman    | Director:<br>Steve Elzerman    |
| Mayor Deb Marquardt           | Director: Mike Burke           |
| Treasurer: Dan Gerlach        | Director:<br>Bailey RaCosta    |
| Director: Ray Davis           | Director: Jeff Hogan           |
| Director: Sue Griggs          |                                |