



# 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.

2023 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



## State of DOWNTOWN

17 Blocks

46 Acres

72 Parcels

1,220 Public parking spaces

80 First-floor storefronts

94 Residential units

11 Restaurants

18 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

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



**LAPEER**  
*Main Street*

# TRANSFORMING LAPEER'S DOWNTOWN



The first Porch Fest was held in July 2022. This community-wide event activated residential and downtown porches turning them into performance spaces and creating a day of positivity and commerce.



The inaugural Grilled Cheese Festival brought over 700 people to historic downtown Lapeer from throughout Michigan and five different states.



Lapeer Main Street worked with the Center for the Arts to secure a \$25,000 Match on Main grant that allowed the CFA to upgrade and install state of the art lighting at the Pix Theatre.

## REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT  
**\$66,500**

Program to date: \$371,915



**4** Façade & Building Improvements  
Program to date: 19



**8** New Businesses  
Program to date: 27

## Community Profile

City of Lapeer | 2022



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

## 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

"Moving my store downtown was the best move I ever made. I just love the people, and every day people pop into the store just to chat. To give you an idea of how connected we all are, the high school kids come into the store show me what they're wearing to the prom or homecoming. They even take their pictures here! I'm an aunt to so many teenagers in Lapeer and that makes this more than just a business for me. It's a family."

—Tammy Cutcher, Owner, Essential Necessities and the Rock Shop

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,779	18,778	80,976
Households	3,502	7,536	33,308
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

# Community Story Telling

With the support of Michigan Main Street the Lapeer Main Street DDA was able highlight business owners, volunteers, and Lapeer Main Street staff and board members to talk about the role and impact Main Street has on historic downtown Lapeer. This collaboration has opened up doors for further community story telling through additional platforms like Pure Michigan.



## VOLUNTEER SPOTLIGHT

"If you would have told me 10 years ago that we were going to have two new buildings downtown, I wouldn't have believed you. I just couldn't have imagined that years ago. It's the ingenuity and the creativity of this community and the fact that people are always willing to try, to be creative. There's an ingenuity here combined with a determination that we aren't going to give up, and I think that makes this community special."

—Catherine Bostick, Organization Committee Volunteer and DDA Board Member



## 2022 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



**5,965+**  
Facebook Followers



**995+**  
Instagram Followers

## Volunteer Connection



**799**  
Volunteer hours in 2021–2022



**3,994**  
Volunteer hours  
(Program to date)

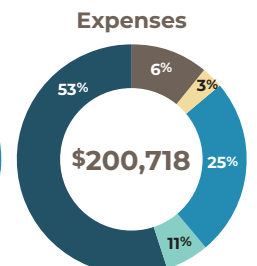
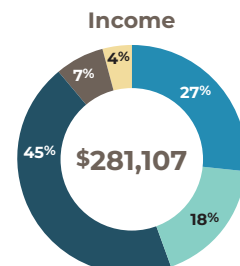


**\$22,652**  
Volunteer value in 2021–2022



**\$113,230**  
Volunteer value  
(Program to date)

## In the Numbers



- Grant/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- Other/misc.
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

# DOWNTOWN ALIVE

Lapeer Main Street  
Events 2021-22

# 13,050

Est. event attendance

- Lapeer Cruise on Nepessing Street
- Summer Concert Series
- Friday Night Bikes
- Ladies Night Out
- Porch Fest
- Grilled Cheese Fest
- Treat Walk
- Baubles and Broomsticks
- WinterFest



Lapeer Cruise on Nepessing Street



Frame 42 rocking the summer concert stage



Adam Gentry entertaining at Porch Fest



2022 Grilled Cheese Fest champions, Chef G's

“Michigan Main Street and all of their tools, educational resources, and access to financial support has helped us add vibrancy and revitalization in the downtown we couldn’t have done ourselves.”

—James Alt, Executive Director, Lapeer Main Street DDA

## Lapeer’s Board of Directors

- |                           |                             |                         |
|---------------------------|-----------------------------|-------------------------|
| Chair: Tim Roodvoets      | Mayor: Debbie Marquardt     | Director: Tony Stroh    |
| Vice Chair: Ginni Bruman  | Director: Catherine Bostick | Director: Mike O'Brian  |
| Treasurer: Dan Gerlach    | Director: Dan Sharkey       | Director: Ashley Fanson |
| Secretary: Bailey RaCosta | Director: Jeff Hogan        | Director: Jason Rogers  |

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$60,607,647**

2021-22 Total  
Private Investment

**\$407,127,406**

Program to date



**\$8,138,196**

2021-22 Total  
Public Investment

**\$137,057,816**

Program to date



**41,186**

2021-22  
Volunteer  
Hours

**851,890**

Program to date



**131**

2021-22  
New  
Businesses

**1,753**

Program to date



**174**

2021-22  
Façade & Building  
Improvements

**2,673**

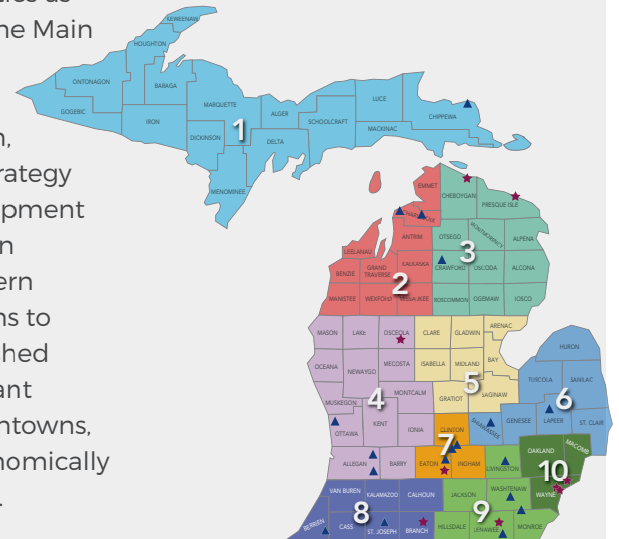
Program to date



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](http://www.miplace.org)