Real. Local. Flavor.
Meet ME in Downtown Niles and Experience Our Downtown Revolution.

Niles Main Street is making a real difference.

Making A Difference. During 2022, Niles Main Street navigated the new world of life post-Covid. We are excited to reinvent the outdoor area, previously known as The NODE, and have it become a permanent part of downtown Niles.

Local food is a big part of what we are, but, we’ll also be focusing on bringing more retail experiences highlighting our local artisans this coming year.

Downtown’s Goals
• Niles Main street adopted local food as our transformational strategy in 2018.
• Increase year-round foot traffic
• Increase number of food options available downtown after 5 p.m.
• Encourage consistency in business hours

State of DOWNTOWN

16 Blocks
600 Public parking spaces
68 First-floor storefronts
120 Residential units
14 Restaurants
26 Retail stores
154 Businesses

Engaged Redevelopment Ready Community®
Master Level Main Street
Apothica Teas received a Match on Main Grant to open a wall between two buildings and expand their space, creating their beautiful conservatory.

Niles Main Street partnered with the Niles Parks Department to bring colorful banners to Riverfront Park, all sponsored by local businesses.

After a bit of controversy over closing down a road, Michigan Main Street worked with us to bring in experts to work with the community on a new design.

Main Street is Helping Businesses Thrive

- 50/50 Façade Grant program
- Match on Main Grant program
- Low-interest building improvement loan
- Small Business Saturday Champion
- Third Thursday coordinator
- Share and apply for multiple grant opportunities with and for businesses
- Current market data available upon request

“Since we opened our studio in downtown Niles in January of 2018, our business has grown and profits increased every year. The visibility on Main Street has been wonderful for us!”

—Charles Nelson, Owner/Video Dude, On Base Productions

### Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>14,822</td>
<td>32,753</td>
<td>185,626</td>
</tr>
<tr>
<td>Households</td>
<td>6,178</td>
<td>13,326</td>
<td>71,835</td>
</tr>
<tr>
<td>Average HH Income</td>
<td>$40,738</td>
<td>$48,419</td>
<td>$61,534</td>
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</tbody>
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### In-demand Businesses

**Food & Drink**
- Bakery/donut shop
- Breakfast/brunch
- Deli/sandwich shop
- Casual dining eatery
- Farm-to-table restaurant

**Shopping & Retail**
- Arts, crafts, hobbies
- Local artisan goods
- General/variety goods
- Cards and gifts
- Women's clothing
Shop Niles Businesses

At the heart of it all, Niles Main Street is about building community and doing everything we can to help our local businesses thrive. We take every opportunity we can to remind folks to support our local business community, because without that support, we could lose them forever. Local business builds community and, together, they make up the fabric that makes Niles.

VOLUNTEER SPOTLIGHT

“Living in a small town can be a challenge, but I believe we have little to complain about unless we are putting in a little elbow grease of our own.”

—Kristin Bivens, Promotions Committee and Owner/Candlemaker, Wicked Pop Candle Co.

In the Numbers

- Expenses: $209,404
  - Program activities: 35%
  - Grants/foundation support: 15%
  - City/county support: 15%
  - DDA support: 15%
  - Design activities: 5%
  - Economic vitality activities: 5%
  - Organization activities: 10%
  - Operations: 10%

- Income: $209,404
  - Investment income: 35%
  - Program activities: 20%
  - Grants/foundation support: 15%
  - City/county support: 15%
  - DDA support: 10%

Social Connection

- Facebook followers: 7,690+
- Instagram followers: 1,210+

Volunteer Connection

- Volunteer hours in 2021–2022: 5,462
- Volunteer hours (Program to date): 79,751
- Volunteer value in 2021–2022: $154,848
- Volunteer value (Program to date): $2,260,941

2022 Pulse of Downtown

- Visit downtown Niles most often for dining: 63%
- Described recent trends in downtown Niles as improving or making progress: 36%
- Said the frequency of their visits to downtown Niles increased during the past year: 17%

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“Main Street, now more than ever, is where our community thrives. It’s where we come together, celebrate, and support each other. It’s where we work, shop, and dine. The Niles Main Street program exists to make sure we continue to thrive.”

—Justin Flagel, Promotions Chair

Niles’ Board of Directors

Mayor: Nick Shelton
Secretary & Design Chair: Fredda Zeiter
Vice Chair and Promotions Chair: Justin Flagel
Organization Chair: Charlie Spilman
Economic Vitality Chair: Melanie Kennedy
Member: Luigi Alberganti
Member: Paul Klimson

Niles Main Street Events

2021–22

9,925

Est. event attendance

• Hunter Ice Festival
• Homegrown market
• Small Business Saturday
• Lighting of the town for the holiday
• Downtown Safe Trick or Treat

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

Michigan Economic Development Corporation

★ Select Level  ▲ Master Level

www.miplace.org

5286-221027