



Downtown Adrian Main Street is making a real difference.

With shopping, entertainment, and dining, downtown Adrian has something for everyone to enjoy!

2025 EDITION

DOWNTOWN ADRIAN MAIN STREET

517.264.4816

downtownadrian.com



State of DOWNTOWN

20 Blocks

74 Acres

203 Parcels

723 Public parking spaces

150 Residential units

24 Retail stores

14 Restaurants

236.6k Visitors

Adrian Main Street is making a real difference.

Downtown Adrian is a thriving, historic and multi-cultural environment anchored by a vibrant arts scene with an abundance of playful, safe and inclusive places where people want to be.

Downtown's Goals

- Create an intentional environment and welcoming spaces that celebrate the character and charm of downtown Adrian.
- Enhance the business and built environment to facilitate additional public and private investment.
- Support arts and culture through promoting downtown Adrian as a destination for fun and culture in Lenawee County and surrounding region.



TRANSFORMING ADRIAN'S DOWNTOWN



The city, in partnership with Downtown Adrian Main Street, purchased property in the downtown to provide additional parking.



Downtown Adrian Main Street, working with City of Adrian, was able to remove the blighted and hazardous buildings.



This property was available and the city was able to purchase for future development in the downtown.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT
\$225,00

Program to date



8 Façade & Building Improvements
Program to date



8 New Businesses
Program to date: 19

Main Street is Helping Businesses Thrive

- Match on Main funding program
- Small Business Saturday Champion
- Cooperative advertising campaigns
- Market data and analysis
- Business education and workshops
- Local shopping events
- Community events

"I love this town. I came here to go to college, and initially, I was commuting and then ended up moving here for the last year of college and never left. I love that this town is big enough to have what it has, but small enough to feel like a small town."

—Jeff Conolly, Owner, Red Raptor Comics

Community Profile

City of Adrian | 2024



Population
20,315



Households
7,842



Median HH Income
\$43,199



Median Age
35 years



Housing Units
8,978



87% Housing is occupied
49% Owner-occupied
38% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,807	37,325	74,710
Households	6,516	13,691	28,760
Median HH Income	\$42,212	\$55,635	67,838

In-demand Businesses

Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Brewery/ brewpub
- Steakhouse
- Farm-to-table restaurant

Shopping & Retail

- Bookstore
- General/variety store
- Specialty foods
- Cards and gifts
- Arts, crafts, and hobbies

Family-Friendly Events

Downtown Adrian Main Street made an intentional effort this year to program family friendly and family oriented events. Events including touch at truck with a hot wheel giveaway, and a tailgate night with mini golf and a rock wall. Smiles and laughs were plentiful in downtown.



2024 Pulse of Downtown



- 59%** Visit downtown Adrian most often for dining.
- 32%** Said the frequency of their visits to downtown Adrian increased during the past year.
- 59%** Described recent trends in downtown Adrian as improving or making progress.

Social Connection



- 5,500+** Facebook Followers
- 1,200+** Instagram Followers
- 1,200+** TikTok Followers

Volunteer Connection



- 1,125** Volunteer hours in 2023–2024
- 3,633** Volunteer hours (Program to date)
- \$35,538** Volunteer value in 2023–2024
- \$114,766** Volunteer value (Program to date)



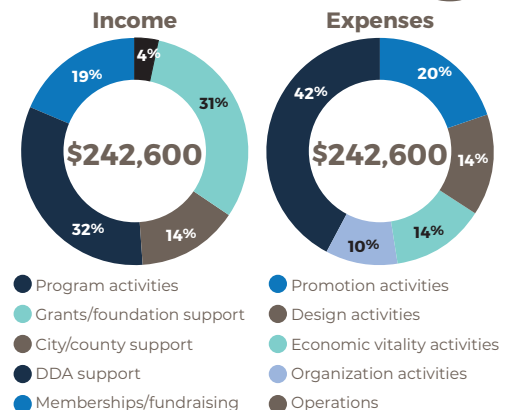
VOLUNTEER SPOTLIGHT

“True community happens when people care. Volunteering allows me interact with ours to help create safe, fun, and memorable experiences for us all. I love investing time and care into my hometown and its future.”

—**Kristina Henning, Volunteer, Downtown Adrian Main Street Board Member**



In the Numbers



DOWNTOWN ALIVE

Adrian Main Street
Events 2023-24

27,500

Est. event attendance

- Comstock Christmas Riverwalk
- First Fridays
- Small Business Saturday
- Artalicious
- Student Welcome Back Event
- Juneteenth
- Downtown trick or treating



Artalicious Fine Arts Fair



Hot Wheels Giveaway



Touch a truck



Student Welcome Back Event

“Michigan Main Street is providing us with a foundation of information and services that will allow us to better support our businesses and community. We are just beginning our journey and we are already seeing the great benefits of Michigan Main Street.”

—Jay Marks, Executive Director Downtown Adrian Main Street

Adrian’s Board of Directors

Chair: Harry “Dusty” Steele
Vice chair: Darcy Gifford
Secretary: Meredith Elliott
Treasurer: Jacob Cooper
Mayor: Angela Sword Heath

Member: Deveny Rosebrock
Member: Jere Righter
Member: Kristina Henning
Member: Josh Roth
Member: Tara Coumoundorous

Member: Kandice Karll Newsome
Advisory Member: Michael Orlando
Advisory Member: Rylie Yuhus
Executive Director: Jay Marks

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total Public Investment

\$152,552,988

Program to date



30,094

2023-24 Volunteer Hours

922,796

Program to date



136

2023-24 New Businesses

2,033

Program to date



117

2023-24 Façade & Building Improvements

2,934

Program to date

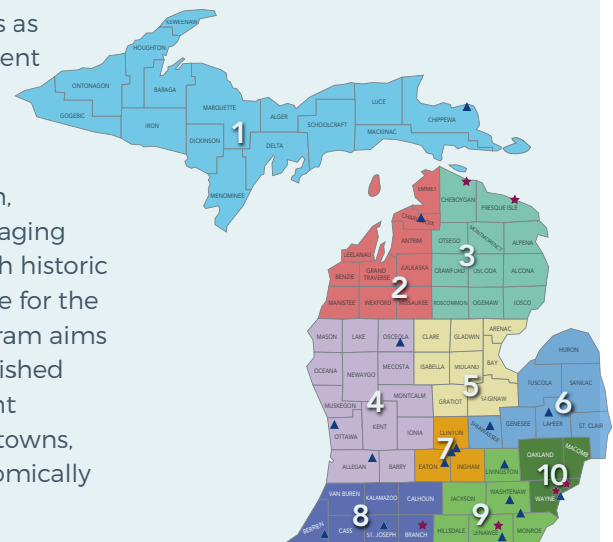


Michigan Main Street

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