



Come experience downtown Blissfield!

It's America. It's Bliss.

2025 EDITION

BLISSFIELD MAIN STREET

517.486.3642

blissfieldmainstreet.com



State of DOWNTOWN

13 Blocks

142 Parcels

15 Restaurants

36 Retail stores

290 Public parking spaces

60,600 Visitors

Blissfield Main Street is making a real difference.

Blissfield is unwavering in its commitment to growth and vitality. Blissfield Mainstreet's core values of engaging business owners, volunteers and community stakeholders have propelled Blissfield forward in its effort to be beautiful, vibrant and relevant. We welcome visitors with our unique blend of agriculture, health, wellness, arts, events and history to our quaint and energizing downtown. Blissfield is a place everyone wants to call home.

Downtown's Goals

- Increase the number of repeat visitors, repeat customers and downtown event attendees.
- Encourage public and private investment and the expansion of businesses.
- Create an environment that is welcoming and fun every day, ensuring that all of our events and activities reflect the heart and energy of our village.
- Continue to cast the vision for all businesses to engage the culture of Blissfield



BLISSFIELD Main Street

TRANSFORMING BLISSFIELD'S DOWNTOWN



Blissfield implemented a Summer Concert Series this year. It was a tremendous success. Hundreds of people enjoyed the BOSS Social District under the stars in the Bicentennial Park listening to great music.



Blissfield earned the Certified Redevelopment Ready Community® designation this year. This was a significant achievement and a great advantage in moving Blissfield forward.



We celebrated our 200th birthday this year with our bicentennial celebration in July. Many came and enjoyed the history and quaintness of our wonderful village

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$855,000

Program to date: \$5,779,477



6

Façade & Building Improvements

Program to date: 84



3

New Businesses

Program to date: 65

Main Street is Helping Businesses Thrive

- Façade grant program
- Business After Hours
- Local community and shopping events
- Small Business Saturday
- Match on Main funding program
- Business improvement seminars
- Business strategy through MEDC
- Vibrant social district
- Marketing of the downtown
- Beautification of the downtown

"We love being business owners in Blissfield. With an incredibly supportive DDA/Mainstreet, we are able to come together with residents many times for events and gatherings. We have experienced tremendous growth in the last few years here in Blissfield. We cannot imagine being anywhere else!"

—Brian and Jen Dolittle, Owners of Stitches and Stems

Community Profile

Village of Blissfield | 2024



Population

3,220



Households

1,379



Median HH Income

\$67,063



Median Age

42 years



Housing Units

1,454



95% Housing is occupied

77% Owner-occupied

18% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,634	6,645	96,488
Households	1,556	2,710	36,809
Median HH Income	\$69,308	\$76,924	\$78,793

In-demand Businesses

Food & Drink

- Asian
- Deli/sandwich shop
- Farm-to-table
- Steakhouse
- Casual dining

Retail Establishments

- Arts, crafts, hobby
- Bookstore
- General/variety
- Specialty foods
- Children/toys and games

Things are Happening in Blissfield

Blissfield 5th graders planted our 42 flower pots in the downtown with great care. Volunteerism starts young in Blissfield with an emphasis on giving back to the community. Our parklets offer a great place to take a break after all the work that was done.



2024 Pulse of Downtown



69% Visit downtown Blissfield most often for dining

43% Described recent trends in downtown Blissfield as improving or making progress.

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

Social Connection



4,800+
Facebook Followers

588
Volunteers of Blissfield

3,200
Yuletide

Volunteer Connection



2,092
Volunteer hours in 2023–2024

24,993
Volunteer hours (Program to date)

\$66,086
Volunteer value in 2023–2024

\$789,529
Volunteer value (Program to date)



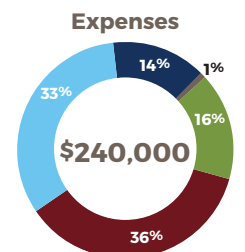
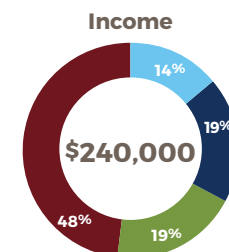
VOLUNTEER SPOTLIGHT

“I moved back home after the loss of my husband. I have so much pride in this community and I want to give back so I find projects that need to be done and just do them.”

—Denise Adams, Volunteer (Garden Fairy)



In the Numbers



- Program activities
- City/county support
- Business support
- TIF
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Salary/benefits

DOWNTOWN ALIVE

Blissfield Main Street Events 2023-24

18,270

Est. event attendance

- Yuletide
- Wassail Fest
- Parade of Lights
- Downtown Wine Around
- Touch a Truck
- Tractor Cruise-in
- Summer Concert Series
- Car Shows
- Farm-to-Table Dinner
- Harvest Festival



Harvest Festival



Parade of Lights



Touch a Truck



Farm-to-Table Dinner

“As a business owner, I enjoy serving on Blissfield’s Main Street Board because I can work to improve all business opportunities in town.”

—Frank Seely, DDA/Mainstreet Board Chair; Owner, Ellis Inn

Blissfield’s Board of Directors

President: Frank Seely
 Vice President: April Wolfe
 Secretary: Brenda Butler
 Member: Mike Gunter
 Member: Heather Marks

Member: Julie Goll
 Member: Bill Borchardt
 Member: James Eitzen
 Member: Heather Nichols

Member: Barb McHenry
 Jr. Member: Ellie Saylor
 DDA/Main Street Director:
 Laura Nichols

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

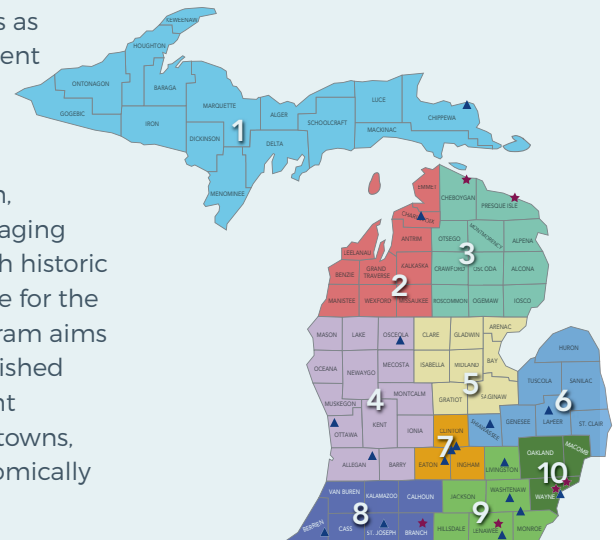


Michigan Main Street

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