



Reinvest. Rebuild. Revitalize.

Downtown Coldwater makes a splash with a brand new website and updated campaigns to promote businesses and events.

2025 EDITION

COLDWATER MAIN STREET

517.279.6913

DowntownColdwater.com



State of DOWNTOWN

13 Blocks

39 Acres

3 Acres of public green space

129 Parcels

12 Restaurants

91 Residential units

898 Public parking spaces

185.9k Visitors

Coldwater Main Street is making a real difference.

The Downtown Coldwater Main Street program is working to support a dynamic environment that consistently demonstrates a collective energy and synergy. We strive to foster entrepreneurial investment and growth, and encourage a vibrant, multicultural, family-oriented downtown that is enjoyed by our community.

Downtown's Goals

- Family-friendly experiences with a focus on arts and culture
- Revitalize buildings and public spaces to enhance an authentic sense of community that is attractive to all ages
- Create an entrepreneurial ecosystem that supports existing and new, experience-based and multicultural businesses



**COLDWATER
MAIN STREET**

TRANSFORMING COLDWATER'S DOWNTOWN



Coldwater Main Street sponsored a new mural at 40 South Hanchett Street. The mural, painted by artist and board member Matt Biolchini, was dedicated to his mother, Paula.



Hope Café celebrates big! During its second anniversary party, the café received news that it would be the recipient of a \$20,000 Match on Main award.



Community members took part in a walking tour to discuss opportunities for public space improvements that will drive future projects.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$585,760

Program to date: \$2,609,404



12

Façade & Building Improvements

Program to date: 23



5

New Businesses

Program to date: 15

Community Profile

City of Coldwater | 2024



Population

13,550



Households

4,812



Median HH Income

\$52,237



Median Age

37.7 years



Housing Units

5,195



93% Housing is occupied

58% Owner-occupied

35% Renter-occupied

Main Street is Helping Businesses Thrive

- Low Interest Loan Pool program
- Façade Restoration Initiative Grant
- Exterior design assistance
- Revolving Loan Fund
- Match on Main Grant program
- Market data
- Visitor Data

"We are so proud to be a part of the downtown and we're glad that the Match on Main program felt that our work in the downtown and community wide is worth enhancing."

—Kim Hemker, Director, BCCADSV and Hope Café

Downtown Drive Time Markets

| | 5 Minutes | 15 Minutes | 30 Minutes |
|------------------|-----------|------------|------------|
| Population | 13,200 | 30,501 | 112,239 |
| Households | 4,730 | 11,825 | 44,317 |
| Median HH Income | \$52,527 | \$61,753 | \$63,403 |

In-demand Businesses

Food & Drink

- Bakery
- Italian restaurant
- Brick-oven pizzeria
- Steak house

Retail Establishments

- Bookstore
- Women's clothing
- Cards and gifts
- Home furnishings
- Specialty foods

Connecting with our Stories

We partnered with Michigan Main Street (MMS) on a story series showcasing the people and places that make our Main Street district thrive. Featuring interviews and videos with business owners, community partners, and program leaders, we learned why they chose downtown Coldwater, their passions, and future hopes. Special thanks to the Lopez and Morrison families, Michael Caywood, Christine Delaney, Courtney Dirschell, and Audrey Tappenden for sharing their stories!



2022 Pulse of Downtown



63% Visit downtown Coldwater most often for dining

45% Described recent trends in downtown Coldwater as improving or making progress.

23% Said the frequency of their visits to downtown Coldwater increased during the past year.

Social Connection



3,500+
Facebook Followers

945+
Instagram Followers

Volunteer Connection



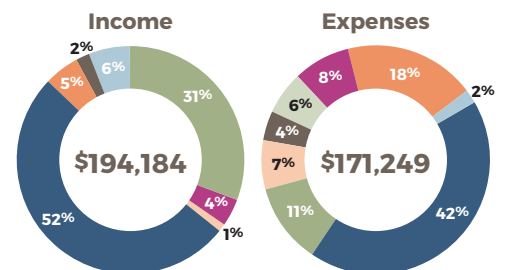
400
Volunteer hours in 2023–2024

969
Volunteer hours
(Program to date)

\$12,636
Volunteer value in 2023–2024

\$30,611
Volunteer value
(Program to date)

In the Numbers



- DDA support
- Interest
- Personal giving
- Grants
- City/county
- Rent
- Misc.
- Travel education
- Operations
- Rebate program
- Design
- Promotions
- Building maintenance
- EV
- Repayment agreement



VOLUNTEER SPOTLIGHT

“Promotions is a fun committee and we work on interesting things... I volunteer a lot and the community servant in me wanted to help wherever I can. I am glad to be involved.”

—Al Rakocy, Owner, Integrity Apparel



DOWNTOWN ALIVE

Coldwater Main Street
Events 2023-24

32,150

Est. event attendance

- Love Local
- Corner Farmers Market
- Cultural Jubilee
- Spring Cleanup
- Shop Small Season
- Strawberry Fest
- Apple Fest
- Hoptoberfest
- Hops on Monroe



Hoptoberfest



Spring Cleanup volunteers



Love Local cook-off winners



Paint the Town Red

“We have accomplished so much this year. From new ads and a brand new website, to supporting strategic events and collecting public input on downtown amenities, Coldwater Main Street has momentum on its side!”

—Audrey Tappenden, Director,
Branch County Economic Growth Alliance and Coldwater Main Street

Coldwater’s Board of Directors

- President: Mike Caywood
 Vice President: Courtney Dirschell
 Mayor: Tom Kramer
 Member: Brad Rocky
 Member: Anette Booth
 Member: Matt Biolchini
 Member: Al Rakocy
 Member: Laura Trojanowski
 Exec. Director: Audrey Tappenden
 ED Coordinator: Erin Veysey

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

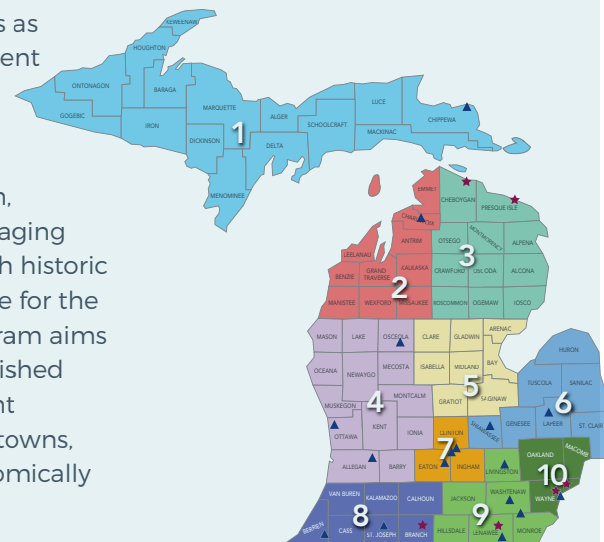


Michigan Main Street

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