



Downtown, Down to Earth.

Small town hospitality meets the great outdoors, with unique dining and shopping in our historic downtown.

2025 EDITION

EVART DOWNTOWN DEVELOPMENT AUTHORITY

231.734.0185

evartmainstreet.com



State of DOWNTOWN

3 Blocks

65 Parcels

46 Parcel owners

91 Public parking spaces

49 First-floor storefronts

16 Residential units

2 Restaurants

10 Retail stores

36k Visitors

25% Storefront vacancy rate

Evert Main Street is making a real difference.

Evert Main Street is making a real difference. Our Main Street appeal is reflected in its warm, inviting, clean historic buildings and storefronts, with unique businesses and community organizations creating memorable experiences, that are abundant throughout this friendly, historic downtown.

Downtown's Goals

- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.
- Develop Main Street's capacity to connect existing and potential business and property owners, and investors with appropriate resources.
- Support sustainable improvements in the downtown's built environment and physical spaces.



TRANSFORMING EVART'S DOWNTOWN



List Evart Main Street Historic District on the National Register of Historic Places.



Through the Michigan Main Street Vibrancy Grant program Evart Main Street/DDA was able to remodel a downtown building, creating an incubator spot for area entrepreneurs to test their business idea/plan.



Honoring our local military heroes. Family members and friends purchased banners to honor their hero, which will be displayed on Main Street two to three times a year.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$5,169

Program to date: \$43,526



1 Façade & Building Improvements

Program to date: 8



5 New Businesses

Program to date: 14

Main Street is Helping Businesses Thrive

- Local façade program
- Design assistance
- Middle Michigan Development Corp.
- Sign incentive program
- Match on Main program
- Connections with MEDC

“The Evart area marketplace is very interesting and diverse. As businesses labor to rebuild and rebrand themselves to lay hold on the digital economy, a very committed DDA board awaits to help you discover beneficial resources necessary for your future on Main Street.”

–Kevin & Michelle Beemer, Owners, Neptunes

Community Profile

City of Evart | 2024



Population
1,781



Households
743



Median HH Income
\$41,874



Median Age
38.8 years



Housing Units
848



88% Housing is occupied
54% Owner-occupied
33% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	2,537	8,813	54,343
Households	1,048	3,596	22,635
Median HH Income	\$47,040	\$53,620	\$56,275

In-demand Businesses

Food & Drink

- Bakery
- Brewery or brewpub
- Breakfast/brunch restaurant
- Coffee shop
- Asian, Italian, Mexican restaurants

Retail Establishments

- General/variety store
- Sporting goods/outdoors
- Women's clothing
- Specialty foods
- Pet/supply store

National Register Historic District Nomination

The National Register of Historic Places is part of a national program to identify, evaluate, and protect America's historic resources. Nominating a district involves ensuring the properties within the district meet the National Register criteria for evaluation which is based on significance, age, and integrity. Properties within the district are considered either contributing or non-contributing. The nomination itself documents the physical characteristics of the district and properties within it, providing a narrative history of the district. It creates a statement of significance as to why the district is worthy of being listed on the National Register of Historic Places. Income-producing buildings that contribute to the historic district may be eligible for federal and state historic preservation tax credits.



2024 Pulse of Downtown



42% Visit downtown Evert most often for pharmacy services

55% Described recent trends in downtown Evert as steady to improving.

18% Said the frequency of their visits to downtown Evert increased during the past year.

Social Connection



1,400+
Facebook Followers

10+
Instagram Followers

Volunteer Connection



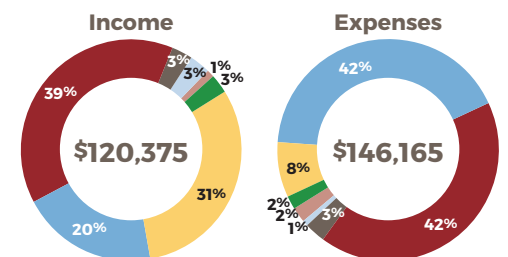
366
Volunteer hours in 2023–2024

3,298
Volunteer hours
(Program to date)

\$11,562
Volunteer value in 2023–2024

\$104,184
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Business support
- Other/misc.
- Concerts
- Promotion activities
- Design activities
- Economic vitality activities
- Operations
- Utilities
- Travel/education
- Professional services



VOLUNTEER SPOTLIGHT

“I enjoy the interactions with the vendors and the public at the farmers market. It is a way for me to help give back to the community.”

—John Hunter,
Evert Farmers Market Volunteer



DOWNTOWN ALIVE

Evert Main Street Events
2023-24

8,625

Est. event attendance

- Monster Mash
- Bob Marshall
- Miracle on Main Street Christmas
- Evert Environment Education Expo
- Jake Slater, Elvis tribute artist
- Farmers Market



Elvis tribute artist Jake Slater



Environmental Educational Expo 2024



Monster Mash Trick or Treat



Miracle on Main Christmas Event

“Michigan Main Street has been a valuable partner to the Evert DDA. They have helped fund the renovations to a downtown building as well as make connections with developing experts and downtown building owners.”

—Todd Bruggema, Main Street DDA Director

Evert’s Board of Directors

Chair: Alan Bengry
Vice Chair: Gary Hartsock
Treasurer: Lynn Salinas
Secretary: Erica Henry
Trustee: Molly Cataldo

Trustee: Cory Juliano
Trustee: Brian Youngs
Trustee: Dan Boyer
Trustee: Pepper Lockhart
Main Street DDA Director: Todd Bruggema

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

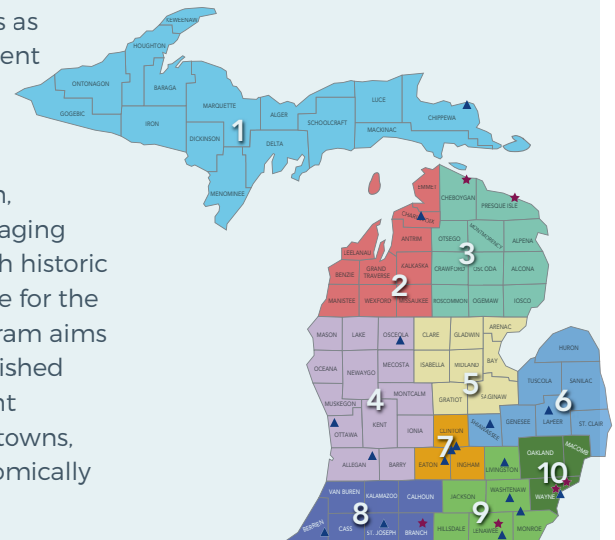


Michigan Main Street

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



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

★ Select Level ▲ Master Level

www.miplace.org