



Downtown Grand Haven, Always in Season

Experience year-round opportunities to eat, shop, and play on our historic Main Street, featuring unique local businesses, seasonal events, and activities that draw both residents and visitors.

2025 EDITION

GRAND HAVEN MAIN STREET DDA

616.844.1188

downtowngh.com



State of DOWNTOWN

75 Retail stores

36 Restaurants

32 Blocks

167 Acres

382 Parcels

1,031 Public parking spaces

152 First-floor Storefronts

543 Residential units

702.9k Visitors

2.6% Storefront vacancy rate

Grand Haven Main Street is making a real difference.

Grand Haven Main Street makes a difference by fostering a vibrant downtown that supports local businesses, promotes community engagement, and preserves historic charm. Through initiatives like events, beautification projects, and economic development, the DDA enhances the quality of life for residents and attracts visitors, ensuring the continued growth and vitality of the downtown district.

Main Street's Goals

- Position Grand Haven Main Street as the heart of the community by promoting it as a year-round destination for living, working, shopping, and playing.
- Focus development within Grand Haven Main Street to enhance the variety of retailers and dining options while creating opportunities for additional housing.
- Enhance collaboration and awareness to establish Grand Haven Main Street as a valued and respected community partner.



TRANSFORMING GRAND HAVEN'S DOWNTOWN



The new branding and website for Grand Haven Main Street DDA enhance community engagement, attract visitors, and strengthen local businesses, driving downtown growth and development.



Enhanced communication tools like a board volunteer handbook, welcome packet for new businesses, active social media presence, and an annual report improve engagement and clarity for stakeholders.



Adding pollinator pocket gardens near out-of-the-way parking areas creates an inviting space for visitors while supporting local ecosystems. These gardens not only beautify overlooked spots but also attract bees, butterflies, and other pollinators, contributing to environmental sustainability. They offer a unique point of interest, encouraging exploration and fostering a connection between nature and the downtown experience.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$29,813,661

Program to date



91

Façade & Building Improvements
Program to date



11

New Businesses
Program to date: 110

Community Profile

City of Grand Haven | 2024



Population

11,428



Households

5,435



Median HH Income

\$64,083



Median Age

47.7 years



Housing Units

6,342



86% Housing is occupied

58% Owner-occupied

28% Renter-occupied

Main Street is Helping Businesses Thrive

- Yearly banner program
- Downtown beautification
- Year-round events
- Business resource guide
- Traffic driving marketing plan
- Downtown snow melt system

"As a downtown business owner, I am incredibly grateful for the support provided by our Main Street DDA. As a member and participant, I have benefited from numerous resources, including advertising, specialized committees for new ideas and enhancements, and valuable guidance. Their efforts in promoting our town through social media and events have been instrumental in putting Grand Haven on the map. Our collective goal is to elevate Grand Haven as a destination, and I believe we have made significant strides toward this vision. We are just getting started, and I am excited for what lies ahead."

—Sandi Gentry, Associate Broker, Realtor, Remax Lakeshore

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,944	29,180	159,759
Households	3,546	13,336	63,915
Median HH Income	\$73,273	\$74,131	\$62,420

In-demand Businesses

Food & Drink

- Asian restaurant
- Casual dining eatery
- Bakery
- Brick-oven pizzeria
- Healthy menu eatery

Shopping & Retail

- Specialty foods
- General/variety store
- Arts, crafts and hobbies
- Vintage/repurposed goods
- Home furnishings

First Block Community Activities

Weekly activities in the First Block common area have brought new energy to downtown, attracting families and visitors to gather in the heart of the social district. These events have significantly increased foot traffic during the week, creating a vibrant space for both locals and tourists. By fostering a family friendly environment, they've strengthened community ties and boosted local business engagement.



VOLUNTEER SPOTLIGHT

"I enjoy volunteering for our DDA events. It's a great way to build relationships within our community and showcase our beautiful district and all it has to offer."

—Melita Ewbank, Board Member, Promotions Committee Volunteer; Owner, Lakeside Eats



2024 Pulse of Downtown



75% Visit downtown Grand Haven most often for dining

60% Described recent trends in Grand Haven Main Street as steady to improving.

20% Said the frequency of their visits to downtown have increased

Social Connection



8,765+ Facebook followers

845+ Instagram followers

Volunteer Connection



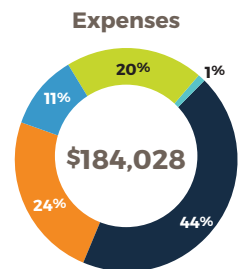
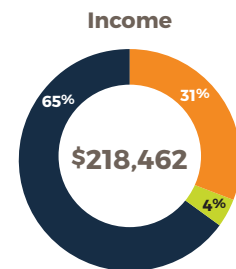
2,679 Volunteer hours in 2023–2024

71,412 Volunteer hours (Program to date)

\$84,630 Volunteer value in 2023–2024

\$2,255,905 Volunteer value (Program to date)

In the Numbers



- Program activities
- Promotion activities
- Other/misc.
- Design activities
- Tax/assessment
- Economic vitality activities
- Organization activities
- Marketing

DOWNTOWN ALIVE

Grand Haven Main Street Events 2023-24

11,690

Est. event attendance

- Sidewalk Sales
- Bones About Town
- Fall Festival
- Light Night
- Wine About Winter
- Girls on the Grand
- First Block: Author Night
- First Block: Yoga Morning
- First Block: Kid's Night



First Block: Bluey Kid's Night



Wine About Winter



Bones About Town



First Block: Tuesday Morning Yoga

“After my first year in this position, I have seen firsthand how Grand Haven Main Street drives local business growth, builds community partnerships, and preserves our historic downtown, proving to be an asset in enriching our community. I am honored and excited as I continue to learn and grow in this position and what this next year has to offer for our community!”

—Chandi Pape, Executive Director

Grand Haven's Board of Directors

- | | | |
|--------------------------|-----------------------|---------------------------------|
| Chair: Joyce Workman | Mayor: Robert Monetza | Member: Nathan Patterson |
| Vice Chair: Todd Anthes | Member: Todd Hancock | Member: Melita Ewbank |
| Treasurer: Chris Weavers | Member: Kelly Larson | Member: John Steinbach |
| Secretary: Laura Girard | Member: Lynn Negen | Executive Director: Chandi Pape |

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

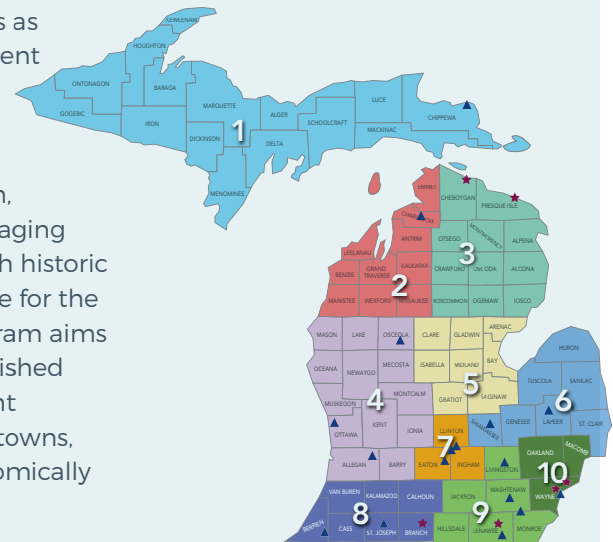


Michigan Main Street

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