

The Heart of the Pointes, the Village has something for everyone!

Unique and diverse businesses, family-friendly community events and welcoming art-filled public spaces, the Village Downtown Grosse Pointe is the perfect combination of tradition and trendsetting.

2025 EDITION

MAIN STREET GROSSE POINTE

313.886.7474

thevillagegrossepointe.org



State of **DOWNTOWN**

3 Blocks

958 Public parking spaces

61 First-floor storefronts

27 Residential units

19 Restaurants

30 Retail stores

349.7k Visitors

3% Storefront vacancy rate

Grosse Pointe Main Street is making a BIG difference.

The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes; welcoming everyone into its community of art-filled public spaces, creative, locally owned enterprises and respected national chains—all intentionally connected through the innovative use of 21st century technologies.

Downtown's Goals

- Experience-based retail economy
- Create a visually appealing and vibrant physical environment that honors the district's history and embraces 21st century technology.
- Expand the mix of businesses and activities to create desired experiences that appeal to people of all ages in and beyond the Pointes.
- Develop a cohesive identity for the district to reflect a welcoming and connected community.



MAIN STREET
• GROSSE POINTE •

TRANSFORMING GROSSE POINTE'S DOWNTOWN



The Main Street Mini Masters, an 18-hole miniature golf tournament on Kercheval in the heart of The Village attracted hundreds of golfers of all ages for a day of fun, community and connection.



Each year, The Village hosts a variety of events. In 2024, a child-specific zone called "Main Street's Little Village," was created to provide children's activities and create a welcoming, comfortable, and safe space for children and their caregivers to enjoy these events and our downtown.



Grosse Pointe was selected to pilot a retail merchandising program by Michigan Main Street that allowed six businesses to receive onsite one-on-one consultations to prepare and educate them on retail merchandising basics and preparing displays.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$1,618,674

Program to date: \$3,516,036



6

Façade & Building Improvements

Program to date: 35



6

New Businesses

Program to date: 19

Main Street is Helping Businesses Thrive

- Small Business Saturday Champion
- Monthly business round table
- Website and social media marketing
- The Loop Social District
- Special events
- Business education and training opportunities
- Market and visitor data
- Local shopping events

"The big deciding factor when I purchased Posterity Gallery two years ago was learning The Village was a Michigan Main Street-accredited city. Today, I serve on the Main Street Grosse Pointe board and am proud to be a small part of the invaluable work Main Street does for our downtown district and local community."

—Michelle Boggess-Nunley, Owner, Posterity Art and Framing Gallery; Main Street Grosse Pointe Board Member

Community Profile

City of Grosse Pointe | 2024



Population

5,525



Households

2,249



Median HH Income

\$138,587



Median Age

44.1 years



Housing Units

2,387



94% Housing is occupied

79% Owner-occupied

15% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	29,198	88,967	494,022
Households	11,701	34,489	206,956
Median HH Income	\$111,631	\$66,766	\$53,738

In-demand Businesses

Food & Drink

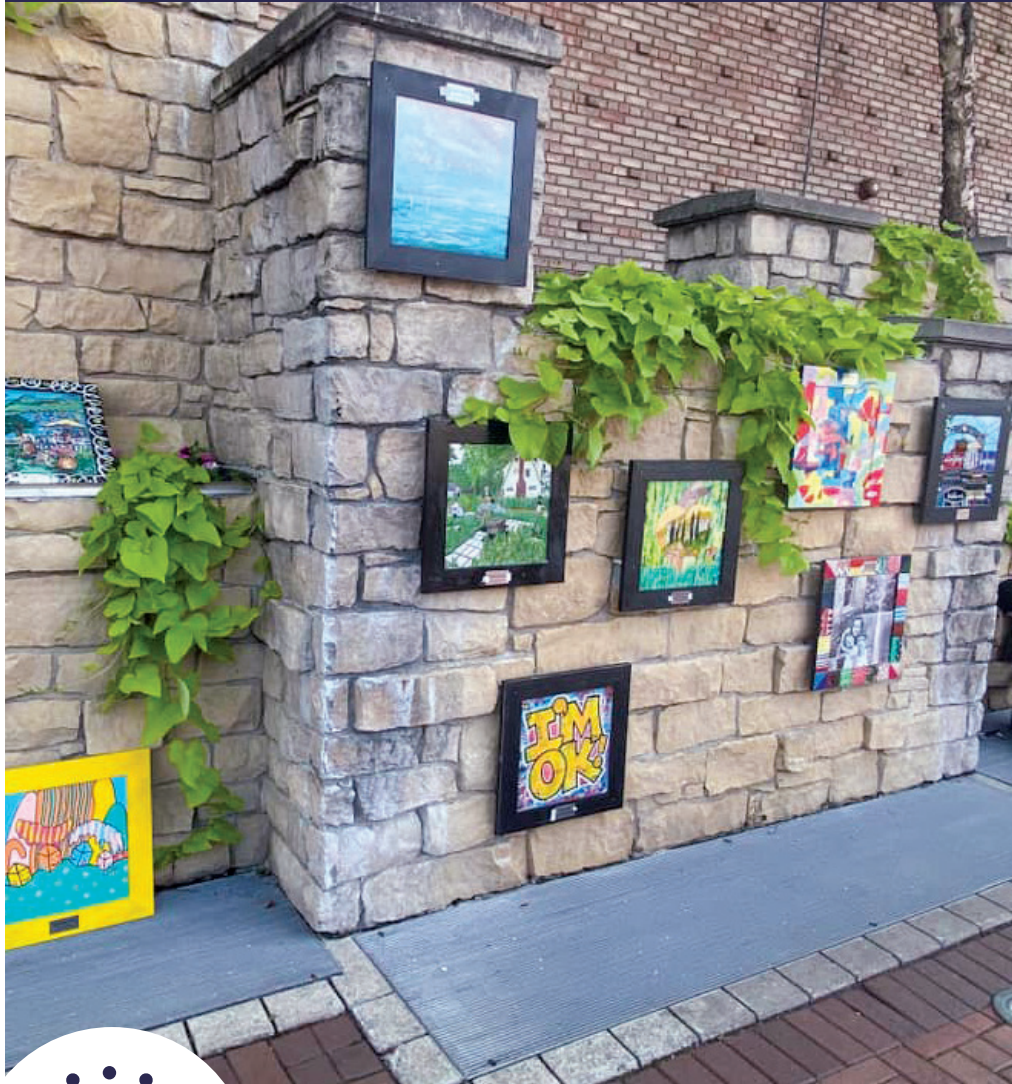
- Breakfast/brunch restaurant
- Mexican restaurant
- Deli/sandwich shop
- Brewery or brewpub
- Casual dining eatery

Shopping & Retail

- Bookstore
- Men's clothing
- Health and beauty
- Women's clothing
- General/variety store

'It Takes A Village' Community Art Exhibition

When circumstances and creativity meet, great things can happen. Faced with costly repairs needed to existing fountains and utilizing Vibrancy Grant funds, the space was recreated into an outdoor art gallery exhibit, "It Takes a Village," that represents the vision of artists who answered the call to interpret the meaning of community and what it takes to create a welcoming, inclusive and cultural downtown district.



2024 Pulse of Downtown



86% Visit downtown Grosse Pointe most often for shopping

40% Described recent trends in downtown Grosse Pointe as improving or making progress

85% Said the frequency of their visits to downtown Grosse Pointe increased or stayed the same during the past year.

Social Connection



8,155+
Facebook Followers



1,630+
Instagram Followers

Volunteer Connection



1,357
Volunteer hours in 2023-2024



4,702
Volunteer hours
(Program to date)

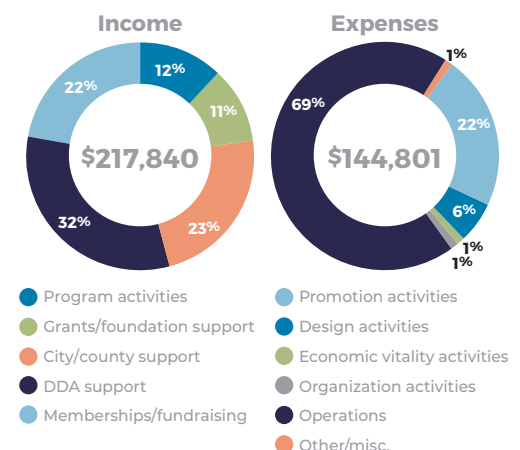


\$42,868
Volunteer value in 2023-2024



\$148,536
Volunteer value
(Program to date)

In the Numbers



VOLUNTEER SPOTLIGHT

"I've been a resident of Grosse Pointe for 30+ years, but grew up coming to The Village and have wonderful memories of all of it. After retiring, I wanted to give back to the community I have always loved and be a part of making new memories and traditions."

— **Kelly Moore, resident;**
Volunteer Promotions Committee



DOWNTOWN ALIVE

Grosse Pointe Main Street Events 2023-24

11,325

Est. event attendance

- Music on the Plaza
- Streetside Sale-ebration
- Main Street Mini Masters
- Main-Opoly fundraiser
- Santa's Workshop
- Art Takeover project
- 3rd Thursday Shop Crawls
- Village Tree Lighting
- Parade Day in The Village



Music on the Plaza



3rd Thursday Shop Crawls



Main-Opoly Fundraiser



Streetside Sale-ebration

“Michigan Main Street has been a valued partner in helping us create a long-term direction for the betterment of our city and the commercial district. Learning from their experts and from shared experiences has allowed us to adapt what works best for our civic personality, business mix and residents.”

—Hans Brieden, Main Street Grosse Pointe Board Chair

Grosse Pointe's Board of Directors

Chair: Hans Brieden	Wayne County Rep.: June Lee	Director:
Vice Chair: Anne Murphy	Director: Kasey Malley	Susan Stefani-Bohrer
Secretary: Lanna Young	Director:	City manager/ex officio:
Treasurer: Christopher Moyer	Michelle Boggess-Nunley	Joseph Valentine
Mayor: Sheila Tomkowiak	Director: Didi DeBoer	Exec. Director: Cindy Willcock

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

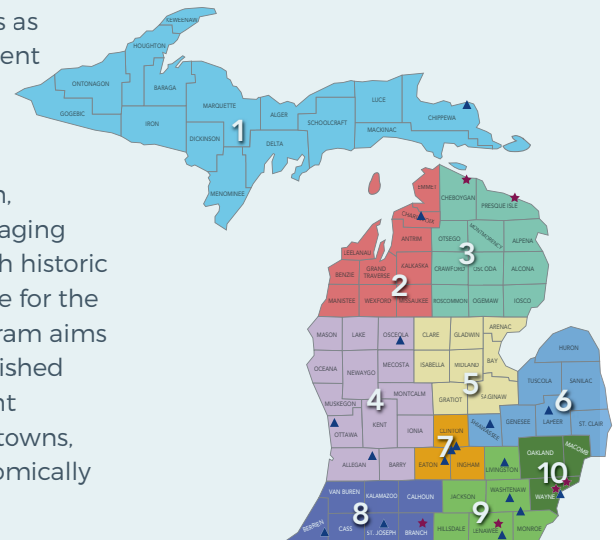


Michigan Main Street

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