



**Visit, Discover, and Explore why Historic Lapeer is Remarkably Close**  
 Honoring the Lapeer of yesterday, celebrating the Lapeer of today, and envisioning the Lapeer of tomorrow.

2025 EDITION

LAPEER MAIN STREET DDA

810.728.6598

downtownlapeer.com



State of **DOWNTOWN**

**17** Blocks

**46** Acres

**72** Parcels

**729** Workers employed in district

**80** First-floor storefronts

**77** Residential units

**12** Restaurants

**14** Retail stores

**218.7k** Visitors

**9%** Storefront vacancy rate

**Lapeer Main Street is making a real difference.**

Lapeer Main Street works with local public and private partners to ensure the growth, health, and prosperity of our vibrant downtown. We are creating an inviting community filled with friendly faces, historic places, delectable foods, delicious drinks, and a variety of unique shopping options that attract businesses and visitors alike with our family-friendly charm.

**Downtown's Goals**

- Increase promotion and outreach to advance downtown as a destination for residents and visitors and increase awareness of Lapeer Main Street as the driving force behind downtown economic development and improvements
- Develop a downtown culture that fosters small business and property owner support, collaboration, and communication
- Continue improving the downtown environment through building preservation, beautification, and placemaking efforts to create a vibrant historic Lapeer atmosphere



**LAPEER**  
*Main Street*

# TRANSFORMING LAPEER'S DOWNTOWN



The Lapeer Main Street DDA partnered with City of Lapeer and the Lapeer District Library to create "Nature on Nepessing Street," an art-based scavenger hunt inspired by childrens' books that aims to connect the downtown to the library and inspire kids and families to read.



The Lapeer Main Street DDA utilized a Main Street Vibrancy Grant to add wayfinding and directional signs that will not only assist in navigating the city but also build awareness of community destinations



Utilizing a Michigan Main Street Vibrancy Grant, the Lapeer DDA was able to get street banners for the downtown that will emphasize the historic Lapeer brand, while adding a pop of color.

## REINVESTMENT STATS 2023-2024

### PRIVATE INVESTMENT

# \$342,000

Program to date: \$1,807,865



# 4

### Façade & Building Improvements

Program to date: 31



# 11

### New Businesses

Program to date: 42

## Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Community storytelling
- Match on Main grants
- Market data
- Business owner meet-and-greets
- Two-Minute Tuesday campaigns
- Small Business Saturday champion

"Our favorite thing about Lapeer is that it still has that small-town charm and vibe, but it is growing so fast. Hat's off to the Lapeer Main Street DDA for what they're doing to bring back downtown to be a successful, fun, attractive place for everybody, not just one age group or demographic."

—Adam Perry, co-owner, Hummingbird House Designs

## Community Profile

City of Lapeer | 2024



Population

# 9,096



Households

# 3,721



Median HH Income

# \$50,548



Median Age

# 40.3 years



Housing Units

# 3,945



94% Housing is occupied

49% Owner-occupied

45% Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,023	19,239	80,604
Households	3,608	7,800	33,373
Median HH Income	\$49,173	\$59,146	\$67,618

## In-demand Businesses

### Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Italian restaurant
- Mediterranean restaurant
- Cocktail lounge

### Shopping & Retail

- Arts, crafts, and hobbies
- Butcher/meat market
- Kitchen/home décor/gift store
- Women's clothing
- Bookstore



# Celebrating Lapeer's Downtowns

The Lapeer Main Street DDA partnered with the Imlay City DDA and Village of Almont DDA to celebrate Michigan Downtown Day on September 26. The communities partnered together to create a music video with the Twisted River Band to highlight Lapeer County downtowns and encourage the community to come together to support local.



## 2024 Pulse of Downtown



- 79%** Visit downtown Lapeer most often for dining
- 57%** Described recent trends in downtown Lapeer as improving or making progress.
- 35%** Said the frequency of their visits to downtown Lapeer increased during the past year.

## Social Connection



**7,270+**  
Facebook Followers



**1,140+**  
Instagram Followers

## Volunteer Connection



**639**  
Volunteer hours in 2023–2024



**5,472**  
Volunteer hours  
(Program to date)



**\$20,186**  
Volunteer value in 2023–2024



**\$172,860**  
Volunteer value  
(Program to date)



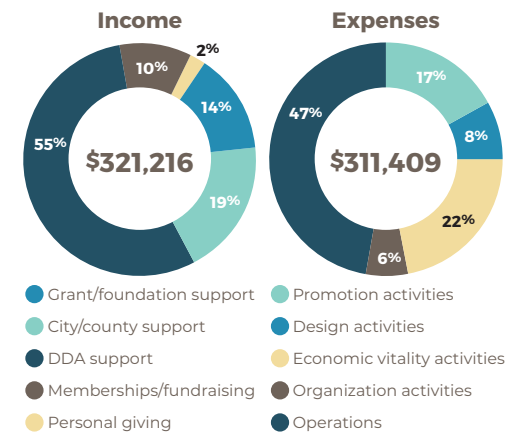
## VOLUNTEER SPOTLIGHT

“I volunteer because I want to help make my community one where people want to visit and live. As a DDA/Michigan Main Street volunteer, I get the opportunity to affect change at the most local level. Everyday I see people engaging with our downtown businesses, events, and resources.”

—Ashley Fanson, City of Lapeer resident



## In the Numbers





# DOWNTOWN ALIVE

Lapeer Main Street Events 2023-24

# 12,465

Est. event attendance

- Lapeer Cruise on Nepessing Street
- Summer Concert Series
- Porch Fest
- Ladies Night Out
- Treat Walk
- WinterFest
- Michigan Downtown Day



Lapeer Car Cruise



Summer Concert Series



Ladies Night Out



Treat Walk

**“As a property owner, you want to see your investment protected. As a mom, you want someplace safe for your kids. As a citizen, you want to see your community grow and thrive, and the Lapeer Street DDA exists to make those things happen.”**

—Mindy Schwab, DDA Board of Directors

## Lapeer’s Board of Directors

- |                                 |                         |                            |
|---------------------------------|-------------------------|----------------------------|
| Chair: Catherine Bostick-Tullis | Director: Tammy Cutcher | Director: Christopher Herr |
| Vice Chair: Tim Roodvoets       | Director: Jeff Hogan    | Director: Mindy Schwab     |
| Treasurer: Megan Gillingham     | Director: Dan Sharkey   | Exec. Director: James Alt  |
| Secretary: Ashley Fanson        | Director: Jason Rogers  | Exec. Asst.: Jill Bristow  |
| Mayor: Debbie Marquardt         | Director: Buddy Beyer   |                            |

# 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

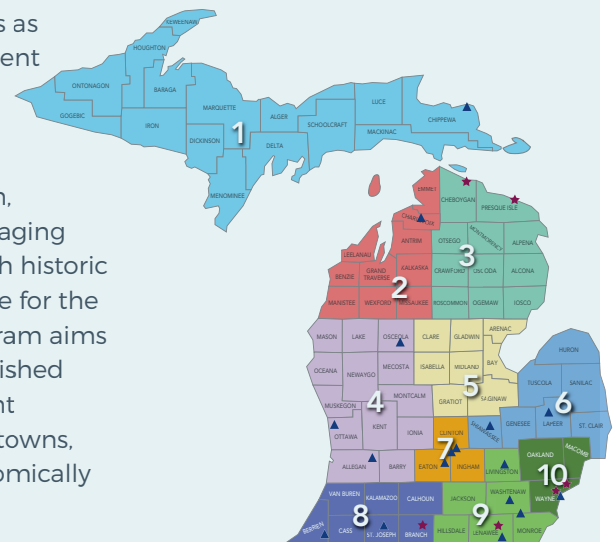


## Michigan Main Street

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](http://www.miplace.org)