



*Meet me Downtown
 in Niles, MI*

State of
DOWNTOWN

146 Blocks

600 Public parking spaces

140 Parcel owners

68 First-floor storefronts

157 Residential units

16 Restaurants

26 Retail stores

240.8k Visitors

Niles Main Street is making a real difference.

Both locals and visitors are on the lookout for new experiences, so we're transforming a portion of a centrally located side street into a permanent outdoor gathering space. This vibrant area will feature performance space, dining tables, family-friendly games and a fire pit, inviting everyone to savor our blossoming food and entertainment scene while encouraging them to explore and uncover all downtown has to offer!

Downtown's Goals

- Increase year-round foot traffic
- Increase food options after 5 p.m.
- Encourage consistency in business hours



TRANSFORMING NILES' DOWNTOWN



EXCITED! NODE construction begins!!



Four Flags Antique Mall bought the “old” downtown decorations and created Christmas magic in their shop.



Jen Tabor, owner of Souldier.us, opens Groove School, a music school promoting lessons in folk, rock and classical instruments for all ages.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$147,399

Program to date: \$43,257,863



7

Façade & Building Improvements

Program to date: 175



13

New Businesses

Program to date: 179

Community Profile

City of Niles | 2024



Population

12,026



Households

5,032



Average HH Income

\$47,888



Median Age

39.2 years



Housing Units

5,530



91% Housing is occupied

56% Owner-occupied

35% Renter-occupied

Main Street is Helping Businesses Thrive

- Match on Main Grants
- 50/50 Façade Grant
- 25% Sign Grant
- Small Business Saturday Champion
- Low interest building improvement loans
- Merchant-focused community events
- Facebook business-to-business page
- Downtown Dollars program

“Niles is the community that has always had all the potential in the world and I feel like now is the time that we’re fully capitalizing on that potential as a community.”

—Dustin Jankoviak, partner/co-owner of 2nd & Main Coffeehouse and Wine Bar

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	15,154	30,657	152,135
Households	6,306	12,620	61,022
Average HH Income	\$49,701	\$57,563	\$69,073

In-demand Businesses

Food & Drink

Bakery
Deli, sandwich shop
Italian
Breakfast/brunch
Steakhouse

Shopping & Retail

General/variety
Cards and gifts
Arts/crafts/hobbies
Bookstore
Womens clothing

Why shop local? Because...

Shopping local is more than just making a purchase; it's about supporting someone's dream! When you walk into a shop or restaurant, chances are you'll be greeted by the owner, creating a warm connection that helps build our community. By choosing to support local entrepreneurs in our downtown, you not only help maintain its unique charm but also have a say in shaping the future of downtown Niles. Your support really makes a difference to our community's growth and vitality!

WHEN YOU SUPPORT
A SMALL BUSINESS,
YOU'RE SUPPORTING A
dream

DOWNTOWN
Niles
MICHIGAN

2024 Pulse of Downtown



50% Visit downtown Niles most often for dining

41% Described recent trends in downtown Niles as improving or making progress.

27% Said the frequency of their visits to downtown Niles increased during the past year.

Social Connection



8,200+
Facebook followers



1,190+
Instagram followers

Volunteer Connection



1,189
Volunteer hours in 2023–2024



84,797
Volunteer hours
(Program to date)



\$37,561
Volunteer value in 2023–2024



\$2,678,737
Volunteer value
(Program to date)



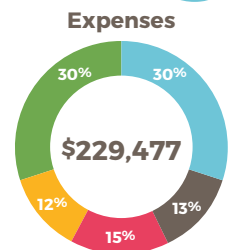
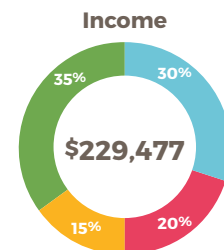
VOLUNTEER SPOTLIGHT

"I love our downtown Niles community and nothing gives me more joy than curating experiences for fellow community members while helping other small businesses thrive."

—**Bettina Payton, owner, Bee Crafty; Promotions Chairperson**



In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- DDA support
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Niles Main Street Events
2023-24

6,300

Est. event attendance

- Hunter Ice Festival
- Niles Homegrown Market
- Downtown Chili Crawl
- Niles Fall Festival
- Niles Small Business Saturday
- 20th Annual Niles Safe Downtown Trick or Treat



Safe Downtown Trick or Treat



Vikki Jurgonski and River Essence, volunteers beautifying downtown Niles



Hunter Ice Festival Fire & Ice



Homegrown Market on Main

“Through the Main Street approach, downtown Niles has navigated the challenges of difficult economic and political times to emerge with a stronger, more vibrant, and communal Main Street district. Past dreams are becoming realities, making space for an exciting future.”

—Justin Flagel, Chair, Niles DDA Main Street; Chair, Promotions Committee

Niles' Board of Directors


- | | | |
|----------------------------|-----------------------------|-------------------------------|
| Chair: Justin Flagel | Treasurer: Mark Weber | Member: Cindy Ray |
| Vice Chair: Jessica Nelson | Design Chair: Fredda Zeiter | Mayor: Nick Shelton |
| Secretary: Linda Casperson | Mayor: Nick Shelton | Program Manager: Lisa Croteau |
| | Member: Tracy Waggoner | |

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

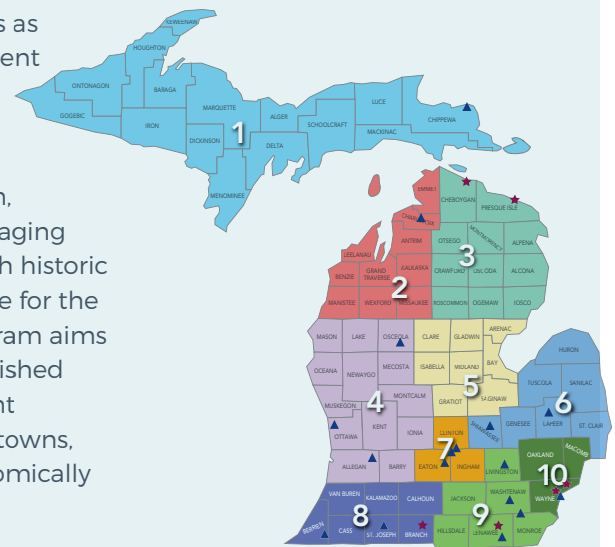
 **117**
2023-24 Façade & Building Improvements
2,934
Program to date



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



www.miplace.org