

We're All In This Together

Celebrating 10 years as an accredited Michigan Main Street Community

2025 EDITION

THREE RIVERS/DDA MAIN STREET

269.535.5145

downtownthreerivers.com



State of DOWNTOWN

1 Blocks

50 Parcels

425 Public parking spaces

47 First-floor storefronts

35 Residential units

6 Restaurants

10 Retail stores

104k Visitors

2.5% Increase in property values

Three Rivers Main Street is making a BIG difference

Three Rivers Main Street is making a real difference. It started with a few people making investments in beautiful historic properties with great potential. It gained momentum when we joined the Michigan Main Street program. Ten years into that as a Master Level Community, we celebrate our successes and plan for the future. Through good stewardship we strive to maintain and enhance the integrity of our historic architecture and natural resources for our community to enjoy.

Downtown's Goals

- Expand and enhance collaborative relationships to stimulate investment in downtown Three Rivers.
- Leverage existing arts, cultural and entertainment assets to support development of new creative spaces, businesses and live/work space to generate round the clock activity.
- Improve the physical appearance of buildings and built-environment of downtown Three Rivers to increase value and tax base.



TRANSFORMING THREE RIVERS' DOWNTOWN



Four building owners were awarded local facade grants to help provide exterior enhancements to their historic properties.



Our design committee partnered with MEDC'S Public Spaces Community Places to bring a dog park to our downtown!



Three Rivers DDA/Main Street was awarded a Vibrancy Grant to provide beautiful upgrades to our holiday decor including this stunning 18-foot tree!

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT
\$64,486

Program to date: \$934,495



11

Façade & Building Improvements

Program to date: 59



9

New Businesses

Program to date: 63

Main Street is Helping Businesses Thrive

- R2 Retail And Restaurant
- USDA Revolving Loan Fund
- Local Façade Program
- Match On Main
- Economic Development/Marketing Plan
- Design Assistance
- Market Data
- Downtown Plan
- City Master Plan
- Capital Improvement Plan

"I am proud to own two storefronts in our charming historic district and have opened two successful businesses. I take pride in being a part of the downtown family and owning a piece of history and continually strive to help downtown meet our greatest potential."

—Daly Broekema, owner, Daly Lash & Spa, 105 Portage Ave.

Community Profile

City of Three Rivers | 2024



Population

7,954



Households

3,172



Median HH Income

\$52,843



Median Age

35.5 years



Housing Units

3,427



93% Housing is occupied

55% Owner-occupied

38% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	8,757	15,952	46,661
Households	3,448	6,399	18,441
Median HH Income	\$54,762	\$62,711	\$70,289

In-demand Businesses

Food & Drink

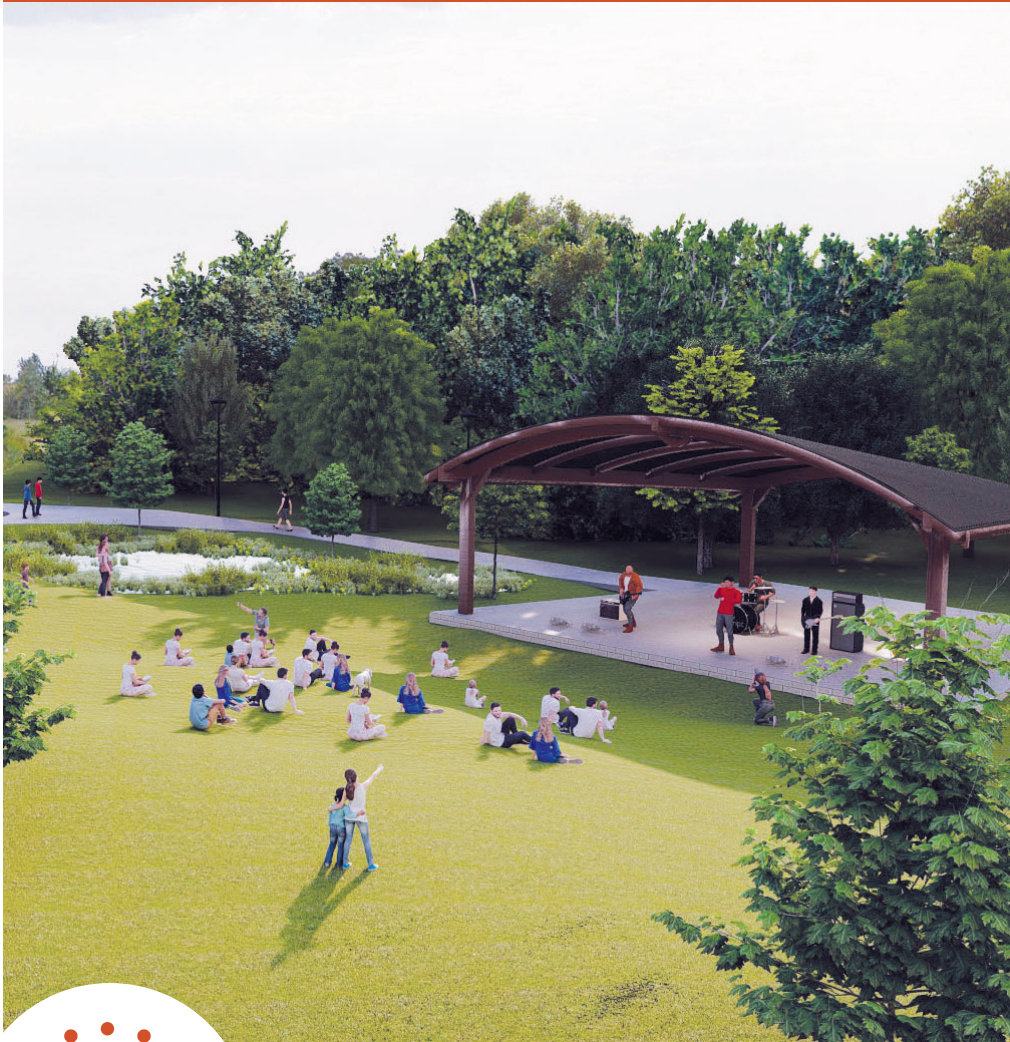
- Steak house
- Bakery
- Healthy menu eatery
- Deli/sandwich shop
- Casual dining eatery

Shopping & Retail

- Bakery
- Arts, crafts and hobbies
- Wine and specialty food shop
- Kitchen, home decor and gift

Downtown Outdoor Amphitheater Coming Soon!

The Michigan Economic Development Corporation (MEDC) awarded a \$1.75 million dollar grant to the Three Rivers DDA/Main Street as part of the Public Gathering Spaces Initiative program! The outdoor theater will be located at 11 Joshua Drive (east side of downtown), adjacent to the Portage River. The project will include accessible restrooms, parking and a band shell for year-round performances!



2024 Pulse of Downtown



73% Visit downtown Three Rivers most often for dining

60% Described recent trends in downtown Three Rivers as steady to improving

71% Said the frequency of their visits to downtown Three Rivers increased or stayed the same during the past year

Social Connection



6,400+
Facebook Followers



815+
Instagram Followers

Volunteer Connection



1,325
Volunteer hours in 2023–2024



20,968
Volunteer hours
(Program to date)



\$41,856
Volunteer value in 2023–2024



\$622,379
Volunteer value
(Program to date)



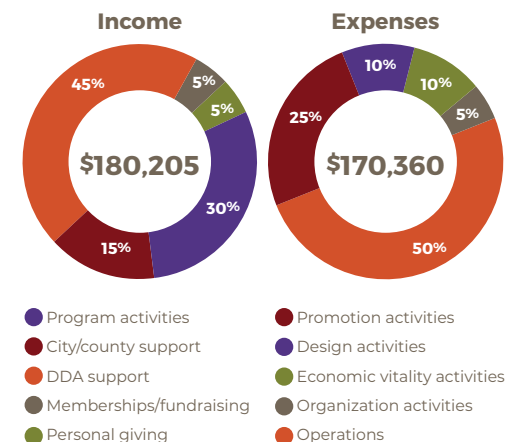
VOLUNTEER SPOTLIGHT

“Being a downtown resident and business owner, I feel there is no better way to help our downtown thrive and grow than to be a part of the process. I love it when I can help out a new business with grant opportunities offered by the DDA economic vitality committee’s efforts.”

—**Jenny Koski, Chair of Economic Vitality; City Planning Commissioner**



In the Numbers



DOWNTOWN ALIVE

Three Rivers Main Street Events 2023-24

4,975

Est. event attendance

- Community Clean-up Day
- Art on Main
- Sass in the City
- HarmonyFest
- FallFest
- Christmas Around Town
- Midnight on Main
- Chili Cook Off



Painting the Town at Art on Main



Ladies Night Out at Sass in the City



Rocking the Block at HarmonyFest



'Tis the Season for Christmas Around Town

“Ten years ago, the people of Three Rivers took a bold step forward in revitalizing our community. Partnering with Michigan Main Street has provided us with invaluable tools and resources, helping us bring a renewed vibrancy and sense of pride to our downtown core. This partnership continues to strengthen our efforts in creating a thriving, welcoming space for everyone.”

—Andrew George, Board Chair, Three Rivers DDA/Main Street

Three Rivers' Board of Directors

Chair: Andrew George

Member: Waneta Truckey

Member: Kyle Sharkey

Vice Chair: John Wolgamood

Member:

Member/City Manager:

Secretary: Jason Ballew

Mary Miholer-O'Connor

Joseph Bippus

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

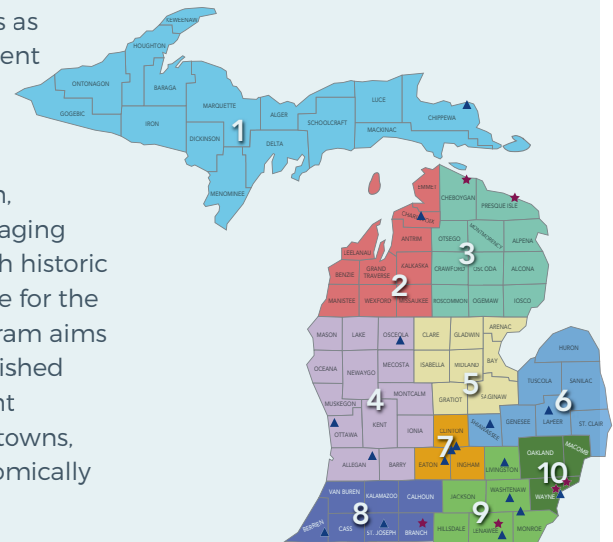


Michigan Main Street

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