Come visit Evart where small town hospitality meets the great outdoors.
Enjoy unique dining and shopping in our historic downtown.

2020 EDITION
EVART DOWNTOWN DEVELOPMENT AUTHORITY 231.734.0185 evart.org

State of DOWNTOWN

3 Blocks
65 Parcels
45 Parcel owners
91 Public parking spaces
35 First-floor storefronts
16 Residential units
3 Restaurants
13 Retail stores
27% Storefront vacancy rate

Evart Main Street is making a real difference.

Downtown Evart’s main street appeal is reflected in its warm, inviting, clean and well-kept historic buildings and storefronts, with interdependent businesses and community organizations creating memorable experiences that are abundant throughout this friendly, historic downtown.

Downtown’s Goals

- Support sustainable improvements in the downtown’s built environment and physical spaces.

- Initiate efforts to achieve increased communication and collaboration with all community stakeholders.

- Develop Main Street’s capacity to connect existing and potential business and property owners, and investors with appropriate resources.
A renewed focus on our farmers’ market has paid off, with the Evart Farmers’ Market being the largest in Osceola County. An increase in visitors and vendors has made the farmers’ market a highlight in the summer season.

As part of the Main Street strategy, creating welcoming public areas has been a priority. Committees have been working on providing benches and bike racks to make our small town even more welcoming.

The mural painted along US-10, a major thoroughfare, shows a bit of Evart’s logging history and offers a welcoming entry to our downtown.

Main Street is Helping Businesses Thrive

- Local façade program
- Match on Main funding program
- Design assistance
- Small Business Saturday
- Sign incentive program
- Business networking events

"Being a new business in downtown Evart, we noticed right away the impact the Main Street program was having on the community. It provides a strategy and focus which in turn brings businesses and the community together in achieving the goal."

—Deb Knowles, Owner, Sixth & Main Bar and Grill

Community Profile

Evart | 2019

- Population: 1,608
- Households: 679
- Median HH Income: $30,332
- Median Age: 36 years
- Housing Units: 794
- 86% Housing is occupied
- 55% Owner-occupied
- 45% Renter-occupied

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,624</td>
<td>2,499</td>
<td>2,499</td>
</tr>
<tr>
<td>Households</td>
<td>712</td>
<td>1,057</td>
<td>1,057</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$44,999</td>
<td>$48,572</td>
<td>$48,572</td>
</tr>
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</table>

In-demand Businesses

<table>
<thead>
<tr>
<th>Shopping &amp; Retail</th>
<th>Food &amp; Drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery</td>
<td>General/variety store</td>
</tr>
<tr>
<td>Casual dining</td>
<td>Sporting goods/outdoors</td>
</tr>
<tr>
<td>Steakhouse</td>
<td>Speciality foods</td>
</tr>
<tr>
<td>Mexican restaurant</td>
<td>Vintage/re-purposed goods</td>
</tr>
<tr>
<td>Asian restaurant</td>
<td>Womens clothing</td>
</tr>
</tbody>
</table>
Connecting with the Great Outdoors

The Evart summer skate park and winter ice rink has been a great success connecting our community with the great outdoors. In summer or winter, the park is always a meeting place for families and visitors alike.

2019 Pulse of Downtown

- 50% Visit downtown Evart most often for dining
- 31% Described recent trends in downtown Evart as improving or making progress
- 19% Said the frequency of their visits to downtown Evart increased during the past year

Social Connection

- 740+ Facebook Followers

Volunteer Connection

- 286 Volunteer hours in 2018-2019
- 286 Volunteer hours (Program to date)
- $7,107 Volunteer value in 2018-2019
- $7,107 Volunteer value (Program to date)

In the Numbers

VOLUNTEER SPOTLIGHT

"I volunteer for the Downtown/Main Street, City of Evart as a member of the DDA/MMS board and committees. I do this to help the downtown realize a vision of Evart as a safe, vibrant, thriving destination for businesses, residents and visitors. By volunteering one’s time and energy, it makes a positive difference in our community, connecting with others who care about our community, and having a great time doing it."

—June-Marie Essner, Owner, Juneberry Cottage Quilt Shop
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.

Real Impact.
The numbers prove it!

$19,426,752
2018–19 Total Private Investment
$306,022,126
Program to date

$10,352,395
2018–19 Total Public Investment
$99,427,926
Program to date

109
2018–19 New Businesses
1,408
Program to date

100
2018–19 Façade Improvements
1,388
Program to date

49,092
2018–19 Volunteer Hours
739,831
Program to date

By being part of the Michigan Main Street program, our community has developed a sense of purpose and focus for the future. The program helps set out community-driven strategies and goals which has strengthened the bond between businesses and local residents.

—Bryan Tiedt, DDA/MMS Director

Our Communities

🌟 Select Level  ▲ Master Level

Evart’s Board of Directors
Chair: Alan Bengry
Vice Chair: Shannon Schmidt
Secretary: Molly Cataldo
Treasurer: Lynn Salinas
Member: Adam Brooks
Member: June-Marie Essner
Member: Karen Copeman
Member: Jason O’Dell
City Manager: Sarah Dvoracek

World's miplace.org