

# Why Downtown Grand Haven?



## Because....

The downtown district of Grand Haven offers the ambiance and customer base that will enable Sweet Summers Brewery to thrive.

## Plus....

Because Sweet Summers Brewery provides an excellent product of the highest quality, and because your business would be an excellent fit in Grand Haven's core business district, Grand Haven wants and needs you to be a part of our community.



## Why Your Business Fits

Sweet Summers Brewery would be an excellent addition to Grand Haven's Downtown district because:

- There is only one existing microbrewery in the Grand Haven area.
- The Grand Haven DDA Market Profile indicates that there already is a customer base in the area for Sweet Summers Brewery.
- The DDA Recruitment & Retention Committee, after careful analysis, feels that Downtown Grand Haven has a need for a business like yours.
- Having an additional microbrewery in Grand Haven will greatly enhance the downtown ambiance.

# Why would a business such as yours want to be located in Downtown Grand Haven?

Grand Haven is one of Michigan’s premier lake front communities and its Downtown district is a proven retail location, offering many fine restaurants, boutiques, and specialty retail establishments with unique products that provide a very competitive and enticing alternative to the big box stores out on the highway. The products offered by Sweet Summers Brewery fit the product profile that recent market data identified as sought after by the core customer groups shopping Grand Haven’s Downtown.

The customer spending potential within Grand Haven’s immediate trade area indicates an attractive consumer market with spending near, at or above the national average in nearly all spending categories. Spending potential was especially positive in the *Food Away from Home* category and *Entertainment/ Recreation* which is a strong indicator of likely success for Sweet Summers Brewery. In addition, leakage data indicates a surplus in *Food Service & Drinking Places* which reveals that Grand Haven has a strong market in this area, drawing not only local support of restaurants and drinking establishments but also customers from outside the trade area.

Day-trippers and tourists from all over the Midwest, including Chicago, Detroit, Lansing, Grand Rapids, Holland, Muskegon, and many other locations come to Grand Haven to enjoy its beaches, waterfront boardwalk and sport fishing fleet, unique dining experiences and retail establishments, its many festivals

Chicago	165 miles	Lansing	85 miles	Detroit	157 miles
Grand Rapids	35 miles	Muskegon	15 miles	Holland	20 miles

Over the past 15 years, Grand Haven has carefully encouraged and nurtured a mix of businesses in its downtown designed to not try to compete with the large big box stores located on US 31. The Downtown district is a proven retail location with 75% of businesses in operation over five years, 37% in operation over fifteen years, and 11% in operation for over forty years. Sweet Summers Brewery, by its very make-up and products offered would be a natural fit in complimenting the flourishing businesses already established in Grand Haven’s downtown. For those reasons Grand Haven needs, and most assuredly would be strengthened by having Sweet Summers Brewery in our Downtown district.

## Downtown Development & Improvements

One of the key components of Grand Haven Downtown’s development has been owner conversion of the second and third floors of Downtown buildings into condos and other residential unit configurations, which provide an on-site source of customers and an added measure of safety for the downtown retail establishments.

At the request of Grand Haven’s Main Street Downtown Development Authority (MSDDA), the City of Grand Haven approved a TIF to capture taxes on improvements in the DDA District to pay for much of its planned Downtown redevelopment and recently adopted a Principal Shopping District which provides a sustainable mechanism for supporting promotion and marketing of the district’s businesses.

The DDA and the City have partnered together on redevelopment of the Downtown’s infrastructure in addition to private investment. All together over 45 million dollars in investment has occurred over the past ten years. To date, three downtown block-long parking areas have been totally redone with overhead lines relocated underground, trash collection consolidated in central collection structures, walkways reconstructed with attractive imprinted concrete, new landscaping and light fixtures.



In addition, the first three blocks of Washington Ave., the main artery through our Downtown business district, were recently completed, and include new water, sewer, sidewalks, street surfaces, lighting, landscaping, and a snow melt system in the streets and sidewalks. Plans have also been developed to extend the improvements throughout the Downtown district; especially in Centertown and the Waterfront.

## Incentives

Grand Haven has been selected by the Michigan State Housing Development Authority (MSHDA) as a Cool City and also as one of 16 communities in Michigan designated as Main Street Communities. Main Street designation qualifies Grand Haven's Downtown for free architectural façade design services as well as priority consideration for available State grants.

The MSDDA also offers a variety of services and opportunities to businesses within the downtown district:

- Workshops, seminars and training
- Customer service training
- Shoplifting prevention training
- Small business financial management
- Marketing and Advertising workshop
- Business promotion
- District wide special events
- Site selection-location assistance
- Representation to local and regional policy makers
- Networking opportunities



## Downtown Events and Attractions

It goes without saying that Grand Haven's Boardwalk, City beach, and State Park are attractions that bring many to Grand Haven's Central Business District. In addition, the Tri-Cities Historical Museum, art galleries, City Marina, sport fishing, and the Farmers' Market all serve as draws for the downtown area.

There are also many well attended events conducted during all seasons that draw people to Grand Haven's Downtown area:

### January

Wine About Winter  
Winterfest

### February

Frozen in Time

### March

Soup & Slider Festival

### April

Chilly Blues Festival

### May

Great Lakes Kite Festival

### June

Feast of the Strawberry  
Moon  
Sand Sculpture Contest  
Grand Haven Art Festival

### July

Fourth of July  
Jaycees Car Show  
Coast Guard Festival

### August

Art on the Riverfront  
Sidewalk Sales

### September

Salmon Festival

ArtWalk

### October

Halloween Trick-or-Treating

### November

Light Night  
Friday Frenzy  
Small Business Saturday

### December

Jingle Bell Parade

Farmers Market  
Sunday Art Market

# Fast Facts

Population	5 Min	10 Min	20 Min
2010 Census	12,117	35,634	163,237
2011 Estimate	12,082	35,731	163,352
2016 Projection	12,391	36,611	165,472
Change: 2011 – 2016	+ 2.6%	+2.5%	+1.3%
Households	5 Min	10 Min	20 Min
2010 Census	5,350	15,050	63,074
2011 Estimate	5,335	15,080	63,109
2016 Projection	5,511	15,548	64,325
Change: 2011 – 2016	+ 3.3%	+ 3.1%	+ 1.9%
Median HH Income	5 Min	10 Min	20 Min
2011 Estimate	\$42,856	\$46,087	\$38,906
2016 Projection	\$51,632	\$53,927	\$46,522
Change: 2011 – 2016	+20.5%	+17.0%	+19.6%
Source: ESRI – Compiled from Census 2010 Summary Profile; and Demographic and Income Profile (2011 Data) Report.			

Central Business District Map



# **Your Invitation**

**Come visit Grand Haven as our guest.**

**Our DDA Recruitment & Retention Committee will:**

- **Take you on a tour of Grand Haven's Downtown**
- **Introduce you to key Downtown property and business owners**
- **Identify available storefront opportunities and contacts of interest**
- **Provide the Grand Haven Market Study Profile**
- **Provide a wealth of other information on Grand Haven and its Downtown.**

**Please come see what Grand Haven has to offer**

**NOTE: THERE IS NO OBLIGATION ATTACHED TO OUR INVITATION, SHOULD YOU CHOOSE TO ACCEPT IT**

**CALL DANA KOLLEWEHR, OUR DDA DIRECTOR, TO SCHEDULE YOUR VISIT –  
(616) 844-1188**





## Contact Information

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