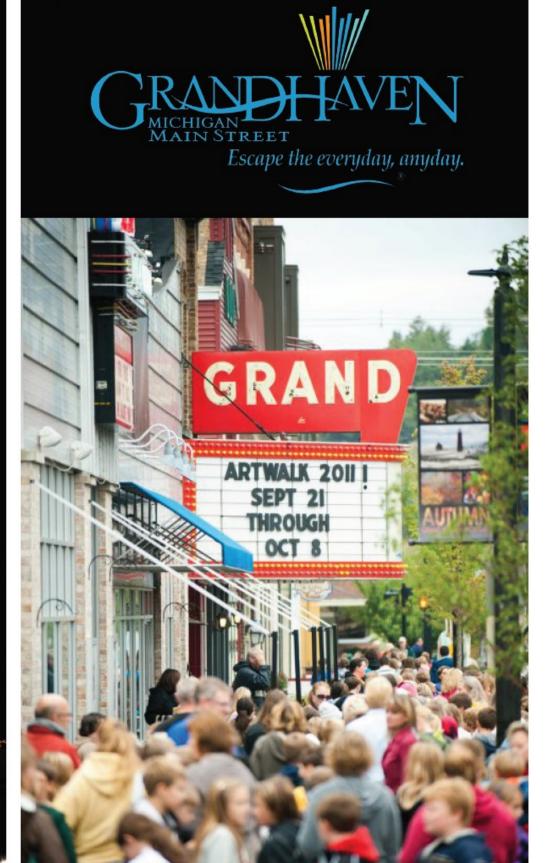


waterfront and other niche commercial districts are

only a short walk from the true heart of west Michigan.





Grand Haven, Michigan Market Profile | 2012

## Downtown Grand Haven Trade Area



## Demographic Snapshot

	5 Minute	10 Minute		20 Minute
	Trade Area	Trade Area		Trade Area
Population				
2010 Census	12,117	35,634		163,237
2011 Estimate	12,082	35,731		163,352
2016 Projection	12,391	36,611		165,472
Growth: 2011-16	+ 2.6%	+ 2.5%		+ 1.3%
Households				
2010 Census	5,350	15,050		63,074
2011 Estimate	5,335	15,080		63,109
2016 Projection	5,511	15,548		64,325
Growth: 2011-16	+ 3.3%	+ 3.1%		+ 1.9%
Median Income				
2011 Estimate	\$42,856	\$46,087		\$38,906
2016 Projection	\$51,632	\$53,927		\$46,522
Growth: 2011-16	+ 20.5%	+ 17.0%		+ 19.6
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Source: ERSI - Compiled from Census 2010 Summary Profile; and Demographic and Income Profile (2011 Data) Report

## The Grand Haven Market

Grand Haven is one of Michigan's premier lake front communities and its downtown is a proven retail location, offering many fine restaurants, boutiques, and specialty retail establishments with unique products. Day-trippers and tourists from all over the Midwest, come to Grand Haven to enjoy its beaches, waterfront boardwalk and sport fishing fleet, unique dining experiences and retail establishments, its many festivals and events in its walkable downtown.



## Downtown Development

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. The DDA and the City have partnered together on redevelopment of the Downtown's infrastructure. 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. The first three blocks of Washington Ave., the main artery through our Downtown business district, are now complete, and include new water, sewer, sidewalks, street surfaces, lighting, landscaping, and snow melt.



to compete with the large big box stores located on US 31. The downtown, by its very make-up, offers opportunities to new and expanding businesses by complementing their offerings with one of our flourishing businesses many of whom have been located within the MSDDA for over ten years. For all of these reasons Grand Haven will be most assuredly strengthened by having your business in our town.