



# LAPEER

## MICHIGAN



*remarkably close.*

**Historic Lapeer** is a community of friendly faces, delectable foods, delicious drinks, and more. We are a unique oasis located in the heart of Lapeer County, in Michigan's beautiful thumb region. Lapeer Main Street works with local public and private partners to ensure growth, health, and prosperity of our vibrant downtown.

## Downtown's Goals

- Create and capitalize on a physical environment that is engaging and inviting to families.
- Improve the downtown business environment and available resource to support investment.
- Build a family-friendly brand that is Historic Lapeer.



## Community Profile

City of Lapeer | 2019



Population  
**8,740**



Households  
**3,625**



Median HH Income  
**\$39,064**



Median Age  
**36.4 years**



Housing Units  
**3,775**



96% Housing is occupied  
50% Owner-occupied  
50% Renter-occupied

## Main Street is Helping Businesses Thrive

- Building improvement loan
- Sign assistance grant
- Match on Main program
- Market data
- Small Business Saturday Champion
- "Meet our Business" Monday campaign
- Business owner meet-and-greets

"It's exciting seeing all of the local businesses growing and thriving! I just signed a second lease and will be expanding. If it wasn't for Main Street, I'm not sure I would have taken that leap. Knowing I have the support of a blossoming downtown who has the support of a program like Main Street made me feel a lot better about signing that second lease."

—Elizabeth Moffitt, Owner, ELM Beauty Bar

# REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

**\$50,350**

Program to date: \$70,590



**1**

**Façade  
Improvements**  
Program to date: 4



**7**

**New  
Businesses**  
Program to date: 12



## Shopping & Retail

- Specialty Food/Market 35.1%
- Clothing Store 14.9%
- Books, Toys, Games 12.9%
- Arts, Crafts, Hobby 11.7%
- Mercantile/Variety 11.5%
- Vintage/Repurposed 10.2%

## Food & Drink

- Asian Restaurant 23.8%
- Italian Restaurant 19.7%
- Healthy Menu Cafe 13.3%
- Steakhouse 10.7%
- Bakery 9.4%
- Upscale Dining 7.9%



## State of DOWNTOWN

- 14** Blocks
- 46** Acres
- 76** Parcels
- 1,220** Public parking spaces
- 84** First-floor storefronts
- 89** Residential units
- 9** Restaurants
- 14** Retail stores
- 8%** Storefront vacancy rate

## Family Fun in a Historic Place

- Downtown Lapeer is a pedestrian friendly downtown, including walking paths, bike trails, and a large public park system.
- Our annual Downtown events include Ladies Night Out, the Historic Farmers Market of Lapeer, the Lapeer Car Cruise, Summer Concert Series, Lapeer Days – Michigan’s largest FREE festival, Halloween Treat Walk, Winterfest, and more!
- Downtown is home to a growing art and cultural scene featuring The PIX Theater, Gallery 194, Stone's Throw Theater and the Lapeer Art Association
- The Lapeer County Heritage Museum, home of the Lapeer County Historical Society and the Lapeer County Genealogy Society Research Center.
- Downtown Lapeer is home to Michigan’s oldest continuously operating courthouse and one of the 10 oldest in the country.
- Downtown Lapeer is home to the Marguerite de Angeli Library and a short distance away from Mott Community College, and Lapeer High School, and athletic facilities.

**Lapeer Main Street DDA**  
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**Learn More at [www.downtownlapeer.com](http://www.downtownlapeer.com)**