



This is Downtown Wayland

We are friends and neighbors pulling together to build legacy and celebrating Wayland, Michigan.

2025 EDITION

WAYLAND MAIN STREET

269.525.2323

downtownwayland.com



State of DOWNTOWN

10 Blocks

23 Acres

240 Parcels

375 Public parking spaces

74 First-floor storefronts

35 Residential units

13 Restaurants

18 Retail stores

100.3k Visitors

4% Storefront vacancy rate

Wayland Main Street is making a real difference.

Downtown Wayland is an inclusive and appealing community that is open for business and fun; its engaging, well-lit storefronts proudly display historically restored façades and are filled with a diversity of food options, goods and services; its alleyways and mixed-use buildings are transformed into cool, multi-functional spaces, with walkways and green spaces creating a sense of place where everyone wants to be.

Downtown's Goals

- Downtown Wayland Main Street's goal is to focus on our younger generation and attract visitors. Downtown Wayland is a vibrant community with rising entrepreneurs. Its charming storefronts proudly display historically restored façades. Wayland offers novel food, services, and retail. Its alleyways and mixed-use buildings transform into multi-functional community spaces, with walkways and green space creating a sense of place where everyone wants to be.
- To focus on our younger generation entrepreneurs and consumers to create a niche of food and retail offerings that appeal to millennials and tourists.
- To utilize Wayland's location in between Grand Rapids and Kalamazoo to attract tourists and put Wayland on the map as a known destination



Master Level Main Street

TRANSFORMING WAYLAND'S DOWNTOWN



Downtown Wayland received an MEDC Vibrancy Grant, which helped fund speakers downtown, a hype program, and a new welcome sign!



Our Junior DDA program chose to create and install an art alley downtown which holds students art. You can also rent the art alley for an outdoor art gallery of your own.



Downtown Wayland's Bike Night has become a large event! On the third Wednesday from May–October, hundreds of motorcycles come downtown to enjoy each other's company, social drinks, music, and local restaurants.

REINVESTMENT STATS 2023–2024

PRIVATE INVESTMENT
\$77,324

Program to date: \$1,957,650



3

Façade & Building Improvements
Program to date: 45



3

New Businesses
Program to date: 45

Community Profile

City of Wayland | 2024



Population
4,395



Households
1,716



Median HH Income
\$67,570



Median Age
34.6 years



Housing Units
1,777



97% Housing is occupied
67% Owner-occupied
30% Renter-occupied

Main Street is Helping Businesses Thrive

- Match on Main grant
- Local façade rehabilitation programs
- Local signage rehabilitation programs
- Local marketing programs
- Cooperative advertising opportunities
- Business education and workshops
- Best of Wayland contest
- Special events to attract visitors

“The Main Street program has changed the downtown of Wayland for the good! The director gets the support she needs from the state and in turn brings that back to our community.”

–Taylor Emert, Owner, Wayland Big Dipper

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	5,849	18,076	196,379
Households	2,242	6,507	71,481
Median HH Income	\$69,402	\$76,306	\$79,513

In-demand Businesses

Food & Drink

Breakfast/brunch restaurant
Bakery
Deli/sandwich shop
Steak house
Coffee shop

Shopping & Retail

Art, crafts and hobbies
Bookstore
General/variety store
Cards and gifts
Specialty foods

Between the Buns

This year, downtown Wayland introduced a sandwich competition during the month of January. Eleven local restaurants created a featured item (that has buns) and \$1.00 of each sandwich was donated to the local Hand 2 Hand program. Community members spent the month going around and trying all the sandwiches for a public vote. The top five sandwiches went onto the final round for a judges vote and the winner, Wayland Hotel Bar and Gill, won the trophy!



2024 Pulse of Downtown



- 66%** Visit downtown Wayland most often for dining
- 52%** Described recent trends in downtown Wayland as improving or making progress.
- 35%** Said the frequency of their visits to downtown Wayland increased during the past year.

Social Connection



6,200+
Facebook Followers



265+
Instagram Followers



19
TikTok Followers

Volunteer Connection



702
Volunteer hours in 2023–2024



24,231
Volunteer hours
(Program to date)



\$22,176
Volunteer value in 2023–2024



\$765,457
Volunteer value
(Program to date)



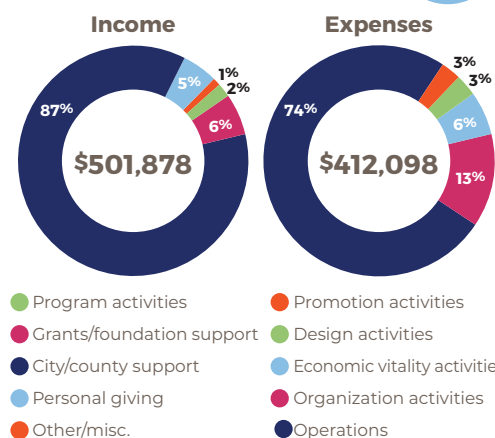
VOLUNTEER SPOTLIGHT

“I volunteer as a way to be creative, make connections, and to help make Wayland a special place. I love art and wanted to see how I can combine my passion for art and community.”

—Angelina LaTondress, Volunteer



In the Numbers



DOWNTOWN ALIVE

Wayland Main Street
Events 2023-24

15,225

Est. event attendance

- Summerfest
- Comedy Nights
- Monster Mash
- Block Party
- Bike Nights
- Farmers Market
- Snowfest
- Music on Main
- Ladies on Main
- Craft Market



Summerfest Annual Color Run



The Farmers Market



Block Party's Foam Party



Bike Nights

"The local downtown development authority brings value to the community by helping foster a vibrant, attractive downtown area that boosts local pride and draws residents and visitors alike."

—Justin Osbon, Treasure, Wayland DDA Board

Wayland's Board of Directors

Chair: Robin Beckwith
Vice Chair: Josh Otto
Secretary: River Knoll
Treasurer: Justin Osbon
Mayor: Jennifer Antel

Member: Anita Bukowing
Wayland Big Dipper:
Taylor Emert
Gun Lake Investments:
Monica King

Technology Solutions:
Scott Caulkins
Exec. Dir.: Holli McPherson

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

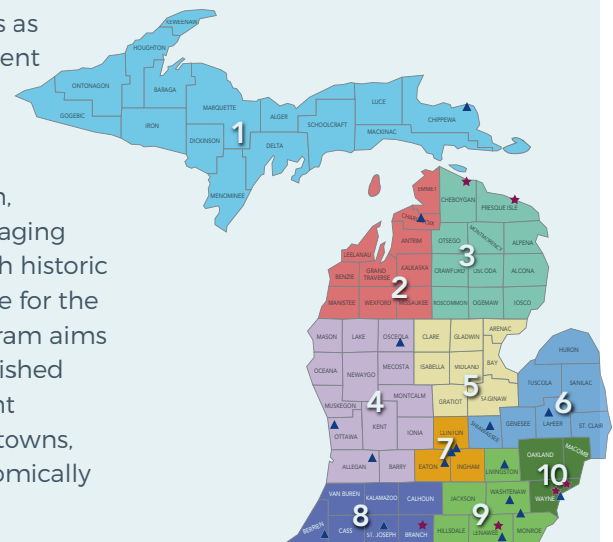


Michigan Main Street

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