



We are a place where what was welcomes what's next

An invitation to enjoy the cultural renaissance to grow business and enjoy a quality of life.

2025 EDITION

VANGUARD COMMUNITY DEVELOPMENT CORP.

313.872.7831

northenddetroit.life



State of the DISTRICT

19 Blocks

190 Acres

168 Parcels

18 Restaurants

6 Retail stores

10.5k Workers employed

357k Visitors

Historic North End Main Street is making a real difference.

Vanguard Community Development and community partners are taking a proactive approach to planning for the equitable prosperity of Detroit's Historic North End Business district. Ongoing efforts are serving to heighten the district's appeal as a place to work, visit, live and do business and invest. A holistic approach to revitalization is sparking a new wave of activity and reaffirming The Historic North End as a local and regional attraction, economic engine and center of culture and commerce.

Business District's Goals

- African American culture: leveraging the past for equitable growth
- Equitable entrepreneurship servicing local neighborhood and workforce (examples: grocery, restaurants, convenience, co-op structures)
- Creative and innovation-based small-scale production (examples: music, engineering, foods, apparel)
- Equitable development planning



TRANSFORMING HISTORIC NORTH END'S MAIN COMMERCIAL CORRIDOR



Lunch time is a busy period in our district, and we plan to continue to expand the lunch service options available for employees and visitors.



North End Main Street is proud to share our arts and cultural experiences with National LISC. Our district is now featured in a national case study. If you would like to read the case study please visit our website, northenddetroit.life.



Main Street volunteers are diligently gathering accurate information about our business district. By 2025, our district will have updated mapping.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT
\$57,972

Program to date: 38,270,165



7

Façade & Building Improvements
Program to date



19

New Businesses
Program to date

Community Profile

Historic North End | 2024



Population
4,823



Households
2,259



Median HH Income
\$26,109



Median Age
39.3 years



Housing Units
3,287



56% Housing is occupied
69% Owner-occupied
44% Renter-occupied

Main Street is Helping Businesses Thrive

- Level Up Grant, Legal Support (Reshounn Foster, Shirley Davis, Cathryn Coleman, Cornelius Harris)
- Level Up Grant, Accounting Support (Reshounn Foster, Cathryn Coleman)
- Level Up Grant, Build Institute Course (Phyllis Judkins, Michelle, Allegra, Jacqueline Chapman, Sheila Hale, Veronica Adams)
- Freya - Invest EGB
- Grand Haus; Invest EGB
- Market Snapshot
- Historic Preservation Training Webinar
- Home Repair Grant Training
- East Grand Boulevard Wayfinding Signage
- Main Street Grant Resource Fair

“The (food trucks) look really good. We are very appreciative over here for the work that you guys put in to make this a true neighborhood.”

—Tom Aepelbacher, President/COO, New Center Stamping

Business District Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	28,277	231,045	1,441,950
Households	13,148	96,308	587,521
Median HH Income	\$30,837	\$34,873	\$54,087

In-demand Businesses

Food & Drink

- Bakery
- Breakfast/brunch restaurant
- Casual dining eatery
- Deli/sandwich shop
- Brewery or brewpub

Retail Establishments

- Bookstore
- Arts, crafts, and hobbies
- Specialty foods
- Women's clothing
- Bikes and bike repair

Light Up The Blvd

The Light Up Main Street Holiday Event transformed our district into a winter wonderland beginning on Small Business Saturday. The festive experience promoted our local businesses and local vendors. We showed unity through holiday lighting, wreaths, extended shopping/dining hours, holiday coupons and free gift-wrapping. On Small Business Saturday, we hosted a holiday pop-up with 15 small business vendors. We also took 20 seniors out for a holiday dining experience right in our district.



VOLUNTEER SPOTLIGHT

“I’m the third of six generations that’s lived in my home in the North End. I’m happy to be here for the rebirth and being a part of it through volunteering at Vanguard as a member of the Clean Team.”

—Clarissa Lockett,
Volunteer Community Resident



2024 Pulse of the District



24% Visit Historic North End most often for dining

80% Described recent trends in Historic North End as improving or making progress.

58% Said the frequency of their visits to Historic North End increased during the past year.

Social Connection



1,700+
Facebook Followers

190+
Instagram Followers

Volunteer Connection



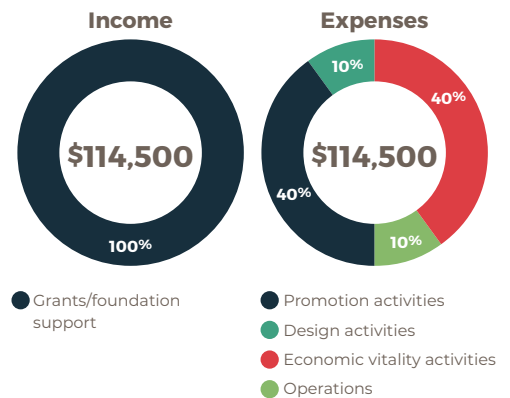
1,027
Volunteer hours in 2023–2024

3,101
Volunteer hours
(Program to date)

\$32,443
Volunteer value in 2023–2024

\$97,961
Volunteer value
(Program to date)

In the Numbers



NORTH END ALIVE

Historic North End Main Street Events 2023-24

1,332

Est. event attendance

- Fall Main Street Mixer
- Spring Main Street Mixer
- Women Who Drum (Black Bottom Park)
- National Night Out
- North End/Milwaukee Junction Business District Association Launch (NEMJ/BDA)



Women Who Drum



Main Street Mixer



National Night Out



NEMJ/BDA Launch Event

“Our programs and partnerships have offered business services that truly help fill gaps for business such as access to capital and understanding and assistance with some of the complexities as an entrepreneur.”

—Drusilla Fanning, Advisory Board Treasurer

Historic North End's Main Street Advisory Board

President: Quincy Jones
Treasurer: Drusilla Fanning
Vice President: Ette Garth
Promotions: Lynette Roberson

Design: Lynn Wiggins
Member: Thor Jones
Member: Chenita Gary
CEO: Pamela Martin Turner
Senior VP/CFO: Everett Stone

COO/Comm. Engagement: Monica Edmonds
VP Economic Development: Lisa Tucker
Intern: Natalia Nowicka

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

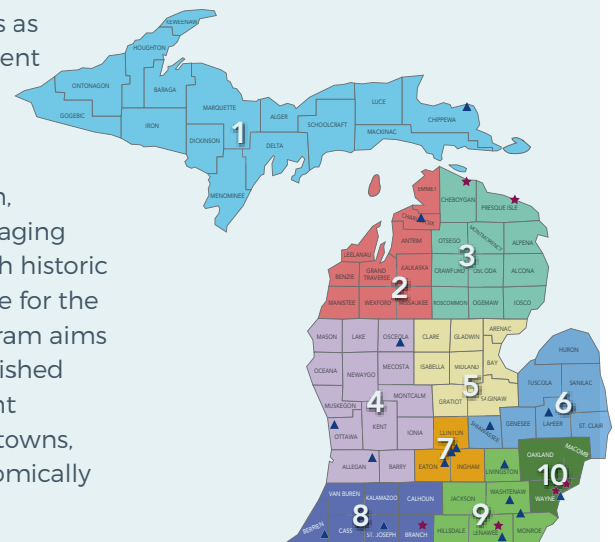


Michigan Main Street

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



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

★ Select Level ▲ Master Level

www.miplace.org