



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](http://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  
**\$57,975**

Program to date: 38,270,165



**7** Façade & Building Improvements  
Program to date



**1** New Businesses  
Program to date: 19

## Main Street is Helping Businesses Thrive

- Level Up Grant, Legal Support (Reshouunn Foster, Shirley Davis, Cathryn Coleman, Cornelius Harris)
- Level Up Grant, Accounting Support (Reshouunn 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

## 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**



**69%** Housing is occupied  
**25%** Owner-occupied  
**44%** Renter-occupied

## 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



# Small Business Saturday Holiday Shop & Stroll

North End Main Street, the North End Milwaukee Junction Business District Association (NEMJ-BDA), and American Express teamed up to launch the holiday season with a festive kick-off on Small Business Saturday. We celebrated local businesses by lighting up the Main Street district and various small shops with beautiful exterior holiday lights and decorations. This year, we also introduced four selfie stations, encouraging shoppers to capture memories while supporting local businesses. A shopping map was provided to help guests explore and find unique gifts, support independent creators, and shop at local stores. To enhance the festive atmosphere, two food trucks and a DJ added to the holiday spirit. The event featured 12 pop-up locations throughout the district, offering a variety of experiences to kick off the season. Businesses also provided special holiday discounts, free gift-wrapping, and extended shopping hours throughout the season.



## 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)

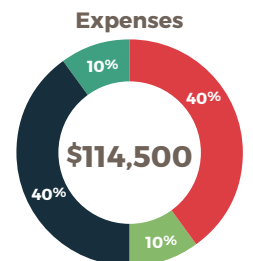
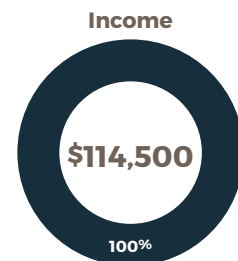


**\$32,443**  
Volunteer value in 2023–2024



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

## In the Numbers



- Grants/foundation support
- Promotion activities
- Design activities
- Economic vitality activities
- Operations

# 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

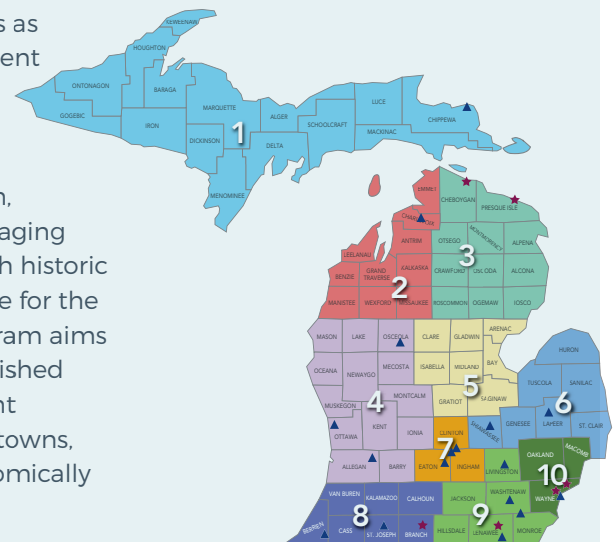


## Michigan Main Street

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



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

[www.miplace.org](http://www.miplace.org)