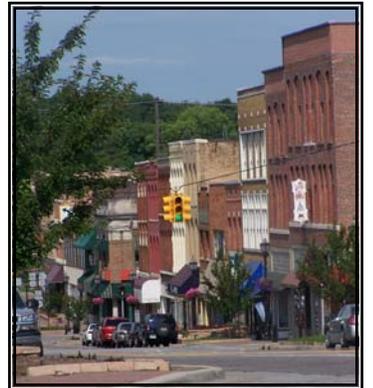


# Niles Main Street District | Niles, MI 49120

Market Profile | 2011



*6 miles north of South Bend along the historic St. Joseph Riverbank—Dig in!*



## Niles DDA Main Street

Downtown Development Authority | City of Niles  
210 East Main Street | Niles, MI 49120  
269-687-4332 | [www.uncoverniles.com](http://www.uncoverniles.com)

*Dig in!*

## Uncover the Possibilities...

The City of Niles, located in the southwestern corner of the state, 90 miles east of Chicago, boasts a history dating back more than 300 years. Niles is known as "The City of Four Flags" because four nations have controlled the area at different points in its 300 year history ~ France, Spain, England and the United States. This history is evident not only in the City's pride in being the oldest community in Michigan, but also in the neighborhoods, museums, downtown, and antique shops.

The Niles area is served by several different school districts which provide quality education. Niles ranks above the state average in math, science, and reading scores in many of the elementary and high school grade levels. Opportunities for higher education in the area include two junior college campuses in Niles, Lake Michigan College and Southwestern Michigan College. Several colleges are within easy driving distance, including Andrews University in Berrien Springs, Michigan State and Western Michigan University extensions in Benton Harbor, and just across the state line, the University of Notre Dame, St. Mary's College, and Holy Cross College.

Niles offers residents and visitors many types of outdoor recreation activities. Opportunities for fishing, hunting, canoeing, hiking, and cross-country skiing abound. Organized sports such as baseball, softball, and soccer leagues and individual activities such as the Niles Triathlon provide athletic recreation.

Community celebrations include the Niles Riverfest, Niles Burn Run, the Niles Bluegrass Festival, the Four Flags Area Apple Festival and the Hunter Ice Festival. The Niles Haunted House and Scream Park is consistently ranked among the top in the nation. During the summer, our open air Bensidoun French Market provides an abundance of local farm fresh fruit and vegetables, along with the works of local artisans.

Free summer concerts at the amphitheater on the riverfront in downtown Niles provide entertainment and a focal point for the community. A five mile walking/jogging trail along the St. Joseph River offers a great opportunity to exercise and stay in shape and in Riverfront Park you will find the area's largest children's playground. In addition there is a 200' long boat dock/fishing pier on the riverfront near the amphitheater.

Rail services to Niles is offered by Norfolk-Southern for freight as well as Amtrak and South Shore Railroad for passenger service. A proposed high-speed rail connection to Chicago (making the trip in under 45 minutes) will open the door to many new possibilities for the area, both in terms of residential development and in business and industry.

The city operates a small airport for private and charter use. Regular air passenger service is offered in nearby South Bend at the South Bend Regional Airport. Niles is served by major highways including I-94, I-80/90, (Indiana Toll Road), US 31, US12, M60, M140, and M51.

Four industrial corridors are home to more than 100 manufacturers with 4,200 employees. Bertrand Crossing, a new technical park, contains 86 acres in Phase I and is the home of high tech plastics and metal machining manufacturers. Lake Michigan College has built a 30,000 square foot facility in Bertrand Crossing to provide state-of-the-art training for industry. Four manufacturers currently have their international headquarters in Niles. Major area employers include Tem-Pace, Modineer, National-Standard Co., and French Paper Company.

This year, French Paper Company is celebrating their 140 anniversary. They are the oldest company in Niles and the oldest family-owned and operated business in Michigan.



Sculpture by world renown artist Richard Hunt located along the scenic banks of the St. Joe River on our Riverfront Park Trail



2008 National Champion, Aaric Kendall sculpting ice art at our annual Hunter Ice Festival.



This Queen Anne mansion was built from 1882-84 by Henry A. Chapin. The 13 room interior has hand-carved woodwork, stained glass transoms, stenciled ceilings, and a ball room on the top floor. In 1932, the family sold the home to the city of Niles and is now home to Niles City Hall.

The carriage house at the rear houses the Fort St. Joseph Museum.

# Downtown Niles Trade Area

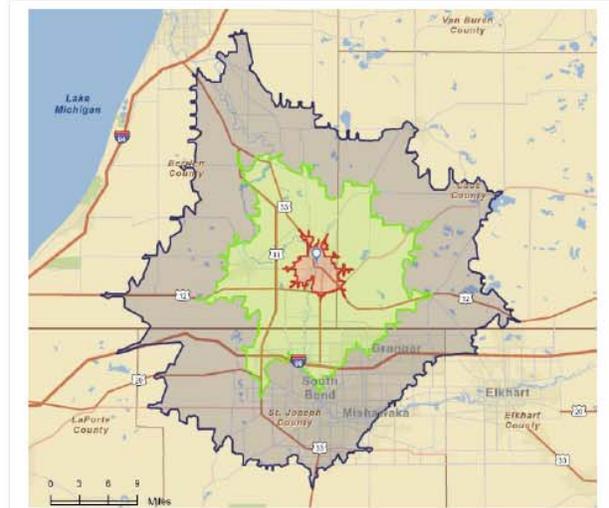
## Drive Time Geographies

The profile assembled for the Downtown Niles Drive Time Market is based upon information contained in a series of ESRI reports provided by Downtown Professionals Network, generated for a 5, 15, and 25 minute drive time area originating from the center of the downtown Niles business district.

The **five-minute drive-time market** profiles a “captive” resident and convenience-oriented market for downtown Niles. The population residing in the five-minute area would also be more likely to access downtown on foot, bicycle and via other alternative modes of transportation. Demographic and psychographic data could be particularly useful for assessing performance and expansion opportunities for convenience and clientele-oriented businesses and uses, and for analyzing and profiling the composition of the current and potential downtown Niles area housing market.

The area plotted for the **fifteen-minute drive time** includes areas that span along major travel routes in the Niles vicinity. Data and information for the fifteen-minute drive time area could be helpful for comparing and contrasting the traits and characteristics of the “close to downtown” population with that in the wider local region. The consumer profile may also be indicative of the “comparison market” for Niles area service, retail and eating & drinking uses.

The **twenty-five-minute drive time** area is generally more expansive and rural in nature, encompassing areas of four counties and primarily extending along state highways and major travel routes. Consumers in this regional market, all things being equal, may be more naturally inclined to frequent commercial areas in other communities, based on convenience. Opportunities for downtown Niles to capture regional market consumers from the broader region, and to increase its retail market share, will most likely revolve around retail and service anchors; specialty retail and destination-oriented eating & drinking places; recreational attractions and venues; and events.



Downtown Niles Drive Time Markets

## Fast Facts

Population	5 Min	15 Min	25 Min
2000 Estimate	16,390	76,433	295,016
2010 Estimate	15,894	75,979	298,950
2015 Projection	15,680	75,899	300,396
Change: 2010-2015	-1.3%	-0.1%	0.5%
Households	5 Min	15 Min	25 Min
2000 Estimate	6,846	29,485	112,495
2010 Estimate	6,742	29,662	114,513
2015 Projection	6,682	29,710	115,245
Change: 2010-2015	-0.9%	0.2%	0.6%
2010 Est. Income	5 Min	15 Min	25 Min
Average Household	\$49,562	\$64,610	\$60,233
Median Household	\$44,168	\$54,075	\$49,984
Per Capita	\$21,188	\$25,654	\$23,777

Source: ESRI Market Profile, 2011.

\*[www.esri.com](http://www.esri.com) A GIS Mapping Software company/ Geographic information systems (GIS) integrate hardware, software, and data for capturing, managing, analyzing, and displaying all forms of geographically referenced information.

## Niles ~ Where Michigan history lives and the fun begins!

Ready to unearth some fun? Uncover the authenticity of Niles, MI. On the East bank of the St. Joseph River...6 miles north of South Bend, a mix of eclectic shops, foods and finds.

Opportunities are cultivating in this downtown on the upslope. From antiques to alternative bands to artisan chocolates you can always find your groove in Niles.

Legend has it that Niles is the place to recapture your spirit. So if you are a creative type looking to make a little history of your own, explore this entrepreneur hangout for architecturally inspiring, affordable spaces.

On a mission, Niles Main Street delivers their continued commitment to revitalization.

Relive the legend with us...relive Niles. Historically rich, definitely different. Dig in!

Western Michigan University (WMU) and Principal Investigator



Dr. Michael Nassaney coordinates the Fort St. Joseph Archaeological Project here in the city of Niles, Michigan. The archaeological dig site is located at a mission, garrison, and trading post complex occupied from 1691 to 1781 by the French and British. A major project goal of the Fort St. Joseph Archaeological Project since excavation began in 2002 was to make archaeology accessible to the public. Western Michigan University believes that the community whose history they are unearthing and interpreting should have the opportunity to learn about the project's findings and even take

part in the archaeological process. Every year the project holds summer camps for middle school and high school students, teachers, and life long learners as well as a university level field school. An annual open house features living history re-enactors, lectures, informational panels and displays, site tours, music, food, and ongoing excavations and has been attended by over 10,000 visitors since 2006.

A proposed high-speed rail connection to Chicago (making the trip in under 45 minutes) will open the door to many new possibilities for the area, both in terms of residential development and in business and industry.



Niles DDA Main Street invites you to learn more about business and investment opportunities and about community and economic development efforts aimed at enhancing and maintaining the visibility and vitality of Niles, MI.

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## Legend in the Remaking

*"The best way to be attractive to an employer is to be desirable, to be a community wherein a business wants to be located.*

*A community can be desirable by doing two primary things: the first is providing a quality of life that people seek; by providing parks and recreation, quality schools; good housing stock; and family oriented entertainment...all things that Niles offers and are constantly working to improve.*

*Secondly, we must provide a climate that is desirable for business; access to distribution of goods and services; quality workforce; infrastructure and services; available facilities and a competitive tax structure. We offer all of those things and the State is working on leveling the business playing field with our neighboring states. We have and will continue to market and promote the City to employers.*

*Additionally, we are currently working with the Michigan Housing Development Authority to develop and improve near downtown housing. The idea is to create small neighborhoods with their individual identity mixing moderate and low income housing with market rate housing. These neighborhoods would attract the new generation of urban dwellers and would support restaurants, retail and entertainment within walking distance of the downtown enhancing the base population to help support downtown and riverfront activities.*

*We are also working closely with Amtrak on enhances to speed rail. We are on target for 110mph trains with new engines and coaches to be running a regular schedule by the end of 2013. The federal government sees southwest Michigan as the intersection for St. Louis, Chicago, Grand Rapids and Windsor and Toronto, Canada.*

*High speed trains would increase the demands for residential and retail and commercial services within our community."*

Mayor Michael McCauslin, October 2011



## Uncover Niles...

### A Downtown Revolution

To find out more about business and investment opportunities in Niles, MI, please contact:

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