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Choate Marketplace Named Michigan's Best Small Business for 2026

Award-Winning Creative Marketplace Becomes a Day-Trip Destination in the Irish Hills

Brooklyn, Michigan — Choate Marketplace has been named Michigan's Best Small Business for 2026 by Michigan Celebrates Small Business, recognizing the women-owned creative marketplace as one of the state's most distinctive and impactful independent ventures.

Located in the heart of Brooklyn in Michigan's Irish Hills, Choate Marketplace has quietly become a regional day-trip destination, drawing visitors from Detroit, Ann Arbor, and across Washtenaw County who are looking for something slower, more artful, and thoughtfully curated.

Designed as a creative third space, Choate Marketplace brings together six playful and artsy shops under one roof — inviting guests to simply arrive and wander.

Visitors can browse hand-dyed yarns and global folk craft at Mountain Nan, discover internationally sourced foods and charming kitchen wares at PlotWhisk, find nostalgic toys and creative play at Merry Thread, explore fine art materials at Nibs & Nozzles, and paint their own ceramics at Crockery Painted Pottery.

The Talebearer Bookstore offers curated reads, and two resident bunnies who freely roam have quickly become part of the marketplace's charm.

Hang your jacket and treat yourself to complimentary lemon water, seating is tucked throughout the space, and the experience is intentionally layered — tactile, colorful, and giftable. While Choate also hosts art classes, workshops, and intimate events upstairs, its core appeal is beautifully simple: visitors can pop in, wander six distinct shops, and leave with something unexpected.

Founded in 2019 by Kate Manville-Schwartz, Choate Marketplace was built with a vision of blending retail, creativity, and entrepreneurship into one cohesive ecosystem. The 2026 statewide recognition affirms what visitors already know — that small-town Michigan can deliver design-forward, experience-rich retail that feels both elevated and welcoming.

“This recognition belongs to our community of shoppers, artists, and travelers who have made the drive to support something beautifully-rich,” says Manville-Schwartz. “We designed Choate to be immersive, warm, and worth the trip.”

Choate Marketplace was honored at the Michigan Celebrates Small Business Awards Gala in April 2026.

For more information, visit or follow Choate Marketplace in Brooklyn, Michigan.

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About Michigan Celebrates Small Business: *The Small Business Association of Michigan (SBAM) Foundation is the managing partner of the 2025 MCSB Awards, under the direction of an advisory committee. The advisory committee includes Edward Lowe Foundation, Kinexus Group, Michigan Black Business Alliance, Michigan Small Business Development Center, Michigan Rehabilitation Services, National Veteran Business Development Council, Small Business Association of Michigan and West Michigan Hispanic Chamber of Commerce.*