



*Downtown*  
**MILAN**  
IT'S HAPPENING!

# Experience historic downtown Milan.

Enjoy live music in the Square. Shop one-of-a-kind boutiques and stores. Grab a bite to eat. Stroll along the lakeside boardwalk. Visit with friends and neighbors.

2024 EDITION

MILAN MAIN STREET INC. [milanmainstreet.info](http://milanmainstreet.info)



## State of DOWNTOWN

**3** Blocks

**92** Parcels

**66** Parcel owners

**353** Public parking spaces

**41** First-floor storefronts

**67** Residential units

**8** Restaurants

**16** Retail stores

## Milan Main Street is making a real difference.

Milan Main Street is leading a grassroots movement to restore economic vitality to our downtown. Together with volunteers, business and property owners, and community partners and stakeholders we are working to make downtown Milan an attractive and inviting place to live, work, and experience.

### Downtown's Goals

- Create a downtown Milan that truly offers something for everyone.
- Polish the built, physical environment of downtown Milan
- Build awareness of the vision for downtown Milan

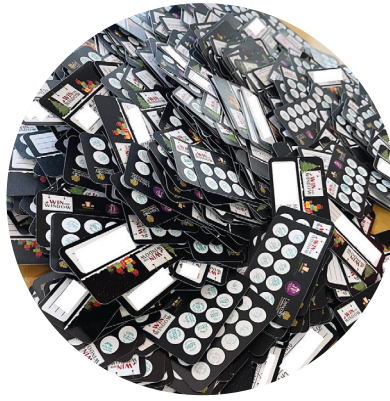


**MILAN**  
*Main Street*

# TRANSFORMING MILAN'S DOWNTOWN



The sounds of live music filled downtown Milan all summer-long. "Live from Tolan Square" featured artists from around the region on third Thursdays and every Friday from June through September.



Win the Window, a partnership with the Milan Area Chamber, encourages people to shop local during the holiday season. The promotion resulted in nearly 2,500 entries and accounted for \$125,000 in local spending over four weeks in November and December.



A \$25,000 Match on Main Grant was awarded to Milan Main Street in support of Textiles Fabric Shop's expansion and relocation to the north side of East Main Street.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

**\$111,847**

Program to date: \$2,278,541



**6**

**Façade & Building Improvements**  
Program to date: 55



**4**

**New Businesses**  
Program to date: 33

## Main Street is Helping Businesses Thrive

- 3rd Thursdays
- MOSA district
- Pop on Main Street
- Façade Grants
- Sign Grants
- Win the Window
- Small Business Saturday Champion
- Match on Main Grant

"Realizing I wanted to own my own bookstore was a gradual thing. When Borders closed, my husband Jeff and I thought someday we might open our own bookstore. That was 2011. We opened Adventure Ink in 2018. We do this because we have a passion for these things. We love it and we love talking to people."

—Laura Harvey, Owner, Adventure Ink

## Community Profile

City of Milan | 2023



Population

**6,161**



Households

**2,499**



Average HH Income

**\$79,171**



Median Age

**37.4 years**



Housing Units

**2,610**



**76%** Housing is occupied

**95%** Owner-occupied

**72%** Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,985	13,866	209,023
Households	2,418	4,427	77,525
Average HH Income	\$79,271	\$81,654	\$80,377

## In-demand Businesses

### Food & Drink

- Casual eating eatery
- Italian restaurant
- Breakfast/brunch establishment
- Sushi
- Steakhouse

### Shopping & Retail

- General variety store
- Cards and gifts
- Vintage and repurposed goods
- Arts, crafts and hobbies
- Bookstore



# Connecting with Music

Live from Tolan Square is a summer-long music festival, featuring local musicians, every Friday night from June through September. Enjoying live music in-person creates a sense of connection to place and improves mental, physical, and emotional well-being while supporting artists and boosting the local economy. Every week for 20 weeks, friends, neighbors and strangers of all ages came together in the heart of downtown Milan to sing along, dance, and enjoy the sounds.



## VOLUNTEER SPOTLIGHT

"I love helping with Main Street events because of the sense of community that they foster in Milan."

—Amy Taylor (right)



## 2023 Pulse of Downtown



**68%** Visit downtown Milan most often for dining

**52%** Described recent trends in downtown Milan as improving or making progress.

**33%** Said the frequency of their visits to downtown Milan increased during the past year.

## Social Connection



**4,600+**  
Facebook Followers



**1,400+**  
Instagram Followers

## Volunteer Connection



**829**  
Volunteer hours in 2022–2023



**8,934**  
Volunteer hours  
(Program to date)

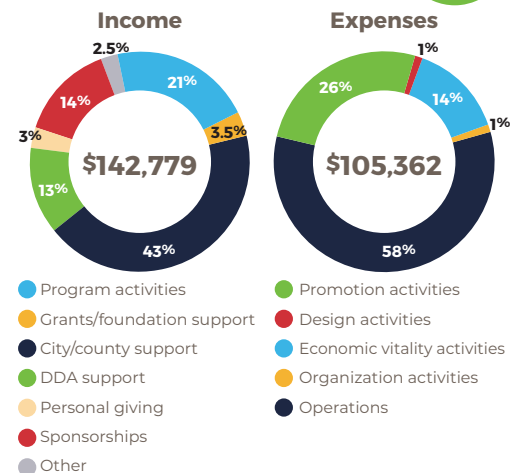


**\$24,994**  
Volunteer value in 2022–2023



**\$269,360**  
Volunteer value  
(Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Milan Main Street Events  
2022-23

# 8,600

Est. event attendance

- 3rd Thursdays
- Live From Tolan Square
- Pop on Main Street
- Wine Walk 2023
- Moonlight Madness
- Downtown Read Around
- Golden Girls Marathon



3rd Thursdays: Live music, vendors, food, and fun



Pop On Main Street on Small Business Saturday



Wine Walk



Golden Girls Marathon: 72 hours of FUNdraising

“The connection people feel between themselves and the spaces they inhabit is directly related to the vibrancy and economic vitality of those places. Connection is something that is hard to quantify but it is absolutely something you feel and see when you are in our downtown. It’s palpable.”

—Jill Tewsley, Community Engagement Director, City of Milan

## Milan’s Board of Directors

Chair: Carrie Ritchie  
Vice Chair: Aby Cryderman  
Treasurer: Chris Baker  
Secretary: Shannon Dare Wayne

Mayor/Member: Ed Kolar  
Member: Annie Baldwin  
Member: Tony Thompson

Community Engagement Director: Jill Tewsley  
Main Street Director: Jessica Meingasner

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

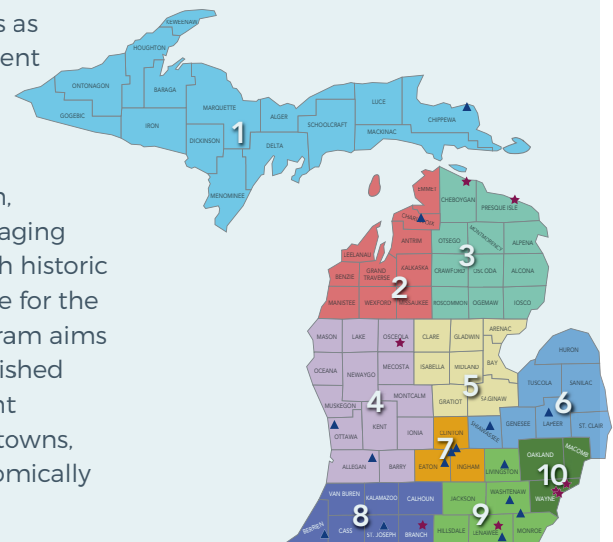


## Michigan Main Street

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)