



# Experience Downtown Milan. It's Happening!

Our charming downtown is adorned with historic murals and buildings, one-of-kind shopping, casual dining, lively events and a friendly atmosphere.

2023 EDITION

MILAN MAIN STREET INC. 734.395.3880 milanmainstreet.info



## State of DOWNTOWN

**3** Blocks

**92** Parcels

**66** Parcel owners

**353** Public parking spaces

**37** First-floor storefronts

**67** Residential units

**9** Restaurants

**17** 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 that truly offers "something for everyone"
- Polish the built, physical environment of downtown Milan
- Build awareness for the vision for downtown Milan



**MILAN**  
— *Main Street* —

# TRANSFORMING MILAN'S DOWNTOWN



Parklets convert parking spaces into vibrant gathering places, contribute to the aesthetics of the streetscape, and offer amenities such as seating, plantings, and bike racks.



The MOSA, Milan's social district, creates a more vibrant community by attracting visitors, increasing visit length and spend, and connecting people to businesses, events and one another.



Win the Window, a joint promotion with the Milan Chamber, encourages people to shop local during the holiday season. Shoppers earn stamps for every \$5 they spend at participating retailers, all for a chance to win a window filled with prizes valued at \$5,000 or more.

## REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT  
**\$1,339,000**

Program to date: \$2,166,694



**7**

**Façade & Building Improvements**  
Program to date: 49



**2**

**New Businesses**  
Program to date: 29

## Community Profile

City of Milan | 2022



Population  
**6,161**



Households  
**2,499**



Average HH Income  
**\$79,171**



Median Age  
**37.4 years**



Housing Units  
**2,610**



**96%** Housing is occupied  
**72%** Owner-occupied  
**24%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Façade grants
- Sign grants
- Main Street stories
- Graphic design and marketing support
- Win the Window
- MOSA Social District
- Small Business Saturday Champion
- Parklet program
- Billboard advertising

"We love running our small retail shop in downtown Milan because the local business development leaders are committed to supporting all entrepreneurs. Because of their dedication and partnership, we've watched the area evolve over the last few years into a vibrant, creative destination for folks in Michigan and beyond."

—Kim and Jen Hofer, Owners, Plum Tree Yarn Shop

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,985	13,866	209,023
Households	2,615	4,753	83,947
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, a summer concert series, brought live music to our downtown every Friday from June through September. The series connected people to one another and to our community through the sounds of rock and roll, blues, Irish music, Americana, jazz, show tunes, and more. Adults and kids sang along, danced together, and created unforgettable moments and memories.



## VOLUNTEER SPOTLIGHT

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

—Amy Taylor (right)



## 2022 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



**3,825+**  
Facebook Followers



**1,385+**  
Instagram Followers

## Volunteer Connection



**1,256**  
Volunteer hours in 2021–2022



**8,105**  
Volunteer hours  
(Program to date)



**\$35,608**  
Volunteer value in 2021–2022

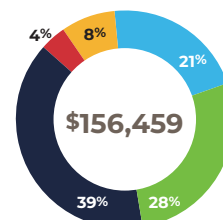


**\$229,777**  
Volunteer value  
(Program to date)

## In the Numbers

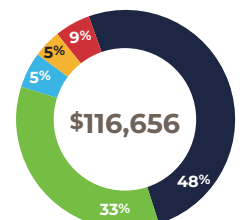


### Income



- Program activities
- City/county support
- DDA support
- Memberships/fundraising
- Sponsorships

### Expenses



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations



# DOWNTOWN ALIVE

Milan Main Street Events  
2021-22

# 8,491

Est. event attendance

- 3rd Thursdays
- Live From Tolan Square
- Wine Walk 2022
- OKTOBE(e)RFEST
- Downtown Read Around
- Pop on Main Street
- Win the Window
- Main Street Marathon: Friends
- Winter Blast Fireworks



3rd Thursdays (a community favorite)



OKTOBE(e)REST



Friends Marathon  
(90 continuous hours of FUNdrising)

"There is an unmistakable level of excitement and energy in our downtown. You can feel it. You can see it and hear it. People are connecting with place and with one another. It is community building at its absolute best."

—Jill Tewsley, Executive Director, Milan Main Street

## Milan's Board of Directors

Chair: Jessica Meingasner  
Vice Chair: Carrie Ritchie  
Treasurer: Chris Baker  
Secretary: Aby Cryderman  
Mayor/Member: Ed Kolar

Member: Annie Baldwin  
Member: Jade Smith  
Member: Liz Smith  
Member: Debbie Splitt

Member: Tony Thompson  
Member:  
Shannon Dare Wayne  
Executive Director:  
Jill Tewsley

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



**\$60,607,647**

2021-22 Total  
Private Investment

**\$407,127,406**

Program to date



**\$8,138,196**

2021-22 Total  
Public Investment

**\$137,057,816**

Program to date



**41,186**

2021-22  
Volunteer  
Hours

**851,890**

Program to date



**131**

2021-22  
New  
Businesses

**1,753**

Program to date



**174**

2021-22  
Façade & Building  
Improvements

**2,673**

Program to date

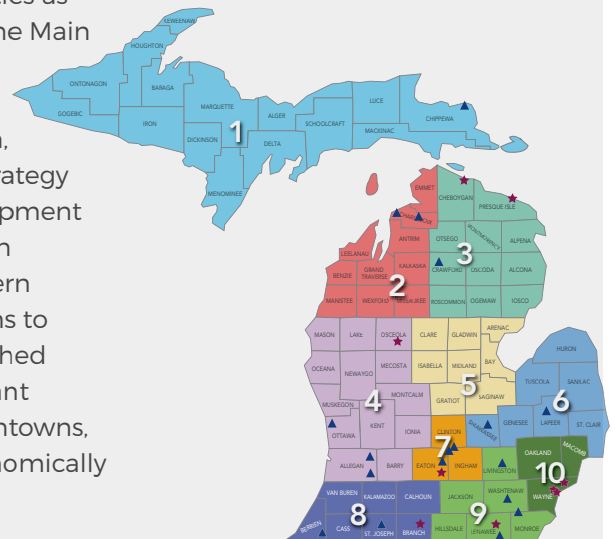


## Michigan Main Street

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