

Where history, commerce and culture come together, that's downtown Milan. It's Happening!

Historic downtown Milan is a warm and charming place to enjoy fun events, arts and culture, and local businesses in a family-friendly atmosphere.

2021 EDITION

MILAN MAIN STREET

734.395.3880

www.milanmich.org/departments/main_street



State of
DOWNTOWN

3 Blocks

92 Parcels

66 Parcel owners

353 Public parking spaces

37 First-floor storefronts

9 Restaurants

17 Retail stores

7% Storefront vacancy rate

11% Property value increase
 (est. one-year increase 2018-19)

Milan Main Street is making a real difference.

Milan Main Street is spearheading a grassroots initiative that engages volunteers, business and property owners, and public and private partnerships in concerted efforts to restore vitality to our downtown. Together, we are working to make Downtown Milan vibrant and attractive ...a place full of energy that is thriving and inviting. As a result, Milan is a choice location to live, work, and celebrate a strong sense of community.

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



TRANSFORMING MILAN'S DOWNTOWN



Former mayor Mike Armitage plants a pie squarely in the face of current mayor Dominic Hamden. It was all part of a fundraiser in which the Milan Main Street board binged watched all seven seasons of "Parks and Recreation" over a 72-hour period.



Milan became the first community in Washtenaw County to implement a social district. MOSA (Milan Outdoor Social Area) allows individuals to purchase alcoholic beverages from licensed premises and then consume them within the boundaries of the social district.



The Perch at The Owl was one of three parklets introduced into the downtown district in 2020. Expanded outdoor seating during Covid-19 was key to business survival and contributed to the charm and aesthetics of the downtown.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$18,300

Program to date: \$714,694



3

Façade & Building Improvements

Program to date: 40



1

New Businesses

Program to date: 24

Main Street is Helping Businesses Thrive

- Survive and Thrive grants
- Covid-19 downtown re-opening plan
- Small Business Saturday Champion
- Implementation of parklets in downtown
- Win the Window
- Implementation of social district (MOSA)
- Holiday Advertising Campaign on WLBY

"We love being part of a united community. When tough times happen, we can all count on each other. We love that we get to interact with people, not just our customers, but that we get to see people all around our downtown walking their dogs, exercising, or just shopping."

—Maria and Marco Garcia, Pepper's Mexican Grill

Downtown Drive Time Markets

	5 Miles	10 Miles	20 Miles
Population	14,764	90,901	600,315
Households	5,237	33,550	240,431
Average HH Income	\$91,668	\$112,396	\$97,879

In-demand Businesses

Shopping & Retail

- General/variety store
- Bookstore
- Vintage/repurposed goods
- Wine and specialty foods
- Cards and gifts

Food & Drink

- Breakfast/brunch establishment
- Casual eating eatery
- Deli/sandwich shop
- Italian
- Seafood/sushi

Community Profile

City of Milan | 2020



Population

6,063



Households

2,483



Average HH Income

\$74,906



Median Age

35 years



Housing Units

2,570



96% Housing is occupied

69% Owner-occupied

31% Renter-occupied

Connecting with the faces of downtown business owners during Covid-19

Staying connected during Covid-19 was critical to community and business success. Early on, Milan Main Street launched "The Faces of Main Street," featuring the people who make up our downtown. Social media posts with pictures and short profiles of the business owners resonated with the community. That human connection created an outpouring of support for our downtown that resulted in donations to the Survive and Thrive Grant Fund, an influx in curbside service and carry-out orders, and a renewed passion for local spending.



THE FACES OF DOWNTOWN MILAN



VOLUNTEER SPOTLIGHT

"This place is my home. I love the community, I love the people and I love the businesses. That's why I think it is important to volunteer around town. It's my way of giving back to my community...my home."

—Alden T. (age 15)



2019 Pulse of Downtown



58% Visit downtown Milan most often for dining

76% Described recent trends in downtown Milan as improving or making progress.

48% Said the frequency of their visits to downtown Milan increased during the past year.

Social Connection



3,285+ Facebook Followers

1,315+ Instagram Followers

1,105+ Main Street eNewsletters

2,005+ Other Facebook pages

Volunteer Connection



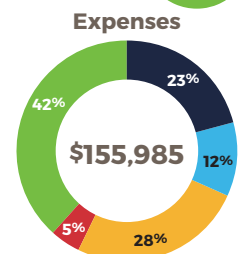
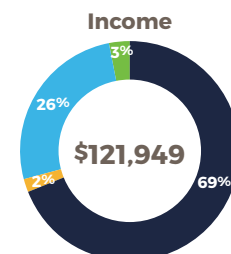
1,116 Volunteer hours in 2019-2020

6,025 Volunteer hours (Program to date)

\$28,782 Volunteer value in 2019-2020

\$155,385 Volunteer value (Program to date)

In the Numbers



- Program activities
- Grants/foundation support
- City/county support
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Milan Main Street Events
2019-20

10,300

Est. event attendance

- Let's Chill Winter Fest
- Let's Chill Wine Walk
- Parks & Rec Marathon Fundraiser
- Deck The Trees
- Scarecrows on Main
- Win the Window
- Pop on Main (Small Business Saturday)



Let's Chill Winter Fest



Wine Walk 2020



Marathon Fundraiser: 24 hours down, 48 to go



Pop on Main: Shopping local is rewarding

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade &
Building Improvements

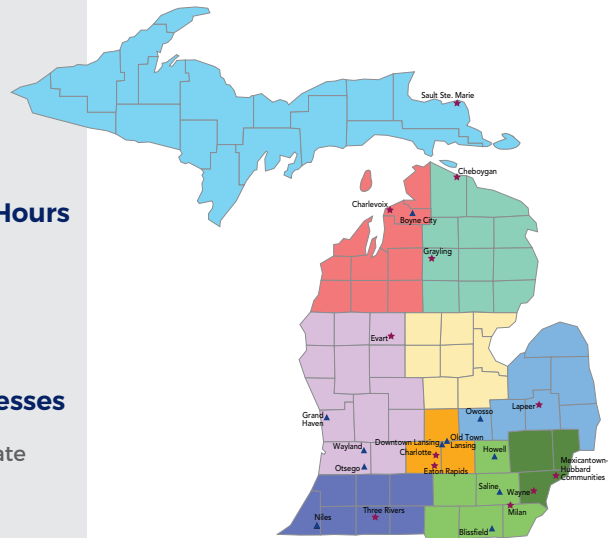
2,356

Program to date

"There's a vibrancy to our downtown that is palpable. There's a connection between people and place that's undeniable. People from all over are working together to make it happen. It's exciting to witness."

—Jade Smith, Milan Main Street Board Chair

Our Communities



★ Select Level

▲ Master Level



Milan's Board of Directors

Chair: Jade Smith

Vice Chair: Jessica Meingasner

Treasurer: Carrie Ritchie

Secretary: Shannon Dare Wayne

Mayor/Member: Dominic Hamden

Member: Chris Baker

Member: Annie Riddle