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.

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**State of DOWNTOWN**

- **3** Blocks
- **92** Parcels
- **66** Parcel owners
- **353** Public parking spaces
- **37** First-floor storefronts
- **8** Restaurants
- **17** Retail stores

**Storefront vacancy rate:** 7%

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

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**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.

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**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

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MILAN MAIN STREET INC. 734.395.3880

Engaged Redevelopment Ready Community®

Select Level Main Street
TRANSFORMING MILAN’S DOWNTOWN

Over 600 K-5 students submitted drawings illustrating what they love about Milan. A panel of community members selected 55 to feature on banners in the downtown.

Milan Main Street awarded nearly $6,000 to downtown businesses for one façade improvement and seven new projecting signs since implementing a façade and sign grant program.

Shop Local! Events and promotions like Win the Window, 3rd Thursdays, and Pop On Main; cooperative advertising in regional publications and on billboards; and a 16-page full color gift-giving guide encouraged people to Shop Milan!

Main Street is Helping Businesses Thrive

- Façade and sign grant program
- Billboard advertising program
- Small Business Saturday Champion
- Events: 3rd Thursdays, Let’s Chill Winter Fest, Route 23 Beer Walk, Pop on Main Street
- Win the Window
- Shop Milan holiday gift-giving guide
- Cooperative advertising campaigns
- Public space creation and enhancements: Little Park on Main and Tolan Square

“Main Street changed the rhythm of how we do business. From strategic planning to creating effective marketing strategies, developing smart partnerships to how to best benefit from community events, we are all connecting and succeeding.”

—Ryan Wilman, Owner, The Owl, Morning ’til Night

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT

$118,725
Program to date: $696,393

8 Façade Improvements
Program to date: 21

11 New Businesses
Program to date: 23

Community Profile

City of Milan   |   2019

Population
6,023

Households
2,407

Median HH Income
$72,068

Median Age
35 years

Housing Units
2,570

96% Housing is occupied
69% Owner-occupied
31% Renter-occupied

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>14,658</td>
<td>90,575</td>
<td>595,998</td>
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<tr>
<td>Households</td>
<td>5,418</td>
<td>34,598</td>
<td>248,601</td>
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<tr>
<td>Median HH Income</td>
<td>$88,036</td>
<td>$105,708</td>
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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 dining
- Deli/sandwich shop
- Italian
- Seafood/sushi
3rd Thursdays: Making it Happen!

In its third year, Milan Main Street’s 3rd Thursdays event series has helped the ongoing revitalization of the downtown by putting a spotlight on merchants, building community connections, and contributing to a growing pride of place. It’s a community-wide effort, with local businesses, organizations, schools, and churches participating and collaborating. During the events, Milan’s two-block downtown is anchored by a beer garden and marketplace to the west and kid-friendly activity zone to the east.

“I believe that intentionally advocating for, shopping in, and celebrating community is important. Milan is a small town doing big things. I can just be a patron. That’s important. I also contribute to my amazing town by volunteering.”

—Amanda Kaiser

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

2,570+ Facebook Followers
1,100+ Twitter Followers

Volunteer Connection

614 Volunteer hours in 2018-2019
4,909 Volunteer hours (Program to date)
$15,258 Volunteer value in 2018-2019
$121,989 Volunteer value (Program to date)

In the Numbers

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
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<tbody>
<tr>
<td>$127,087</td>
<td>$183,022</td>
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</tbody>
</table>

- Program activities: 35%
- Grants/foundation support: 32%
- City/county support: 18%
- DDA support: 5%
- Sponsorships: 4%
- Personal giving: 3%
- Other: 6%

- Promotion activities: 5%
- Design activities: 4%
- Economic vitality activities: 18%
- Organization activities: 34%
- Operations: 16%
- Other activities: 6%
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!

$19,426,752
2018–19 Total Private Investment

$306,022,126
Program to date

$10,352,395
2018–19 Total Public Investment

$99,427,926
Program to date

109
2018–19 New Businesses

1,408
Program to date

100
2018–19 Façade Improvements

1,388
Program to date

49,092
2018–19 Volunteer Hours

739,831
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

Michigan Economic Development Corporation

www.miplace.org

Milan’s Board of Directors

Chair: Jade Smith
Vice Chair: Dave Snyder
Treasurer: Carrie Ritchie
Secretary: Shannon Dare Wayne
Mayor/Member: Dominic Hamden
Member: Chris Baker
Member: Barbara Gardinier
Member: Jessica Meingasner
Member: Annie Riddle