

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.

2020 EDITION

MILAN MAIN STREET INC. 734.395.3880



State of **DOWNTOWN**

3 Blocks

92 Parcels

66 Parcel owners

353 Public parking spaces

37 First-floor storefronts

8 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



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!

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

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

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,658	90,575	595,998
Households	5,418	34,598	248,601
Median HH Income	\$88,036	\$105,708	\$94,156

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.



VOLUNTEER SPOTLIGHT

"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)

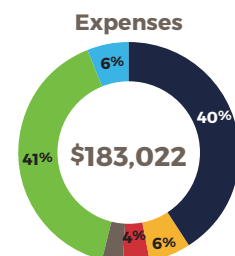
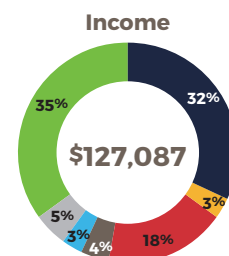


\$15,258
Volunteer value in 2018-2019



\$121,989
Volunteer value
(Program to date)

In the Numbers



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

DOWNTOWN ALIVE

Milan Main Street Events
2018-19

9,375

Est. event attendance

- Let's Chill Winter Fest
- Let's Chill Wine Walk
- 3rd Thursdays (Jun-Oct)
- Route 23 Craft Beer Walk
- Scarecrows on Main
- Win the Window
- Pop on Main (Small Business Saturday)
- After the Parade (ChristmasTown)



Let's Chill Winter Fest



3rd Thursdays: Stiltwalker in Kid Zone



"After the Parade" extended shopping hours



3rd Thursdays October: After Dark

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

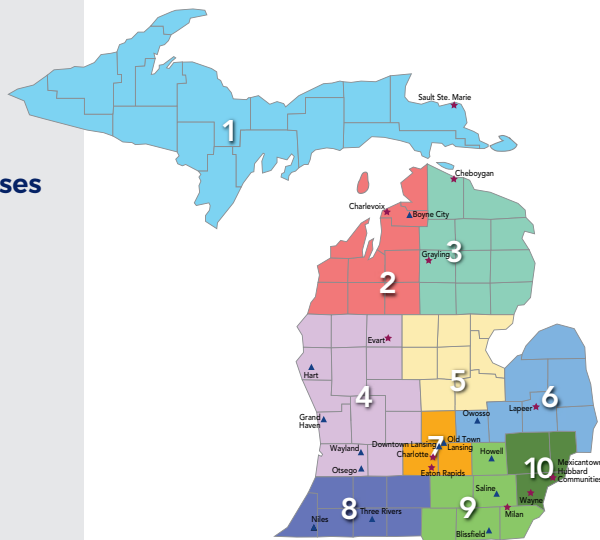
739,831

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



★ Select Level

▲ Master Level



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
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