

HISTORIC DOWNTOWN MILAN MICHIGAN

# BUSINESS INVESTMENT GUIDE



**6** reasons  
TO  
CHOOSE  
MILAN

# *We want your business on Milan Main Street*

## **WE WANT YOU!**

And we think you will agree that Milan Main Street offers a tremendous opportunity for you.

Milan Main Street is an economic and community development philosophy within the City of Milan. Using a proven four point approach adopted by the National Main Street Center, we create a dense and sustainable community environment where businesses, properties, developments and people can thrive.

Our events bring thousands of individuals from neighboring communities, the State and the region to Milan, exposing our area businesses to potential customers. Our Design team works together to create a friendly atmosphere while encouraging aesthetics that promote community pride and profitable properties. Our Economic Vitality efforts support business growth, promote entrepreneurship, and encourage continued development. We are dedicated to working with you so that your business succeeds.

Milan Main Street, accredited by the National Main Street organization as a Master Level community. They are one of fewer than thirty official Main Street communities in Michigan.

Milan Main Street has been recognized in publications like Main Street Now and Concentrate. They were asked to present at the National Main Street Conference in 2018.

**Discover six important reasons why you should consider opening your business in historic downtown Milan.**

**MAIN STREET'S FOUR POINT APPROACH®**

**1**

*promotion*

**2**

*design*

**3**

*economic vitality*

**4**

*organization*



# reasons

## TO DO BUSINESS IN DOWNTOWN MILAN

### MARKET POTENTIAL & GROWTH

Explore our demographics to find the market gaps you can harness

reason

1

### A THRIVING DOWNTOWN

Take a look at past, current & planned projects

reason

2

### DOWNTOWN EVENTS

Milan Main Street brings people to town so you can get them in your doors

reason

3

### BUSINESS INCENTIVES & SUPPORT

Grants, cooperative advertising, and support services make Milan a smart choice

reason

4

### LOCATION, LOCATION, LOCATION

Easily accessible from the highway, Milan is a walkable city that is centrally located

reason

5

### RESOURCES

Need advice A realtor? A code official? Milan Main Street will connect you

reason

6

# UNTAPPED POTENTIAL & EXPLOSIVE GROWTH



## IN-DEMAND BUSINESSES

### PULSE POLL COMMUNITY SURVEY

#### shopping & retail

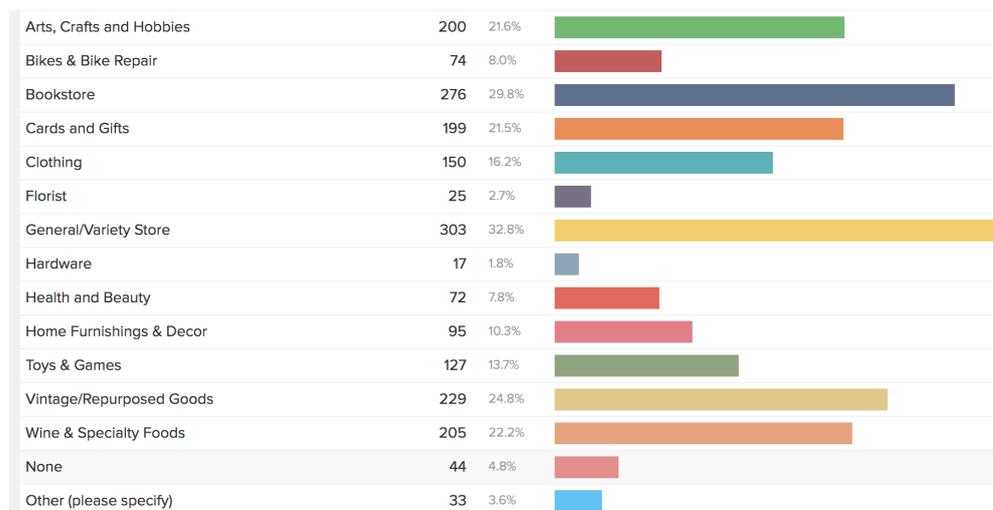
- general/variety store
- bookstore
- vintage/repurposed goods
- wine and specialty foods
- cards and gifts

#### food & drink

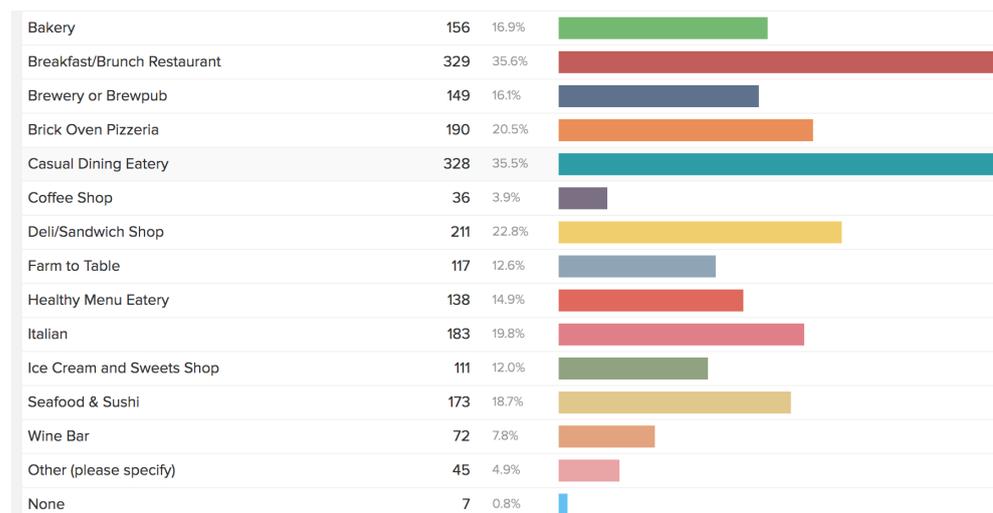
- breakfast/brunch eatery
- casual dining
- deli/sandwich shop
- Italian
- seafood/sushi



Which of the following types of new or expanded retail establishments would make you visit downtown Milan more often? (Select up to three)



Which of the following types of new OR expanded eating and drinking establishments would make you visit downtown Milan more often? (Select up to three)



### COMMUNITY PROFILE

City of Milan | 2019

population

**6,023**

households

**2,407**

median hh income

**\$72,068**

median age

**35**

housing units

**2,570**

96% housing is occupied  
69% owner-occupied  
31% renter-occupied

# 1

reason

UNTAPPED

# POTENTIAL & EXPLOSIVE GROWTH



## PULSE POLL PERCENTAGES

### 76%

Described recent trends in downtown Milan as improving or making progress

### 58%

Visit downtown Milan most often for dining

### 48%

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

## 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



# A THRIVING DOWNTOWN WITH A CLEAR VISION



## DOWNTOWN MILAN

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.

## MILAN MAIN STREET IS MAKING A REAL DIFFERENCE

Milan Main Street 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 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

“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

# 2 *reason*

## A THRIVING DOWNTOWN WITH A CLEAR VISION

### DOWNTOWN ALIVE

Milan has a bustling and vibrant downtown that fosters community connections and pride in place.

Community organizations, businesses, volunteers, residents, and the City of Milan all work together to create a vibrant downtown where people love to be and businesses succeed.



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.

“Milan Main Street/DDA 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 EVENTS & PROMOTIONS

reason

3

Milan Main Street places an emphasis on generating activity in our downtown. We actively create and support opportunities for businesses to pull in customers year-round.

Milan Main Street works independently and in partnership with other organizations to bring thousands of community members and visitors into the downtown on a regular basis.

## FEBRUARY

### LET'S CHILL WINTER FEST & WINE WALK

Just when people are tired of being shut indoors, Let's Chill Winter Fest gives them a reason to come downtown. A signature event of Let's Chill Winter Fest, the Wine Walk attracts 500 plus visitors from across the state and region.

### DOWNTOWN READ-A-ROUND

Every year in February, a children's book comes to life in the windows of downtown businesses.

## MAY

### MEMORIAL DAY PAFAIR & FIREWORKS

The fair is a 70-year old tradition in Milan and a great way to kick off summer which attracts thousands to the downtown area.

## JUNE - AUGUST

### BACKSTREET CRUIZERS CAR SHOW

Vintage & collectible car show every Thursday in Wilson Park.

## JUNE & JULY

### MUSIC & MOVIES IN THE PARK

Live music and family-friendly movies in Wilson Park on Thursdays.

## JUNE - OCTOBER

### 3rd Thursdays

It's the best event of the summer that happens all summer (and part of fall). Live music, beer and wine, food trucks, artisans, special events and a kid zone with family friendly activities.

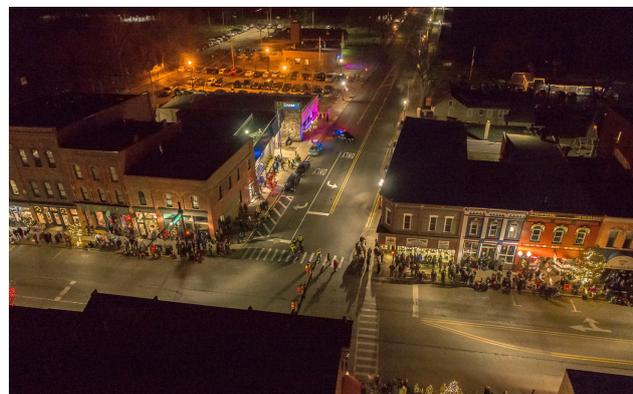
## AUGUST

### RELAY FOR LIFE

For more than twenty years, Milan Relay for Life spends 24 continuous hours in Wilson Park to celebrate survivors, in remembrance of those lost, and to raise money for the American Cancer Society.

### ROUTE 23 CRAFT BEER WALK

Much like the Wine Walk in February, the Route 23 Craft Beer Walk attracts 500 plus visitors from across the state and region. Downtown businesses serve as tasting venues so this event brings people downtown AND gets them into stores.



# 3 *season*

# DOWNTOWN EVENTS & PROMOTIONS

## SEPTEMBER

### MILAN COFFEE-OFF

Coffee shops and roasters from the region converge in downtown Milan to see who will be selected by the community as the business with the best coffee. The event also features live demonstrations and artisans.

## OCTOBER

### HOMECOMING PARADE

Milan High School celebrates their annual Homecoming with a widely attended parade and businesses paint the town Red and Black to show their support.

### DOWNTOWN TRICK OR TREAT

On the Friday before Halloween, more than 1,000 kids in costume come downtown to trick or treat at local businesses.

### SCARECROWS ON MAIN

Scarecrows created by families, businesses and organizations adorn light poles throughout the downtown and the public votes for their favorite. This friendly competition really heats up the downtown.

## NOVEMBER

### POP ON MAIN STREET

Celebrate Small Business Saturday in downtown Milan with food trucks, special events, an artisan market, and hot deals and offers from local businesses.

## DECEMBER

### WIN THE WINDOW

Shop local during the holiday season and earn chances to win a window filled with prizes valued at more than \$5,000.

### MILAN CHAMBER HOLIDAY PARADE

Santa Claus arrives in Milan aboard the Boogie Woogie Choo Choo train and beautiful floats light up the night.

### DECK THE TREES

Families, businesses and organizations decorate trees that adorn the downtown and throughout the entire City.

### WINTER LIGHTS

Thousands of lights outline all of the buildings in downtown Milan. It's a sight to behold.



# BUSINESS INCENTIVES & SUPPORT

Reason

# 4

Every business start-up or expansion is cash intensive. Milan has mechanisms in place to facilitate your business formation and development.

## FACADE AND SIGN GRANTS

Our grant program provides funding to owners of new or existing businesses and buildings in the DDA District. Grant funding can be used for new signage, improvements to existing buildings, or building facades.

### SIGN GRANTS



## SURVIVE AND THRIVE GRANTS

The Survive & Thrive Relief Fund distributes grants up to \$1,000 to individual businesses which are located in the Milan Main Street / DDA district as a result of a natural disaster, economic crisis (such as a pandemic), and personal tragedy.

## MICHIGAN MAIN STREET

Michigan Main Street (MMS) assists communities interested in revitalizing and preserving their traditional commercial district. Milan is a Master Level community with the Michigan Main Street program which is part of the Michigan Economic Development Corporation (MEDC).

## REDEVELOPMENT READY COMMUNITY

The Redevelopment Ready Communities® (RRC) Program is a state-wide certification program that supports communities to become development ready and competitive in today's economy.

## MARKETING & ADVERTISING SUPPORT

Co-operative advertising, billboards, print ads, press releases, broadcast media, and other promotional tools that reach local, regional, state, and national audiences.

### ADVERTISING SUPPORT



# 4 *reason*

## BUSINESS INCENTIVES & SUPPORT

### TAX INCREMENT FINANCING (TIF)

TIFs use future gains in taxes to finance current improvement to a district or property.

### SOCIAL CONNECTIONS

Robust social media connections and platforms that support the downtown district and its businesses.

#### SOCIAL CONNECTION



3,285+

FACEBOOK FOLLOWERS



1,315+

INSTAGRAM FOLLOWERS



1,105+

NEWSLETTER SUBSCRIBERS



2,005+

OTHER FACEBOOK PAGE FOLLOWERS

### INDIVIDUALIZED TRAINING AND SUPPORT

Milan Main Street offers support to businesses in the DDA district related to things such as social media training, basic graphic design, promotional plans, and serving as a liaison and advocate for the business with the City and other organizations as needed.

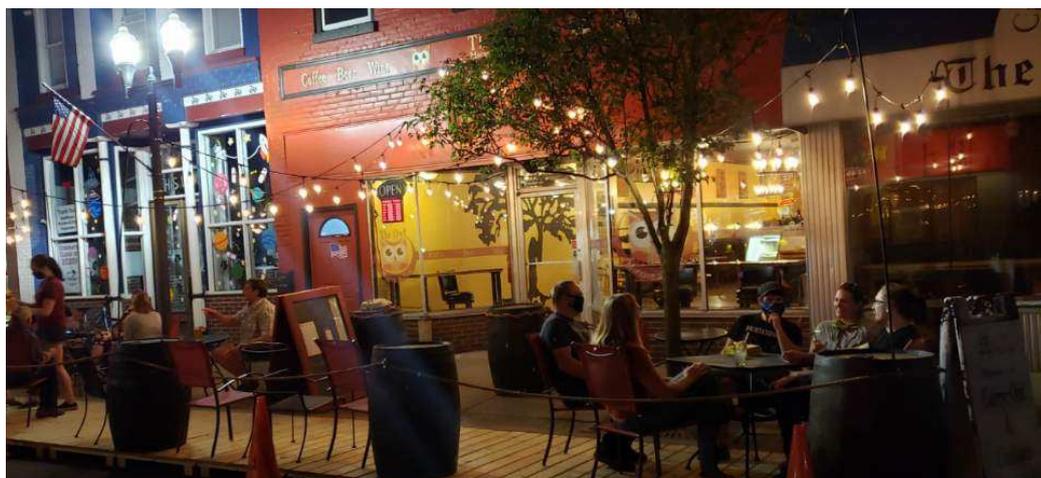
### MOSA: MILAN OUTDOOR SOCIAL AREA

Individuals are permitted to consume alcoholic beverages purchased from licensed businesses within the DDA inside the boundaries of the Social District.

### PARKLET PROGRAM

Businesses and organizations may apply to construct and install parklets in parallel parking spaces within the DDA boundaries to create the downtown more accessible to people.

#### DOWNTOWN PARKLET PROGRAM



# LOCATION LOCATION LOCATION

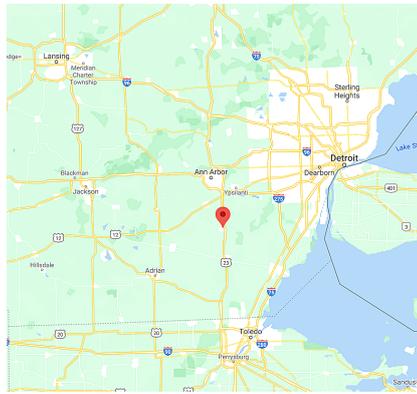
# Reason 5

**Downtown Milan is the place to be. Selecting the right location can significantly boost the long-term performance of a business.**

How do you find the right community for your business.? We've got you covered.

## PROXIMITY TO US-23 & NEARBY METRO AREAS

Milan is situated adjacent to US-23 with two exits and quick and easy access to Ann Arbor, Detroit Metro airport, Detroit, and Toledo, Ohio.



## COMMUNITY & CUSTOMERS

Downtown Milan is a pedestrian-friendly district surrounded by residential neighborhoods, park systems, and several schools. Upper-level dwellings in the downtown district create an urban lifestyle in a rural setting with residents who rely on and support the downtown business district.

## ACCESSIBILITY & PARKING

There are 353 free parking spots in the the downtown district making it easy for customers and delivery vehicles to access your business.

## FRIENDLY AND SAFE

A well-lit downtown with cross-walks, well-maintained sidewalks, and close proximity to public safety make downtown Milan a safe and friendly place for business owners and customers.

## PUBLIC SPACES

The community alive and neighbors connect in several public spaces in the downtown including Tolan Square, Rotary Alley, and the Ford Lake Commons as well adjacent Wilson Park.

## IMAGE & HISTORY

Nestled alongside Ford Lake, our downtown evokes all the best of small-town life. Rich in history, progressive in planning, and attention to aesthetics and design, downtown Milan offers an ideal setting for business.

“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  
Vice Chair

# 5 *reason*

# LOCATION LOCATION LOCATION



# RESOURCES TO HELP YOU



Milan Main Street and our partners welcome you to the community and want to help you succeed.

## GENERAL

**MILAN MAIN STREET** 734-395-3880

We are and advocate for YOU. We offer support at all stages of new and existign business development. We are here to help you every step of the way.

**MICHIGAN SBDC** 734-477-8762

The Michigan Small Business Development Center offers expert assistance at no cost to entrepreneurs looking to start or grow a business.

**CITY OF MILAN** 734-439-1501

**MILAN CHAMBER OF COMMERCE** 734-439-7932

## REAL ESTATE

**REAL ESTATE ONE** 734-439-4131

**WORK HORSE REALTY** 734-295-9675

**JODIE FRANKLIN REALTY** 734-223-1310

**KEY REALTY** 734-395 3683

**DREW CUMMINGS** 734-277-9686

**ANGELA THOMAS** 734-985-1818

## FINANCIAL SERVICES

**AMERICAN 1 CREDIT UNION** 734-439-0630

**EDWARD JONES** 734-439 0486

**FIRST MERCHANTS BANK** 734-439-8801

**LAKE TRUST CREDIT UNION** 888-267-7200

## INSURANCE

**A-1 FORD BRANCH SMITH** 734-439-4007

**JONES INSURANCE** 734-439-8814

**STATE FARM INSURANCE** 734-439-2014

## ACCOUNTING

**H&R BLOCK** 734-439-7383

**Sigler Accounting** 734-434-3444

## UTILITIES

**DTE** 1-800-477-4747

**COMCAST** 1-800-XFINITY

“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)



# RESOURCES TO HELP YOU

## LEGAL

DOMINIC HAMDEN

734-439-8884

## CONTRACTORS

DYNAMIC DRAINS

734-215-5811

RINGBLOOM ELECTRIC

734-323-7284

BUDD'S GENERAL CONTRACTING

734-439-7997

STRAUB HEATING & COOLING

734-439-1891

BLISSFIELD HEATING & PLUMBING

734-681-3875

AK LAWCARE & SNOW REMOVAL

734-439-3063

BRIGHTSIDE WINDOW CLEANING

(734) 845-9184

## ADVERTISING & BRANDING

JOEL IVERSON

joel.photodesign@gmail.com

RYAN QUAYLE DESIGNS

618-606-2164

## MEDIA OUTLETS

ANN ARBOR NEWS

annarbornews@mlive.com

MONROE NEWS

734-242-1100

LUCY ANN LANCE (WLBY)

lucyannlance@yahoo.com

## SIGNAGE & PRINTERS

SLI

734-508-6330

RYAN QUAYLE

618-606-2164

DIGITAL BREWERY

734-439-8501





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