

At-a-Glance

2021 TOP PROSPECTS SURVEY RESULTS

610
Survey Sample

Milan city resident	69.0%
Live within 20 miles of Milan	29.2%
Live 20+ miles from Milan	1.8%

77%
Female

9%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. The Owl, Morning 'til Night	27.9%
2. Life is Sweet Bakery & Cafe	25.0%
3. Pepper's Mexican Restaurant	9.3%
4. Hungry Howie's	4.6%
5. China One	3.5%

67%

Described trends in Downtown Milan as, "Improving or making progress."

TRENDS

Describe trends in Downtown Milan:

Improving or making progress	66.6%
Steady or holding its own	30.0%
Declining or losing ground	3.5%

Opportunities Ahead | Eating and Drinking

Top prospects for expansion and recruitment as ranked by more than 500 respondents to the 2021 Downtown Milan Top Prospects Survey.

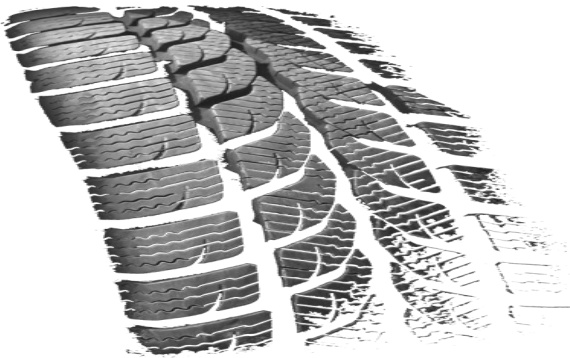
Casual Dining Eatery	Breakfast/Brunch	Seafood/Sushi	Italian Restaurant	Deli/Sandwich Shop
Top Pick: 20.9%	Top Pick: 20.6%	Top Pick: 18.8%	Top Pick: 18.6%	Top Pick: 11.3%
Top Three: 49.5%	Top Three: 51.9%	Top Three: 37.7%	Top Three: 44.5%	Top Three: 35.0%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Locally sourced specialties	Egg scrambles and skilletts	Sushi rolls	Spaghetti and pasta dishes	Deli-style sandwiches/wraps
Pub-style food with TVs	Griddle selections	Fish and seafood entrees	Relaxed bistro setting	Fresh-made salads
Outdoor seating	Omelets and frittatas	Full-service bar	Full-service bar	Homemade soups
Full-service bar	Alcoholic beverages	Appetizer menu and specials	Chicken dishes and entrees	Pressed sandwiches
Fresh/Made-to-order salads	Outdoor seating	Outdoor seating	Homemade soups and salads	Breakfast croissants
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 39%	25 to 44: 50%	25 to 44: 64%	25 to 44: 41%	25 to 44: 61%
45 to 64: 36%	45 to 64: 36%	45 to 64: 26%	45 to 64: 47%	45 to 64: 25%
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 29%	\$50K to \$100K: 44%	\$50K to \$100K: 46%	\$50K to \$100K: 37%	\$50K to \$100K: 48%
\$100K+: 55%	\$100K+: 44%	\$100K+: 49%	\$100K+: 55%	\$100K+: 43%

Opportunities Ahead | Retail and Service

Top prospects for expansion and recruitment as ranked by more than 500 respondents to the 2021 Downtown Milan Top Prospects Survey.

Bookstore	General/Variety Store	Wine & Specialty Foods	Vintage/Repurposed	Cards and Gifts Shop
Top Pick: 24.4%	Top Pick: 22.2%	Top Pick: 18.6%	Top Pick: 15.8%	Top Pick: 13.1%
Top Three: 48.2%	Top Three: 50.6%	Top Three: 45.0%	Top Three: 49.3%	Top Three: 43.0%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
New books	Gift and novelty items	Cheese and charcuterie	Secondhand or thrift items	Made in Milan/MI gift items
Used books	Crafts and crafting supplies	Wine-tasting events	Up-cycled/Custom furnishings	Cards and party supplies
Comfortable seating	Clothing basics	Large selection of fine wines	Home & Garden decor	Home furnishings and decor
Children's programming	Home furnishings	Unique prepared foods	Demos, workshops and classes	Gourmet kitchen gadgets
Café	Convenience grocery items	Locally sourced foods	Vintage apparel and jewelry	Demo kitchen and classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 61%	25 to 44: 36%	25 to 44: 60%	25 to 44: 50%	25 to 44: 47%
45 to 64: 24%	45 to 64: 41%	45 to 64: 35%	45 to 64: 35%	45 to 64: 37%
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 42%	\$50K to \$100K: 43%	\$50K to \$100K: 28%	\$50K to \$100K: 44%	\$50K to \$100K: 37%
\$100K+: 44%	\$100K+: 41%	\$100K+: 67%	\$100K+: 48%	\$100K+: 52%

Potential Market Traction



Question: How likely would you be to visit the following types of expanding or new Downtown Milan establishments on a consistent basis?

Eating and Drinking Places	Weight	Retail and Service Establishments	Weight
1. Casual Dining Eatery	4.20	1. General/Variety Store	3.94
2. Breakfast/Brunch Eatery	4.06	2. Wine and Specialty Foods	3.85
3. Italian Restaurant	4.01	3. Bookstore	3.81
4. Deli/Sandwich Shop	3.87	4. Vintage/Repurposed Goods	3.77
5. Seafood/Sushi Restaurant	3.44	5. Cards and Gifts Shop	3.71

Weighted Average Ranking | 1 = Definitely would not / 5 = Definitely would



Are you a prospect?

Are you interested in moving your business to, or opening a new business in, Downtown Milan?

27

Potential Prospects

Are you interested in moving your business to, or opening a new business in, Downtown Milan?

Interested in moving a business to Downtown	4
Interested in opening a new business in Downtown	23

5.1% of Responding Survey Sample