Agenda

1. Project Scope
2. Overview of Portland, MI
3. Trade Area Profile
4. Demographic Snapshot
5. ESRI’s Consumer Lifestyle Characteristics
6. ESRI Retail MarketPlace Data
7. Public Participation
8. Business Climate Survey
9. Recommendations
Project Scope

- **Goal**: provide the City of Portland with a comprehensive market study of the downtown area

- **Study Objectives**

- **Project Methods**

- **Clients**
  - Patrick Reagan - Director of the City of Portland Downtown Development Authority/ Portland Main Street
  - Diane Smith - Ionia County Economic Alliance (ICEA), and MSU extension
Portland, Michigan
Portland’s Geography

State of Michigan

City of Portland

Downtown Portland
History of Portland
Downtown Analysis

Portland Businesses

- Professional/Office: 22 (36%)
- Food/Beverage: 10 (17%)
- Service: 16 (26%)
- Retail: 3 (5%)
- Vacant: 10 (17%)

[Map of Portland businesses with corresponding pie chart showing business categories]
Downtown Analysis
Trade Area Profile
Trade Areas
Primary Trade Area
Secondary Trade Area
Demographic Snapshot
Trade Area Population

2010 Population

- Primary Trade Area
- Secondary Trade Area
- Ionia County
Trade Area Median Age

2010 Median Age

- Primary Trade Area
- Secondary Trade Area
- Ionia County
- Michigan
Trade Area Income

2010 Median Household Income

- Primary Trade Area: $62,000
- Secondary Trade Area: $60,000
- Ionia County: $58,000
- Michigan: $54,000

Income levels for Primary Trade Area, Secondary Trade Area, Ionia County, and Michigan in 2010.
Trade Area Household Size

![Bar Chart: 2010 Average Household Size]

- Primary Trade Area
- Secondary Trade Area
- Ionia County
- Michigan
Consumer Lifestyle Characteristics
ESRI Tapestry Segments

17 Green Acres
- L2 Upscale Avenues
- U10 Rural I
- Married-Couple Families 41.0
- Upper Middle
- Prof/Mgmt/Skilled
- Some College
- Single Family
- White
- Do gardening, woodworking
- Have home equity credit line
- Attend country music shows
- Watch auto racing on TV
- Drive 20,000+ miles annually

18 Cozy and Comfortable
- L2 Upscale Avenues
- U8 Suburban Periphery II
- Married-Couple Families 42.3
- Upper Middle
- Prof/Mgmt
- Some College
- Single Family
- White
- Dine out often at family restaurants
- Have personal line of credit
- Shop at Kohl’s
- Listen to sporting events on radio
- Own/Lease minivan

32 Rustbelt Traditions
- L10 Traditional Living
- U5 Urban Outskirts I
- Mixed 36.7
- Middle
- Skilled/Prof/Mgmt/Srvc
- HS Grad; Some College
- Single Family
- White
- Buy children’s and baby products
- Use credit union
- Do painting, drawing
- Watch cable TV
- Own/Lease domestic vehicle

26 Midland Crowd
- L12 American Quilt
- U10 Rural I
- Married-Couple Families 37.2
- Middle
- Skilled/Prof/Mgmt
- HS Grad; Some College
- Single Family; Mobile Home
- White
- Own pets
- Have personal line of credit
- Go hunting, fishing
- Read hunting/fishing magazines
- Own/Lease truck
Portland’s Tapestry Segments

**Primary Trade Area Tapestry Segments**
- L02-17 Green Acres: 32.3%
- L02-18 Cozy and Comfortable: 29.8%
- L10-32 Rustbelt Traditions: 24.9%
- L12-26 Midland Crowd: 13.0%

**Secondary Trade Area Tapestry Segments**
- L02-17 Green Acres: 41.4%
- L11-25 Salt of the Earth: 22.7%
- L10-32 Rustbelt Traditions: 17.8%
- L12-26 Midland Crowd: 11.0%
- Other: 7.1%
Tapestry Segment Conclusion

- Fairly conservative
- Fiscally responsible
- Appreciate do-it-yourself projects
- Own at least one car
- Enjoy:
  - watching television
  - playing sports
  - eating out
  - outdoor activities
Consumer Spending

- Portland demands the following industries:
  - Entertainment/Recreation
  - Food Away from Home
  - TV/Video/Audio
  - Travel
  - Vehicle Maintenance
Retail MarketPlace

- What “fits” in downtown Portland?
  - Small vacant lots
  - Traditional downtown
  - Competition
Primary Trade Area Gap Analysis

Primary Trade Area Industries with a Leakage Factor Over 55

Shoe Stores
Special Food Services
Jewelry, Luggage and Leather Goods Stores
Vending Machine Operators
Office Supplies, Stationery, and Gift Stores
Clothing Stores
Specialty Food Stores
Electronics & Appliance Stores
Furniture and Home Furnishings Stores
Secondary Trade Area Gap Analysis

Secondary Trade Area Industries with a Leakage Factor Over 55

Retail Gap (in thousands of dollars)
Public Participation
Focus Group
Focus Group Findings

**Strengths**
- Good geographical location between Lansing and Grand Rapids
- River Trail
- Safety
- Variety of businesses

**Weaknesses**
- Businesses close early
- Not enough entertainment options
- “Bedroom Community”
- Better usage of riverfront and boardwalk
Focus Group Findings

**Opportunities**
- Opera House
- Successful business incubation
- Food specialty stores
- Attract a younger crowd

**Threats**
- Loss of population, especially younger population
- Sprawl
- Community hesitation to change
Business Climate Survey
Business Survey

- Written Survey Results
  - Questionnaire consisted of five multiple choice and seven free-response questions
  - 29 of the 61 businesses in Downtown Portland participated
Q 6: In the next year or two, do you plan to change or modify your business in any of the following ways?

- Expand your business: 33%
- Expand hours of operation: 7%
- Increase marketing: 27%
- Increase number of employees: 7%
- Relocate your business outside of downtown: 4%
- Sell your business: 2%
- Close your business: 2%
- Other: 2%

Business Survey Q6: In the next year or two, do you plan to change or modify your business in any of the following ways?
Portland’s Business Climate

Business Survey Q10: What types of other businesses would you like to see in downtown Portland?

- Retail: 45%
- Service: 32%
- Professional/Office: 11%
- Financial/Banking: 8%
- Food/Beverage: 4%

Business Survey Q11: What business types does Portland have enough of already?

- Service: 39%
- Professional/Office: 15%
- Financial/Banking: 14%
- Food/Beverage: 11%
Expanding the Client Base
Specialty Food Stores
Spreading the Word

Welcome to Portland

PortlandMainStreet.org
We're Looking Grand!
Thank you!

Questions?