

DOWNTOWN PORTLAND MARKET STUDY

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Michigan State University: Urban and Regional
Planning, Spring 2011

Agenda

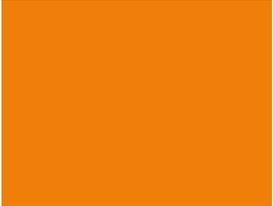


1. Project Scope
2. Overview of Portland, MI
3. Trade Area Profile
4. Demographic Snapshot
5. ESRI's Consumer Lifestyle Characteristics
6. ESRI Retail MarketPlace Data
7. Public Participation
8. Business Climate Survey
9. Recommendations

Project Scope



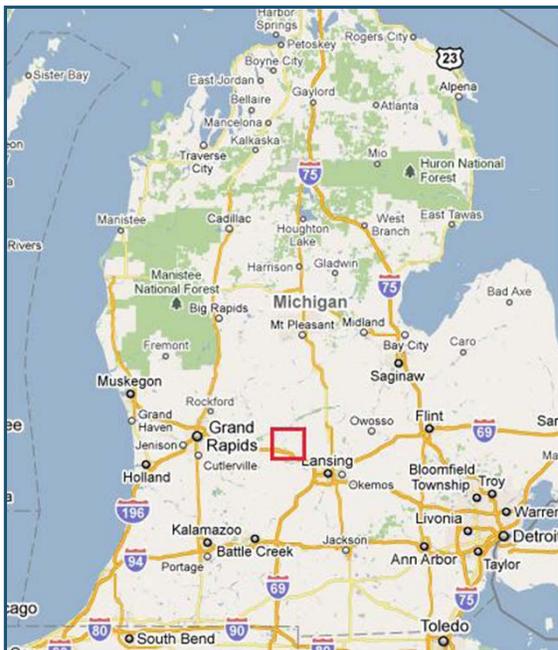
- **Goal:** provide the City of Portland with a comprehensive market study of the downtown area
- **Study Objectives**
- **Project Methods**
- **Clients**
 - Patrick Reagan - Director of the City of Portland Downtown Development Authority/ Portland Main Street
 - Diane Smith - Ionia County Economic Alliance (ICEA), and MSU extension



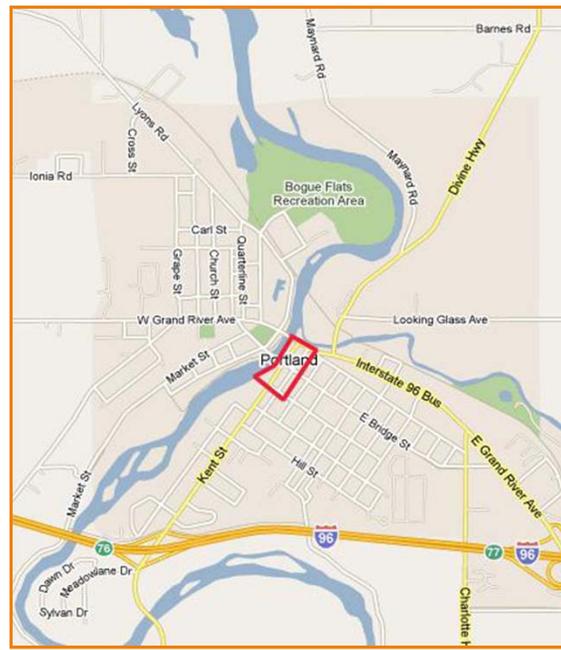
Portland, Michigan

Portland's Geography

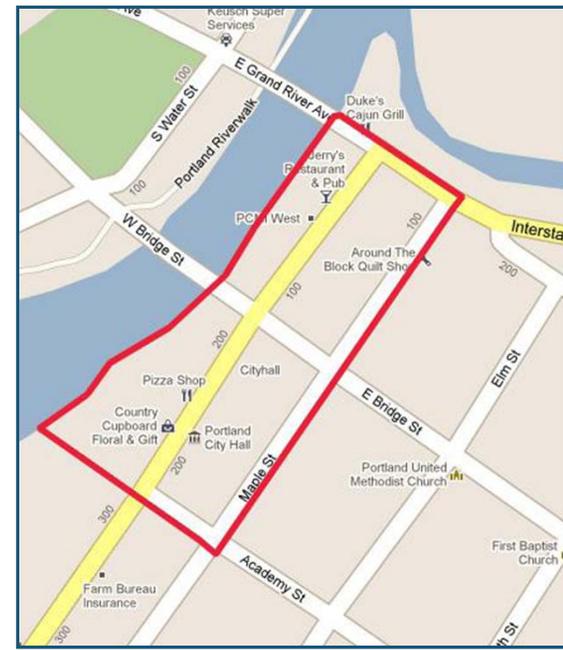
State of Michigan



City of Portland



Downtown Portland



History of Portland

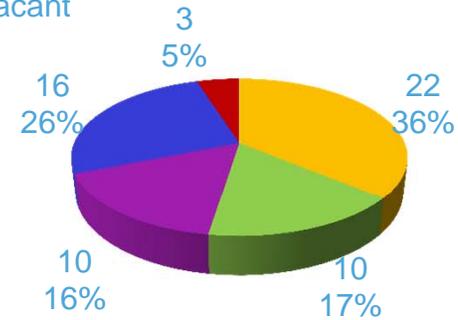


Downtown Analysis

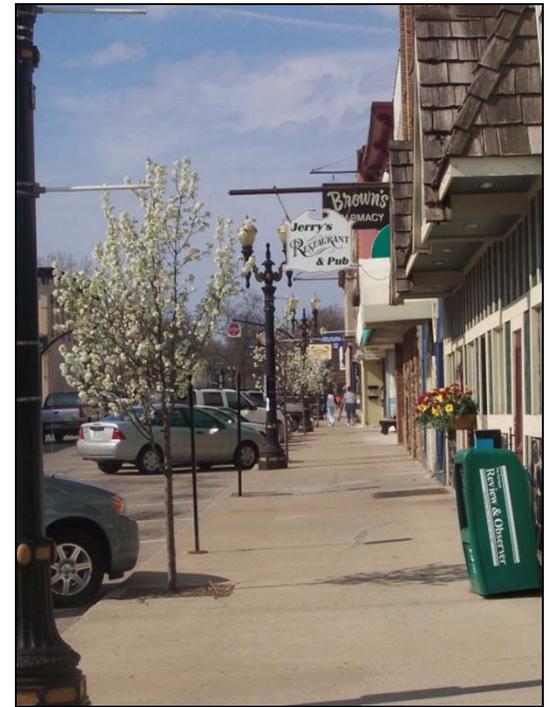


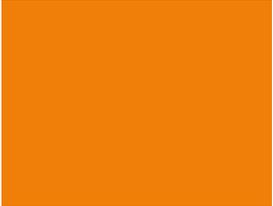
Portland Businesses

- Professional/Office
- Food/Beverage
- Service
- Retail
- Vacant



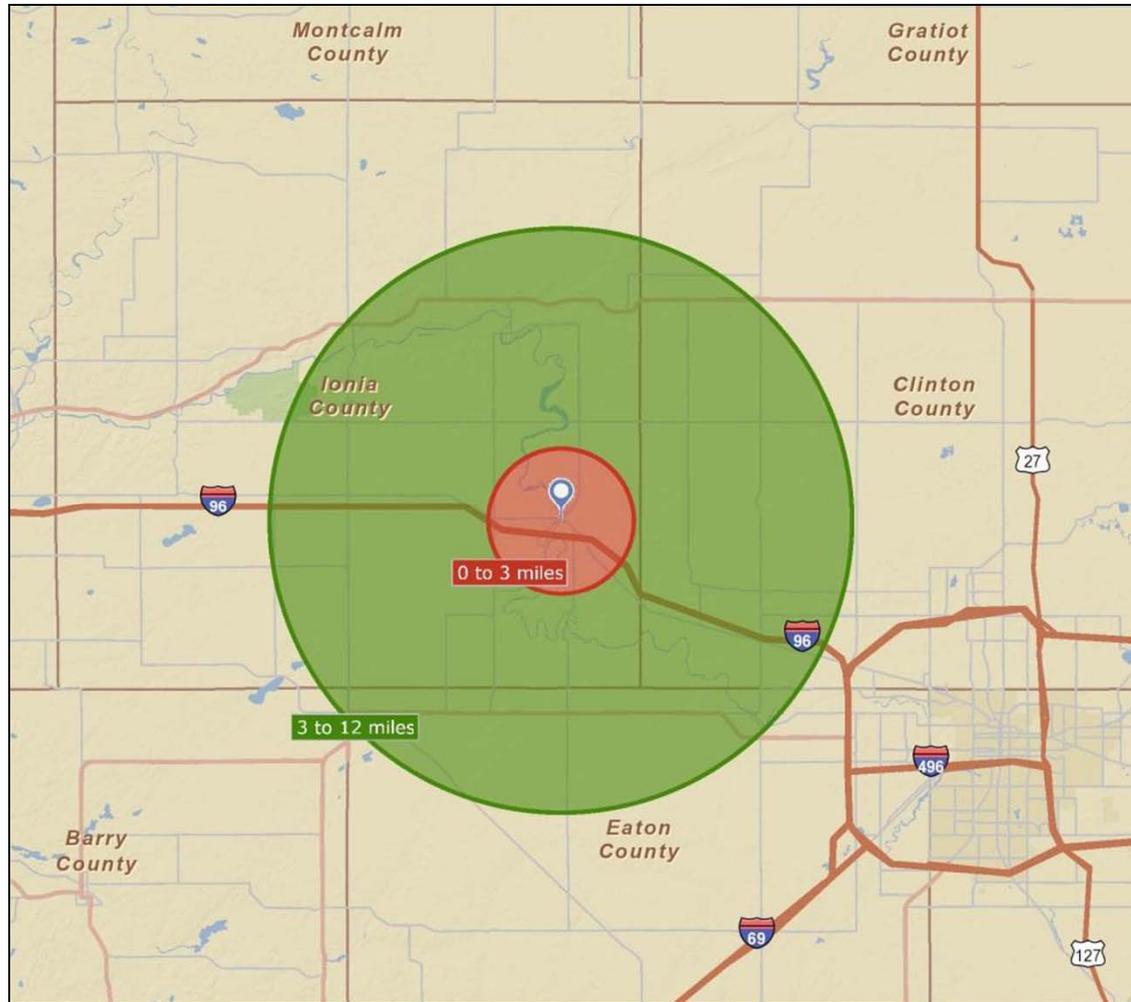
Downtown Analysis





Trade Area Profile

Trade Areas

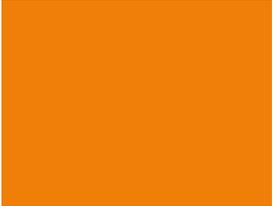


Primary Trade Area



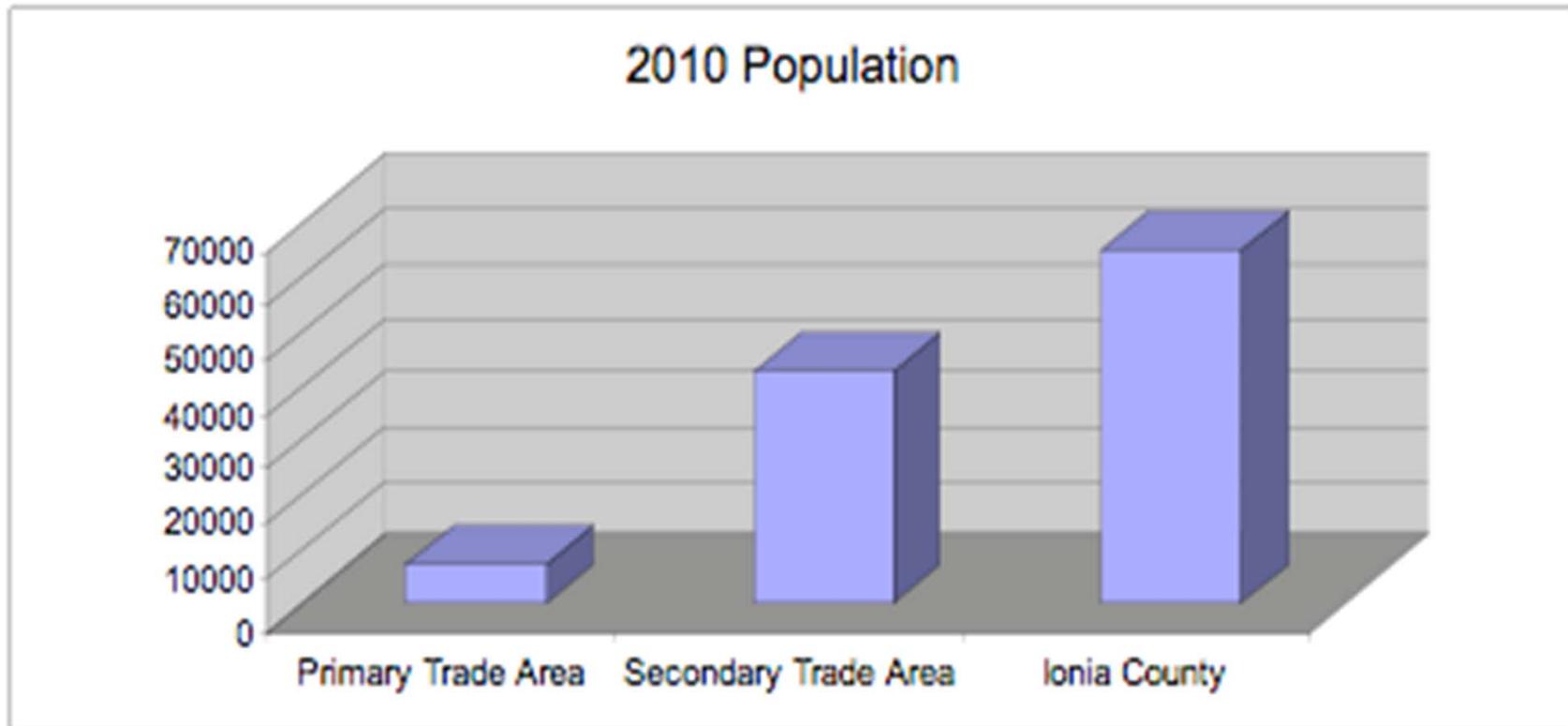
Secondary Trade Area



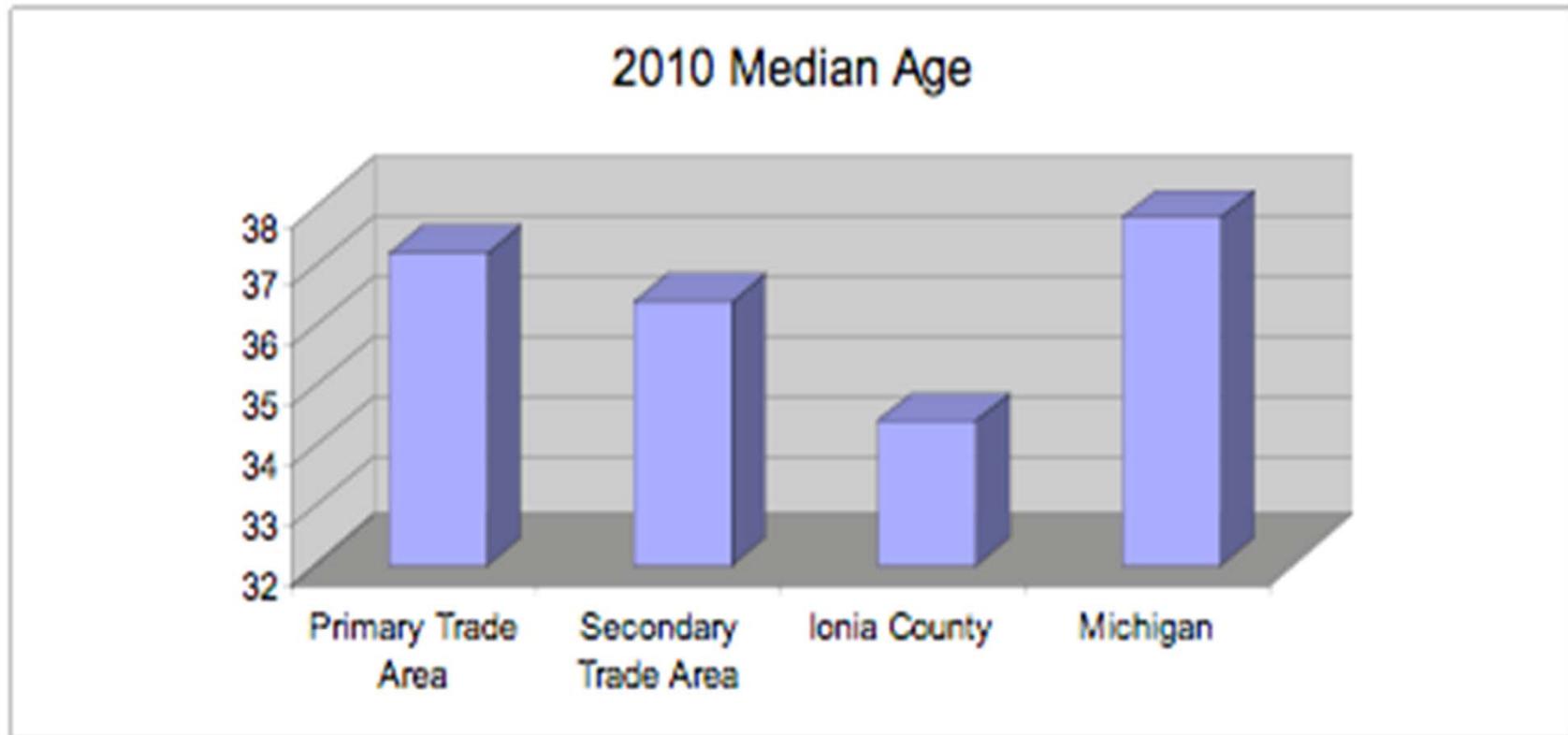


Demographic Snapshot

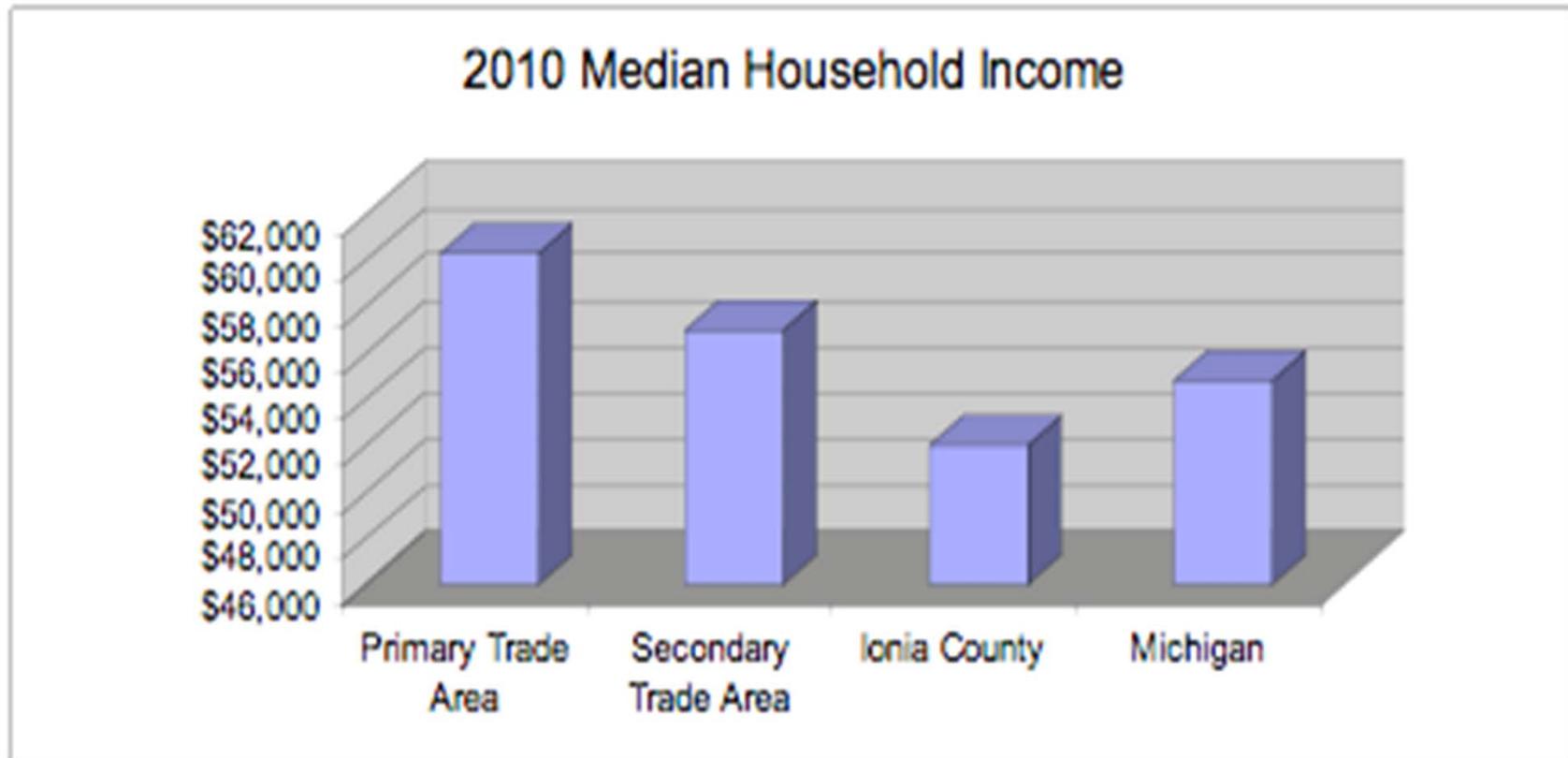
Trade Area Population



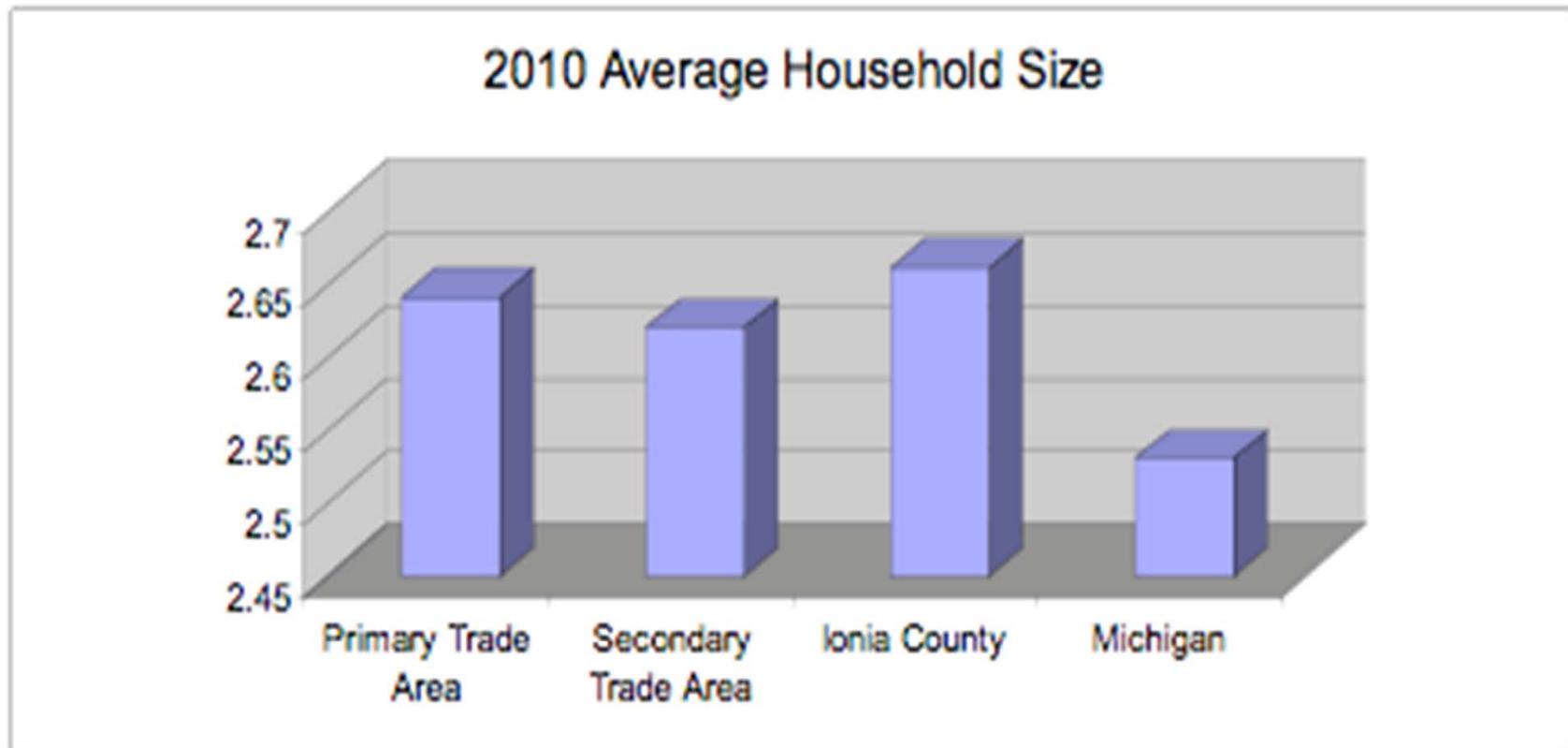
Trade Area Median Age

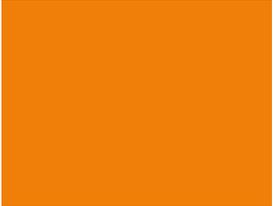


Trade Area Income



Trade Area Household Size





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

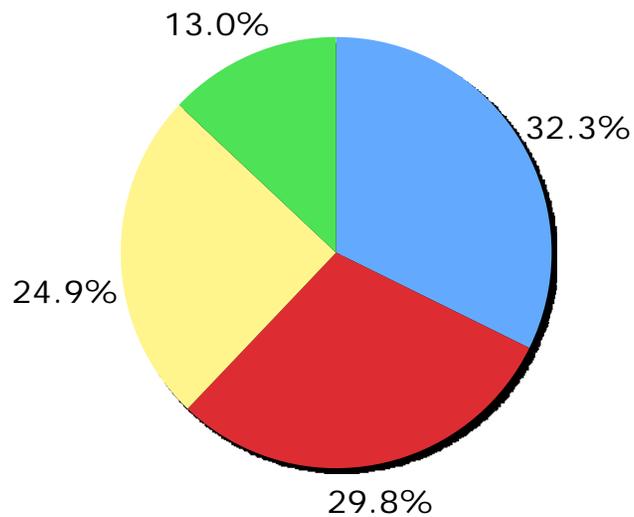


L12 American Quilt
 U10 Rural I
 Married-Couple Families
 37.2
 Middle
 Skilled/Prof/Mgmt
 HS Grad; Some College
 Single Family; Mobile Home
 White

Own pets
 Have personal line of credit
 Go hunting, fishing
 Read hunting/fishing magazines
 Own/Lease truck

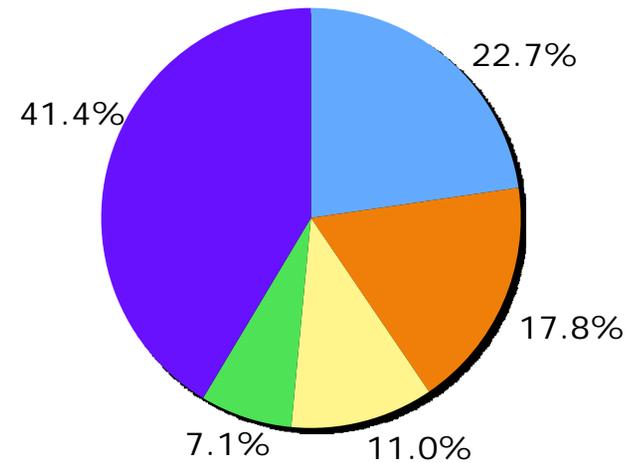
Portland's Tapestry Segments

Primary Trade Area Tapestry Segments



- L02-17 Green Acres
- L02-18 Cozy and Comfortable
- L10-32 Rustbelt Traditions
- L12-26 Midland Crowd

Secondary Trade Area Tapestry Segments

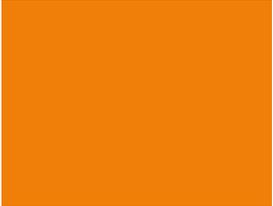


- L02-17 Green Acres
- L11-25 Salt of the Earth
- L10-32 Rustbelt Traditions
- L12-26 Midland Crowd
- Other

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





ESRI Retail MarketPlace Data

Consumer Spending

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



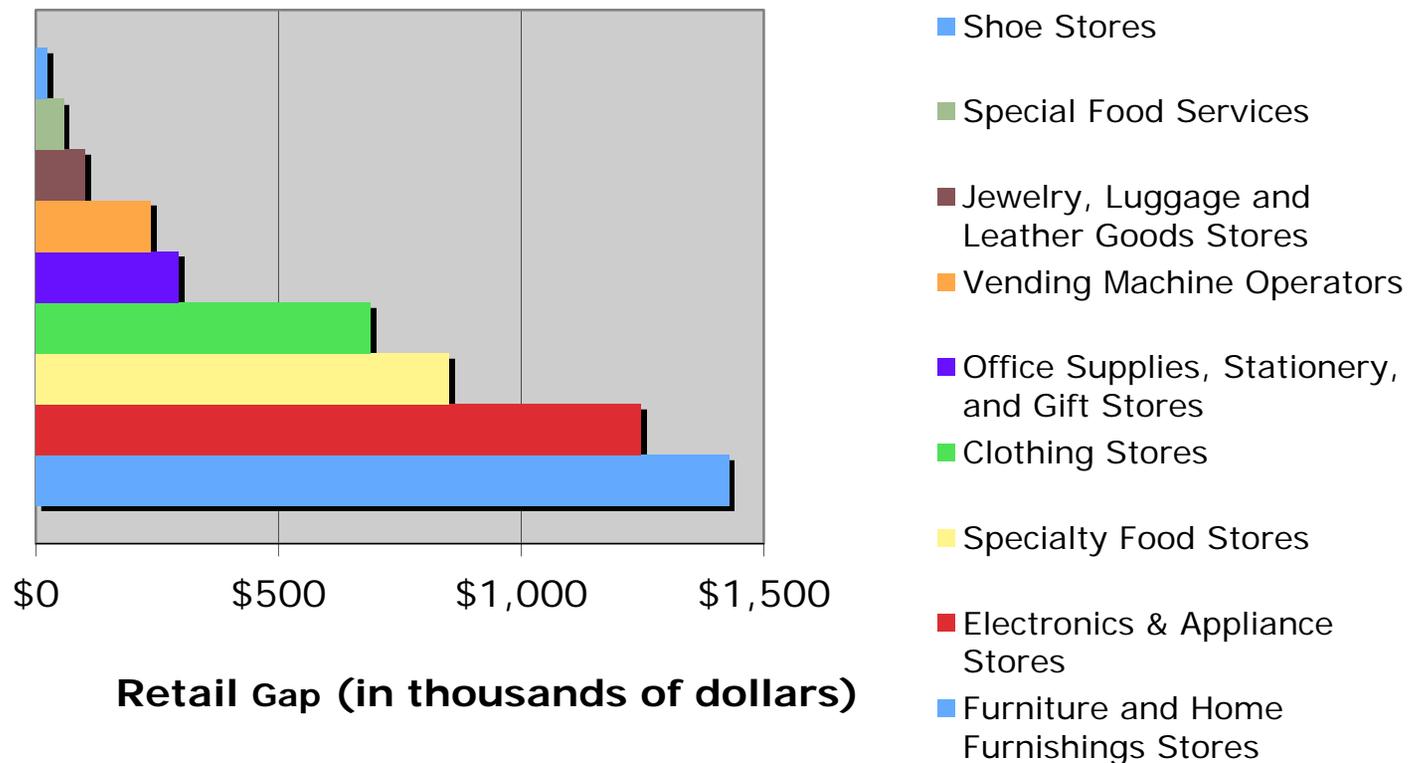
Retail MarketPlace



- What “fits” in downtown Portland?
 - ▣ Small vacant lots
 - ▣ Traditional downtown
 - ▣ Competition

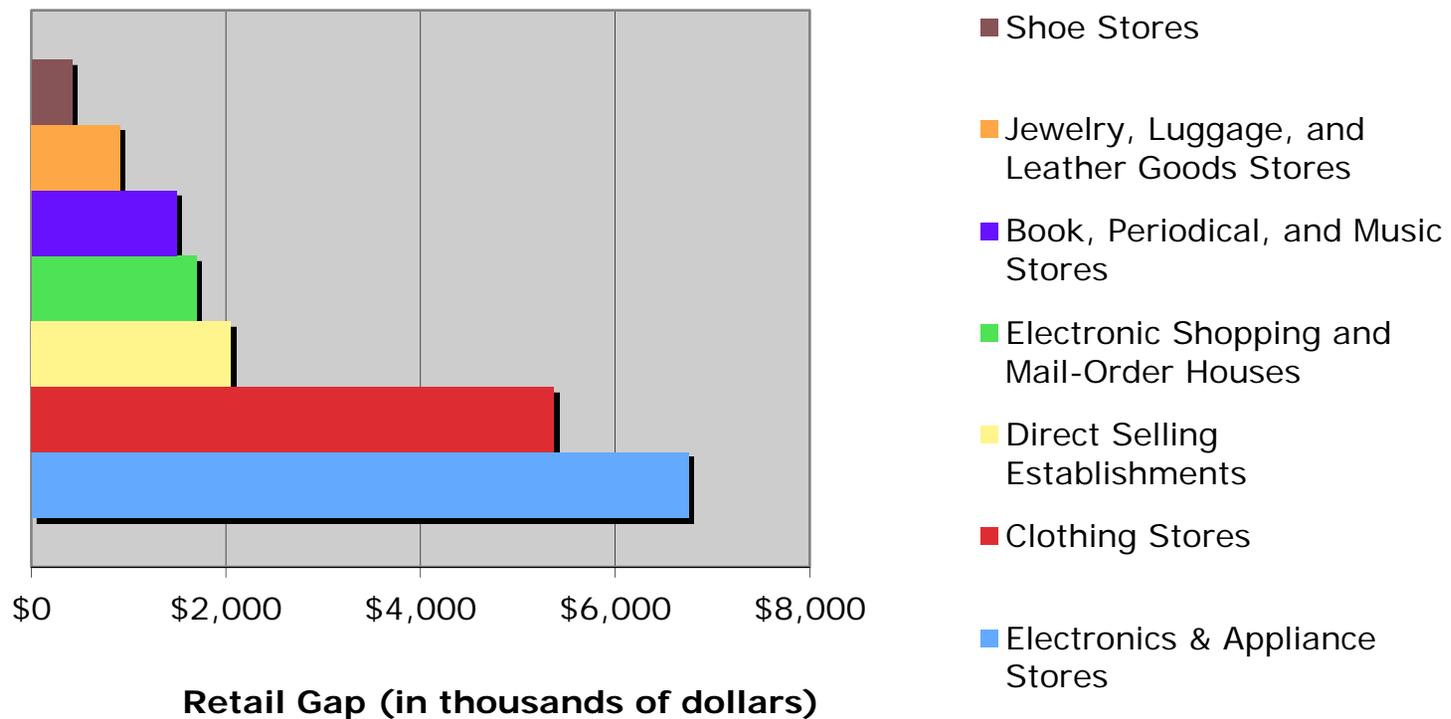
Primary Trade Area Gap Analysis

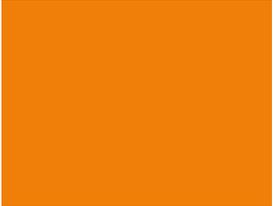
Primary Trade Area Industries with a Leakage Factor Over 55



Secondary Trade Area Gap Analysis

Secondary Trade Area Industries with a Leakage Factor Over 55





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**

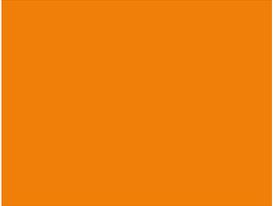
Focus Group Findings

Opportunities

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

Threats

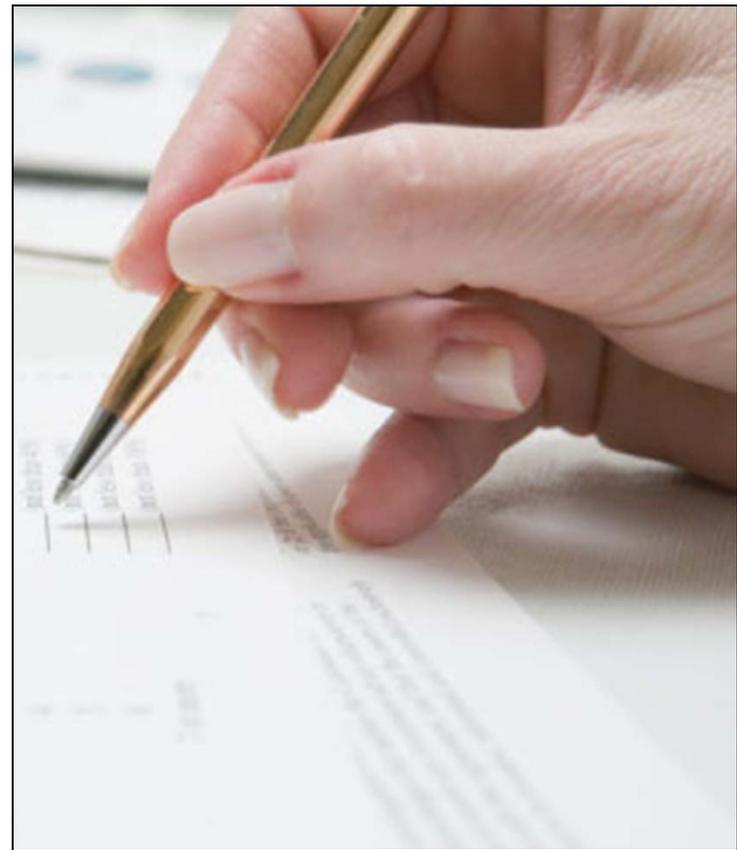
- Loss of population, especially younger population
- Sprawl
- Community hesitation to change



Business Climate Survey

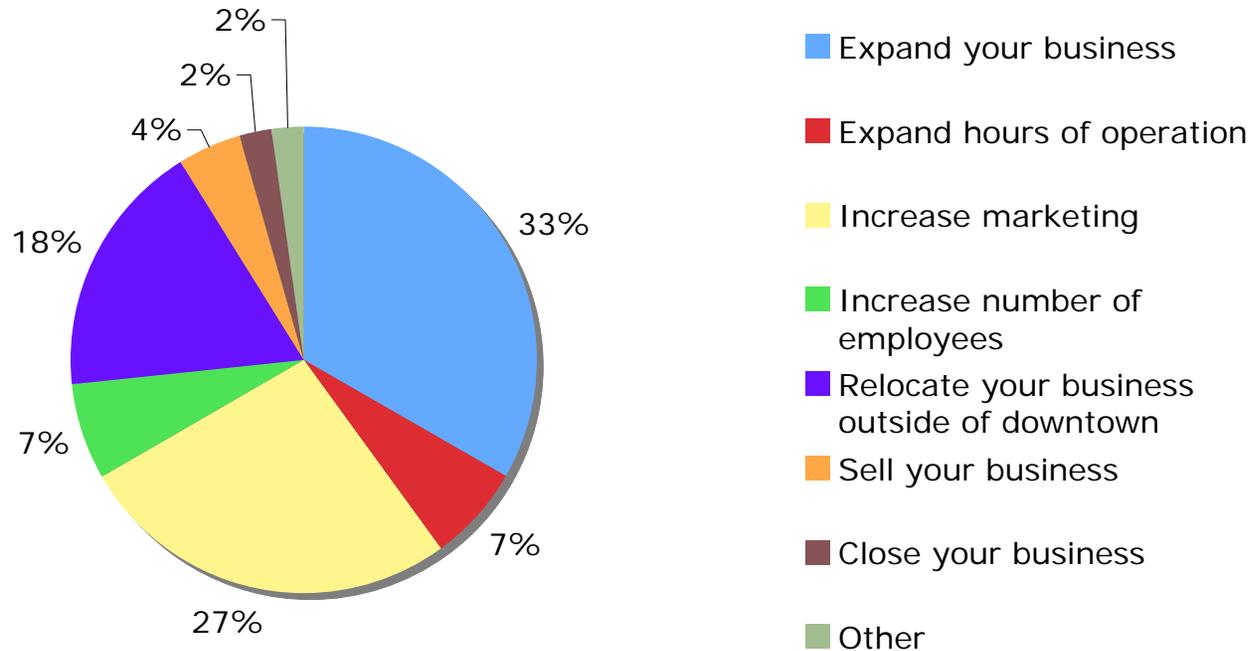
Business Survey

- Written Survey Results
 - Questionnaire consisted of five multiple choice and seven free-response questions
 - 29 of the 61 businesses in Downtown Portland participated



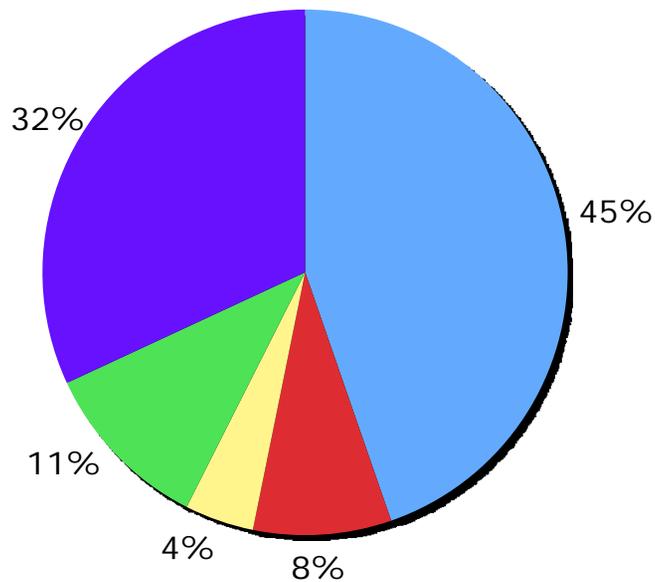
Portland's Business Climate

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



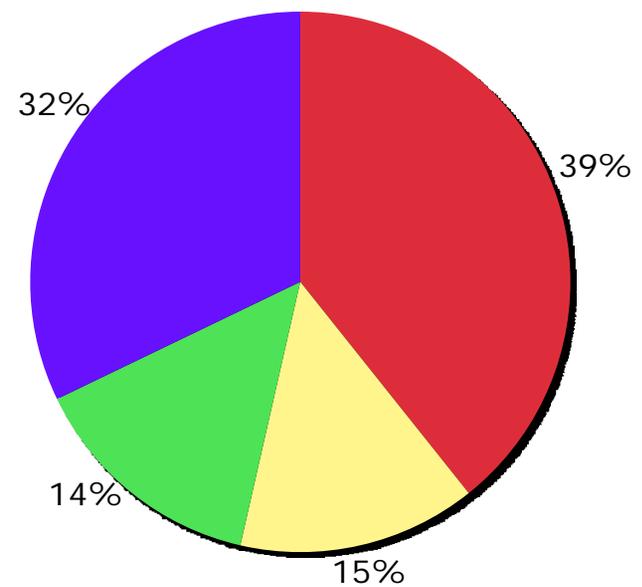
Portland's Business Climate

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

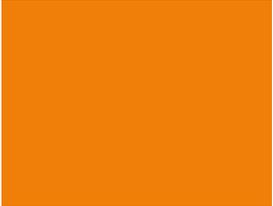


■ Retail ■ Service
■ Professional/Office ■ Financial/Banking
■ Food/Beverage

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



■ Service ■ Professional/Office
■ Financial/Banking ■ Food/Beverage



Recommendations

Expanding the Client Base



Specialty Food Stores

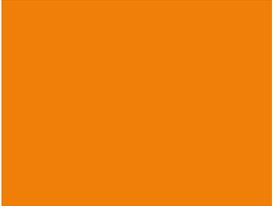


Spreading the Word



PortlandMainStreet.org
We're Looking Grand!





Thank you!

Questions?