

CITY OF PORTLAND, MICHIGAN

WITH PORTLAND DOWNTOWN



Portland boasts a rich history, filled with work ethic and community pride, much of it reflected in the buildings located in the Historic Kent Street Area. We work with purpose and direction to preserve that history and facilitate a vibrant, charming area for residents and visitors to gather.

Situated on the confluence of the Grand River and Looking Glass River, located approximately half way between Lansing and Grand Rapids with two exits off I-96, we have everything you could ask for in Mid Michigan's Favorite Small Town—dining, shopping, community, faith, recreation and entertainment are abundant.

Portland is a rewarding place to start, operate and grow a business, raise a family, and a fun place to visit. Featuring a sustainable economy, our city is on the cusp of incredible growth. We have many development projects recently completed, and several in the beginning stages.

We are happy to facilitate the best business development opportunities for you, just contact us to start a confidential conversation.



RE-DEVELOPMENT ECONOMICS 2015 - 2019

The past 5 years have shown unprecedented economic growth with millions in private investment. Eleven projects have come to fruition with deliberate facilitation by the City of Portland. Three more are scheduled for 2020. Will your development be next?



DRIVE TIME MARKET ESRI 2017

17,333

Population	5 Min	10 Min	15 Min
2017 Estimate	5,382	9,984	17,333
Estimated Growth (2017-2022)	0.41%	0.44%	0.32%



POPULATION

12,589

Daytime Population	5 Min	10 Min	15 Min
Total Daytime Pop	4,685	7,712	12,589
Workers Pop	1,994	2,700	3,800



DAYTIME POP

6,486

Households	5 Min	10 Min	15 Min
2017 Estimate	2,152	3,775	6,486
HH Growth (2017-2022)	0.36%	0.39%	0.28%



HOUSEHOLDS

\$62,891

Median HH Income	5 Min	10 Min	15 Min
2017 Estimate	\$ 62,051	\$ 62,197	\$ 62,891
Growth (2017-2022)	4%	4.8%	6%



MEDIAN HH INCOME

Business Mix

Eating & Drinking Places	11%
Retail	6%
Services	20%
Government & Office	33%
Grocery	3%
Other	6%

Major Area Employers

THK	233
Portland School District	166
ESS / METS	162
Portland Products	140
Tom's Food & Fuel	120
HomeWorks / Tri County	74

OPPORTUNITY? YES!

*Of Top Prospects Surveyed
participants selected...*

67%

Farm Market

Year Round,

7 days/week. Featuring locally raised and butchered meats, local and specialty cheese, jams, jellies, syrups, salsa, pickles and spices ~ as their top choice for a business they would most likely frequent.

Potential Market (Based on Survey Respondents Demo)

78% Female

52% Age 35 to 54

57% \$ 75K+ HH Income

In Demand: Top Businesses & Products

67% Farm Market open Year Round, 7 days/week

54% Home Décor, Craft (supplies), Re-Purposed Items, (reduce, recycle, reuse) Cards & Gifts

52% Clothing and Accessories Store—might include gently used and resale boutique

48% Entertainment / Experiences—group activities, comedy, theater, team building, music.

46% Footwear—casual, work, sports, dress

61%

6-8pm Weeknights scored highest, Sunday preferred over Saturday Weekends rate higher than 9-5 M-F
Respondents shared when they are available and prefer to shop in a local establishment.

Source: MiPortland Downtown Survey February 2020

10 Good Reasons

To open or expand your business in Portland Michigan



FABRICATED CUSTOMS



"Portland provides a centralized location for us as owners, and easy access to the larger markets of Lansing and Grand Rapids."

- Gabe Viscomi & Simeon Lowe



"We've been so enthusiastically supported we were able to open with nearly all our classes filled and have continued to grow to meet demand!"

- Jeney Vroman

1. More than 18 new private and public investments since 2015.
2. Proven economic strategies by the City of Portland to provide a streamlined system for development .
3. Business-friendly environment thriving from strong partnerships and a foundation of "can-do" attitudes that welcome ideas, ingenuity and investment, and provide access to resources
4. Two highway exits providing easy access to two major cities; Lansing (24 minutes) & Grand Rapids (35 minutes) each also growing in affluence and numbers.
5. Year-round attractions and events that bring thousands of residents and visitors to our historic city annually
6. Pride and work ethic are proudly demonstrated through active volunteerism in community based non-profit organizations, events, schools, and churches.
7. Abundant recreational amenities located between the Grand and Looking Glass Rivers. School selection with both public and private K-12 education.
8. Community Master Plan guides future developments and lays a foundation for initiatives and investment into an even more promising future.
9. DDA MI Portland Downtown works tirelessly with volunteers and staff to support businesses and sustain a vibrant sense of place in the heart of the community.

10. We want you!

Make the Next Great Opportunity Yours

Connect with us to learn more about exciting opportunities in Portland. Let's plan together!



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