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Cool Cities Blueprints for Michigan's Downtowns

East Tawas

Downtown
Blueprint
2006

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Blueprints for Michigan's Downtowns, part of the Cool Cities Initiative, is a partnership effort between the Michigan State Housing Development Authority (MSHDA), the Michigan Economic Development Corporation (MEDC), and the Michigan Municipal League (MML) to continue to assist communities and their Downtown revitalization efforts. Blueprint action plans are an investment in a community that creates new private jobs and investment.

MML originally brought this innovative planning concept to the attention of the MEDC and MSHDA. With MML's partnership in place, the MEDC and MSHDA have, for three rounds, each put \$100,000 into the program. Those funds pay for 50% of the Blueprint fee with the 50% match coming from the Blueprint communities. When housed in the MEDC, the Community Assistance Team (CATeam) designed the program. Now housed in MSHDA, the CATEam continues to manage the program. HyettPalma is the consultant for the Downtown Blueprint program, working directly with each community to define its Downtown Blueprint.

The 11 communities selected during the first round of the program in 2003 were: Adrian, Battle Creek, Brighton, Buchanan, Cheboygan, Davison, Grand Haven, Jonesville, Middleville, Mt. Pleasant, and Norway.

The 11 communities selected during the second round of the program in 2004 were: Charlotte, Fremont, Highland Park, Houghton, Howard City, Imlay City, Ionia, Linden, Menominee, Saline, and Wayland.

The 8 communities selected during the third round of the program in 2005 were: Big Rapids, East Tawas, Grass Lake, Iron River, Romeo, Utica, Vassar, and Whitehall.

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May 8, 2006

The City of East Tawas
and Members of the Process Committee
760 Newman Street
PO Box 672
East Tawas, MI 48730-0672

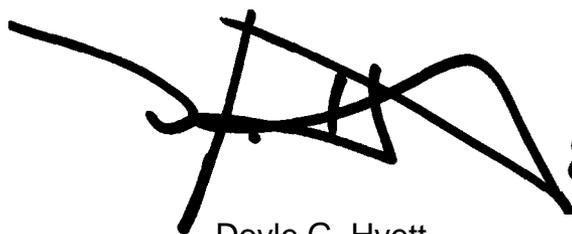
RE: ***East Tawas Downtown Blueprint 2006***

HyettPalma, Inc., is pleased to present to you the following report titled: ***East Tawas Downtown Blueprint 2006***, completed under the program titled ***Cool Cities Blueprints for Michigan's Downtowns***.

This document includes the community's vision for Downtown as well as the findings of a comprehensive analysis of Downtown's commercial markets. The vision and market analysis findings were used to define a specific economic enhancement strategy for the Downtown project area. The recommended strategy was specifically designed to enable Downtown to attain the community's defined vision as well as the identified market opportunities.

Thank you for the opportunity to lend our firm's expertise to this very important project. We hope you will keep us informed of your success and know that we stand ready to assist in any way we can as you proceed with East Tawas's Downtown enhancement effort.

Sincerely,



Doyle G. Hyett



Dolores P. Palma



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Process Committee Members

At the request of HyettPalma, Inc., a Process Committee was formed to oversee this project. HyettPalma would like to thank the members of the Downtown East Tawas Process Committee, listed below, for all their time, hard work, and dedication in preparing for and participating in completing the ***East Tawas Downtown Blueprint 2006***.

Bruce Bolen, Mayor, City of East Tawas
Steve Klenow, Councilmember, City of East Tawas
Ron Leslie, City Manager, City of East Tawas
Rebecca Brewer, President, East Tawas Business Association
Mike Mooney, Vice-President, East Tawas Business Association
Jill VanDriessche, Secretary, East Tawas Business Association
Denise Atkin, Treasurer, East Tawas Business Association
Jim Bacarella, Chairman, East Tawas Planning Commission
Karen DiFillippo, Resident
Mary Doak, Chair, Iosco County Economic Development Commission
Sue Elliott, President, Iosco County Community Foundation
Tom Ferguson, Executive Director, Michigan Sunrise Side Travel Association
Steve Fountain, Chairman, UDAG Reuse Board
Keith Frank, President, Tawas Bay Players
Ron LeClair, Downtown Property Owner
Greg Matthews, Vice-President, Huron Community Bank
Mike Modrynski, Executive Director, Tawas Area Chamber of Commerce
John Morris, Editor, *Iosco County News Herald*
Tim O'Connor, Tax Increment Finance Authority Board
Tacy Raymaley, President, Tawas Bay Artists
Jerry White, Vice-President, Independent Bank
Jerry Youngs, Superintendent, Tawas Area Schools

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Project Overview



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I. PROJECT OVERVIEW

This document presents the community's economic vision for Downtown East Tawas, as well as the findings of a market analysis conducted for Downtown.

The boundaries of the project area are shown on the following page of this document.

The vision and the market analysis results were used as the foundation upon which to develop an economic enhancement strategy for Downtown East Tawas. The economic enhancement strategy was specifically crafted to further strengthen Downtown and to guide its future development – keeping with the community's vision and the market analysis findings.

The assignment was completed as part of the ***Cool Cities Blueprints for Michigan's Downtowns*** technical assistance program, a partnership of the Michigan Economic Development Corporation (MEDC), the Michigan State Housing Development Authority (MSHDA), and the Michigan Municipal League (MML). The ***East Tawas Downtown Blueprint 2006*** was completed by HyettPalma, Inc., with the involvement of the Process Committee formed by the Village to oversee the project.

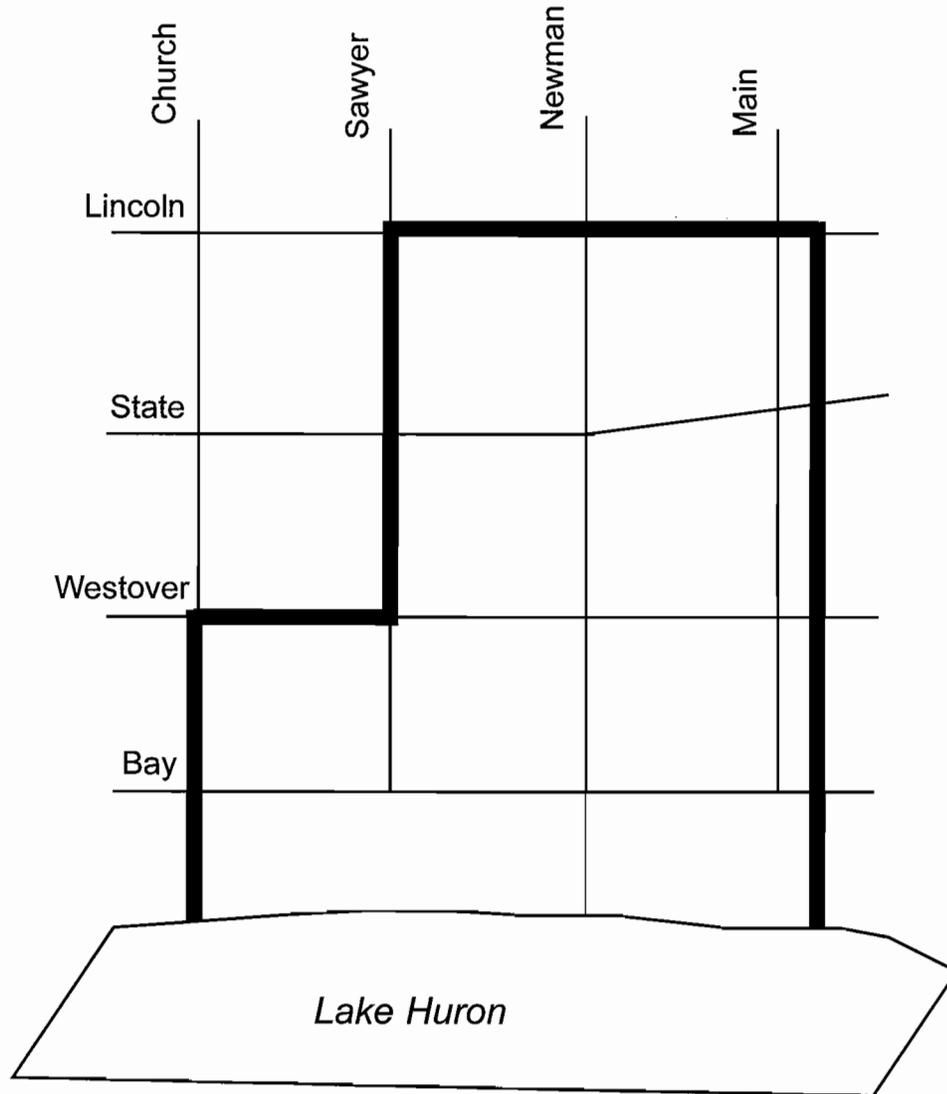
The methodology used to define the ***East Tawas Downtown Blueprint 2006*** was developed by HyettPalma, Inc., and has been used extensively by the firm in Downtowns throughout the United States. To date, it forms the basis of the technical assistance programs titled:

- ***America Downtown® -- New Thinking. New Life.***, created by the National League of Cities and HyettPalma in 1992;
- ***Indiana Downtown®***, created by the Indiana Association of Cities and Towns with HyettPalma in 2001; and
- ***Blueprints for Pennsylvania's Downtowns***, created by the Pennsylvania League of Cities and Municipalities and HyettPalma in 2004.

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Downtown East Tawas



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***Downtown
East Tawas
Today***

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II. DOWNTOWN EAST TAWAS TODAY

Following is a snapshot of Downtown East Tawas as it exists today, along with a synopsis of the desires and concerns expressed by the community during the *Downtown Blueprint* process.

Strengths

Downtown East Tawas is fortunate to have a broad range of strengths at this time, including:

- Very appealing businesses that offer a surprising variety and depth of merchandise;
- Real estate that is very well maintained, for the most part;
- A compact, walkable, and pedestrian-oriented setting;
- Warm and friendly business people;
- The presence of strong anchors, such as the post office, the Iosco-Arenac District Library, Tawas Bay Players, and the Family Theatre, where first run movies are shown on two screens;
- Adjacency to a beautiful bay and waterfront, with its park, marina, gazebo and other amenities;
- The presence of art, in the form of live theater, movies, art galleries, an art supply shop, dance studio, Saturday "Art Jams," quilting classes, etc.;
- An active farmers market; and
- High traffic counts on US 23.

All of these strengths add up to make Downtown East Tawas relatively healthy and appealing at this time.

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In addition, Downtown is fortunate to have the attention of active and rejuvenated organizations that are enjoying improved cooperation and collaborative efforts. These include the East Tawas Business Association, the Tax Increment Finance Authority, the UDAG Reuse Board, the Tawas Area Chamber of Commerce, the Tawas Bay Garden Club, the Tawas Bay Tourist & Convention Bureau, the Michigan Sunrise Side Travel Association, and the Iosco County Economic Development Commission.

Desires

Those participating in the ***Downtown Blueprint*** process were asked what they hoped would occur as a result of the Downtown enhancement effort. In response, the following desires were most often voiced:

- Create more reasons for people to come Downtown;
- Create more foot traffic in Downtown;
- Draw people from the water to Downtown, from the “first block” of Newman to the second, and from the second block of Newman to the third;
- Bring more retail businesses and greater retail variety to Downtown;
- Ensure that Downtown serves local residents year-round as well as visitors;
- Make Downtown look more attractive – in terms of both its streetscape and buildings;
- Make greater use of the waterfront; and
- Connect Downtown and the water.

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Concerns

Those participating in the ***Downtown Blueprint*** process were also asked what their major concerns were regarding Downtown's future. In response, they most often cited the following:

- Buildings that are "eyesores;"
- Building vacancies;
- Business turnover;
- Restrictions that are perceived as hindering entrepreneurialism;
- A lack of implementation of past plans;
- The length of time it has taken to implement past initiatives; and
- A need for additional volunteers.

Image

Those participating in the ***Downtown Blueprint*** process were asked to describe the image they hope Downtown would come to have as a result of the enhancement effort. That image is summarized below.

***A quaint, little shopping area that is
Nostalgic in its appearance, yet
Current in its offerings.***

***A Downtown that is vibrant, busy, bustling, and artistic,
Pretty and colorful,
As well as attractive, clean, and safe.***

***A Downtown filled with
Great shops, restaurants, and entertainment
That people love to come to and return to again and again.***

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*A family-friendly Downtown that
Offers something for all generations.*

*A Downtown that has a cohesive look
Thanks to its attractive and well-maintained
Storefronts, signs, awnings, and businesses.*

*A fun spot for kids and adults alike
That has a wonderful waterfront and dock.*

*A Downtown that's unique –
It's not like any other town –
It's our town.*

*A Downtown that makes you say,
"There's so much to do, I had a great time!"
"I wish I didn't have to leave!"
"When can I come back? I can't wait!"
"I'd love to move here!"*

Guidelines

Based on Downtown's current situation – and the desires, concerns, and preferred image cited by the community – HyettPalma recommends that the **East Tawas Downtown Blueprint 2006** be implemented using the following guidelines.

1. "Theme"

Those who might seek to create a physical "theme" for Downtown East Tawas should create and promote the following image for Downtown:

*Quaint, small town nostalgia,
Stressing pedestrian-friendliness, and
Including nautical influences, without going to extremes.*

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2. *Pro-Business AND Pro-Quality*

The East Tawas city government must become known as being both pro-business AND pro-quality. This should be done by:

- Establishing clear standards;
- Making those standards known publicly;
- Adhering to those standards;
- Ensuring that all application and review processes are easy to navigate; and
- Speedily granting approvals for private investment that meets the City's standards.

3. *Attitude*

All entities and individuals involved in Downtown's enhancement – whether in the private or public sectors – should adopt a “can do” and “will do” attitude as it relates to implementation of this ***Downtown Blueprint***. In addition, it should be noted that all of Downtown's investors – again, private and public – are in the same boat and will succeed or fail together. Therefore, adopting the recommended attitude will be beneficial for all.

4. *Action*

It is imperative that this ***Downtown Blueprint*** be implemented with speed and quality. Allowing it to “sit on the shelf,” as has occurred with past Downtown plans, would be a great travesty, since Downtown East Tawas has considerable potential which would, as a result, go unrealized.

Taking immediate action is also important because doing so will cause tangible improvements to be realized quickly. And, visible progress will result in additional enthusiasm, energy, participation, volunteerism, and investment – all of which are essential for Downtown's continued success.

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5. Balance

In further enhancing Downtown, a balance must be struck between:

- Improving the aesthetic appeal of Downtown's streetscape while also making sure that those improvements are functional and easy to maintain; and
- Maintaining and enhancing Downtown's pedestrian-orientation and friendliness while also maintaining vehicular access to Downtown.

6. Business is Good!

The mantra that should be adopted for and by Downtown East Tawas is "business is good!" This is evidenced by Downtown's low retail vacancy rate of less than 10%, by business owners reporting that sales are up, and by the results of the Downtown market analysis. This mantra should be widely broadcast since doing so will attract additional customers and investors to Downtown East Tawas.

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***Resident
&
Business
Surveys***

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III. RESIDENT & BUSINESS SURVEYS

As a part of this project, two surveys were conducted to gauge the health of Downtown East Tawas, as perceived locally. These were a survey of owners/managers of all non-residential uses located in Downtown and a telephone survey of residents living in Downtown's primary retail trade area. A summary of the survey responses follows.

Frequency of Trips

Residents surveyed reported coming to Downtown with considerable frequency, with over three-quarters (77%) saying they come to Downtown East Tawas between one and seven times a week.

Another 11% said they come to Downtown with moderate frequency – defined as from one to three times a month.

And, 12% said they seldom or almost never come to Downtown East Tawas.

Purpose of Trips

Trade area residents were asked why they currently come to Downtown East Tawas. The top reason which was cited, and cited far more frequently than any other reasons, was "shopping," mentioned by 42% of those surveyed.

The next most frequently mentioned response was "post office," cited by 12% of residents surveyed.

Therefore, the majority of residents (54%) said they now come to Downtown East Tawas to shop or use the post office.

The remaining reasons mentioned for coming to Downtown were:

- Banking (9%);
- Eating in restaurants (7%);
- Using service businesses (6%);
- Entertainment (4%);
- Work there (4%);

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- Recreation (4%);
- Conducting personal business (3%);
- Visiting friends or family (2%);
- Going to the library (2%); and
- Other – live there, religious services (2%).

In addition, 3% of those surveyed said that they find themselves in Downtown because they are “passing through.”

Shopping Area of Choice

Residents surveyed were asked where they currently do most of their family shopping at this time, other than grocery shopping. The response given by almost one-half of residents surveyed (45%) was Tawas City. And, most respondents who cited Tawas as their primary shopping location specified that they are patronizing Wal-Mart (32%).

The next most often cited response to this question was East Tawas (16%). And, the remaining shopping destinations cited by those surveyed were:

- Bay City (12%);
- Saginaw (11%);
- Internet or mail order (5%);
- Oscoda (4%);
- Downstate (3%);
- Alpena (2%);
- West Branch (1%); and
- Flint (1%).

When asked why they choose to shop in a particular area, the top reason cited by residents was the variety/selection offered (43%). The next most often cited response was convenience (34%).

The remaining responses to this question were:

- Closeness to home (10%);
- Price (8%); and
- To support local businesses (5%).

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Downtown Characteristics

Trade area residents and Downtown business owners surveyed were asked to rate a list of nineteen Downtown characteristics as being "good," "fair," or "poor" at this time.

Twelve characteristics were rated "good" by a majority or significant percentage (up to 46%) of residents. Nine characteristics received this rating from a majority or significant percentage of business owners. And, the nine characteristics rated "good" by a majority or significant percent of business owners were among those rated "good" by a majority or significant percent of residents. Those nine characteristics were:

- Feeling of safety (91% residents, 92% business owners);
- Cleanliness of the area (86% residents, 87% business owners);
- Helpfulness of salespeople (84% residents, 75% business owners);
- Attractiveness of the area (83% residents, 64% business owners);
- Knowledge of salespeople (75% residents, 62% business owners);
- Quality of service businesses (70% residents, 62% business owners);
- Quality of retail goods (61% residents, 61% business owners);
- Availability of parking (60% residents, 56% business owners); and
- Convenience of parking (58% residents, 58% business owners).

The three characteristics rated "good" by a majority or significant percentage of residents, but not business owners, were:

- Attractiveness of buildings (61% residents, 37% business owners);
- Traffic circulation (58% residents, 38% business owners); and
- Business hours (49% residents, 42% business owners).

Downtown Improvements

Trade area residents and Downtown business owners were asked to rate a list of eighteen possible Downtown improvements as being "very important," "somewhat important," or "not important" at this time.

Six improvements were rated "very important" by a majority or significant percent of residents. Three improvements received this rating from a majority or

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significant percent of business owners. And, the three rated “good” by a majority or significant percent of business owners were the top three improvements rated “good” by a majority of residents. These were:

- Recruit retail businesses (73% residents, 88% business owners);
- Increase retail variety (71% residents, 67% business owners); and
- Increase restaurant variety (65% residents, 65% business owners).

In addition, residents thought it “very important” to:

- Improve the quality of restaurants (51% residents, 40% business owners);
- Keep stores open later in the evening (48% residents, 42% business owners); and
- Keep stores open longer on Saturdays (48% residents, 43% business owners).

It is interesting to note that all six of the improvements rated “very important” by a majority or significant percentage of residents pertain to improving Downtown’s variety/selection and convenience – the two factors residents said primarily determine where they choose to shop.

Residents were asked what specific types of businesses or activities they would personally use if they were to open in Downtown East Tawas. The responses most often given to this question were apparel stores, restaurants, and activities for children, teens, and young adults.

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***Downtown
East Tawas
Tomorrow***

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IV. DOWNTOWN EAST TAWAS TOMORROW

A series of discussions, focus groups, and meetings were held to define the community's preferred vision of Downtown East Tawas – as it would ideally exist in the year 2011. A compilation of the thoughts and preferences expressed during those sessions is shown below.

Downtown East Tawas would continue to be “nostalgic” and retain the feel and flavor of “small town America.” It would be highly family-oriented in terms of its activities, businesses, and restaurants. Local families, their visitors, and area tourists would all be attracted to Downtown’s family-friendly appeal.

Downtown would serve locals year-round, in addition to serving tourists.

Downtown would continue to be pedestrian-friendly and conducive to special events. There would be food places with outdoor seating as well as benches for people watching.

Downtown’s small town flavor and heritage would be retained. All of Downtown’s shops and buildings would be clean and attractive. Walks would be free of litter, snow, and ice. There would be no “junky signs or storefronts.” Downtown landscaping, seasonal banners, and streetlights would be “cohesive.” And, the “Norman’s sign would be resolved.”

Downtown’s streetscape would be made more appealing by “finishing the streetlights,” adding benches, “dressing it up,” and removing the barrels that are filled with cement.

All of Downtown’s storefronts would be filled. People who operate quality businesses, have entrepreneurial spirit, and meet the community’s standards of quality, would be welcomed and encouraged in Downtown. Downtown’s business owners would be known for their friendliness. Shop personnel would be trained and knowledgeable. Business hours would be convenient for shoppers. And, there would be less business turnover.

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Boaters would feel more welcomed at the docks. This would entail improved services (such as more dumpsters) and fewer State restrictions. Use of the waterfront would be “maximized,” with amenities such as boat tours.

Parking would be sufficient to accommodate shoppers, overnight parkers, and “short-term” users – such as those attending special events or going to the movies. Public parking lots would be easy for motorists to locate.

There would be a great variety of things to buy, do, and see in Downtown. This would include:

- Restaurants that are locally owned and offer variety;
- Coffee shops, a bakery, and places to linger and visit;
- Specialty food stores, such as a wine and cheese shop;
- An expanded library with Internet access;
- Family-oriented events and activities, such as a video arcade for kids;
- Clothing stores for men, women, and teens, offering a range of prices from “upscale” to moderate;
- Evening entertainment – “things to do at night after you fish and hunt all day;”
- Recreation along the waterfront;
- Professional offices located adjacent to Newman; and
- Housing in upper floors and adjacent to Downtown.

Downtown’s mix of businesses and activities would enable it to attract:

- Local residents;
- Those who enjoy the arts – community theater, movies, concerts;
- Those who enjoy the outdoors – boaters, fishers, hunters, golfers, birders, bicyclists, cross-country skiers;
- Those enjoying the lake, the view, the beach, and the lighthouse;
- Special event-goers;
- Farm market customers;
- Those at the historic museum, senior center, medical facility, and Wal-Mart; and
- Vacationers – staying at area hotels, motels, cabins, cottages, and campgrounds.

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The Downtown enhancement effort would provide a common, neutral interest – and focused, passionate projects – for local residents to work on together “like a small town.” And, doing so would allow Downtown East Tawas to attain the following image.

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Nostalgic in its appearance, yet
Current in its offerings.***

***A Downtown that is vibrant, busy, bustling, and artistic,
Pretty and colorful,
As well as attractive, clean, and safe.***

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That people love to come to and return to again and again.***

***A family-friendly Downtown that
Offers something for all generations.***

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Downtown Market Analysis



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V. DOWNTOWN MARKET ANALYSIS

To ensure long-term economic results and success, East Tawas's Downtown enhancement effort must be market-driven. This means that the effort must be one that results in all of Downtown's investors -- business owners, property owners, developers, patrons, the local government, etc. -- being able to realize an increasing return on their investments. This can only be achieved via an enhancement effort that is based on a sound, realistic understanding of Downtown's economic potentials. The following chapter quantifies Downtown's economic potentials in terms of retail, office, and housing development.

Downtown Retail Opportunities

Retail Trade Area – Downtown East Tawas's primary retail trade area has been defined as the geographic area from which the majority of retail customers are currently drawn and the geographic area which presents the greatest opportunity in the immediate future for gaining additional retail customers. Based on current customer travel patterns, discussions with local business leaders and government officials, and the opinion of HyettPalma, Inc., Downtown's primary retail trade area has been identified as the area shown on the attached map.

Retail Economic Indicators – Downtown's primary retail trade area can be currently characterized by the following economic indicators.

THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 9,354 – WITH AN ESTIMATED 4,059 HOUSEHOLDS (Source: ESRI estimate)

THE AVERAGE HOUSEHOLD SIZE IS 2.22 PERSONS, WHICH IS LESS THAN THE NATIONAL AVERAGE OF 2.59 (Source: ESRI estimate)

THE TOTAL COMBINED INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY \$178,000,000 PER YEAR (Source: ESRI estimate)

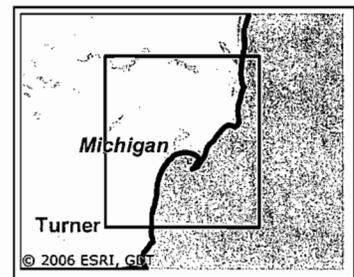
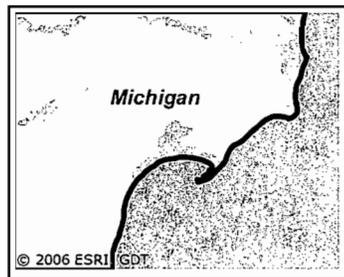
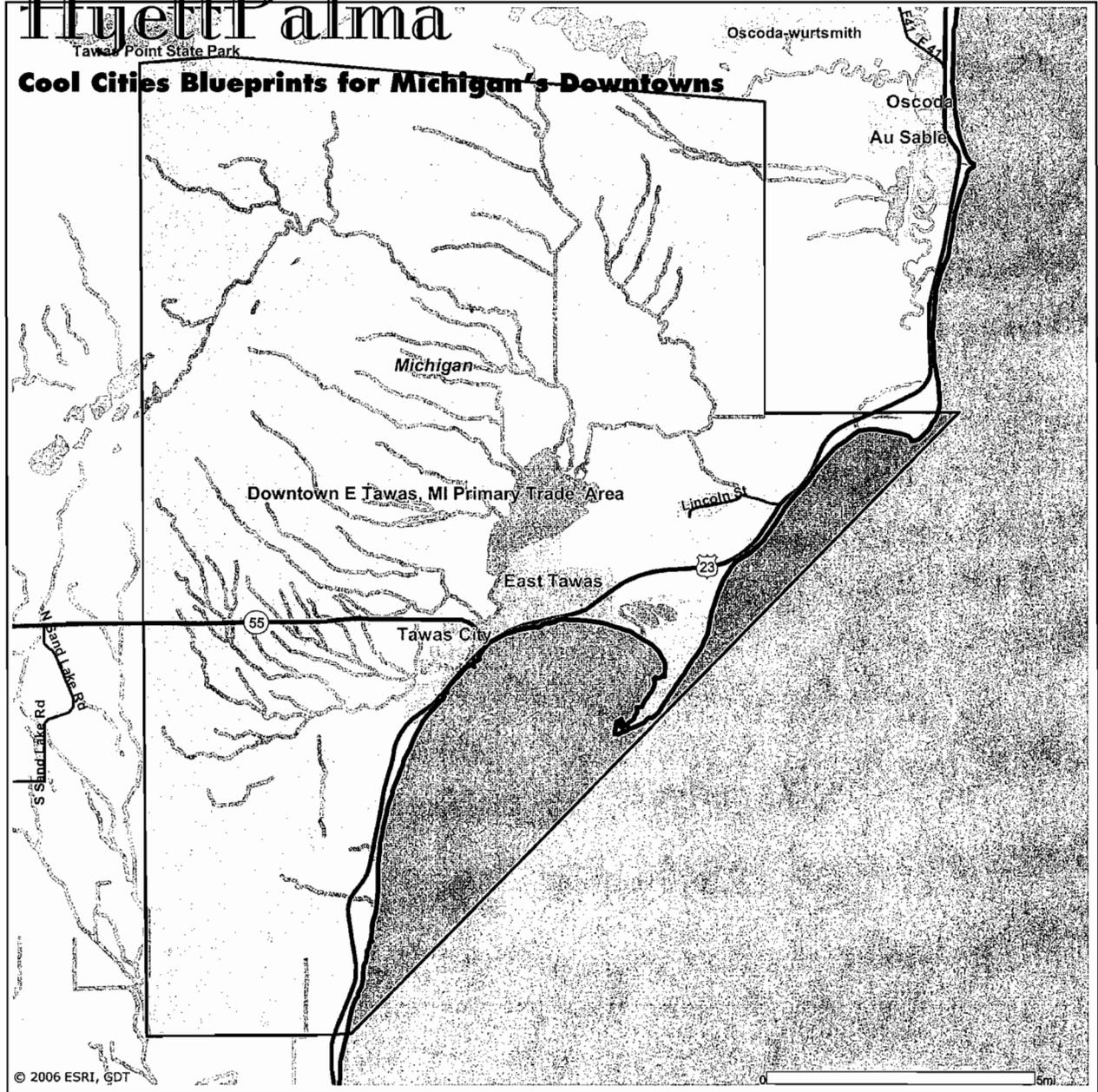
Site Map

Downtown E Tawas, MI Primary Trade Area

April 20, 2006

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THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS APPROXIMATELY \$43,807 AND IS PROJECTED TO INCREASE TO \$48,318 ANNUALLY BY 2010 (Source: ESRI estimate)

Current Retail Businesses – Downtown East Tawas currently contains 54 retail businesses, which occupy approximately 161,000 square feet of building space. The retail inventory was completed by the Downtown East Tawas Process Committee and is shown on the following pages.

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Downtown East Tawas Retail Businesses

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
5331	Variety Store	2	10,735
<u>54</u>	<u>Food Store</u>		
5421	Meat/Fish Market	1	2,764
5441	Candy/Nut/Confectionary	1	2,358
5499	Miscellaneous Food	1	720
<u>55</u>	<u>Automotive Dealers and Service Stations</u>		
5511	New/Used Cars	2	17,774
<u>56</u>	<u>Apparel and Accessories</u>		
5632	Women's Accessories/Specialty	2	4,048
5651	Family Apparel	2	19,224
5661	Shoes	1	3,272
5699	Miscellaneous Apparel	4	6,792
<u>58</u>	<u>Eating/Drinking</u>		
5812	Eating Places	6	12,768
5813	Drinking Places	3	12,579
<u>59</u>	<u>Miscellaneous Retail</u>		
5912	Drug Store	1	2,595
5941	Sporting Goods	2	3,678
5942	Books	1	1,530
5944	Jewelry	1	2,673
5947	Gift/Novelty	1	9,995
5949	Sewing/Piece Goods	2	3,159
5992	Florist	1	882
5999	Miscellaneous Retail	7	21,119
	<u>Select Support Services</u>		
7216	Dry Cleaners/Tailors	1	3,045
7231	Beauty Shops	9	10,786
7241	Barber Shops	1	544
7832	Motion Picture Theater	1	5,016

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Downtown East Tawas Retail Businesses

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
	Amusement and Recreation Services		
7911	Dance Studios/Schools	1	2,929
TOTAL NUMBER OF RETAIL BUSINESSES		54	
TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE			160,985
TOTAL NUMBER OF VACANT RETAIL SPACES		6	
TOTAL SQUARE FEET OF VACANT RETAIL BUSINESS SPACE			24,051

Source: Downtown East Tawas Process Committee

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Retail Potential – Currently, within Downtown's primary trade area, the total estimated demand for retail products is approximately \$57,000,000 per year. This demand is shown on the following graphs. A complete presentation of retail product demand for the primary trade area is shown in **THE RETAIL REPORT®**, contained in the Appendix of this document.

As a conservative estimate, it is assumed that Downtown East Tawas retail businesses now generate an average (blended figure) of approximately \$175 per year per square foot in retail sales.

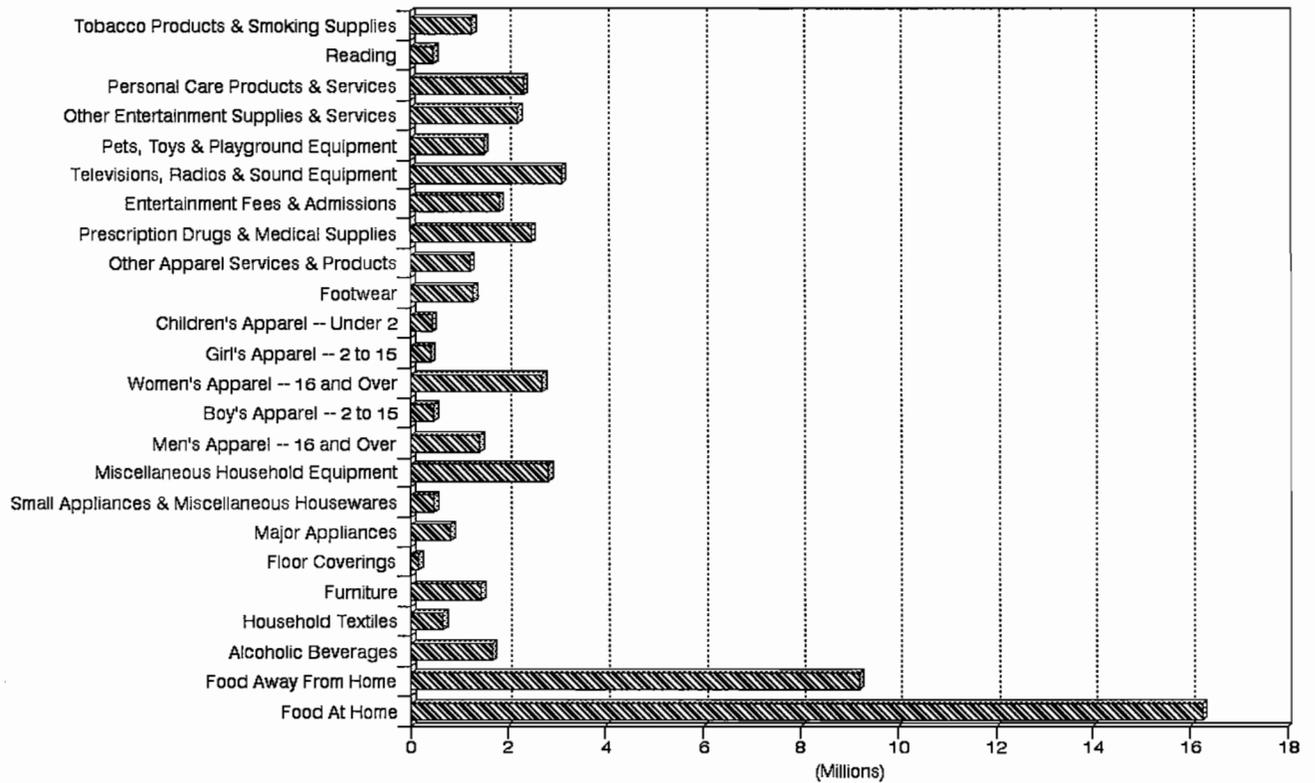
Since Downtown currently contains approximately 161,000 square feet of occupied retail space, Downtown East Tawas should currently be generating approximately \$28,000,000 in retail sales per year.

By dividing the project area's estimated annual retail sales – \$28,000,000 – by the total estimated demand for retail products within the primary trade area – \$57,000,000 – it can be concluded that Downtown East Tawas may currently be capturing approximately 49% of the retail sales potential within the primary trade area. And, the balance of the demand is being captured by businesses within other parts of the primary trade area and/or by businesses in other trade areas.

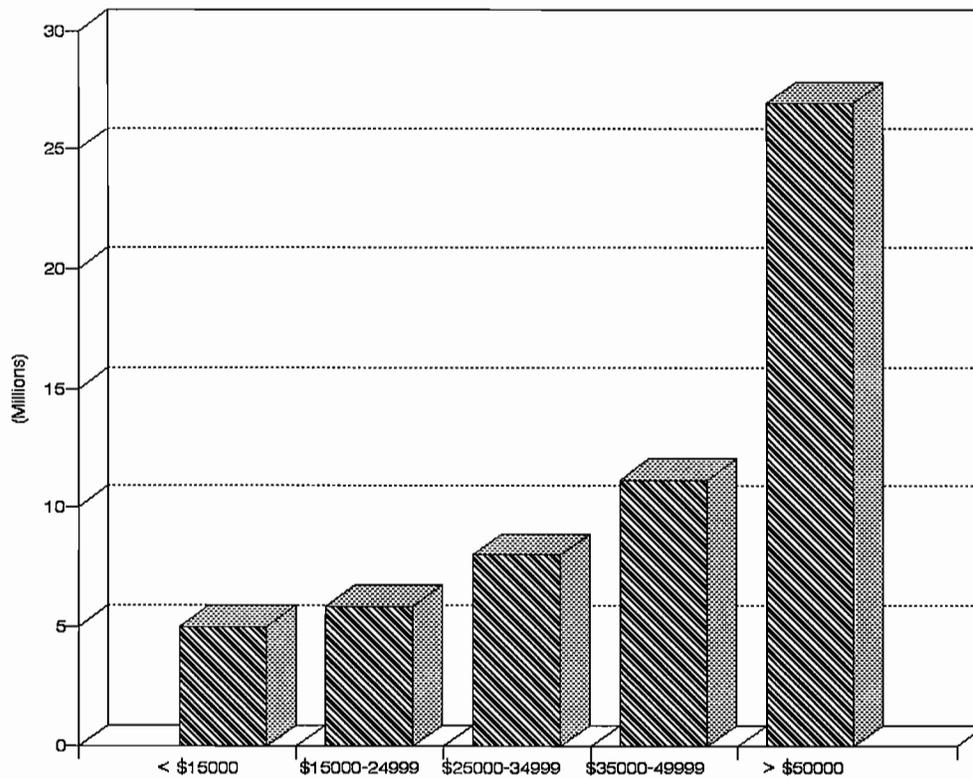
Taking steps to further enhance Downtown East Tawas, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately 49% to between 51% and 53% by the year 2011. This should be considered a goal of the economic enhancement program.

If Downtown East Tawas is able to increase its market share to between 51% and 53% by the year 2011, it is possible that the project area may be able to increase its total capture of retail sales to between \$29,000,000 and \$30,000,000 by the year 2011 – considered in constant 2006 dollars.

TOTAL PRODUCT DEMAND BY PRODUCT TYPE



TOTAL PRODUCT DEMAND BY INCOME GROUP



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This increase in total retail sales could potentially support the development of between approximately 6,000 and 12,000 net square feet of additional retail space by the year 2011 – which could include expansions or sales increases by existing Downtown East Tawas retail businesses and/or the construction of some limited amount of new retail space.

It must be noted that Downtown's ability to gain a larger market share will be contingent on efforts to enhance its business climate, enhance and expand its existing businesses, and recruit additional retail businesses to the area. If such efforts are aggressively and diligently implemented – on an on-going basis – the actual growth in Downtown's market share could potentially be much higher than projected. Conversely, by the year 2011, Downtown East Tawas's market share could be much less than projected above if efforts to enhance the area and expand/recruit businesses are not diligently and continually pursued.

NOTE:

No attempt was made to determine the condition of vacant space. Therefore, no judgment is made concerning the marketability of space based on condition.

Retail Business Development – Based on the findings of this retail market analysis, the opportunity exists to enhance and expand certain types of retail businesses that are currently located in Downtown East Tawas. In addition, the opportunity also exists to attract additional businesses to Downtown. A list of the types of retail businesses recommended for potential enhancement, expansion, and attraction is presented in the chapter of this document titled ***Course of Action***.

Downtown Office Opportunities

Office Market Indicators – Several key economic indicators that characterize the current office operations within Downtown East Tawas follow.

- Downtown East Tawas currently contains a total of 22 various office occupants occupying approximately 56,500 square feet of building space.
- Downtown East Tawas is the traditional professional services center of the City.

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- Downtown's occupied office space serves, primarily, the personal needs of those who live within the broader community.
- Downtown has no reported vacant office space.
- The most significant concentrations of offices include finance, health services, professional services, membership organizations, engineering and management services, accounting/bookkeeping services, and educational services.

Current Office Uses – The variety of office occupants found in Downtown can be seen in the following table, in which office tenants are listed by SIC numbers. The office inventory was completed by the Downtown East Tawas Process Committee.

Office Potential – It is anticipated that most of Downtown's office market growth will continue to consist of office uses which serve, primarily, the personal needs of those who live in, or in proximity to, Downtown East Tawas's primary trade area. Communities nationwide have experienced the fact that – as improvements are made in the overall economic and physical conditions of their Downtowns – an associated increase in demand for office space normally follows. This is also expected to hold true for Downtown East Tawas. In addition, demand for office space is anticipated to increase due to natural household growth in the area, which is projected for the immediate future.

Therefore, it is estimated that approximately 5,000 to 7,500 square feet of additional office space could potentially be supported in Downtown East Tawas between now and the year 2011. This should be considered an economic goal for the enhancement effort.

It must be noted that the actual growth in Downtown's office demand could be higher if Downtown is able to attract general offices, or back office operations from outside the area, to attract office occupants currently located elsewhere in the community, or to experience significant expansion by current Downtown office operations.

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Downtown East Tawas Offices by SIC Code

<u>SIC CODE</u>	<u>BUSINESS TYPE</u>	<u># BUS.</u>	<u>TOT. SQ. FT.</u>
<u>27</u>	<u>Publishing</u>		
271	Newspapers	1	3,584
<u>60</u>	<u>Depository Institutions</u>		
603	Savings Institutions	2	11,132
609	Related Banking Functions	1	1,320
<u>62</u>	<u>Security and Commodity Brokers</u>		
621	Security Brokers	2	2,046
<u>63/64</u>	<u>Insurance</u>		
641	Insurance Agents/Brokers	1	2,160
<u>65</u>	<u>Real Estate</u>		
653	Real Estate Agents/Mgrs.	1	1,744
<u>73</u>	<u>Business Services</u>		
737	Computer/Data Processing	1	727
<u>80</u>	<u>Health Services</u>		
802	Offices/Clinics of Dentists	2	2,881
804	Offices of Other Medical	4	3,004
<u>81</u>	<u>Legal Services</u>		
811	Legal Services	2	3,653
<u>82</u>	<u>Educational Services</u>		
823	Library	1	3,900
<u>86</u>	<u>Membership Organizations</u>		
864	Civic/Social Organizations	1	2,970
<u>87</u>	<u>Engineering/Management Services</u>		
872	Accounting/Bookkeeping	1	6,000

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Downtown East Tawas Offices by SIC Code

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
89	<u>Services Not Elsewhere Classified</u>		
899	Services	2	11,366
TOTAL NUMBER OF OFFICE BUSINESSES		22	
TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE			56,487
TOTAL NUMBER OF VACANT OFFICE SPACES		0	
TOTAL SQUARE FEET OF VACANT OFFICE BUSINESS SPACE			-

Source: Downtown East Tawas Process Committee

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NOTE:

No attempt was made to determine the condition of vacant space. Therefore, no judgment is made concerning the marketability of space based on condition.

Office Business Development -- A listing of office types recommended for recruitment and expansion in Downtown East Tawas is presented in the chapter of this document titled ***Course of Action***.

Downtown Housing Opportunities

The ***Downtown Blueprint*** project area contains approximately 24 dwelling units at this time. Of this total, 5 dwelling units are loft apartments and 19 dwelling units are single-family homes. The dwelling units are occupied by approximately 59 residents.

Downtown East Tawas appears to offer some limited opportunities in the immediate future for additional upper floor housing in existing buildings. It is unlikely, however, that opportunities for new housing construction will surface in the near future within Downtown's existing boundaries, unless housing is developed in association with new mixed-use projects.

As has been found throughout the nation during the past three decades – regardless of community size or location – as a Downtown's physical environment and mix of businesses is improved, it is very likely that the demand for housing in and near that Downtown will increase. This can also be expected in Downtown East Tawas. This demand is currently being experienced with the construction of new units on the waterfront in proximity to Downtown.

Every effort should be made, consistent with the ***Downtown Blueprint***, to introduce more quality housing – both market-rate and affordable housing – in and in proximity to Downtown East Tawas.

As market conditions allow, every effort should be made to introduce:

- More loft apartments in the upper floors of appropriate existing structures throughout Downtown – market rate and affordable;

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- Mixed-use projects – market-rate and affordable – if redevelopment takes place in or near Downtown; and
- Both owner-occupied and rental units.

Every effort should also be made to protect the extremely valuable housing surrounding and in proximity to Downtown, since these units provide an extremely valuable market located within an easy walk or drive to Downtown.

In addition, specific programs offered through the Michigan State Housing Development Authority should be considered to assist with the development of housing in and near Downtown East Tawas.

Rather than placing arbitrary or artificial limits on the number of housing units appropriate for Downtown East Tawas – and in neighborhoods near the commercial district – it is suggested that the absorption of units in the marketplace be used as the indicator of demand. And, that every effort be made to develop the greatest number of quality units possible in and near Downtown when market conditions allow.

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Course of Action

VI. COURSE OF ACTION

This chapter includes a **Course of Action** specifically crafted to help Downtown East Tawas attain the community's vision and take advantage of the economic opportunities revealed through the market analysis, thereby enabling Downtown East Tawas to become more economically successful and self-sustaining.

The specific, recommended actions are shown following a reiteration of the guidelines included earlier in this document, which HyettPalma suggests be embraced as part of Downtown's enhancement.

1. **"Theme"**

Those who might seek to create a physical "theme" for Downtown East Tawas should create and promote the following image for Downtown:

***Quaint, small town nostalgia,
Stressing pedestrian-friendliness, and
Including nautical influences, without going to extremes.***

2. **Pro-Business AND Pro-Quality**

The East Tawas city government must become known as being both pro-business AND pro-quality. This should be done by:

- Establishing clear standards;
- Making those standards known publicly;
- Adhering to those standards;
- Ensuring that all application and review processes are easy to navigate;
- Speedily granting approvals for private investment that meets the City's standards.

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3. Attitude

All entities and individuals involved in Downtown's enhancement – whether in the private or public sectors – should adopt a “can do” and “will do” attitude as it relates to implementation of this ***Downtown Blueprint***. In addition, it should be noted that all of Downtown's investors – again, private and public – are in the same boat and will succeed or fail together. Therefore, adopting the recommended attitude will be beneficial for all.

4. Action

It is imperative that this ***Downtown Blueprint*** be implemented with speed and quality. Allowing it to “sit on the shelf,” as has occurred with past Downtown plans, would be a great travesty, since Downtown East Tawas has considerable potential which would, as a result, go unrealized.

Taking immediate action is also important because doing so will cause tangible improvements to be realized quickly. And, visible progress will result in additional enthusiasm, energy, participation, volunteerism, and investment – all of which are essential for Downtown's continued success.

5. Balance

In further enhancing Downtown, a balance must be struck between:

- Improving the aesthetic appeal of Downtown's streetscape while also making sure that those improvements are functional and easy to maintain; and
- Maintaining and enhancing Downtown's pedestrian-orientation and friendliness while also maintaining vehicular access to Downtown.

6. Business is Good!

The mantra that should be adopted for and by Downtown East Tawas is “business is good!” This is evidenced by Downtown's low retail vacancy rate of less than 10%, by business owners reporting that sales are up, and by the results of the Downtown market analysis. This mantra should be widely broadcast since doing so will attract additional customers and investors to Downtown East Tawas.

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Public Improvements

The following actions should be taken to improve the aesthetic appeal and usability of Downtown's public spaces and facilities.

1. Wayfinding

A wayfinding system – a professionally designed set of distinctive public signs – should be created and installed to better lead motorists and pedestrians to Downtown and its attractions. The signs should convey and reinforce the image being claimed for Downtown – small town, nostalgic, and pedestrian-friendly, with nautical influences.

At a minimum, the wayfinding system should include:

- Signs leading motorists to “Downtown East Tawas” from all major routes;
- Signs that welcome motorists at the entrances to Downtown;
- Signs that point pedestrians to the waterfront's attractions – such as the park, pier, marina, gazebo, etc.;
- Signs that direct pedestrians and motorists to the shops along Newman; and
- An on-street directory, most likely located at the intersection of US 23 and Newman, showing the location of Downtown's businesses and attractions.

2. Streetscape

The TIFA and City Council have been discussing and planning to make streetscape improvements along Newman. This project should be initiated at the earliest possible time and should:

- Stress the image being created for Downtown – again, small town, pedestrian-friendly, and nostalgic, with nautical influences;
- Reinforce Downtown's pedestrian-orientation;

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- Include elements that are coordinated and of the highest quality – such as street light standards, benches, trash receptacles, hanging flower baskets, and plantings;
- Be designed to be aesthetically appealing yet functional and easy to maintain;
- Include the removal of wooden barrels and cement bases that now hold public signage along Newman;
- Be attractive during all seasons – in terms of plantings and customized banners; and
- Make a much grander and eye-catching statement at the intersection of US 23 and Newman, so that both motorists and pedestrians are enticed to stop and spend time in Downtown East Tawas.

The above should be accomplished by revisiting the streetscape elements suggested for Downtown in 2000 by M.C. Smith Associates and Architectural Group, Inc., and then taking the next step – having a comprehensive, coordinated, and professionally designed streetscape plan defined for Newman Street and for the intersection of US 23 and Newman.

3. State-Controlled Marina

By all local accounts, it appears that the regulations being applied to Downtown's marina by the State government – regarding outdoor cooking, alcoholic beverage consumption, and welcoming gestures, such as the distribution of free newspapers and ice – are more restrictive than and not consistent with those applied to other state-controlled marinas in Michigan. As a result, local accounts indicate that boaters are bypassing the East Tawas marina.

It is recognized and agreed that law and order must be maintained at the marina. However, inconsistent and more restrictive regulations could be putting the East Tawas marina – and, as a result, Downtown East Tawas and the City of East Tawas as a whole – at an economic disadvantage.

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Therefore, to reverse this negative economic impact, the City of East Tawas should seek the assistance of MSHDA's CATeam in beseeching the State government to make the regulations that govern the East Tawas marina consistent with those applied at other state-controlled marinas in Michigan.

Private Property Improvements

The following actions should be taken to assist and encourage Downtown owners to maintain their buildings and businesses in a manner that makes them not only profitable and successful, but also Downtown and community assets.

1. Buildings

As was said earlier, for the most part, Downtown's buildings are relatively well-maintained. However, some are in need of exterior repairs and most can be made to look more nostalgic and quaint, so that they are more in-keeping with the community's desired image for Downtown. In addition, fairly universally, the exteriors of Downtown's storefronts do not adequately convey the appeal and uniqueness of the businesses they contain. Therefore, certain tools should be created to incentivize Downtown owners to make exterior improvements needed to:

- Improve the maintenance of their structures;
- Make their structures better comply with the image being created for Downtown;
- Ensure that their properties are Downtown assets, rather than "eyesores;" and
- Better use building exteriors to lure pedestrians and motorists into the shops located along Newman.

The tools that should be created to address these issues are shown below.

- **Design Guidelines**

Design guidelines should be prepared by a qualified, professional preservation architect or architectural historian to specify the appropriate treatment of Downtown's building façades, awnings, signs, and new infill construction.

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- *Façade Study*

To augment the design guidelines, consideration should also be given to the completion of a façade study, which would depict what Downtown's existing structures on Newman, and potential new infill projects along Newman, could look like based on the design guidelines.

- *Façade Grants*

To stimulate the further enhancement of façades, signs, and awnings – both front and rear – it is suggested that a façade grant program be created, which would offer a maximum \$3,500 grant per building, with grants matched dollar for dollar by building owners. Grants should be offered to those who are willing to follow the design guidelines and façade study, only.

- *Design Assistance*

In order to offer a final incentive to help building owners do the right thing, preliminary design assistance should be provided to owners interested in enhancing existing buildings consistent with the design guidelines and façade study.

2. Business Signs

Downtown business signs should reinforce, convey, and be consistent with the image being created for Downtown – small town, pedestrian-oriented, and nostalgic. It should be noted that such image-oriented signage can be used to entice potential customers – both motorists and pedestrians – into Downtown's shops. Business signs that are large or numerous are not necessary for business success. The proof of this fact can be seen in the signage of successful, long-time businesses located in Downtown East Tawas at this time, such as O'Connor's and The Village Chocolatier.

Therefore, to encourage appropriate business signs in Downtown, it is suggested that:

- Projecting and flush mounted signs both be allowed;
- The use of representational signs be considered, i.e., a sign in the shape of a shoe to mark a shoe store or a pig to represent a market; and

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- The City's sign ordinance should be revised to be in-keeping with the design guidelines discussed above and with the ***Downtown Blueprint*** recommendations.

Real Estate Development

The following actions should be taken to enhance Downtown's real estate.

1. Library

It is understood that consideration is being given to constructing a new, expanded Iosco-Arenac District Library building. If such a facility is constructed:

- It is very important that it be located in Downtown East Tawas;
- It should not be located within storefronts in either the first or second blocks of Newman, since those should be reserved for business use; and
- Consideration should be given to creating a mini-park as part of the facility, to provide open space for library programs and community gatherings.

2. Holiday Inn

This hotel is a very valuable community asset that is sited in an ideal location, on the water and adjacent to Newman's shops. Every effort necessary and possible should be made to ensure that this facility remains a first-class draw, on a first-class bay, and within a first-class Downtown – in terms of lodging, dining, entertainment, and recreation.

3. Farm Market Pavilion

There is a desire to build a pavilion on the former community center site (at US 23 and Newman) to house the farm market. If this is done, care should be taken to ensure that:

- The design of the pavilion reflects the image being created for Downtown;
- The pavilion is an integral part of the "grand statement" to be created via public improvements at the intersection of US 23 and Newman;

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- Vistas of the bay are maintained; and
- The pavilion is multi-functional, being used for the farm market as well as for community events, entertainment, etc.

4. Public Restrooms

There is a desire locally to create public restrooms in Downtown. Care should be taken in this regard since such restrooms can easily become security and maintenance nightmares. If public restrooms are to be created in Downtown East Tawas:

- First, other Michigan communities with Downtown public restrooms should be visited to discuss the best ways of dealing with security and maintenance, such as Grand Haven, Petoskey, and Manistee;
- Consideration should be given to creating public restrooms as part of the new library facility, if constructed; and
- The owners of all first floor Downtown businesses should be encouraged to make their restrooms available to the public, since it has been found that there is a direct link between a business's restroom use and its sales.

5. Norman's

The "unfinished" building in which this business is located has long been an issue in the community – an issue that was raised by the community in every single session held as a part of the **Downtown Blueprint** process. Universally, local consensus is that the community wants to see this issue "resolved" and resolved now. Therefore, it is suggested that:

- The City government and the owner of Norman's should agree to come to an agreement, which resolves the issue at hand;
- The City and the owner should retain a qualified, quality design professional – who can garner the respect of both the City and the owner; and

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- The design professional should be retained and given the authority to recommend design(s) that allow the building to be completed and signs installed in a manner that is in-keeping with the design guidelines recommended earlier.

If the owner does not choose to participate in the above scenario, then the City and the community should:

- Let the building continue to stand unfinished;
- Discontinue obsessing over the situation;
- Move on to implementing other improvements necessary in Downtown, as recommended in this ***Downtown Blueprint***; and
- Counteract the negative image of the unfinished building by making the “grand statement” public improvements and building the farm market pavilion at the intersection of US 23 and Newman.

In addition, it is strongly suggested that the City government:

- Immediately stop the construction of any structure that is not in-keeping with an approved site plan or with City ordinances;
- Not issue a certificate of occupancy for any structure until all violations are corrected; and
- Never allow a situation similar to Norman's to occur again.

6. Housing

It is understood that there are not many opportunities for upper floor housing along Newman. However, where such opportunities do exist, quality loft apartments should be created. To do so, MSHDA should be contacted to explore the possibility of accessing all available and pertinent housing incentive programs.

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In addition, housing in and near Downtown should be maximized by:

- Holding firm on and not expanding the Downtown project area boundaries, as long as possible;
- Allowing office uses to locate on both sides of Main and Sawyer only when Downtown and the market are strong enough to do so;
- Not allowing retail, food, or entertainment uses to locate on Main or Sawyer; and
- In the future, as the market is strong enough to support new development along Newman, encouraging infill structures of two, three, or four stories that contain retail, food, and entertainment uses in first floors with offices and housing above.

Incentives

The following incentives should be aggressively marketed for use by Downtown building owners, business owners, and potential investors.

1. Rural Development Program

It should be made widely known that the Iosco County Economic Development Commission and the Iosco County Economic Development Forum jointly administer the Iosco County Small Loan Program, through which small business loans of up to \$15,000 are available on a matching basis.

2. UDAG

The UDAG Reuse Board makes loans available by using paybacks from past Urban Development Actions Grants (UDAG) received by the City of East Tawas. Currently, approximately \$200,000 remains in the loan pot. The availability of these incentives should also be widely broadcast.

3. Technical Assistance

In addition to the loan programs listed above – and the façade grant program recommended earlier – the following forms of technical assistance should be provided to current and potential Downtown business owners.

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- The nearest Michigan Small Business and Technology Development Center (www.misbtdc.org) should be contacted and asked if a professional could be made available once a month to come to Downtown East Tawas and counsel interested business owners in topics such as business planning, merchandising, advertising, etc.
- Every Downtown business owner should be offered the one-on-one, personal attention of the Downtown director (see the **Partnership** chapter of this document) to discuss issues of concern to each owner, assist them in addressing those issues, or identify service providers who can best address the issues.

Business Development

The following actions should be taken to enhance the appeal, competitiveness, and profitability of Downtown's businesses.

1. Specialize

The owners of all Downtown retail businesses should ensure that their businesses are highly specialized, offering merchandise that is different from merchandise sold at "big boxes." This should be a given. However, it is also important for each Downtown retailer to ensure that the merchandise sold in their store is different from that sold at any other Downtown shop. To accomplish this it is suggested that:

- The East Tawas Business Association should create a Retailers Roundtable;
- The owner of every Downtown retail business should participate in the Roundtable;
- Roundtable members should discuss their buying intentions after going to market – but before buying;
- If more than one member is considering buying a particular item – such as certain candles – those members should decide among themselves which shop should carry that item; and

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- Members should respect those buying agreements as a way of ensuring that each Downtown retail shop is truly unique.

2. Windows

Display windows should be used to convey the appeal, uniqueness, and depth of Downtown's retail businesses. In addition, display windows should be changed at least every two weeks and display window lights should be kept on until at least 11:00 PM each night, to encourage and allow window shopping

3. Customer Service

The Iosco County Economic Development Commission is planning to offer hospitality training sessions in May 2007. It must be realized that, along with specialized merchandise, Downtown shops can use personalized and memorable customer service to cultivate customer patronage and loyalty. Therefore, all Downtown employees who interact with the buying public should be encouraged – and, ideally, required and paid by their employers – to attend those hospitality training sessions.

4. Hours

It should go without saying that Downtown's retail and food establishments should be open later evening and Saturday hours during the summer, when tourists are in the area. However, it should be noted that area residents also desire later business hours. This can be seen in the resident survey conducted as a part of the **Downtown Blueprint**, in which 48% of trade area residents surveyed said it is "very important" to keep stores open later in the evenings and the same percent said it is "very important" to keep stores open longer on Saturdays. Therefore, Downtown business owners who desire to make their businesses more profitable should consider shifting to later hours, to capture the buying dollars of area residents as well as tourists. To offset any hardship, merchants who shift to later hours might also consider opening later in the morning.

5. Parking

The Tax Increment Finance Authority (TIFA) has created parking lots at the rears of Downtown buildings and the City has created a parking lot for Downtown employees. For these actions, both the TIFA and City officials should be

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commended. Now, Downtown's parking supply should be made even more customer-friendly through the following steps.

- All Downtown business owners should require their employees to park in the employee parking lot provided by the City – and should do so themselves as well.
- The City should enforce the Downtown parking time limit when Downtown employers or employees are found to be monopolizing on-street or other public parking spaces.
- The City should consider reducing the size of on-street parking spaces – or, better yet, doing away with markings that delineate on-street parking spaces – in order to maximize the number of vehicles that can park on-street.
- The assistance of a design professional should be made available to every business owner interested in opening a rear entrance facing a public parking lot. This assistance should include the exterior appearance of the rear entrance, reconfiguring the business interior so that a rear entrance can be created, and associated methods of addressing maintenance issues, such as handling storm water drainage at the rear entrance.
- As more businesses open rear entrances, the City should ensure that pedestrian pathways are clearly delineated, to ensure pedestrian-safety in walking from spaces in public parking lots to rear entrances of businesses.

6. Dumpsters

There has been discussion locally of minimizing the unsightliness of dumpsters located to the rear of businesses, in what are now public parking lots. This should be done ASAP by working with private haulers to:

- Install trash compactors;
- Reduce the number of dumpsters; and

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- Screen the dumpsters from public view, while maintaining hauler access to the dumpsters.

7. Checklist

To communicate its pro-business/pro-quality stance, the City should produce a “checklist” in brochure form that explains all processes, reviews, and approvals required pertaining to business ownership, building improvements, and other investments made in Downtown. And, this brochure should be widely distributed to all current Downtown business and property owners, prospective Downtown business and property owners, and potential Downtown investors.

8. Sandwich Boards

If businesses are allowed to place sandwich board signs on Downtown sidewalks, the City should require that they be of a uniform, approved design. And, that design should be recommended by the professional retained to create design guidelines for Downtown, as previously recommended in this ***Downtown Blueprint***.

9. Movies

The owner of Downtown's Family Theatre should be urged to consider showing weekend matinees, at least during the summer and holiday times.

10. Snow Removal

To ensure uniform and consistent access to Downtown businesses, the City should consider taking over responsibility for snow removal on sidewalks as well as streets. And, if the City finds a need to be compensated for this service, consideration should be given to assessing owners or using TIFA funds, if deemed appropriate.

11. Public Safety

As the City's budget allows, the time spent in Downtown by bike and foot patrols should be increased, since such patrols add a friendly, nostalgic police presence to Downtown, and the Police Department feels that this is the most appropriate method to provide the highest level of public safety to Downtown's patrons and businesses.

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12. Recruitment

To bring more foot traffic to Downtown – and draw customers from the water to Downtown and from one block of Newman to the next – uses should locate in Downtown as follows:

- Specialty retail, food, art, and entertainment businesses should concentrate in first floor spaces on Newman;
- Service businesses and offices should locate on side streets and – in the future – on Main and Sawyer; and
- Housing should be placed in the upper floors of Downtown buildings, where possible, and adjacent to Downtown.

- Top List

The following types of additional businesses should be the first targets of business recruitment in Downtown East Tawas:

- Restaurants, offering dining and entertainment, and indoor and outdoor seating;
- Casual apparel, particularly for women;
- Bakery;
- Home accessories;
- Art, sales and studios; and
- Sporting equipment and rentals.

- Full List

The full listing of businesses and uses appropriate for Downtown East Tawas is presented below.

Prepared Food

- Fine Dining Restaurants;
- Moderate Priced Restaurants;
- Sandwich Shops;
- Bistros;
- Coffee Houses;
- Delis;
- Bakeries;

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- Candy/Ice Cream/Yogurt Shops;
- Pubs/Taverns -- with Atmosphere/Operation Welcoming to Families; and
- Ethnic Foods -- i.e., Italian, Greek, French, Chinese, Mexican, etc.

Food for Home

- Convenience Grocery;
- Health Foods;
- Meat/Fish Market; and
- Wine/Cheese Shops.

Entertainment

- Live Theater;
- Entertainment in Restaurants -- i.e., piano player, guitarist, small combos, dancing, etc.; and
- Movie Theater.

Specialty Retail

- Antiques;
- Appliances;
- Art Galleries, Framing and Supplies;
- Bike Shop (Sales and Rental);
- Books;
- Cameras and Photo Supplies;
- Casual Apparel and Accessories;
- Computers/Software;
- Florist;
- Gifts, Stationery and Cards;
- Home Decorating Products and Design Services;
- Men's Apparel;
- Music (Recorded and Sheet);
- Office/School Supplies;
- Optical Products;
- Radio/TV/Electronics;
- Sewing Supplies;
- Shoes, Dress and Casual;
- Small Variety Store;
- Sporting Goods;
- Toys, Games and Crafts;
- Traditional and Costume Jewelry;
- Wall Coverings and Paint; and
- Women's Apparel and Accessories.

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Convenience Retail/Select Services

- Barber Shops;
- Beauty Shops;
- Dance Studio;
- Dry Cleaners/Tailor Shop;
- Pharmacy;
- Physical Fitness Facility;
- Shoe Repair/Shine; and
- Video Rental.

Offices

- Accounting, Auditing, Bookkeeping;
- Advertising;
- Child Care Services;
- Commercial Banks;
- Computer and Data Processing;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices and Clinics;
- Doctors Offices and Clinics;
- Engineering, Architectural Services;
- Fire, Marine Casualty Insurance;
- Health and Allied Services;
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Library;
- Life Insurance;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers and Other Media Outlets;
- Passenger Transportation Arrangement;
- Personnel Supply Services;
- Photographic Studios;
- Post Office;
- Real Estate Agents and Managers;
- Residential Care;
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

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Housing and Other Uses

- Housing above first floor uses;
- Housing in upper floors of new infill; and
- Museums.

- Internal

As a first initiative of the business recruitment effort, every existing business in Downtown East Tawas should be invited and encouraged to open new doors or expand/contract merchandise lines and offerings to accommodate recognized demand for Downtown products and services. This form of business recruitment is known as internal recruitment. Every incentive available through the **Downtown Blueprint** program should be offered to existing business owners to help in their efforts to better serve the marketplace.

- External

When new business prospects must be sought from outside the community, a purposive effort should be made to seek qualified prospects through personal outreach, not blind solicitation, such as mass mailings. The overall marketing effort for Downtown, described below, should be employed to inform the marketplace of additional business opportunities in Downtown East Tawas and the range of business sought for Downtown.

Prospecting for new businesses should be undertaken throughout the trade area and throughout central and northern Michigan – coast-to-coast.

Particular emphasis should be placed on approaching business owners who have successfully opened more than one shop in a particular community or in more than one area, since these types of business prospects are proven and their owners are already accustomed to the challenge of operating a business in more than one location. When deemed appropriate, single-location establishments should be encouraged to relocate to Downtown East Tawas.

Once prospects are identified through field research, they should be invited to East Tawas to examine Downtown and the community, available buildings or land areas, and encouraged to open a business in Downtown East Tawas at the earliest possible date. All incentives available through the **Downtown Blueprint** program should be offered to qualified, quality new business prospects.

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Marketing

Downtown East Tawas has the potential to attract a larger number of area residents as well as eco- and heritage-tourists. This should be accomplished through the following marketing efforts.

1. Story Placement

It has been found that one of the most effective – if not the most effective – methods of piquing the interest of potential customers and investors is to get stories about Downtown and its enhancement placed with the media. Therefore, an aggressive, all-out, on-going effort should be made to cultivate contacts and a rapport with all major print and electronic media located throughout the region. Of course, this effort should be started by working closely with the *Iosco County News Herald*.

2. Web Presence

Currently, Web sites are maintained by a number of entities that are involved in, or whose work is pertinent to, Downtown's enhancement. These include the City of East Tawas (www.easttawas.com), the Tawas Area Chamber of Commerce (www.tawas.com), the Tawas Bay Tourist & Convention Bureau (www.tawasbay.com), and the Michigan Sunrise Side Travel Association (www.misunriseside.info). Each of these sites should include a section about Downtown that is highly visible and easy to navigate. These Downtown sections should convey Downtown's unique image and position Downtown as a fun, family-friendly place to spend a day. In addition, the East Tawas Business Association and the TIFA should consider creating a joint Web site that could be used to more fully promote Downtown, its businesses, and its attractions. This is especially important for a Downtown that hopes to attract tourists.

3. Events

A number of special events are now held in Downtown, with each drawing tens of thousands of people. These include Perchville USA, the Annual Arts and Crafts Show in June, and the Labor Day Arts and Crafts Show – all sponsored by the Tawas Area Chamber of Commerce. In addition, several other events that draw significant numbers are also held in Downtown. These include Summerfest (sponsored by the East Tawas Business Association), the Independence Day Parade (Chamber of Commerce), Sidewalk Sales Days (East Tawas Business

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Association), and Blues by the Bay (sponsored by the group of the same name). It is also understood that the Chamber, Business Association, and other entities are continually considering events that will bring people to Downtown.

Those involved in these efforts should ensure that:

- All Downtown special events continue to be of a high quality that allows large numbers of people to be drawn to Downtown;
- All Downtown events are unique and family-oriented; and
- All new special events are held in Downtown to reinforce Downtown's role as the center of community life in East Tawas.

4. Brochure

The East Tawas Business Association is in the process of producing a new Downtown brochure, which will list all of Downtown's businesses and attractions. This is a very important marketing tool that should be kept current and be widely distributed at:

- The East Tawas City Hall and Community Center, post office, library, Chamber of Commerce, and Historical Museum;
- Downtown's farm market, movie theater, and live theater;
- Large retail stores in the area, such as Wal-Mart;
- The medical facility and all other large employers in the area;
- Area special events and concerts;
- The lake, marina, parks, and area golf courses;
- Area lodging facilities, including hotels, motels, cabins, cottage complexes, and campgrounds;
- Highway information centers; and

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- Any other locations that area residents and visitors tend to frequent in large numbers.

5. Advertising

Every Downtown business owner should conduct the following types of advertising:

- Regular, year-round advertising of their business;
- Category advertising – where businesses of a similar type, such as home furnishing stores, advertise together to illustrate Downtown's depth; and
- Cross-advertising – where businesses that might share customers, such as theaters and restaurants, advertise together.

In addition, an image ad campaign should be created for Downtown – in which ads that market Downtown as a whole, and its appealing image, are run on a regular basis.

6. Tourism Development

Those entities involved in tourism – the Michigan Sunrise Side Travel Association, Tawas Bay Tourist & Convention Bureau, the Tawas Area Chamber of Commerce, etc. – should continue their excellent efforts to bring additional visitors to the Tawas area and extend the tourist season. And, all Downtown business owners should participate in the marketing and business development efforts recommended in this document so that they have the greatest chance of appealing to visitors being attracted to the area.

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***Partnership
for
Success***

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VII. PARTNERSHIP FOR SUCCESS

The most successful Downtown enhancement efforts nationwide are those implemented by a partnership of the public, business, non-profit, and residential sectors. For Downtown East Tawas to reach its full potential, Downtown's key leaders and constituents from those sectors **must** continue to:

- Plan together and implement together – in partnership;
- Embrace a shared direction and a unified voice;
- Provide the strong and persistent leadership needed for implementation to occur; and
- Take timely, effective, and quality **action** – and stimulate others to take such action – that is in the best interest of Downtown as a whole.

This is essential for Downtown success. The following actions are recommended to allow this to occur for Downtown East Tawas.

Existing Entities

A number of entities are now – and should continue to be – involved in Downtown's further enhancement and in implementation of the ***Downtown Blueprint***. These include the:

- Tax Increment Finance Authority;
- East Tawas Business Association;
- UDAG Reuse Board;
- Tawas Bay Players;
- Tawas Bay Artists;
- Northeast Michigan Regional Farm Market;
- Tawas Area Chamber of Commerce;
- Iosco County Economic Development Commission;
- Economic Development Forum;
- Iosco County Community Foundation;
- Tawas Bay Garden Club;

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- Michigan Sunrise Side Travel Association;
- Tawas Bay Tourist & Convention Bureau;
- Harbormaster;
- City of East Tawas; and
- State of Michigan.

Lead Role

At this time, the TIFA should assume the lead role in implementing the ***Downtown Blueprint***. For the TIFA to do so, its Board should:

- Establish an annual budget and work plan, based on the ***Downtown Blueprint*** recommendations;
- Annually, take its entire, proposed budget and work plan to City Council for a one-time approval;
- Make the budget and work plan highly public; and
- Meet monthly to implement the work plan.

In addition, the City and TIFA Board should work closely with MSHDA's CATeam to determine if a Principal Shopping District (PSD) or Downtown Development Authority (DDA) should be created. Such an entity should be created only if it is determined that a PSD or DDA is needed in order to legally fund implementation of the ***Downtown Blueprint*** recommendations.

It should be noted that, if a PSD or DDA is created in Downtown East Tawas, the TIFA Board should be designated to also serve as the PSD or DDA Board.

Staff

It is strongly suggested that a Downtown director be hired by the TIFA (or PSD/DDA) and retained at least for the five-year timeframe of the ***Downtown Blueprint***. The person retained should be a seasoned professional with considerable experience in Downtown enhancement. And, the Downtown director should be charged with focusing his/her efforts on the business development and real estate development recommendations of the ***Downtown Blueprint*** – not on putting on special events.

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Consortium

The Process Committee, which was formed to oversee the ***Downtown Blueprint*** process – and which is comprised of the CEOs/chairs of the entities listed above – should evolve into a Downtown Consortium. Initially, the Consortium should come together to divide among its members the responsibilities shown in the ***Downtown Blueprint***. After that, the Consortium should meet at least quarterly to ensure that implementation is proceeding on schedule – and to tackle, as a group, any issues that arise and hinder implementation of the ***Downtown Blueprint***.

Funding

The TIFA has a very significant annual revenue capture at this time of approximately \$200,000 in unencumbered funds, as well as a healthy reserve fund. However, if it is found that funds beyond the level generated by the TIFA are needed to implement the ***Downtown Blueprint***, the following sources should be targeted:

- State, County, and Township governments;
- City government;
- Federal programs;
- Non-profit groups;
- Industry, corporations, and major employers;
- Business owners, commercial property owners, and real estate developers;
- Banks, utilities, and other institutions;
- Area foundations;
- Service clubs; and

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- Any individual, entity, or institution that stands to benefit from an enhanced Downtown East Tawas.

City

As was stated earlier, the City government of East Tawas must be known as being both pro-business and pro-quality. To do so, City officials should:

- Streamline all procedures, reviews, and approval processes so that they are easy to understand and navigate;
- Be aggressively pro-business and pro-investor where quality projects and proposals – that meet City standards – are involved; and
- Broadly get the word out that it is a new day in East Tawas, in terms of the City's ability and intent to quickly approve quality projects.

Document

The TIFA should produce an annual report that documents successes realized in a given year and highlights of the TIFA work plan for the coming year. Doing so will demonstrate progress and stimulate further Downtown excitement and investment.

In addition, the City of East Tawas should immediately establish systems that allow it to track the following benchmarks on an annual basis, as was required for selection into the ***Cool Cities Blueprints for Michigan's Downtowns*** program:

- Total taxable value of property in Downtown;
- Number of new jobs created;
- Dollar amount of new private investment;
- Public improvements and their costs;
- Economic development tools utilized;
- List of business openings;

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- List of business closings;
- Total number of businesses in Downtown;
- Total number of housing units;
- Occupied retail space (sq. ft.);
- Vacant retail space (sq. ft.);
- Occupied office space (sq. ft.);
- Vacant office space (sq. ft.);
- Occupied residential space (sq. ft.); and
- Vacant residential space (sq. ft.).

Adopt

The ***Downtown Blueprint*** should be adopted by the TIFA as its Downtown plan. And, it is hoped that the East Tawas City Council will adopt the ***Downtown Blueprint*** as the Downtown element of the City's comprehensive plan.

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Implementation Sequence

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VIII. IMPLEMENTATION SEQUENCE

This document contains numerous actions recommended for revitalizing Downtown East Tawas. This chapter shows the recommended actions that should be carried out during the **first year** of the enhancement effort.

Toward the end of each year, the implementation sequence should be updated. And, within four to five years, consideration should be given to updating the entire ***East Tawas Downtown Blueprint 2006***, depending on the level of program accomplishments realized.



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**Year-1 Implementation Sequence
East Tawas Downtown Blueprint 2006**

Partnership and Management Actions

1. Formal adoption by the TIFA of the *East Tawas Downtown Blueprint 2006* as its official guide for the further economic enhancement of Downtown East Tawas.
2. Formal adoption by the City Council of the *Downtown Blueprint* as the Downtown element of the City's comprehensive plan.
3. TIFA assumes aggressive lead role in *Downtown Blueprint* implementation.
4. Form Downtown Consortium.
5. Hire a Downtown director.
6. With assistance from the CATeam, determine if a PSD or DDA should be created.
7. Document results of enhancement effort via benchmarks and annual report.

Public Improvements Actions

1. Create and install wayfinding system.
2. Prepare updated streetscape plan and implement ASAP.
3. Work with CATeam to enhance operational requirements at marina.

Private Property Improvements Actions

1. Prepare façade guidelines and façade study, and offer grants and design assistance.
2. Revise sign ordinance to allow projecting and flush mounted signs, consistent with design guidelines.

Real Estate Development Actions

1. If new facility is deemed feasible, develop new library Downtown.
2. Develop farm market pavilion on site of former community center.
3. Work with Norman's to complete façade and sign improvements, as per recommendations of *Downtown Blueprint*.
4. Encourage more loft housing development in upper floors of buildings on Newman.

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Year-1 Implementation Sequence East Tawas Downtown Blueprint 2006 (Continued)

Incentives Actions

1. Promote use of Iosco County Economic Development Forum and Iosco County Economic Development Commission's Small Loan Program.
2. Promote use of UDAG reuse loans.
3. Provide technical assistance, as per recommendations of ***Downtown Blueprint***.

Business Development Actions

1. Create and operate Retailers Roundtable.
2. Encourage window display enhancement, as per recommendations of ***Downtown Blueprint***.
3. Encourage business owners to send personnel to hospitality training sessions.
4. Encourage and work with owners to offer more convenient, market-driven business hours, as per recommendations of ***Downtown Blueprint***.
5. Make parking improvements, as per recommendations of ***Downtown Blueprint***.
6. Work with haulers to install trash compactors and screen dumpsters.
7. City produces and distributes checklist, as per recommendations of ***Downtown Blueprint***.
8. If they are to be allowed, develop design standards for sandwich boards.
9. Encourage movie theater to offer matinees during summer season and holidays.
10. Consider transfer of sidewalk snow removal to City.
11. Recruit businesses, as necessary.

Marketing Actions

1. Aggressively place stories.
2. Prepare Downtown section for Web sites, as per recommendations of ***Downtown Blueprint***.
3. Enhance Downtown events, as per recommendations of ***Downtown Blueprint***.

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Year-1 Implementation Sequence East Tawas Downtown Blueprint 2006 (Continued)

Marketing Actions (Continued)

4. Complete and distribute new Downtown brochure.
5. Create Downtown image ad campaign.
6. Continue aggressive efforts to develop tourism.

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Appendix

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MSHDA Memo



STATE OF MICHIGAN

JENNIFER M. GRANHOLM
GOVERNOR

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY
LANSING

MICHAEL R. DEVOS
EXECUTIVE DIRECTOR

MEMORANDUM

DATE: April 18, 2006

TO: City of East Tawas
East Tawas Tax Increment Finance Authority

FROM: Kent W. Kukuk
Community Specialist, Community Assistance Team
Michigan State Housing Development Authority

RE: City of East Tawas Blueprint Implementation Strategy

As part of MSHDA's commitment to the Blueprint process, this memorandum shall serve as my formal written recommendations for MSHDA assisted implementation of HyettPalma's Blueprint for the City of East Tawas.

Technical Assistance from the MSHDA Community Assistance Team (CA Team) is available to help the City of East Tawas with the following programs and incentives:

Community Development Block Grants (CDBG)-Grants are available for public infrastructure improvement projects that create private jobs and private investment in the downtown. These grants can be used for public infrastructure improvements such as, public parking, water/sewer upgrades, public alley improvements, public utility relocation, and streetscape enhancements. Typically, these funds are allotted at \$10,000 - \$20,000 per new full-time job created, a funding ratio of 2 to 1, private to CDBG funds, with a minimum local match of 10% and, of the new being jobs created, 51% must be held by low and moderate income people.

Grants are also available through the Community Assistance Team Downtown Improvement Initiatives Program. This program is designed to assist communities in three areas; Land Assembly, Downtown Façade Improvement and Signature/Vacant Building Acquisition. These programs are intended to stimulate private investment in a downtown district with blight removal, building/housing renovations and job creation.

- Façade Improvement Initiative: To make physical improvements to building facades within a traditional downtown district.
- Land Assembly Initiative: To acquire and demolish blighted properties within a traditional downtown district to improve the area and prevent any additional deterioration within the district.
- Signature/Vacant Building Initiative: To assist in the acquisition of vacant or underutilized traditional downtown signature buildings for rehabilitation purposes that must result in job creation.



East Tawas
Blueprints Memorandum
Page 2
April 18, 2006

Tax Increment Finance Authority Financing-The CATeam is available to answer specific questions on the uses of Tax Increment Finance Authority TIF revenues. Projects and programs funded by TIFA revenues can be developed to support the downtown development efforts within the downtown business development district. Specifically, the TIFA revenues could be used for projects and programs such as street lighting, streetscape, infrastructure improvements as well as other public capital projects included in the TIFA work plan.

Historic Preservation-The State Historic Preservation Office (SHPO) has resources available to assist the City of East Tawas in preserving existing historic structures. They are able to assist in the identity of historic resources in the community and provide you with information on tax credit programs available. This agency would also be able to advise you on the historic nature of downtown buildings that make up the uniqueness of your community and provide you with some ideas in which you could make them a more visible asset to the community. Façade and architectural design assistance may also be available through SHPO as well. The CATeam works closely with SHPO and would be available to assist the City of East Tawas with these endeavors.

Brownfield Redevelopment-The Michigan Brownfield Redevelopment program has been a vital component in the state's economic development efforts to reuse Brownfield sites in the revitalization of Michigan's downtowns. The Brownfield Redevelopment Program is a resource that allows community's to use Tax Increment Financing (TIF) to clean brownfield sites. This program also administers the Single Business Tax (SBT) Credit Incentives. The goal of these programs is to assist in making the proposed project economically feasible by providing incentives to overcome additional project expenses caused by the existing brownfield conditions. If you feel a project may qualify for this program, the CATeam is available to provide assistance and information on how to use these tools in your downtown revitalization efforts.

Other Agency Programs and Funding-Programs and grant funding sources are also available through other state agencies including the History, Arts and Libraries (HAL), and the Michigan Department of Transportation (MDOT). In the event the City wishes to obtain more information or pursue one of these agency's programs, the CATeam is available to look into the availability of these resources to support any efforts related to the enhancement of the downtown area.

The CATeam at MSHDA stands ready to assist the City of East Tawas in the implementation of its Blueprint.

Please feel free to contact me if you have any questions.

Kent W. Kukuk
Community Assistance Team (CATeam)
Michigan State Housing Development Authority
3028 West Grand Blvd, Suite 4-600
Detroit, MI 48202
313 456-3307
kukukk@michigan.gov

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The Retail Report®

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Making Downtown Renaissance a Reality

THE RETAIL REPORT®

**Downtown East Tawas
Primary Retail Trade Area**



Making Downtown Renaissance a Reality

1600 Prince Street • Suite 110
Alexandria, Virginia 22314
Phone 703 683 5125
E-Mail: info@hyettpalma.com

THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown East Tawas, Michigan. This document presents information concerning the characteristics of the Downtown East Tawas primary retail trade area. The report was prepared in 2006 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown East Tawas primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown East Tawas primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown East Tawas primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown East Tawas primary retail trade area.

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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS



Demographic and Income Profile

Downtown E Tawas, MI Primary Trade Area

Study Area: Custom Shapes

Shape:

1

Summary	2000	2005	2010
Population	9,677	9,354	8,992
Households	4,088	4,059	3,960
Families	2,709	2,640	2,512
Average Household Size	2.29	2.22	2.19
Owner Occupied HUs	3,289	3,315	3,258
Renter Occupied HUs	799	744	702
Median Age	44.8	46.6	48.5

Trends: 2005-2010 Annual Rate	Area	State	National
Population	-0.79%	0.66%	1.22%
Households	-0.49%	0.94%	1.27%
Families	-0.99%	0.76%	1.00%
Owner HUs	-0.35%	1.07%	1.46%
Median Household Income	1.34%	2.27%	3.25%

Households by Income	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	820	19.9%	712	17.5%	632	16.0%
\$15,000 - \$24,999	675	16.4%	603	14.9%	560	14.1%
\$25,000 - \$34,999	772	18.8%	691	17.0%	621	15.7%
\$35,000 - \$49,999	750	18.2%	827	20.4%	820	20.7%
\$50,000 - \$74,999	704	17.1%	664	16.4%	657	16.6%
\$75,000 - \$99,999	238	5.8%	323	8.0%	316	8.0%
\$100,000 - \$149,999	108	2.6%	187	4.6%	266	6.7%
\$150,000 - \$199,000	27	0.7%	25	0.6%	45	1.1%
\$200,000+	17	0.4%	28	0.7%	41	1.0%
Median Household Income	\$32,176		\$35,316		\$37,754	
Average Household Income	\$39,141		\$43,807		\$48,318	
Per Capita Income	\$17,240		\$19,582		\$21,919	

Population by Age	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	428	4.4%	421	4.5%	398	4.4%
5 - 14	1,262	13.0%	1,001	10.7%	831	9.2%
15 - 19	607	6.3%	591	6.3%	541	6.0%
20 - 24	332	3.4%	507	5.4%	492	5.5%
25 - 34	850	8.8%	746	8.0%	824	9.2%
35 - 44	1,390	14.4%	1,177	12.6%	914	10.2%
45 - 54	1,353	14.0%	1,402	15.0%	1,415	15.7%
55 - 64	1,139	11.8%	1,261	13.5%	1,392	15.5%
65 - 74	1,146	11.8%	1,029	11.0%	986	11.0%
75 - 84	856	8.8%	845	9.0%	819	9.1%
85+	313	3.2%	374	4.0%	376	4.2%

Race and Ethnicity	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,436	97.5%	9,089	97.2%	8,698	96.7%
Black Alone	27	0.3%	27	0.3%	28	0.3%
American Indian Alone	54	0.6%	55	0.6%	55	0.6%
Asian Alone	52	0.5%	68	0.7%	87	1.0%
Pacific Islander Alone	3	0.0%	4	0.0%	5	0.1%
Some Other Race Alone	15	0.2%	15	0.2%	15	0.2%
Two or More Races	91	0.9%	97	1.0%	104	1.2%
Hispanic Origin (Any Race)	84	0.9%	94	1.0%	105	1.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



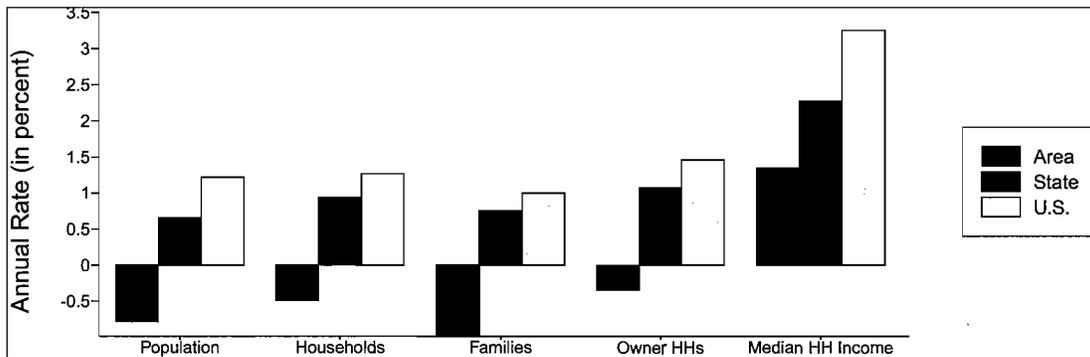
Demographic and Income Profile

Downtown E Tawas, MI Primary Trade Area

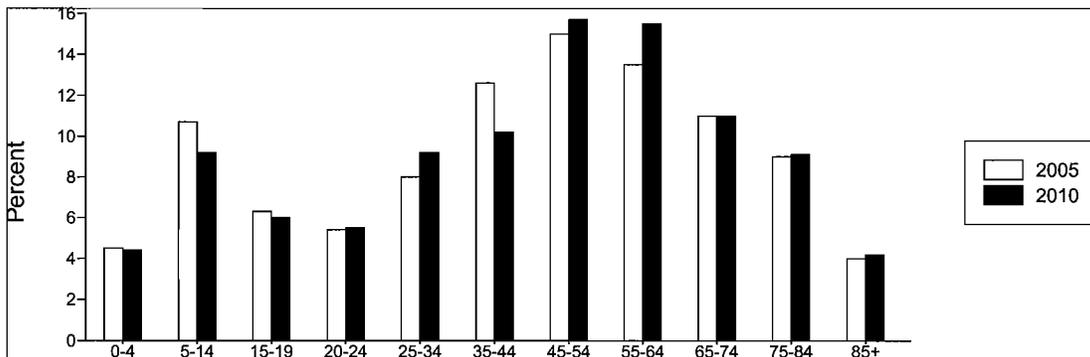
Study Area: Custom Shapes

Shape: 1

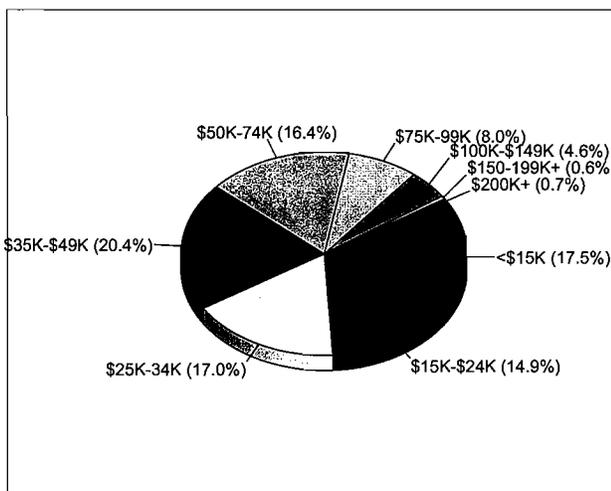
Trends 2005-2010



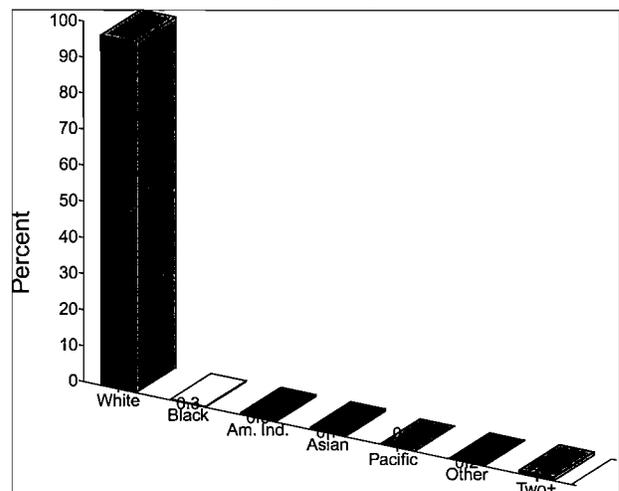
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 1.0%

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PRODUCT DEMAND BY INCOME GROUP



Making Downtown Renaissance a Reality

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY INCOME GROUP**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	7,019	4,997,528
\$15000-24999	603	9,633	5,808,699
\$25000-34999	691	11,594	8,011,454
\$35000-49999	827	13,518	11,179,386
> \$50000	1,227	21,979	26,968,233
TOTAL DEMAND FOR PRODUCT		=	\$56,965,300

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, play-ground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

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PRODUCT DEMAND BY PRODUCT TYPE

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY PRODUCT TYPE**

PRODUCT	DEMAND
Food At Home	16,263,849
Food Away From Home	9,221,073
Alcoholic Beverages	1,679,400
Household Textiles	662,355
Furniture	1,467,803
Floor Coverings	176,994
Major Appliances	820,510
Small Appliances & Miscellaneous Housewares	476,264
Miscellaneous Household Equipment	2,841,885
Men's Apparel -- 16 and Over	1,419,522
Boy's Apparel -- 2 to 15	493,731
Women's Apparel -- 16 and Over	2,729,878
Girl's Apparel -- 2 to 15	416,273
Children's Apparel -- Under 2	454,571
Footwear	1,300,969
Other Apparel Services & Products	1,231,244
Prescription Drugs & Medical Supplies	2,482,947
Entertainment Fees & Admissions	1,840,221
Televisions, Radios & Sound Equipment	3,122,600
Pets, Toys & Playground Equipment	1,527,270
Other Entertainment Supplies & Services	2,227,493
Personal Care Products & Services	2,348,251
Reading	495,420
Tobacco Products & Smoking Supplies	1,264,777
TOTAL DEMAND BY PRODUCT TYPE	= \$56,965,300

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

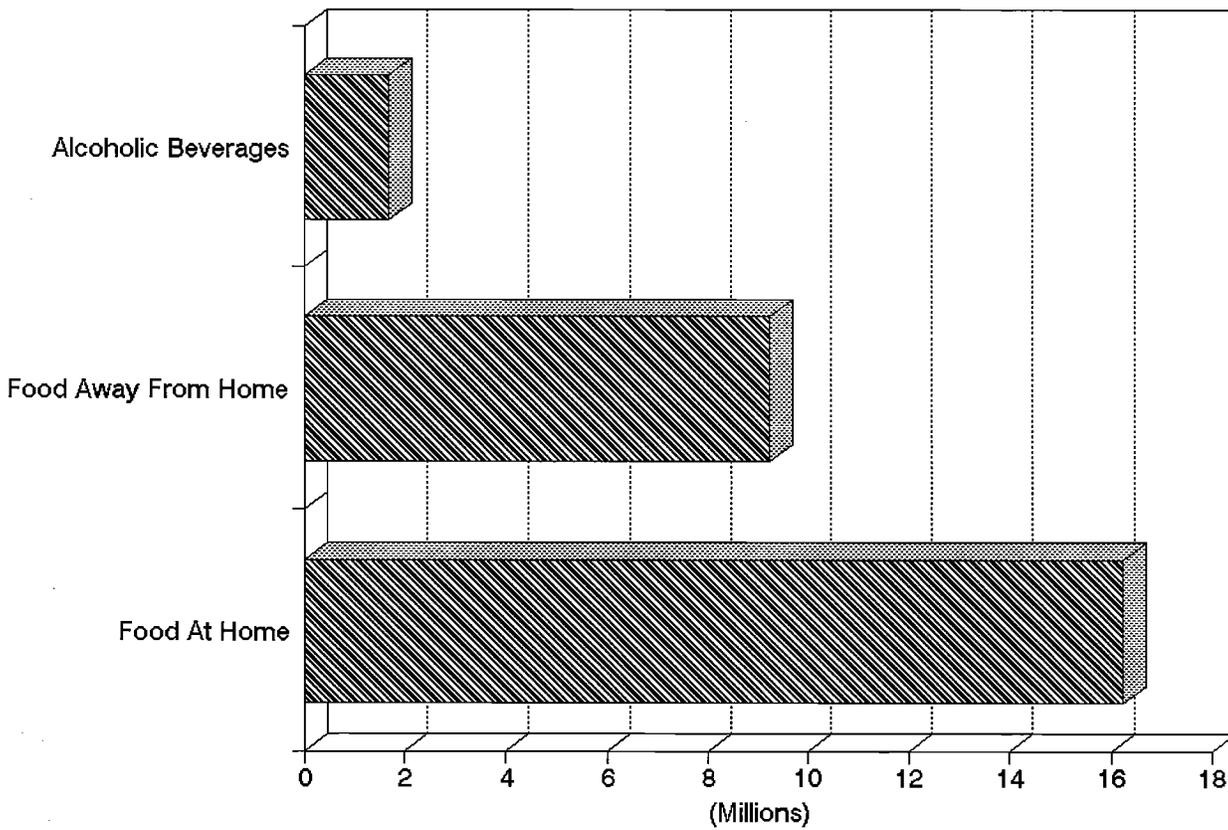
HyettPalma

Making Downtown Renaissance a Reality

DEMAND FOR FOOD PRODUCTS

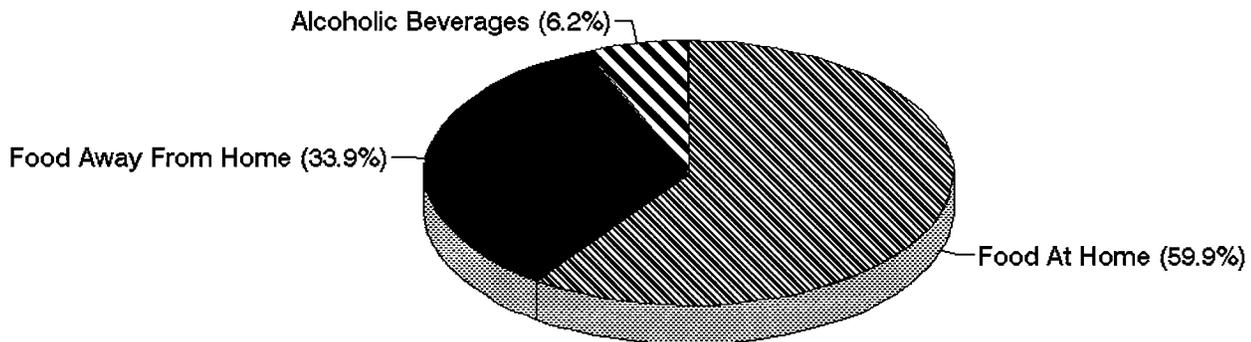
FOOD PRODUCTS

\$ DEMAND BY PRODUCT TYPE



FOOD PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: **FOOD AT HOME**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	2,429	1,729,448
\$15000-24999	603	3,164	1,907,892
\$25000-34999	691	3,575	2,470,325
\$35000-49999	827	4,033	3,335,291
> \$50000	1,227	5,559	6,820,893
TOTAL DEMAND FOR PRODUCT			= \$16,263,849

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	976	694,912
\$15000-24999	603	1,400	844,200
\$25000-34999	691	1,827	1,262,457
\$35000-49999	827	2,209	1,826,843
> \$50000	1,227	3,743	4,592,661
TOTAL DEMAND FOR PRODUCT =			\$9,221,073

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.



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**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	208	148,096
\$15000-24999	603	190	114,570
\$25000-34999	691	313	216,283
\$35000-49999	827	413	341,551
> \$50000	1,227	700	858,900

TOTAL DEMAND FOR PRODUCT = \$1,679,400

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All alcoholic beverages.

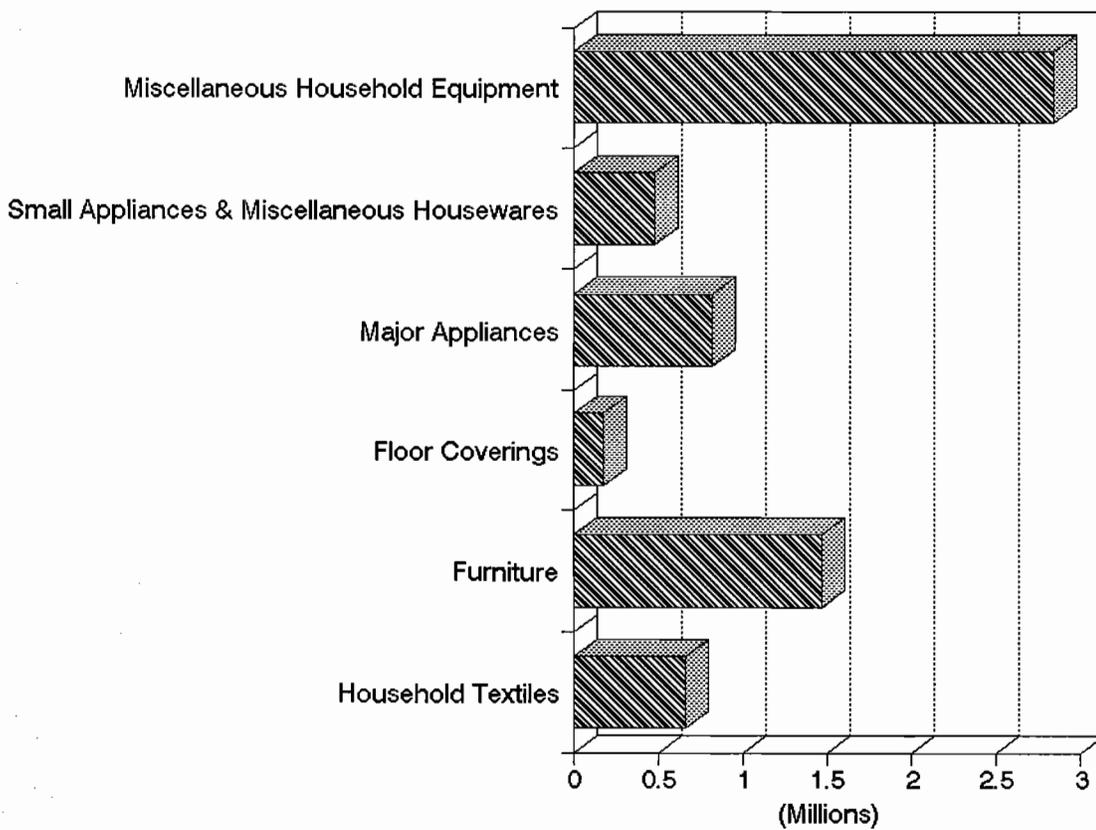
HyettPalma

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DEMAND FOR HOME PRODUCTS

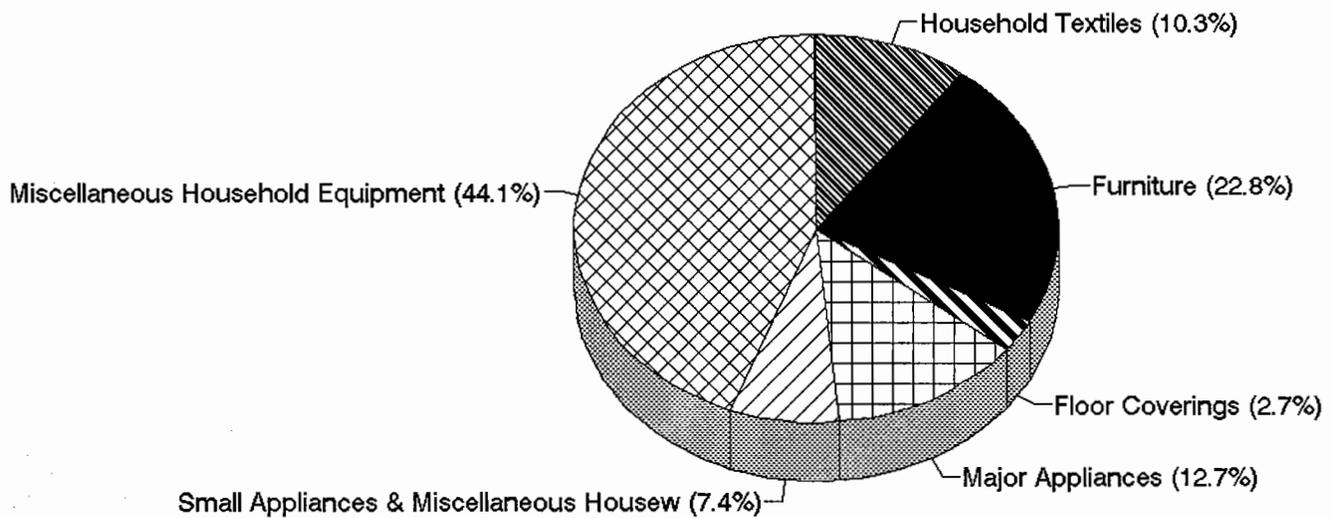
HOME PRODUCTS

\$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	59	42,008
\$15000-24999	603	116	69,948
\$25000-34999	691	140	96,740
\$35000-49999	827	145	119,915
> \$50000	1,227	272	333,744
TOTAL DEMAND FOR PRODUCT =			\$662,355

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.



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**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	132	93,984
\$15000-24999	603	191	115,173
\$25000-34999	691	209	144,419
\$35000-49999	827	285	235,695
> \$50000	1,227	716	878,532
TOTAL DEMAND FOR PRODUCT =			\$1,467,803

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	10	7,120
\$15000-24999	603	15	9,045
\$25000-34999	691	18	12,438
\$35000-49999	827	37	30,599
> \$50000	1,227	96	117,792
TOTAL DEMAND FOR PRODUCT =			\$176,994

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	57	40,584
\$15000-24999	603	137	82,611
\$25000-34999	691	145	100,195
\$35000-49999	827	225	186,075
> \$50000	1,227	335	411,045
TOTAL DEMAND FOR PRODUCT =			\$820,510

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	43	30,616
\$15000-24999	603	85	51,255
\$25000-34999	691	114	78,774
\$35000-49999	827	122	100,894
> \$50000	1,227	175	214,725
TOTAL DEMAND FOR PRODUCT =			\$476,264

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	259	184,408
\$15000-24999	603	361	217,683
\$25000-34999	691	519	358,629
\$35000-49999	827	610	504,470
> \$50000	1,227	1,285	1,576,695
TOTAL DEMAND FOR PRODUCT =			\$2,841,885

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

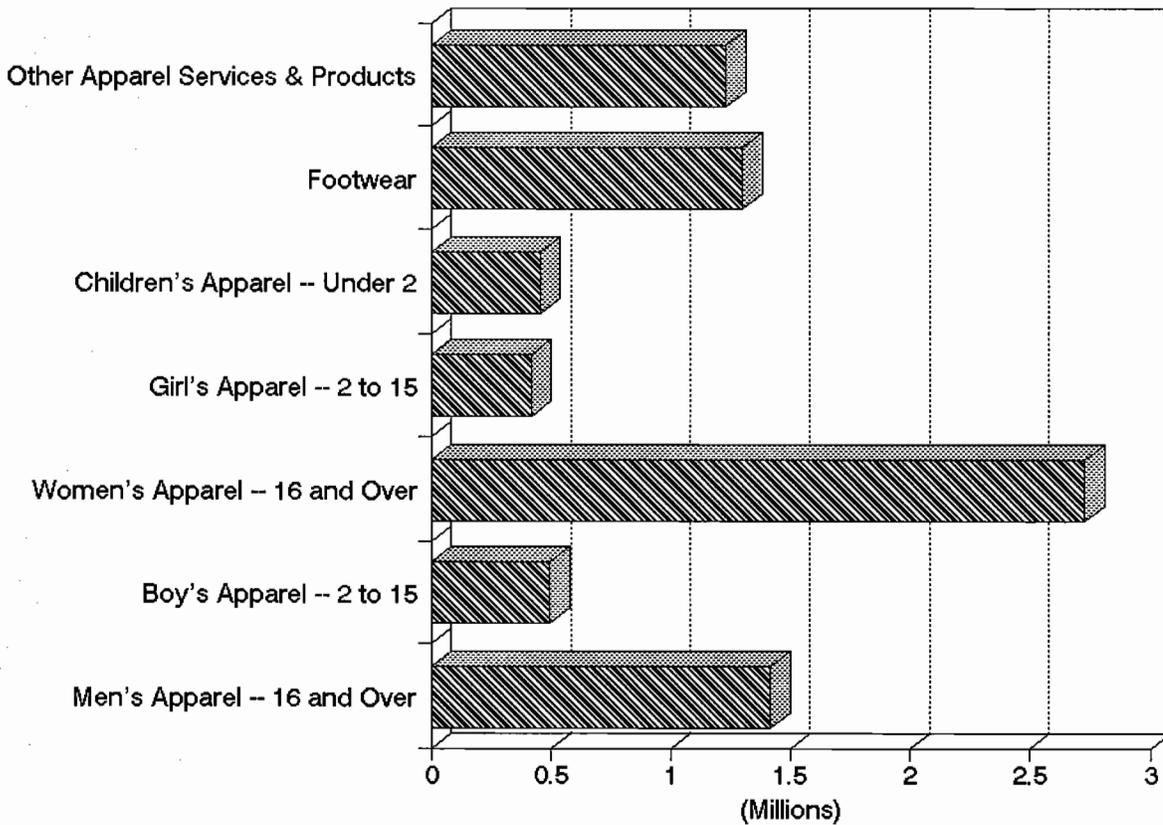
HyettPalma

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DEMAND FOR APPAREL PRODUCTS

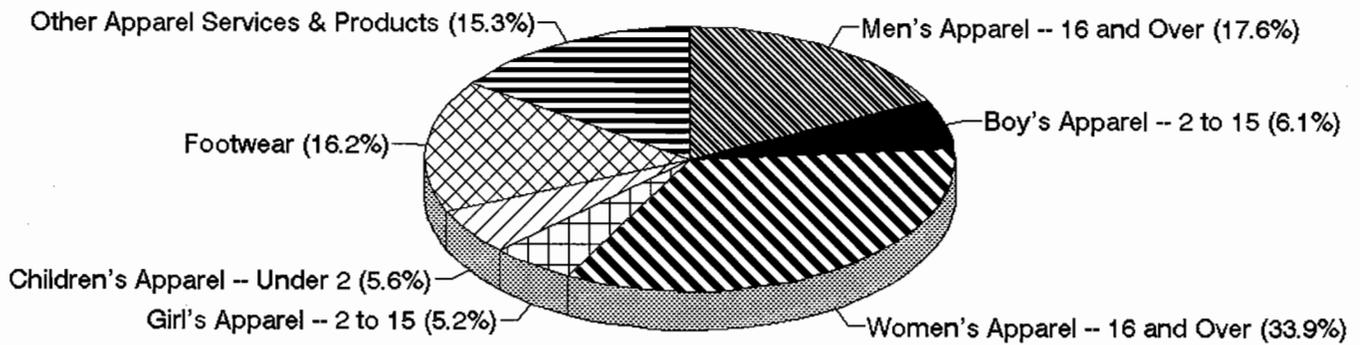
APPAREL PRODUCTS

\$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS

% DEMAND FOR EACH DOLLAR



**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	147	104,664
\$15000-24999	603	186	112,158
\$25000-34999	691	247	170,677
\$35000-49999	827	331	273,737
> \$50000	1,227	618	758,286
TOTAL DEMAND FOR PRODUCT =			\$1,419,522

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	61	43,432
\$15000-24999	603	93	56,079
\$25000-34999	691	108	74,628
\$35000-49999	827	109	90,143
> \$50000	1,227	187	229,449
TOTAL DEMAND FOR PRODUCT =			\$493,731

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	359	255,608
\$15000-24999	603	419	252,657
\$25000-34999	691	503	347,573
\$35000-49999	827	591	488,757
> \$50000	1,227	1,129	1,385,283
TOTAL DEMAND FOR PRODUCT =			\$2,729,878

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	42	29,904
\$15000-24999	603	71	42,813
\$25000-34999	691	90	62,190
\$35000-49999	827	88	72,776
> \$50000	1,227	170	208,590
TOTAL DEMAND FOR PRODUCT =			\$416,273

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	68	48,416
\$15000-24999	603	88	53,064
\$25000-34999	691	96	66,336
\$35000-49999	827	96	79,392
> \$50000	1,227	169	207,363
TOTAL DEMAND FOR PRODUCT =			\$454,571

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	208	148,096
\$15000-24999	603	217	130,851
\$25000-34999	691	285	196,935
\$35000-49999	827	333	275,391
> \$50000	1,227	448	549,696
TOTAL DEMAND FOR PRODUCT =			\$1,300,969

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	154	109,648
\$15000-24999	603	188	113,364
\$25000-34999	691	219	151,329
\$35000-49999	827	278	229,906
> \$50000	1,227	511	626,997
TOTAL DEMAND FOR PRODUCT =			\$1,231,244

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

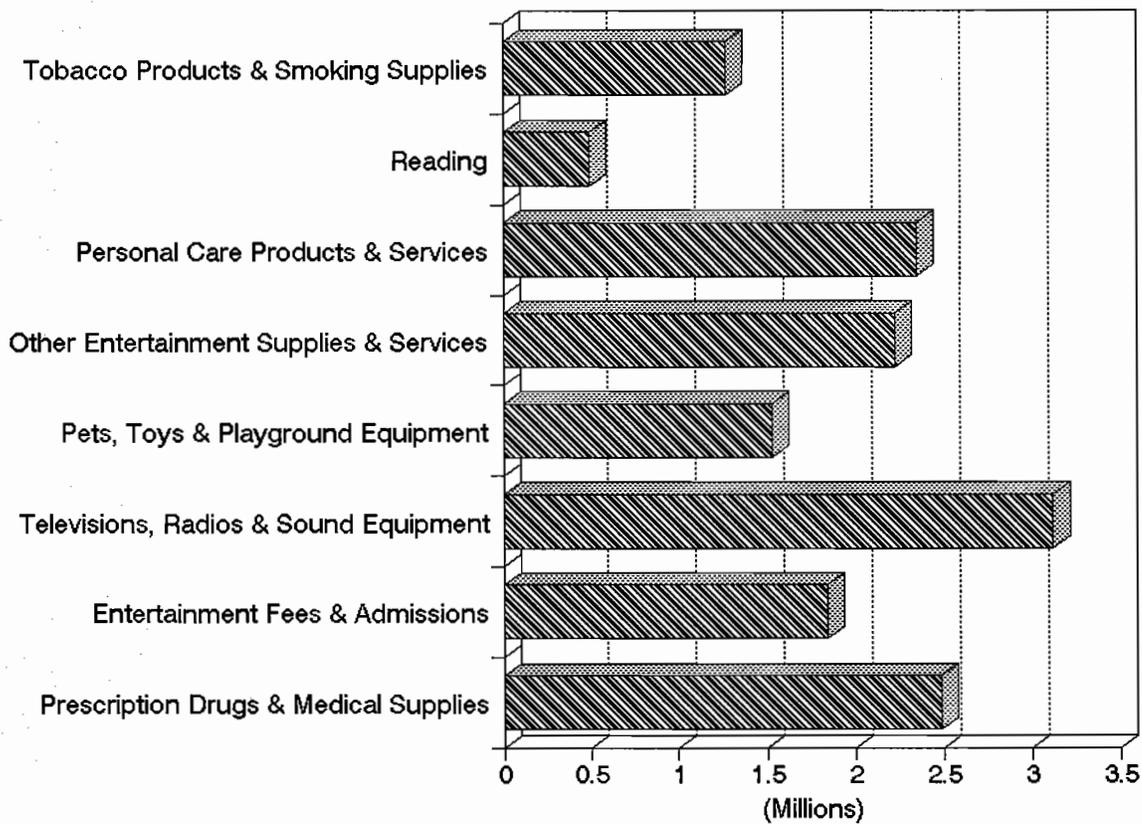
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

HyettPalma

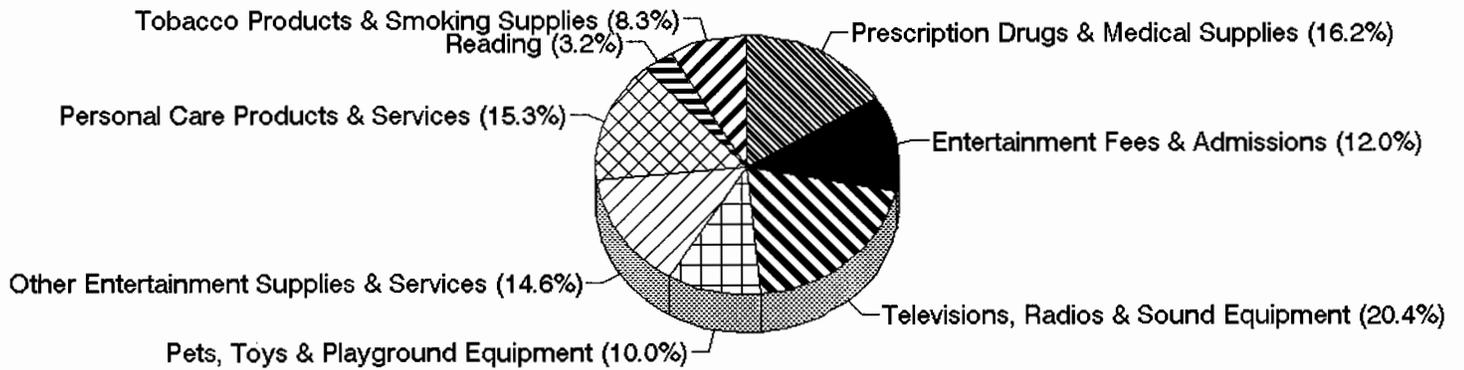
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DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR





Making Downtown Renaissance a Reality

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	396	281,952
\$15000-24999	603	586	353,358
\$25000-34999	691	614	424,274
\$35000-49999	827	641	530,107
> \$50000	1,227	728	893,256
TOTAL DEMAND FOR PRODUCT =			\$2,482,947

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ENTERTAINMENT FEES & ADMISSIONS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	153	108,936
\$15000-24999	603	183	110,349
\$25000-34999	691	263	181,733
\$35000-49999	827	356	294,412
> \$50000	1,227	933	1,144,791
TOTAL DEMAND FOR PRODUCT =			\$1,840,221

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Admissions to sporting events, movies, concerts, plays, and movie rentals.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	400	284,800
\$15000-24999	603	562	338,886
\$25000-34999	691	669	462,279
\$35000-49999	827	752	621,904
> \$50000	1,227	1,153	1,414,731
TOTAL DEMAND FOR PRODUCT =			\$3,122,600

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	167	118,904
\$15000-24999	603	220	132,660
\$25000-34999	691	312	215,592
\$35000-49999	827	362	299,374
> \$50000	1,227	620	760,740
TOTAL DEMAND FOR PRODUCT =			\$1,527,270

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	133	94,696
\$15000-24999	603	360	217,080
\$25000-34999	691	424	292,984
\$35000-49999	827	480	396,960
> \$50000	1,227	999	1,225,773
TOTAL DEMAND FOR PRODUCT =			\$2,227,493

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.



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**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	284	202,208
\$15000-24999	603	414	249,642
\$25000-34999	691	482	333,062
\$35000-49999	827	561	463,947
> \$50000	1,227	896	1,099,392
TOTAL DEMAND FOR PRODUCT =			\$2,348,251

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	58	41,296
\$15000-24999	603	85	51,255
\$25000-34999	691	95	65,645
\$35000-49999	827	114	94,278
> \$50000	1,227	198	242,946
TOTAL DEMAND FOR PRODUCT =			\$495,420

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.

**DOWNTOWN EAST TAWAS'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	712	216	153,792
\$15000-24999	603	302	182,106
\$25000-34999	691	327	225,957
\$35000-49999	827	347	286,969
> \$50000	1,227	339	415,953
TOTAL DEMAND FOR PRODUCT =			\$1,264,777

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.

The Retail Report®

USER GUIDE

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2006.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products -- products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included -- both a snapshot of their characteristics today and a five year projection of their changing characteristics.

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.

How Can Downtown Directors and Economic Development Professionals Use The Retail Report ?

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

- showing existing business owners what trade area residents are spending their money on;

- helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and

- enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

- showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;

- showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and

- targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.

To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

How Can Business Owners Use The Retail Report ?

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

How Can Entrepreneurs Use The Retail Report ?

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

- compare the markets for a variety of different retail products;
- determine what type of retail business to open;
- complete a realistic business plan before opening that business; and
- persuade bankers and investors that a strong market exists for the type of retail business being opened.