

BUSINESS RECRUITMENT & START-UP

— DOWNTOWN MANISTEE —
michigan

**Manistee Downtown
Development Authority**
70 Maple Street
Manistee, MI 49660
231.398.3262
ManisteeDowntown.com



CONTEXT

From the moment you set foot in Manistee's historic downtown district, it is obvious that this is a special place.

At the turn of the 20th century, Manistee was one of Michigan's most bustling cities - with a large lumber, salt, sand, and fishing industry that peaked the population of the city over 10,000 at its height. Now, over 100 years later, our fantastic Victorian and turn-of-the-century buildings are carefully preserved and our beautiful storefronts still shine. The entire downtown district is listed on the National Register of Historic Places - preserving history and allowing for historic tax credits for preservation-based improvements.

Over 150 retail shops, restaurants, cafes, galleries, service and professional businesses and organizations call Downtown Manistee home, making it the hub of Manistee County. The River Street shopping district features an eclectic mix of destinations, each with its own individual flavor.

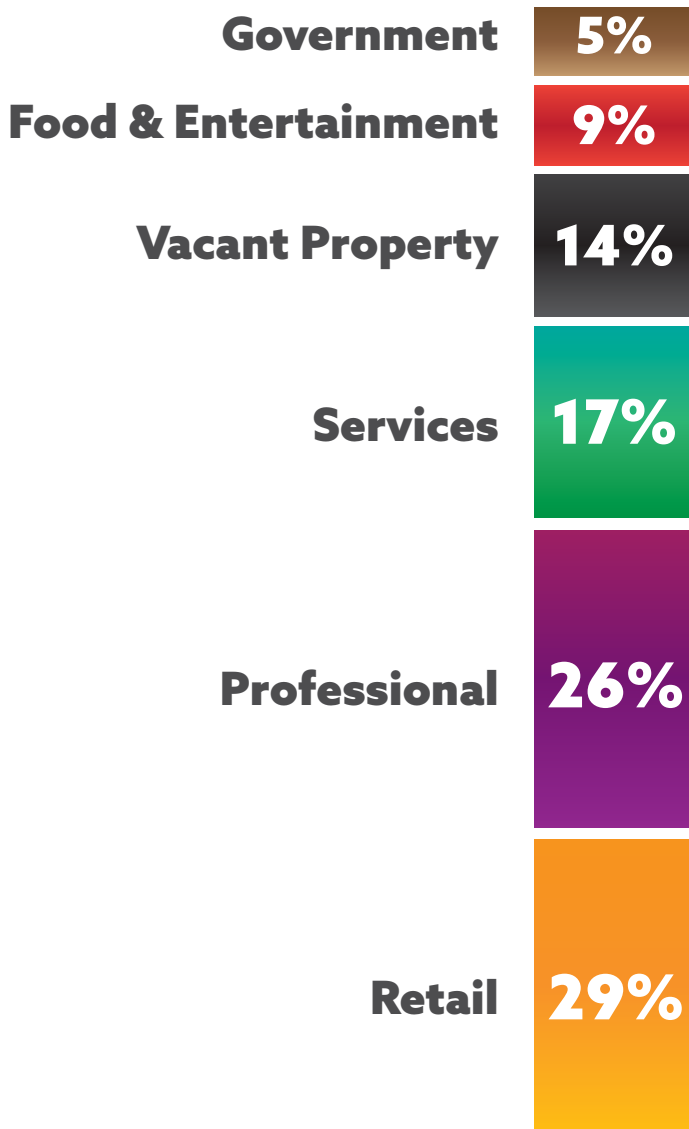


The map below illustrates the Downtown Development District.



CURRENT BUSINESS CLIMATE

(by square foot volume)



The business mix within the Downtown Manistee district is equipped with a diverse cross section of business types. *Retail* illustrates our largest type and it also holds some of the largest potential for mixed use developments with available residential opportunity on the upper floors.

The vacancy rate in Downtown Manistee has been decreasing since the Vogue and Blue Fish projects have been completed. There are many projects underway and after completion the business mix of Downtown Manistee will be representative of the chart illustrated here. There is still plenty of room to add quality business and the DDA is strategically targeting retail, food, and entertainment business types.

ECONOMIC DEVELOPMENT IMPACT FROM VISITORS

Tourism is a major market in the Downtown Manistee and Manistee County market. The figures illustrated here show the visitor spend in four primary categories tracked by MEDC and Travel Michigan. (*includes casino gaming)

\$16m
Food & Beverage

\$10m
Retail

\$22m
Transportation

\$77m
Recreation*



LOCAL RETAIL MARKETPLACE PROFILE

The Manistee trade area has a year-round population of 36,072 people. The year-round population in Manistee is the 3rd largest in Northwest Michigan with the summer population tripling with an influx of tourists and seasonal home owners. This makes the Manistee Area a desirable location for year-round and/or seasonal businesses. The esri information outlined here illustrates the retail potential and surplus across various industry groups in the Manistee Area.



esri

**30 MIN DRIVE
RADIUS OF MANISTEE**

INDUSTRY GROUP

— DEMAND —

— SUPPLY —

— GAP — SURPLUS / SHORTAGE

OBSERVATIONS

Understanding the industry supply and demand will allow developers and entrepreneurs to better focus their business efforts when looking to settle in Downtown Manistee.

FURNITURE/HOME FURNISHINGS, APPLIANCES AND BUILDING SUPPLY

Within the Downtown District, there are a few key locations that are ideal for larger development potential in these industry groups which require more square footage over traditional small business footprints.

CLOTHING & ACCESSORY STORES

Clothing stores are critical to the diverse business make-up of any downtown. Here, specialty clothing stores can be placed easily within the 1000-2500 s.f. allowances that many of our storefronts offer.

GENERAL MERCHANDISE STORES

One of the largest dollar value shortages in our region is general merchandise stores. Much like the needs that furniture and home supply stores have in terms of square footage, the downtown does have key properties where general merchandise stores would thrive.

RESTAURANTS

Even with the addition to anchor restaurant establishments in downtown Manistee, there is still a lot of localized support potential for more dining establishments.

Motor Vehicle & Parts Dealers	\$86,730,720	\$41,771,017	\$44,959,703
Automobile Dealers	\$70,327,615	\$21,434,120	\$48,893,495
Other Motor Vehicle Dealers	\$8,188,313	\$10,372,248	-\$2,183,935
Auto Parts, Accessories & Tire Stores	\$8,214,792	\$9,964,650	-\$1,749,858
Furniture & Home Furnishings Stores	\$10,844,578	\$5,668,617	\$5,175,961
Furniture Stores	\$6,540,280	\$4,321,593	\$2,218,687
Home Furnishings Stores	\$4,304,299	\$1,347,024	\$2,957,275
Electronics & Appliance Stores	\$10,688,306	\$4,165,637	\$6,522,669
Bldg Materials, Garden Equip. & Supply Stores	\$29,222,667	\$25,514,557	\$3,708,110
Bldg Material & Supplies Dealers	\$26,295,324	\$19,076,031	\$7,219,293
Lawn & Garden Equip & Supply Stores	\$2,927,342	\$6,438,526	-\$3,511,184
Food & Beverage Stores	\$66,066,332	\$139,195,611	-\$73,129,279
Grocery Stores	\$58,215,321	\$115,251,006	-\$57,035,685
Specialty Food Stores	\$3,233,935	\$18,625,602	-\$15,391,667
Beer, Wine & Liquor Stores	\$4,617,076	\$5,319,003	-\$701,927
Health & Personal Care Stores	\$28,649,260	\$23,242,470	\$5,406,790
Gasoline Stations	\$45,664,283	\$47,194,192	-\$1,529,909
Clothing & Clothing Accessories Stores	\$16,270,207	\$6,324,650	\$9,945,557
Clothing Stores	\$11,048,417	\$3,871,450	\$7,176,967
Shoe Stores	\$2,376,201	\$1,053,355	\$1,322,846
Jewelry, Luggage & Leather Goods Stores	\$2,845,589	\$1,399,845	\$1,445,744
Sporting Goods, Hobby, Book & Music Stores	\$9,088,603	\$9,755,441	-\$666,838
Sporting Goods/Hobby/Musical Instr Stores	\$7,729,179	\$7,415,695	\$313,484
Book, Periodical & Music Stores	\$1,359,424	\$2,339,746	-\$980,322
General Merchandise Stores	\$54,627,147	\$17,828,399	\$36,798,748
Department Stores Excluding Leased Depts.	\$36,367,572	\$10,735,188	\$25,632,384
Other General Merchandise Stores	\$18,259,576	\$7,093,211	\$11,166,365
Miscellaneous Store Retailers	\$14,776,203	\$16,799,997	-\$2,023,794
Florists	\$643,671	\$1,181,310	-\$537,639
Office Supplies, Stationery & Gift Stores	\$2,525,943	\$1,552,481	\$973,462
Used Merchandise Stores	\$1,981,267	\$3,920,670	-\$1,939,403
Other Miscellaneous Store Retailers	\$9,625,322	\$10,145,537	-\$520,215
Nonstore Retailers	\$7,135,264	\$3,244,648	\$3,890,616
Electronic Shopping & Mail-Order Houses	\$5,189,996	\$541,084	\$4,648,912
Vending Machine Operators	\$377,574	\$0	\$377,574
Direct Selling Establishments	\$1,567,694	\$2,703,565	-\$1,135,871
Food Services & Drinking Places	\$34,180,947	\$28,816,431	\$5,364,516
Special Food Services	\$1,028,869	\$2,312,096	-\$1,283,227
Drinking Places - Alcoholic Beverages	\$1,733,398	\$2,356,333	-\$622,935
Restaurants/Other Eating Places	\$31,418,680	\$24,148,002	\$7,270,678



STARTING A BUSINESS IN DOWNTOWN



DOWNTOWNMANISTEE
michigan

#1

SELF ASSESSMENT / BUSINESS IDEA

Do you have an idea that you think may be worth exploring? Reach out to our contacts and the Small Business Development Center.

#2

PERFORM MARKET RESEARCH

Make sure that your business idea is viable and sustainable. Look for key elements in your market such as: overview of the industry, research your target customers, identify your competition.

RESOURCES

Reach out to the Manistee Downtown Development Authority Chamber of Commerce, SBDC, the local SCORE Chapter for assistance in identifying/gathering your market research for your new business venture.

RESEARCH NOT LOOKING GOOD?
You may want to consider a different direction or business idea...

#3

START-UP ANALYSIS

It is important to identify initial costs when starting and sustaining a business. Here are a few items for consideration to get you thinking about what the start-up will entail.

- Consider your business location. Are you renovating, building new, or purchasing a multi-use investment property that may assist in offsetting some of your operational costs.
- List your start-up needs (i.e. inventory, equipment, etc.)
- Seek financing options. This will not be the step where you will be obtaining financing, but it is important to have a ballpark figure in mind and if you will be able to secure the funds necessary in getting your business off the ground.

RESOURCES

Much like step #2, the same resources used there can be valuable to point you in the right direction for this business analysis.

COSTS A LITTLE BIT HIGH? OR NOT SUSTAINABLE? May want to go back to the drawing board...

#4

WRITE A BUSINESS PLAN

A business plan should include a narrative and executive summary, startup costs, monthly operating costs and sales for the first 1-3 months, cash flow statements, and an overview of where you plan to obtain capital and financing.

RESOURCES

Your local DDA, Chamber, SBDC or SCORE chapter is a perfect place to start looking for assistance with your business plan write-up.

#5

RESEARCH & OBTAIN FINANCING

Do you have your own working capital? Do you have a relationship with a financial institution? The DDA has financing options and incentives available as well.

#6

START-UP CHECKLIST

Formalize your business with the local/state/federal governing bodies. This is a great time to consider hiring an attorney to review your documents, have an accountant set up your business structure, and get a design/marketing company involved in the development of your initial brand image. Here is a list of things you will need:

- Name availability
- File your D.B.A. with the County Clerk's Office: (231)723-3331
- Legal structure/file or register
- Licensing requirements
- State and federal tax designations
- Register for EIN (TIN)
- Intellectual Property protection
- Business insurance
- Zoning and local requirements
- Site preparation requirements/environmental considerations
- Employee considerations
- Image and branding

#7

IDENTIFY A LOCATION & PERMITS

As you seek a location in the DDA district you will need to check with a few agencies.

- a) Contact the DDA for possible assistance in researching available properties, grant and other financing options
- b) City of Manistee's Planning and Zoning Office to receive an overview of the permitting process. The Planning and Zoning Office can also assist you if the property is within the Historic District and you plan to make changes to the exterior of the building.
- c) Before Modifying or Constructing. Contact the Michigan State Building Division on Building Inspection information.
 - i) Building Division – (517)241-9317 (bccbldg2@michigan.gov)
 - ii) Electrical Permit – (517) 241-9320 (bccelec@michigan.gov)
 - iii) Plumbing Permit – (517) 241-9330 (bccplbg@michigan.gov)
 - iv) Mechanical Permit – (517) 241-9325 (bccmech@michigan.gov)
- d) Other Contacts
 - i) If you will be working in the food industry contact the District Health Department. (231) 309-8948
 - ii) If you need a dumpster during construction and it must be located in the public right-of-way contact the Manistee Police Department. (231)723-2523.
 - iii) If your project will require a disturbance to the roadway or sidewalk contact the Manistee Department of Public Works. (231) 723-7132
- e) Make sure to go to the Post Office at 35 Filer St to update your address with your business name.



BEFORE & AFTER IN DOWNTOWN MANISTEE

Downtown Manistee has been a hot spot for redevelopment over the past 12-18 months. With the complete renovation of the North Channel building welcoming Manistee's first fully functioning Brewing Company, the region is seeing great growth and opportunity thanks to its diverse economic potential. Here is a flavor of some of the before & after impact projects and success stories that make up our downtown.



BEFORE

NORTH CHANNEL
BREWING COMPANY



AFTER

JEWELERS

BEFORE



MS
creative services
Inc.

AFTER



BEFORE



AFTER

THE
FILLMORE
GREAT FOOD • DRINKS

"Invest in Manistee! Excellent value, endless opportunities for development within our great community. I've been in business here for two years; I'm thrilled with the growth of downtown and our business. I can't imagine a more desirable place to invest in - choose Manistee!"

Nicole Knapp, Co-Owner
The Fillmore



SUCCESS

Through a variety of programs facilitated by the DDA and our local and regional partners, we are able to maximize redevelopment success.

Since the DDA invested in the Vogue Theater and Blue Fish Kitchen + Bar, over 20 new businesses have opened that remain open today with over \$7 Million invested in the downtown area.



20
new businesses
since 2015

\$7m
Invested
in downtown
projects



"Downtown Manistee is a beautiful, vibrant business district with incredible opportunities for entrepreneurs! All that's required is a solid business plan, sufficient start up capital and a good dose of hard work. Manistee is seeing new investment, solid growth and current business owners are reinvesting. The future is very bright for our downtown and opportunities abound. As a businessman employed and/or owning Snyder's Shoes for 35 years in an 80 year business, I sincerely invite potential investors to consider the wonderful opportunities in Downtown Manistee. Come and partner with a great group of dedicated retailers.....Manistee, the place to be."

**Daniel F. Bathrick, President
Snyder's Shoes.**



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