



# Opportunity Rising



[DowntownMonroeMI.com](http://DowntownMonroeMI.com)

# Expect Success in Downtown Monroe

There's a reason businesses are looking to Downtown Monroe to build their success. It's a district long on history and deep with opportunity.

Nestled along the banks of the timeless River Raisin, Downtown Monroe has a small-town vibe, abundant natural beauty and authentic charm, offering both a gateway to the past and a pathway to the future.

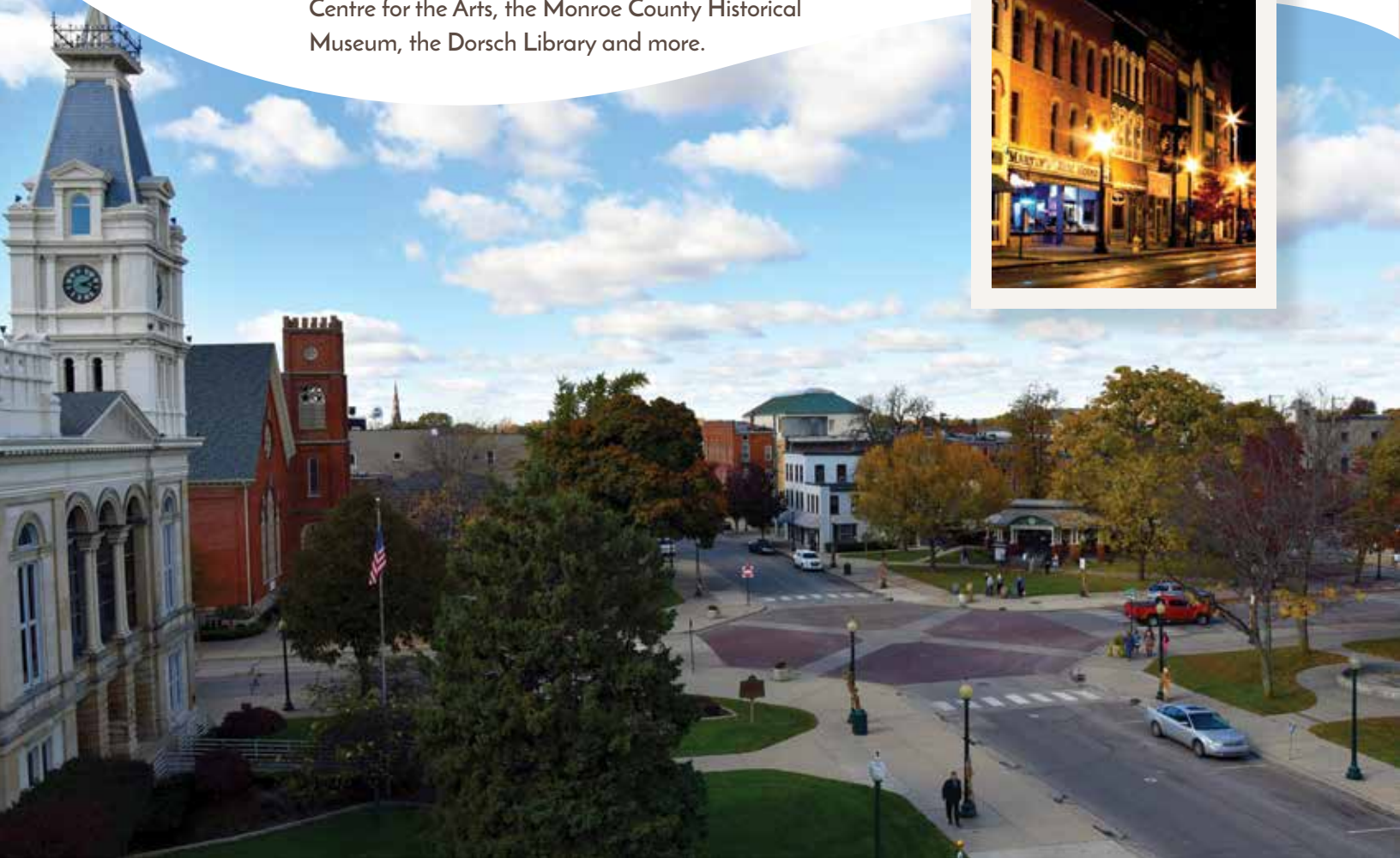
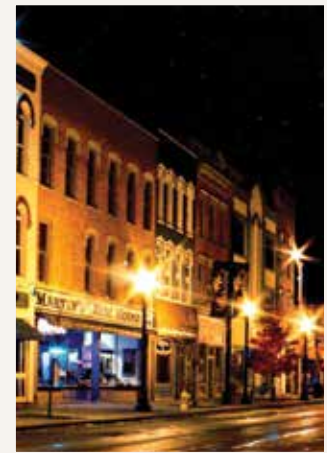
## What's new:

Coming off the 2018 completion of a fresh and forward-thinking Downtown Master Plan, the Monroe Downtown Development Authority is now focused on helping businesses like yours build success. We welcome businesses that will advance the vibrancy and walkability of Downtown Monroe, attracting visitors to shop, dine and do business locally.

## Why now:

While Monroe has reinvented itself in countless ways over its 200-year history, the newly formed Master Plan and emergent, progressive mindset signals a downtown poised for dramatic growth. With exceptional real estate values and a city committed to your success, now is the right time to explore the vast opportunity for business growth in the downtown district.

Join a community of strong civic and cultural anchors, including the City/County complex, the River Raisin Centre for the Arts, the Monroe County Historical Museum, the Dorsch Library and more.



# Meet Your Neighbors

## Trade Area Demographics

(source: SEMCOG Community Profile)



Population 55,729



Median Age 38.4

Persons between 25-59 26,332



Annual Household Income \$75,000+ = 30% of households

## Market Analysis Highlights

(LandUse USA, 2016)

### Abundant Market Potential

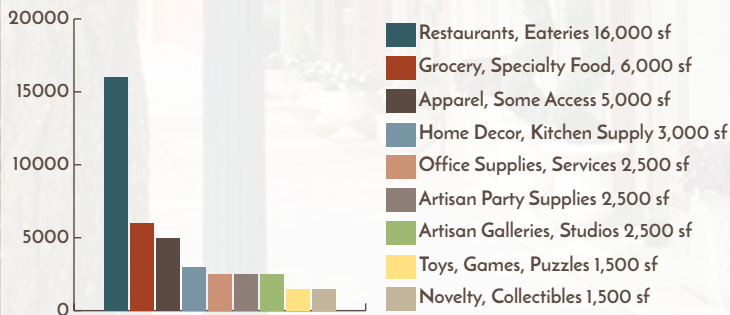
Downtown Monroe can support about 16,000 square feet of restaurants and eateries and 24,000 square feet of retail. Operators should plan to retrofit or redevelop vacant property, rather than building new retail space.

**Restaurants:** Ideal locations currently available for destination venues with outdoor seating/riverfront patios; microbrewery or brewpub.

**Retail:** Ideal locations currently available for small grocery or cluster of specialty foods, specialty women's apparel, bridal wear, uniforms, home décor, kitchen supplies, business support services, toys and games.

### Nearby and Notable

- Sterling State Park
- River Raisin National Battlefield Park
- Detroit River International Wildlife Refuge
- Corporate Headquarters of La-Z-Boy
- Interstate-75 (64,000 vehicles per day, 2015)
- Lake Erie
- Monroe County Seat
- River Raisin Centre for the Arts



### Tourism Highlights

#### River Raisin National Battlefield Park

970,000 visitors since opened 2011

233,849 visitors in 2018

Visitors from all 50 states and 16 foreign countries  
from Oct. 2017 to Sept. 2019

11,000 school students experienced full-day field trip in 2018  
1,126 children earned Junior Ranger Badge

## Contact:



City of Monroe Economic Development Department  
[www.MonroeMI.gov](http://www.MonroeMI.gov)  
120 East First Street Monroe, MI 48161  
734.243.0700



Monroe Downtown Development Authority  
[www.DowntownMonroeMI.com](http://www.DowntownMonroeMI.com)  
734.384.9146

## What You'll Find Online:

- Community Profile
- DDA Incentive Programs
- Garbage & Recycling
- Maps
- Parcel Sales
- Property/Parcel Information
- Available Property Listing
- Building Codes
- Building Safety, Inspections & Permits
- Development Fee Information
- Financial Assistance
- Planning & Zoning Department
- Reports and Studies
- Tax Incentives

*Raisin' Expectations*