

## The Downtown at a Glance

- Regional Trade Center
- Centrally Located in the Cadillac Urban Area
- Easily Accessed
- High Traffic Exposure
- Mixed-Use Design
- Tourist Destination
- New Streetscape in Place
- Pedestrian Friendly/Walkable
- Convenient Non-Metered Parking
- Excellent Business Mix
- Historic High Occupancy Rates
- Competitive Building Lease Rates
- Surrounded by Neighborhoods
- Served by On-Demand Public Transit
- Year-round Festivals/Events
- Collaborative Marketing Opportunities
- Facade Loan/Elevator Grant Programs
- Business Recruitment Bounty Program

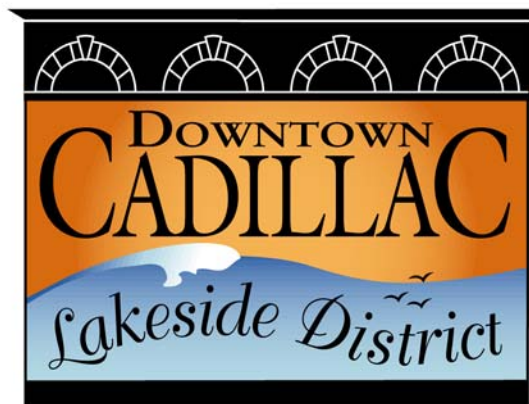
The Downtown Cadillac experience is best expressed through the sentiments of a customer...

*"I thoroughly enjoy shopping in Downtown Cadillac. The store owners provide such a personal touch. When I visit the downtown I feel like I'm taking a little vacation."*

## Contact Information

For additional information on local business incentives, business opportunities, and available building space in Downtown Cadillac please visit [www.cadillac-mi.net](http://www.cadillac-mi.net) or contact:

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## Downtown Cadillac

*"A place of commerce designed for your entrepreneurial success."*

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# Downtown Cadillac is a great business location because...

## Cadillac is a Regional Trade Center

- Cadillac is a regional trade center with a primary market area population of over 65,000 residents.
- Cadillac's nearest rival trade center is 43 miles distant resulting in competitive advantages for local businesses.
- Downtown Cadillac is easily accessed from all regional areas via US-131, US-131BR, M-115, and M-55.
- Visitors to Downtown Cadillac are greeted by over 100 synergistic businesses including a range of retail, personal and professional services, restaurants, speciality shops, entertainment venues, offices, and financial institutions.
- Complimenting downtown businesses are the offices of the city of Cadillac and Wexford County, Michigan Department of Natural Resources & Environment, Cadillac Area Public Schools, U.S. Post Office, Chamber of Commerce and Visitors Bureau, Cadillac Library, Wexford County Museum, the corporate offices of the Cadillac News, and Mercy Hospital. These and other facilities regularly draw residents and guests into the downtown on a year-round basis.



## The Downtown Is Designed For Your Success

The physical qualities of Downtown Cadillac make it a prime location for the success of your business. The downtown is:

- Directly accessed via the US-131 Business Route (Mitchell Street) and M-55. Mitchell Street businesses are exposed to average daily traffic counts exceeding 17,000 vehicles.
- Served by a comprehensive wayfinding sign program. Upon arriving, guests find distinctive over-sized street identification signs throughout the downtown for ease of location and reference.



- Possesses 1,000+ non-metered public parking spaces distributed throughout for customer and employee parking.
- Compact design and layout make the entire downtown very walkable. Businesses are served by wide tree-lined sidewalks approximately 16 feet in width fostering safe and efficient pedestrian movement while creating opportunities for sidewalk displays, outdoor cafes, and the use of portable signs and displays.
- Marked by pedestrian friendly intersections with decorative street bump-outs, pedestrian actuated traffic signals, and well-marked crosswalks.
- Designed with paved alleys for rear building access, deliveries, and pedestrian and vehicular movement.
- Within close walking distance of Lake Cadillac and the city park. Both are highly visible from points throughout the downtown.

## The Downtown Has A Proven Track Record

Cadillac's strength as a sustainable location of commerce is readily demonstrated by the tenure of its businesses and the synergy afforded those who call the downtown their home.

### Business Tenure

It is common to find businesses that have reached or exceeded a 10th anniversary. Many have surpassed 20 years and several have reached 50+ year anniversaries. These lengthy tenures help demonstrate the strength of the downtown as a sustainable business location.

### Business Synergy

Successful entrepreneurs understand the importance of business synergy (*the sharing of clients to produce income in amounts greater than possible through individual efforts*). Downtown Cadillac holds a number of established business anchors and public facilities drawing patrons into the area on a regular basis. Other downtown businesses have the potential to also attract these visiting patrons, in addition to their individual clientele.

### Business Assistance

To help facilitate the success of downtown businesses, Cadillac is served by talented volunteers representing organizations whose efforts are dedicated to the economic health and business vibrancy of the downtown. These include the Downtown Development Authority, the Downtown Cadillac Association, the Cadillac Area Chamber of Commerce, the Cadillac Downtown Fund, and the Cadillac Area Visitors Bureau. Several of these organizations are staffed by professionals experienced in business development, planning and marketing, events and festivals, and state and federal assistance programs.

