

MICHIGAN
DOWNTOWN
ASSOCIATION



Downtown Management Report : 2023



By the Numbers

- 685** Business Profile Interactions on Google
- 267** Site Visits
- 401** Direction Requests
- 3** New Businesses

\$82,970.96

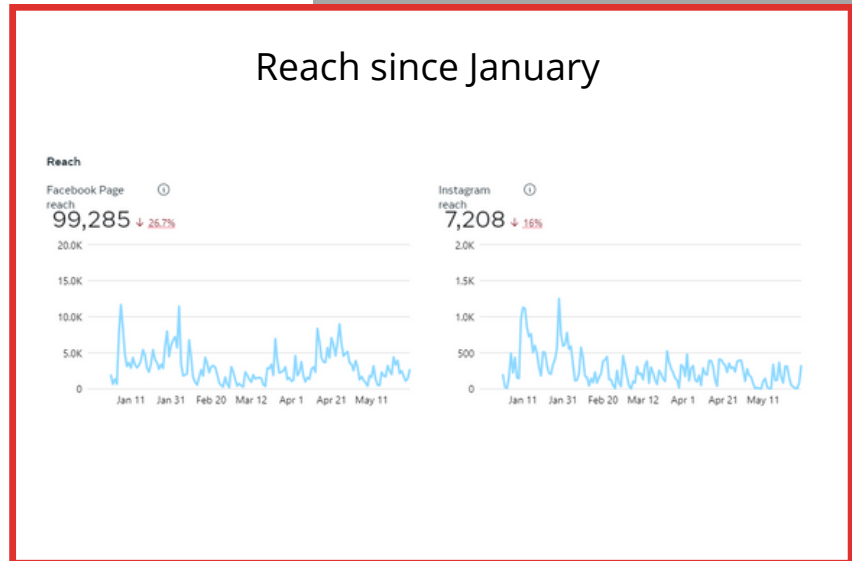
Public Donations
Office Space
Renovation
Including 5 Year
All Inclusive Lease
- not including
office furnishings
and equipment

Facebook and Instagram

Within the Past 28 days



Reach since January



**MICHIGAN
DOWNTOWN
ASSOCIATION**



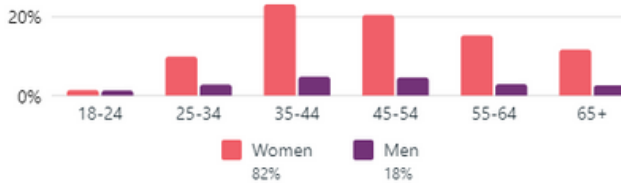
Facebook Page
followers
8,757



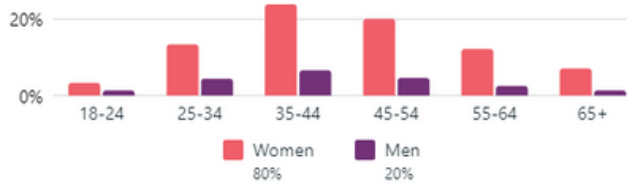
Instagram
followers
1,412



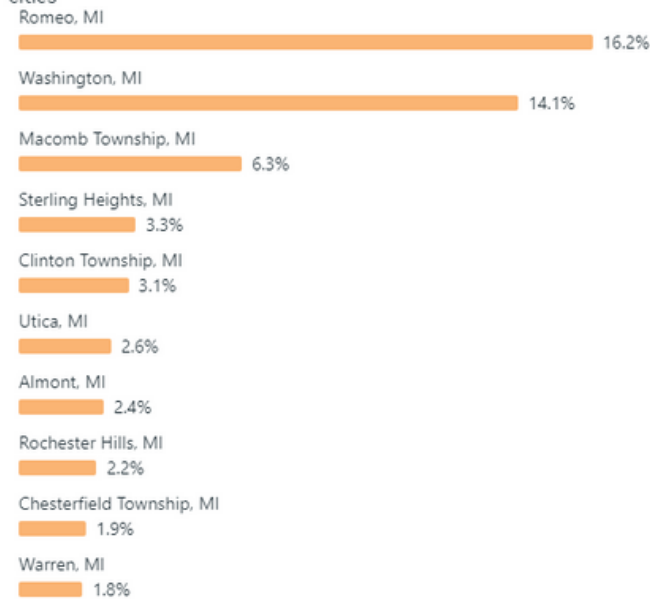
Age &
gender



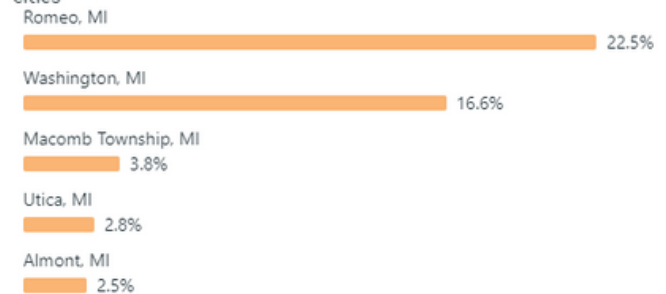
Age &
gender



Top
cities



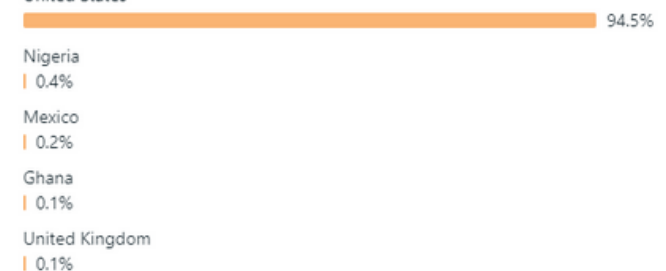
Top
cities



Top
countries



Top
countries



2023 PROJECTS & BEHIND THE SCENES

2023 EVENTS & PARTNERED EVENTS



DDA NEW OFFICES



Thank you to all of our sponsors!



2023 Future Projects and Goals

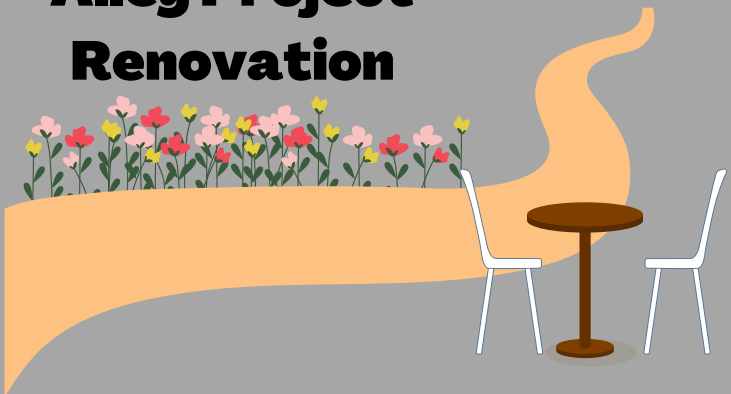
Awarding Business Façade Grants



Working with Building Owners to fill Empty Properties



Alley Project Renovation



Downtown PA System

