



"The support we have received from both the DDA and the community has been overwhelming — we are so glad to be here."

**VINCE LUCIDO**  
LUCIDO FINE JEWELRY OF ROCHESTER

"There is a strong sense of community which unites the merchants with our customers. Partnership opportunities with local merchants broaden an already strong customer base."

**HILLARY HEACOCK**  
STUDIO ONE SALON

"I've been doing business in downtown since 1990 with two different restaurant operations. Rochester is still a small town atmosphere to do business where everybody knows each other and the City is totally committed to growth with 'a vision'."

**BILL KRUSE**  
KRUSE & MUER RESTAURANTS

*Make Downtown Rochester Your Place!*

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**It's Not Just  
Our Business...**



# ...It's Our Place.



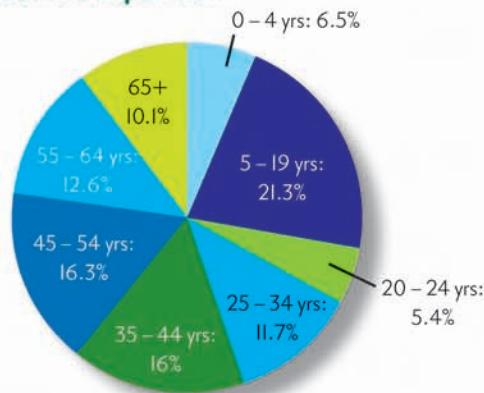
A perfect mix of historic and hip, Downtown Rochester attracts both local residents and visitors from across the state of Michigan. Downtown Rochester is home to over 200 shops, salons and restaurants, 85% of which are independent merchants. Strategically located in affluent Oakland County, Downtown Rochester attracts members of the automotive, sports and entertainment industries alike.

## Demographics

Downtown Rochester's trade area includes over 270,000 people in Rochester, Rochester Hills, Troy, Washington Township, Oakland Township, Shelby Township, Auburn Hills, Lake Orion, Orion Township and Oxford.

Average Household Income	\$ 116,023
Median Home Value	\$ 272,734

## Trade Area Population



The Rochester area is home to three colleges and universities with a combined enrollment of over 90,000 students.



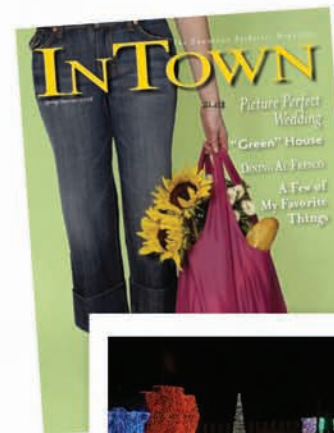
## Interesting Facts

- Voted 39th Best Place To Live by *Money Magazine*
- Located in one of the nation's top five wealthiest counties
- 38,000 cars travel Main Street every day
- Home to the Royal Park Hotel, a four-star boutique hotel
- Certified member of the national "Main Street" Program

## Business Assistance

The Rochester DDA offers several programs to assist businesses including:

- Façade Grant Program
- Sign Grant Program
- Lighting Grant Program
- Quarterly Business Seminars
- Quarterly Merchant Meetings
- Rochester Business Assistance Team (RBAT)



## Marketing Initiatives

The Rochester DDA executes a nationally recognized downtown marketing program that invests over \$350,000 annually in the promotion of the downtown district including:

- *In Town Magazine* (bi-annual magazine distributed to over 50,000 households)
- Cooperative Multi-Media Advertising Opportunities
- Retail & Image Building Special Events
- The award-winning Big, Bright Light Show, attracting over 1 million visitors to Downtown Rochester during the holiday season

