Mount Pleasant Placer Analysis and Report



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Explanation of Placer: The Real World Location Intelligence Platform

Empowering private and public organizations to make better decisions by helping them understand what is happening in the real world.

Placer is an AI-powered geographical information system focused specifically on collecting accurate foot traffic data to provide insights and analytics to users. Being a privacy and accuracy first system, the detailed information about location visits, trends, and patterns contain no personal information about individual visitors such as names, addresses, or identifiable characteristics.

For the specific project detailed at great length in this document, the focus was on the ability to apply Placer's data and tools for the civic development of Mount Pleasant.

This project began with specific goals and objectives in mind provided by the city planner. A common denominator between all was a push to understand the city to a greater extent both historically and currently.

They included but were not limited to an analysis into the overall area, popular visitation trends dating back to 2017, deeper looks into individual industries, and the psychographic and demographic makeup of residents and visitors.

Two interns worked directly on the project and with the software; Alexis Reed and Austin Benchley, both students at Central Michigan University. Reed is a senior pursuing a psychology major with a concentration in business and a minor in information systems, Benchley is a sophomore pursing a double major in logistics and purchasing and supply management with a minor in information systems.

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Summary of Mount Pleasant

Most Recent 12-Month Period Since Start of Research

The study uses Placer.ai to track visits at particular areas of interest. Visits are defined as an anonymous unique device ID that visited a Placer managed entity. They are used to measure customer traffic within a point of interest. Points of interest are areas that can be geographically limited to places of business or a grouping of businesses and other places. This can include the City of Mt. Pleasant as a whole, Union Township, or even the combination of both places.

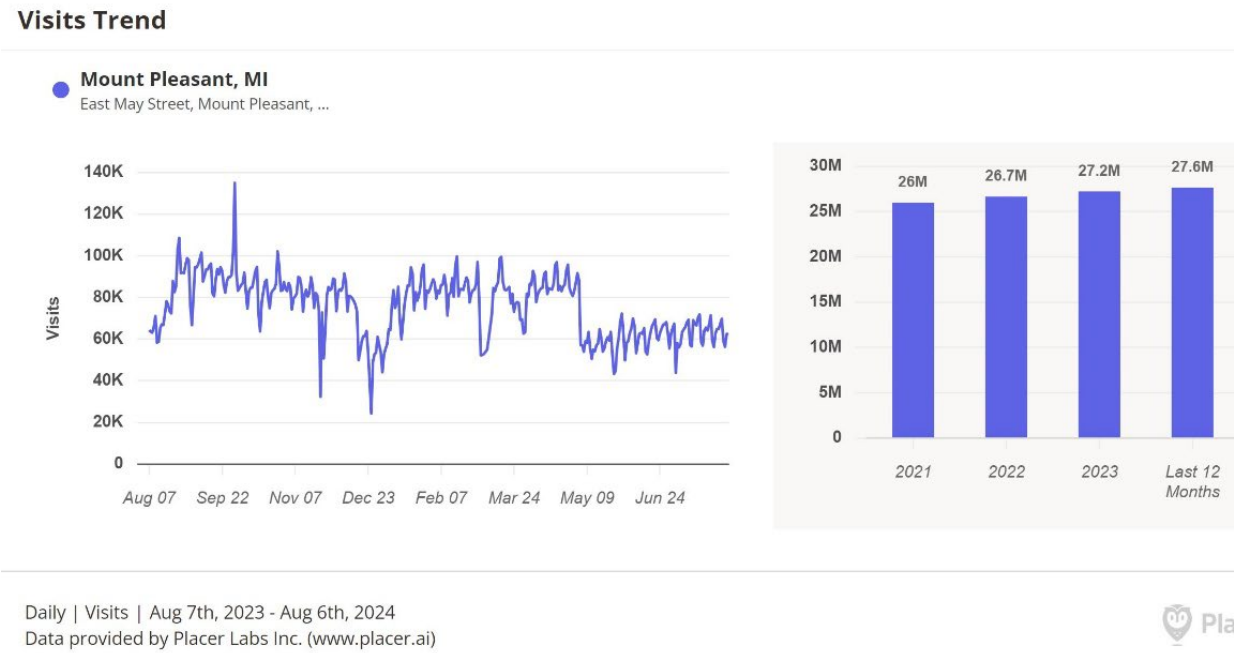
In the months of June 2023 through June 2024, Mount Pleasant received 27.6 million visits total. 14.4 million visits came from visitors, 7 million visits from individuals employed within the city limits but residing in other areas, and 8.1 million visits from residents.

Three (3) dates were identified as bringing in the highest visitor counts. September 30th, 2023, brought in 133,610 visits. This is attributed to the football game held at Kelly/Shorts Stadium between Central Michigan and Eastern Michigan. August 26th, 2023, brought in 108,670 visits. This is attributed to the move in weekend for students returning for fall semester. September 9th, 2023, brought in 101,350 visits. This is attributed to the football game held at Kelly/Shorts Stadium between Central Michigan and New Hampshire.

When examining our 10 most visited locations within Mount Pleasant, we see increases in 6 locations out of 10 ranging from 1% to 34% increases. While we have not worked back up to our peak general numbers of 2018, our high points of visitation are comparable and at certain dates have surpassed the numbers gathered from 2018. In addition to this, our growth has been

shown to be sustainable and retained as shown in the year over year change graph shown below.

Year 1	Year 2	Percent Change
2017	2018	16%
2018	2019	-2%
2018	2020	-21%
2018	2021	-5%
2018	2022	-5%
2018	2023	-3%
2018 (January 1 - August 11)	2024 (January 1 - August 11)	-3%

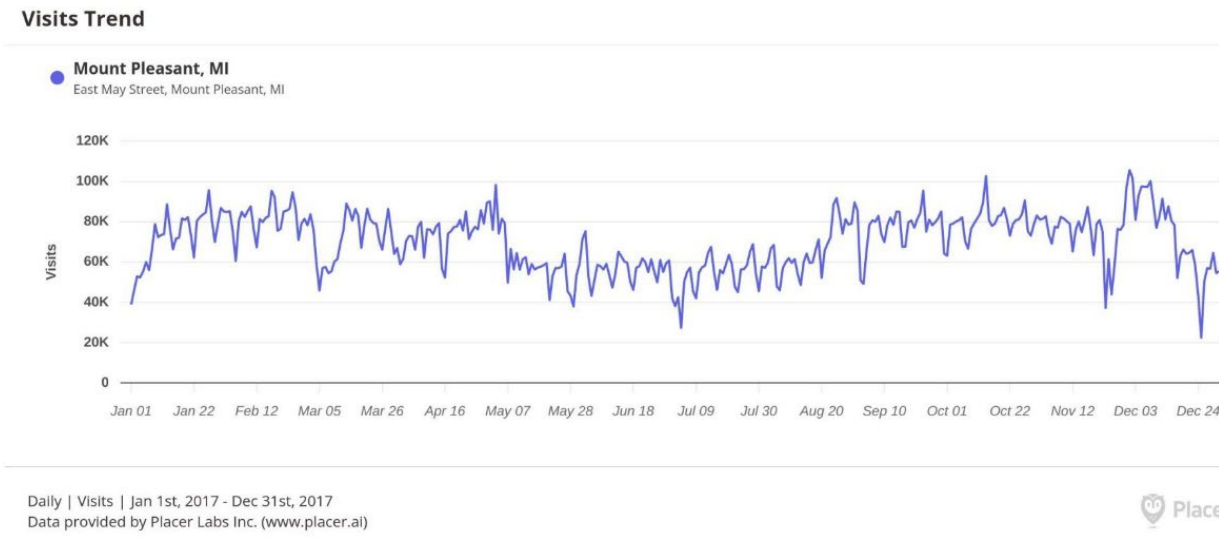


2017

In the months of January 2017 through December 2017, Mount Pleasant received 25.6 million visits total.

3 dates were identified as bringing in the highest visitor counts. December 1st, 2017, brought in 105,640 visits. This is attributed to the Christmas Event held by the city. October 14th, 2017, brought in 102,750 visits. This is attributed to the Homecoming football game held at

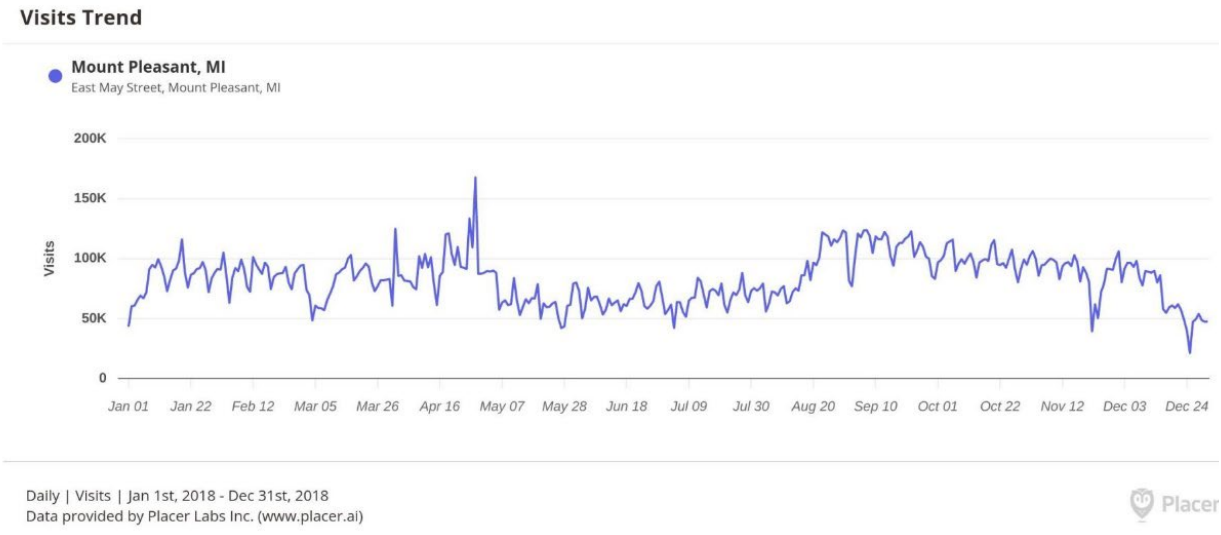
Kelly/Shorts Stadium between Central Michigan and Toledo as well as other Homecoming events held that day. December 8th, 2017, brought in 100.2 thousand visits. This is attributed to an event in the area hosting Jay Leno.



2018

In the months of January 2018 through December 2018, Mount Pleasant received 30.4 million visits total.

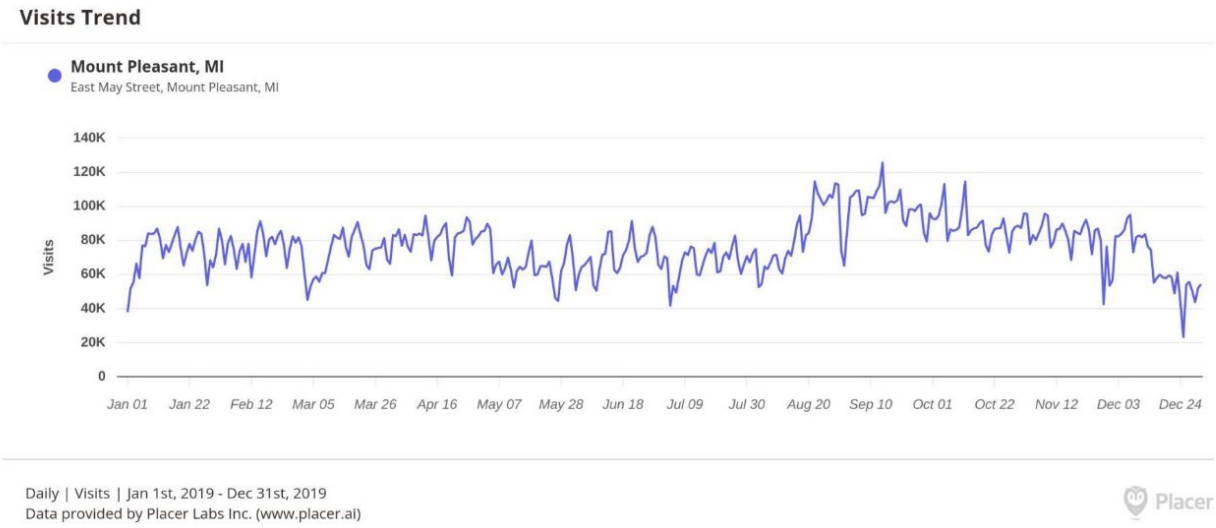
Three (3) dates were identified as bringing in the highest visitor counts. April 28th, 2018, brought in 167,900 visits. This is presumably due to a combination of events including a Maple Syrup festival, a conference held at the casino, and a Gus Macker tournament. April 1st, 2018, brought in 124,960 visits. This is attributed to Easter services and events held within the city as well as a Chris Young concert the night before.



2019

In the months of January 2019 through December 2019, Mount Pleasant received 28.2 million visits total.

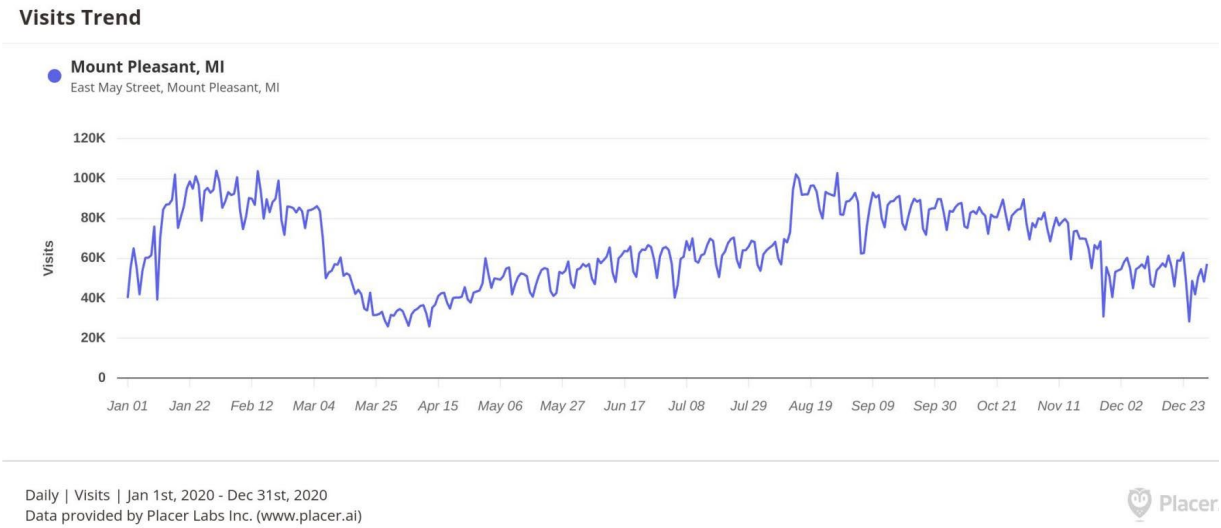
Three (3) dates were identified as bringing in the highest visitor counts. September 14th, 2019, brought in 125,600 visits. This is attributed to the football game held at Kelly/Shorts Stadium between Central Michigan and Akron. August 22nd, 2019, brought in 114,640 visits. This is attributed to the move in weekend for students returning for fall semester. October 12th, 2019 brought in 114,510 visits. This is attributed to the football game held at Kelly/Shorts Stadium between Central Michigan and Northern Michigan.



2020

In the months of January 2020 through December 2020, Mount Pleasant obtained 24.2 million visits total.

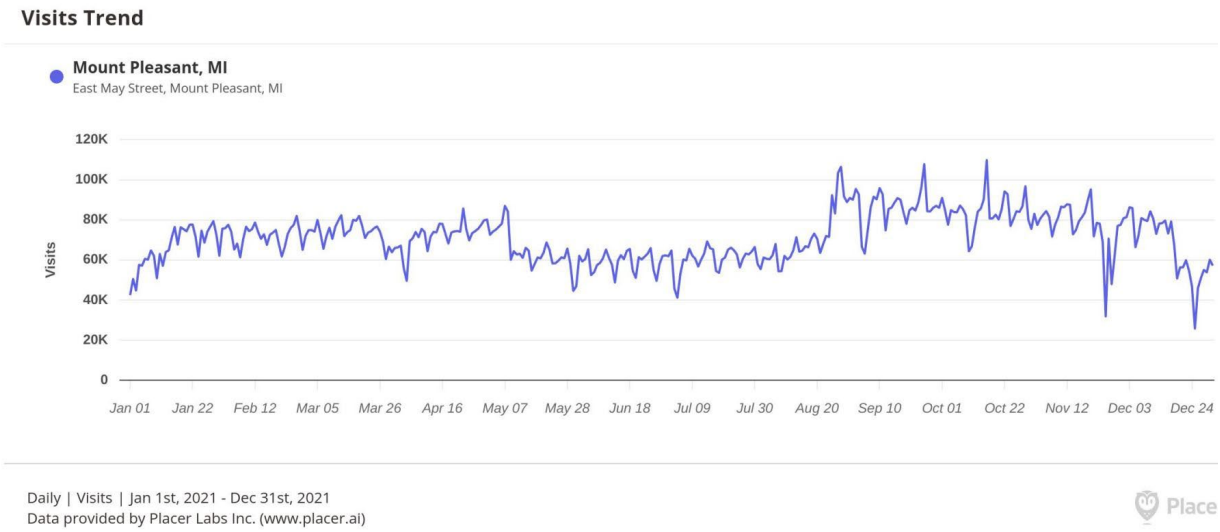
Three (3) dates were identified as bringing in the highest visitor counts. January 31st, 2020, brought in 103,780 visits. There is no identifiable cause to this influx. February 14th, 2020, brought in 103,640 visits. This is attributed potentially to it being Valentine's Day as well as 1-2 weeks prior to the Covid-19 lockdown which may have increased visitation to the area due to available retail establishments. August 28th, 2020, brought in 102,800 visits. This is attributed to move-in weekend for students returning for fall semester.



2021

In the months of January 2021 through December 2021, Mount Pleasant received 26 million visits total.

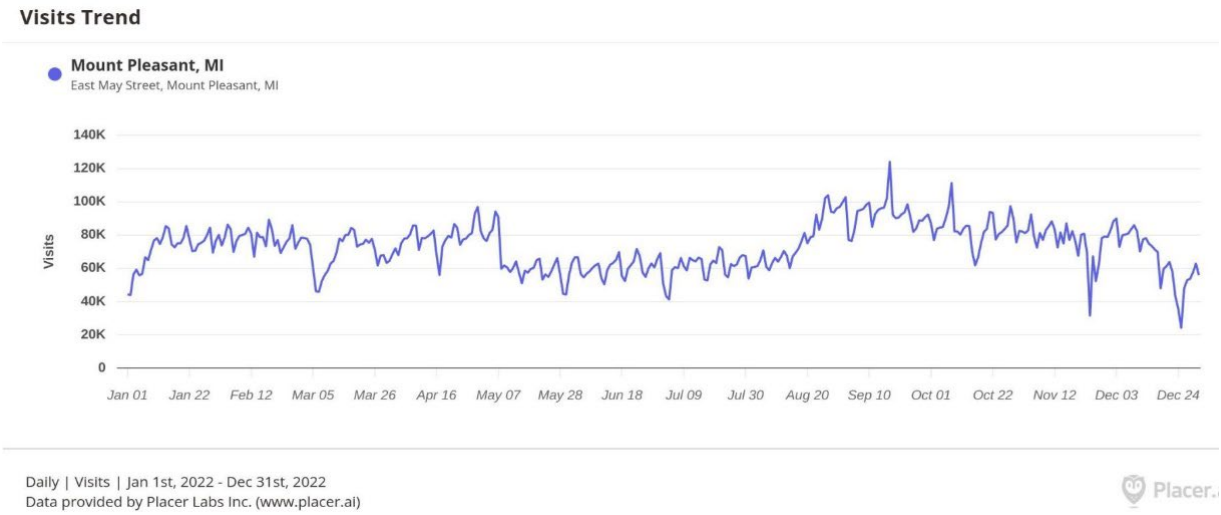
Three (3) dates were identified as bringing in the highest visitor counts. October 16th, 2021, brought in 109,850 visits. This is attributed to the Homecoming football game held at Kelly/Shorts Stadium between Central Michigan and Akron as well as other Homecoming events held that day. September 25th, 2021, brought in 107,810 visits. This is attributed to both the football game held at Kelly/Shorts Stadium between Central Michigan and FIU as well as it being the day before Snoop Dogg performed at Soaring Eagle. August 28th, 2021, brought in 106,470 visits. This is attributed to move-in weekend for students returning for fall semester.



2022

In the months of January 2022 through December 2022, Mount Pleasant received 26.7 million visits total.

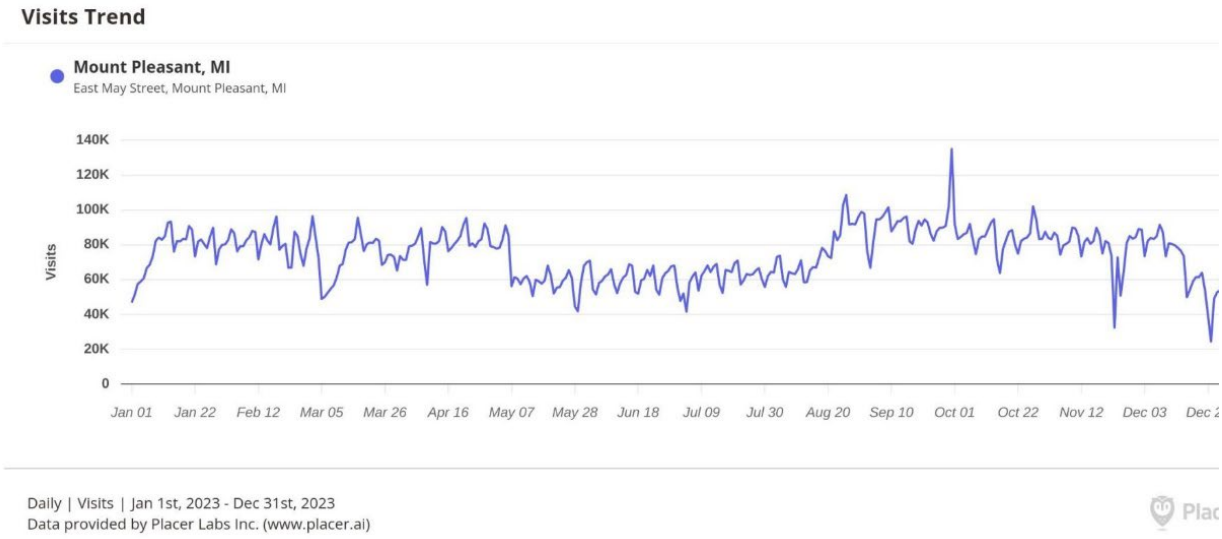
Three (3) dates were identified as bringing in the highest visitor counts. September 17th, 2022, brought in 124,120 visits. This is attributed to a football game held at Kelly/Shorts Stadium between Central Michigan and Bucknell. October 8th, 2022, brought in 111,260 visits. This is attributed to the Homecoming football game held at Kelly/Shorts Stadium between Central Michigan and Ball State as well as other Homecoming events held that day. August 27th, 2022, brought in 103,840 visits. This is attributed to move-in weekend for students returning for fall semester.



2023

In the months of January 2023 through December 2023, Mount Pleasant received 27 million visits total.

Three (3) dates were identified as bringing in the highest visitor counts. September 30th, 2023 brought in 133,610 visits. This is attributed to the Homecoming football game held at Kelly/Shorts Stadium between Central Michigan and Eastern Michigan as well as other Homecoming events held that day. August 26th, 2023, brought in 108,870 visits. This is attributed to move-in weekend for students returning for fall semester. September 9th, 2023, brought in 101,350 visits. This is attributed to the football game held at Kelly/Shorts Stadium between Central Michigan and New Hampshire.



Historical Analysis of 20 Most Popular Locations

Central Michigan University, 1

In the past 12 months: 1.9 million visits from visitors, 1.4 million visits from employees, 1.3 million visits from residents, giving us **4.1 million visits total** in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred September 30th, 2023. The total visits that day came to **49,700** presumably due to the Central Michigan VS Eastern Michigan football game that occurred at Kelly/Shorts Stadium. This number is 801% higher than the visits on September 30th, 2022, but this does little to show actual growth as the Central Michigan VS Eastern Michigan game occurred on another day the previous year. This is only further facilitated by the fact that the 2022 game was days after Thanksgiving and also took place in Ypsilanti so we have no access to relevant comparative data.

2017: **6 million** visits total, highest amount of visits on a given day = **38,900**, occurring on 9/23/2017 presumably due to a CMU football game.

2018: **5.5 million** visits total, highest amount of visits on a given day = **30,700**, occurring on 10/20/2018 presumably due to a CMU football game.

2019: 5 million visits total, highest amount of visits on a given day = **36,600**, occurring on 10/12/2019 presumably due to both a football game and hockey game.

2020: **3.3 million** visits total, highest amount of visits on a given day = **23,100**, occurring on 3/5/2020 without obvious reason.

2021: **3.6 million** visits total, highest amount of visits on a given day = **33,860**, occurring on 9/25/2021 presumably due to a football game.

2022: **3.7 million** visits total, highest amount of visits on a given day = **40,400**, occurring on 9/17/2022 presumably due to a football game.

2023: **4.2 million** visits total, highest amount of visits on a given day = **49,700**, occurring on 9/30/2023 presumably due to a football game.

Walmart, 2

In the past 12 months: 3.2 million visits from visitors, **177,000** visits from employees, insufficient data to provide a number of visits from residents, giving us **3.4 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 20,340 presumably due to Black Friday. This number is 7% higher than the visits on November 24th the previous year, demonstrating growth. The next day with the most visits was December 22nd, 2023, 3 days prior to Christmas Day. This shows that our community and the surrounding community will travel for both deals and convenience.

2017: **2.9 million** visits total, highest amount of visits on a given day = **15,500**, occurring on 12/16/2017 presumably due to the upcoming holiday.

2018: **3.2** million visits total, highest amount of visits on a given day = **18,300**, occurring on 12/22/2018 presumably due to the upcoming holiday.

2019: **3.4 million** visits total, highest amount of visits on a given day = **20,100**, occurring on 11/29/2019 due to Black Friday.

2020: 3.1 million visits total, highest amount of visits on a given day = **17,500**, occurring on 8/15/2020 without obvious reason.

2021: **3.1 million** visits total, highest amount of visits on a given day = **19,070**, occurring on 11/26/2021 due to Black Friday.

2022: **3.1 million** visits total, highest amount of visits on a given day = **19,590**, occurring on 11/25/2022 due to Black Friday

2023: **3.3 million** visits total, highest amount of visits on a given day = **20,300**, occurring on 11/24/2023 due to Black Friday.

Soaring Eagle, 3

In the past 12 months: 2.6 million visits from visitors, 655,400 visits from employees, giving us **3.2 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred August 19th, 2023. The total visits that day came to 26,930 due to the Pitbull and Lil Jon show that took place. The next highest number of visitors in one day is 23.02% and there are several other dates that have visitor tolls at or around the 20,000 mark, showing consistency in being able to pull a crowd.

2017: **3.5 million** visits total, highest amount of visits on a given day = **23,110**, occurring on 4/01/2017 due to a Wiz Khalifa and Snoop Dogg concert.

2018: **3.4 million** visits total, highest amount of visits on a given day = **22,800**, occurring on 2/24/2018 due to multiple performances by Vince Neil, Lita Ford, ZZ Top, Willie Nelson, and John Fogerty.

2019: **3.1 million** visits total, highest amount of visits on a given day = **23,260**, occurring on 2/23/19 due to the Mid-Michigan SCI Hunting Expo's 40th anniversary gala.

2020: **1.9 million** visits total, highest amount of visits on a given day = **17,960**, occurring on 3/07/20 due to a Three Dog Night performance.

2021: **2.7 million** visits total, highest amount of visitors on a given day = **25,900**, occurring on 5/29/21 due to a Luke Bryan performance.

2022: **2.9 million** visits total, highest amount of visits on a given day = **26,310**, occurring on 9/04/2022 due to a Kid Rock performance.

2023: **3.1 million** visits total, highest amount of visits on a given day = **27,420**, occurring on 5/27/2023 due to a Willie Nelson and Jelly Roll performance.

Meijer, 4

In the past 12 months: 3 million visits from visitors, 71,300 visits from employees, giving us **3.1 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred December 22nd, 2023. The total visits that day came to 16,250 presumably due Christmas Day occurring 3 days following. This number is 79% higher than the visits on December 22nd the previous year, demonstrating growth. However, given that this day may have been so busy because it was the Friday before Christmas, we must consider the data from December 23rd, 2022, to know if it was really an almost 80 percent increase in visits. We see December 23rd, 2023, bringing in 14,900 visitors and a 102% increase from the previous year, 2022, meaning that while 79% may not be the exact percentage when considering other factors of the date, it was still a large percentage of growth.

2017: **2.8 million** visits total, the highest amount of visits on a given day = **14,840**, occurring on 5/13/17 presumably due to it being Mother's Day the following day.

2018: **3 million** visits total, the highest amount of visits on a given day = **14,300**, occurring on 12/22/2018 presumably due to Christmas following shortly after.

2019: **3.2 million** visits total, the highest amount of visits on a given day = **15,500**, occurring on 12/23/2019 presumably due to Christmas following shortly after.

2020: 3 million visits total, the highest amount of visits on a given day = **14,090**, occurring on 1/10/20 without obvious reason.

2021: **3 million** visits total, the highest amount of visits on a given day = **14,710**, occurring on 12/23/21 presumably for Christmas shopping.

2022: **3.1 million** visits total, the highest number of visits on a given day = **15,290**, occurring on 11/25/2022 for Black Friday.

2023: **3.1 million** visits total, the highest number of visits on a given day = **16,250**, occurring on 12/22/2023 presumably for Christmas shopping.

Central Michigan Commons, 5

In the past 12 months: 2.2 million visits from visitors, 114,800 visits from employees, 17,100 visits from residents, giving us **2.4 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 17,300 presumably due to Black Friday deals. This number is 8% higher than the visits on Black Friday the previous year, demonstrating growth. The next highest amount of visitors in one day is 12,600, showing that no other days came nearly as close.

2017: **2.1 million** visits total, the highest number of visits on a given day = **12,030**, occurring on 11/24/2017 due to Black Friday.

2018: **2 million** visits total, the highest number of visits on a given day = **11,460**, occurring on 11/23/2018 due to Black Friday.

2019: **2 million visits** total, the highest number of visits on a given day = **14,360**, occurring on 11/29/2019 due to Black Friday.

2020: **1.5 million** visits total, the highest number of visits on a given day = **10,050**, occurring on 11/27/2020 due to Black Friday.

2021: **2 million** visits total, the highest number of visits on a given day = **13,400**, occurring on 11/26/2021 due to Black Friday.

2022: **2.2 million** visits total, the highest number of visits on a given day = **16,300**, occurring on 11/25/2022 due to Black Friday.

2023: **2.4 million** visits total, the highest number of visits on a given day = **17,300**, occurring on 11/24/2022 due to Black Friday.

Indian Hills Plaza, 6

In the past 12 months: 2.1 million visits from visitors, 72,600 visits from employees, insufficient data to provide a number of visits from residents, giving us **2.2 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 18,610 due to Black Friday deals. This number is 9% higher than the visits on Black Friday the previous year, demonstrating growth. The next highest amount of visitors in one day is 15,400 on December 22nd, 2023, pulling in a significant last-minute Christmas crowd.

2017: **2.5 million** visits total, the highest number of visits on a given day = **16,300**, occurring on 11/24/2017 due to Black Friday.

2018: **2.7 million** visits total, the highest number of visits on a given day = **18,100**, occurring on 11/23/2018 due to Black Friday.

2019: 2.3 million visits total, the highest number of visits on a given day = **15,800**, occurring on 11/29/2019 due to Black Friday.

2020: **1.8 million** visits total, the highest number of visits on a given day = **12,600**, occurring on 12/19/2020 due to Christmas shopping.

2021: **2.2 million** visits total, the highest number of visits on a given day = **17,000**, occurring on 11/26/2021 due to Black Friday.

2022: **2.1 million** visits total, the highest number of visits on a given day = **17,300**, occurring on 11/25/2022 due to Black Friday.

2023: **2.2 million** visits total, the highest number of visits on a given day = **18,610**, occurring on 11/24/2023 due to Black Friday.

Downtown Mount Pleasant, 7

In the past 12 months: 1.2 million visits from visitors, 310,000 visits from employees, insufficient data to provide a number of visits from residents, giving us **1.6 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred December 2nd, 2023. The total visits that day came to 11,050 presumably due to the Christmas event held by the city and supported by students due to it being the last weekend prior to finals prep beginning and many seeing this weekend as a last hurrah before winter break. This number is 102% higher than the average Saturday, and with us knowing the extent of visitors in the area around this time of the year we can create promotional events to draw even bigger crowds and maximize the potential spending.

2017: **1.7 million** visits total, the highest number of visits on a given day = **12,190**, occurring on 12/2/2017 presumably due to the city's Christmas event as well as students going out before finals prep begins and the semester ends.

2018: **1.7 million** visits total, the highest number of visits on a given day = **9,170**, occurring on 5/3/2018 presumably due to the end of the semester or possibly Cinco de Mayo.

2019: **1.6 million** visits total, the highest number of visits on a given day = **10,150**, occurring on 8/22/2019 presumably due to the beginning of the school year.

2020: **1.1 million** visits total, the highest number of visits on a given day = **7,810**, occurring on 1/16/2020 presumably due to the return from winter break.

2021: **1.3 million** visits total, the highest number of visits on a given day = **11,560**, occurring on 12/4/2021 presumably due to the city's Christmas event as well as students going out before finals prep begins and the semester ends.

2022: **1.5 million** visits total, the highest number of visits on a given day = **11,400**, occurring on 12/3/2022 presumably due to the city's Christmas event as well as students going out before finals prep begins and the semester ends.

2023: **1.6 million** visits total, the highest number of visits on a given day = **11,050**, occurring on 12/2/2023 presumably due to the city's Christmas event as well as students going out before finals prep begins and the semester ends.

Sam's Club, 8

In the past 12 months: 1.4 million visits from visitors, 65,700 visits from employees, insufficient data to provide a number of visits from residents, giving us **1.5 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 8,810 due to Black Friday deals. This number is 37% higher than the visits on Black Friday the previous year, demonstrating growth.

While the day that pulled the most visitors does not have the highest number on this list, Sam's Club's numbers are fairly consistent and show a strong base of people coming in and out on a regular basis.

2017: **866,300** visits total, the highest number of visits within a given week = **26,200**, occurring in the week of 12/18/2017 – 12/24/2017 presumably due to the upcoming holiday.
2018: **888,400** visits total, the highest number of visits on a given day = **6,130**, occurring on 11/17/2018 presumably due to Thanksgiving.
2019: **993,000** visits total, the highest number of visits on a given day = **7,900**, occurring on 11/9/2019 without obvious reason.
2020: **1.1 million** visits total, the highest number of visits on a given day = **8,600**, occurring on 3/13/2020 presumably due to the beginning stages of the Covid-19 Pandemic where retail stores were more frequently visited as shoppers stocked up on needed essentials.
2021: **1.1 million** visits total, the highest number of visits in a given day = **6,400**, occurring on 10/9/2021 without obvious reason.
2022: **1.3 million** visits total, the highest number of visits in a given day = **6,840**, occurring on 3/19/2022 without obvious reason.
2023: **1.4 million** visits total, the highest number of visits in a given day = **8,810**, occurring on 11/24/2023 presumably due to Black Friday.

Target, 9
In the past 12 months: 1.2 million visits from visitors, 31,400 visits from employees, insufficient data to provide a number of visits from residents, giving us **1.2 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 11,950 due to Black Friday deals. This number is 15% higher than the visits on Black Friday the previous year, demonstrating growth. Target's daily visitors stay around 2,000-6,000 aside from a couple outliers.

2017: **876,400** visits total, the highest number of visits within a given week = **30,000**, occurring in the week of 12/18/2017 – 12/24/2017 presumably due to the upcoming holiday.
2018: **927,200** visits total, the highest number of visits on a given day = **8,720**, occurring on 11/23/2018 due to Black Friday.
2019: **1 million** visits total, the highest number of visits on a given day = **9,920**, occurring on 11/29/2019 due to Black Friday.
2020: **1.1 million** visits total, the highest number of visits on a given day = **7,580**, occurring on 8/15/2020 with no discernable reason other than it potentially being a move-in weekend for Central Michigan University students.
2021: **1.2 million** visits total, the highest number of visits on a given day = **9,590**, occurring on 11/26/2021 due to Black Friday.
2022: **1.2 million** visits total, the highest number of visits on a given day = **10,470**, occurring on 11/25/2022 due to Black Friday.
2023: **1.3 million** visits total, the highest number of visits on a given day = **11,950**, occurring on 11/24/2023 due to Black Friday.

Menards, 10

In the past 12 months: 1 million visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **1.1 million** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 13,300 due to Black Friday deals. This number is 12% higher than the visits on Black Friday the previous year, demonstrating growth. The next highest amount of visitors in one day is 6,200 on May 11th, 2024. This was the day before Mother's Day, which may have been a factor in the increased visits here.

2017: **1.1 million** visits total, the highest number of visits within a given week = **33,500**, occurring in the week of 11/20/2017 – 11/26/2017 presumably due to the upcoming holiday.
2018: **1.1 million** visits total, the highest number of visits on a given day = **15,810**, occurring on 11/23/2018 due to Black Friday.
2019: **1.1 million** visits total, the highest number of visits on a given day = **17,850**, occurring on 11/29/2019 due to Black Friday.
2020: **1.2 million** visits total, the highest number of visits on a given day = **11,500**, occurring on 11/27/2020 due to Black Friday.
2021: **1.1 million** visits total, the highest number of visits on a given day = **11,460**, occurring on 11/26/21 due to Black Friday.
2022: **1.1 million** visits total, the highest number of visits on a given day = **12,090**, occurring on 11/25/22 due to Black Friday.
2023: **1.1 million** visits total, the highest number of visits within a given week = **13,290**, 11/24/2023

McDonald's (Mission Street), 11

In the past 12 months: 730,500 visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **742,300** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred September 30th, 2023. The total visits that day came to 4,150 presumably due to the Central Michigan versus Eastern Michigan football game that brought just shy of 50 thousand people into Mount Pleasant. This number is 85% higher than September 30th 2022, but this does little to show actual growth as the Central Michigan VS Eastern Michigan game occurred on another day the previous year. This is only further facilitated by the fact that the 2022 game was days after Thanksgiving and also took place in Ypsilanti so we have no access to relevant comparative data.

2017: **576,400** visits total, the highest number of visits within a given week = **16,600**, occurring in the week of 5/1/2017 – 5/7/2017 possibly due to the final exams for Central Michigan University Students.

2018: **663,000** visits total, the highest number of visits on a given day = **3,920**, occurring on 2/21/2018 presumably due to the 2 basketball games that day.

2019: **638,300** visits total, the highest number of visits on a given day = **3,620**, occurring on 1/26/2019 presumably due to a high-profile basketball game.

2020: **614,100** visits total, the highest number of visits on a given day = **3,010**, occurring on 5/1/2020 without obvious reason.

2021: **657,000** visits total, the highest number of visits on a given day = **3,450**, occurring on 8/28/20209 possibly due to move-ins from Central Michigan University students.

2022: **678,500** visits total, the highest number of visits on a given day = **3,300**, occurring on 8/17/2022 presumably due to a football game.

2023: **752,200** visits total, the highest number of visits on a given day = **4,150**, occurring on 8/30/2023 presumably due to a football game.

TJ Maxx, 12

In the past 12 months: 536,900 visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **543,900** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred November 24th, 2023. The total visits that day came to 5,760 due to Black Friday shopping. This number is 23% higher than the visits on Black Friday the previous year, demonstrating growth. The numbers stay relatively low both before and after Black Friday with an acknowledgement made for December 22nd, 2023.

2017: **516,700** visits total, the highest number of visits within a given week = **15,300**, occurring in the week of 12/18/2017 – 12/24/2017 presumably due to Christmas shopping.

2018: **543,300** visits total, the highest number of visits on a given day = **4,770**, occurring on 11/23/2018 due to Black Friday.

2019: **586,700** visits total, the highest number of visits on a given day = **5,430**, occurring on 11/29/2019 due to Black Friday.

2020: **408,500** visits total, the highest number of visits on a given day = **3,710**, occurring on 3/07/2020 with no discernable reason.

2021: **418,900** visits total, the highest number of visits on a given day = **4,260**, occurring on 11/26/2021 due to Black Friday.

2022: **494,300** visits total, the highest number of visits on a given day = **5,000**, occurring on 11/25/2022 due to Black Friday.

2023: **541,100** visits total, the highest number of visits on a given day = **5,800**, occurring on 11/24/2023 due to Black Friday.

Aldi, 13

In the past 12 months: 535,700 visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **537,000** visits total in the past year.

Through provided daily aggregation of the data we see that the most visitors occurred March 10th, 2024. The total visits that day came to 2,990 with no discernable reason for making the total hit that number. While this number is not particularly high especially when considering what other locations have hit for the most visits in one day in the past full 12 months, but Aldi maintains the peaks of visitors well which brings up their yearly visitors.

2017: **417,800** visits total, the highest number of visits within a given week = **12,700**, occurring in the week of 6/19/2017 – 6/25/2017 without obvious reason

2018: 376,100 visits total, the highest number of visits within a given week = **12,400**, occurring in the week of 10/19/2018 – 11/4/2018 presumably due to Halloween shopping.

2019: **519,200** visits total, highest number of visits on a given day= **3,600**, occurring on 7/25/2019 without obvious reason.

2020: **445,000** visits total, highest number of visits on a given day = **2,960**, occurring on 1/10/2020 presumably due to a hockey game.

2021: **387,900** visits total, highest number of visits on a given day = **2,370**, occurring on 1/23/2021 without obvious reason.

2022: **423,700** visits total, highest number of visits on a given day = **2,100**, occurring on 2/6/2022 without obvious reason.

2023: **486,400** visits total, highest number of visits on a given day = **2,450**, occurring on 9/17/2023 presumably due to the beginning stage of the fall semester for local college students.

Dollar Tree, 14

In the past 12 months: 531,900 visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **535,000** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 12/22/2023, just a few days before Christmas. There were 4,100 visitors on this date, potentially due to shopping for decorations, presents, or things needed for Christmas dinner.

2017: **426,500** visits total, the highest number of visits within a given week = **16,800**, occurring in the week of 12/18/2017 – 12/24/2017 presumably due to Christmas shopping.

2018: **486,900** visits total, the highest number of visits within a given week = **21,200**, occurring in the week of 12/17/2018 – 12/23/2018 presumably due to Christmas shopping.

2019: **507,600** visits total, the highest number of visits on a given day = **5,120**, occurring on 12/14/2019 presumably due to Christmas shopping.

2020: **468,900** visits total, the highest number of visits on a given day = **3,880**, occurring on 12/18/2020 presumably due to Christmas shopping.

2021: **510,900** visits total, the highest number of visits on a given day = **4,300**, occurring on 12/11/2021 presumably due to Christmas shopping.

2022: **469,500** visits total, the highest number of visits on a given day = **3,770**, occurring on 11/25/2022 presumably due to Black Friday shopping.

Comments on synergies: The above is interesting because Dollar Tree does not actually hold any sales for Black Friday, nothing is marked down due to prices already being so low, so this is a true example of our businesses being affected by each other. Dollar Tree's days with the most visitors had historically been a week or so before Christmas and it is true that in 2022 there are several peaks in that area, but the highest volume day was due to sales in neighboring stores.

2023: **535,500** visits total, the highest number of visits on a given day = **4,100**, occurring on 12/22/2023 presumably due to Christmas shopping.

Speedway, 15

In the past 12 months: 419,800 visits from visitors, insufficient data to provide a number of visits from employees, insufficient data to provide a number of visits from residents, giving us **425,400** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 5/4/2024, the first Saturday following the end of the semester for Central Michigan University students. There were 1,850 visitors on this date, potentially due to the need to get gas prior to a drive home from campus.

2017: **343,500** visits total, the highest number of visits within a given week = **9,500**, occurring in the weeks of 5/1/2017 – 5/14/2017 presumably due to the end of the semester and individuals moving out of their apartments and dorms.

2018: **486,900** visits total, the highest number of visits within a given week = **11,000**, occurring in the week of 5/14/2018 – 12/20/2018 presumably due to the end of the semester and individuals moving out of their apartments and dorms.

2019: **472,300** visits total, the highest number of visits on a given day = **2,700**, occurring on 9/2/2019 presumably due to labor day travel..

2020: **363,300** visits total, the highest number of visits on a given day = **2,400**, occurring on 3/4/2020 potentially due to people getting gas prior to returning home for quarantine or possibly people taking advantage of the record low gas prices around this time.

2021: **438,400** visits total, the highest number of visits on a given day = **1,920**, occurring on 9/24/2021 without obvious reason.

2022: **415,100** visits total, the highest number of visits on a given day = **2,000**, occurring on 7/1/2022 presumably due to individuals gearing up to travel for the fourth of July.

2023: **415,900** visits total, the highest number of visits on a given day = **1,830**, occurring on 2/24/2023 without obvious reason.

Texas Roadhouse, 16

In the past 12 months: 403,700 visits from visitors, 10,600 visits from employees, insufficient data to provide a number of visits from residents, giving us **414,500** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visitors has 3 dates tied for that title. February 17, 2024 brought in 3,200 visits. Presumably this was due to an influx of people in the area from the Central versus Western men's basketball game as well as the Central versus Kent State women's basketball game. The next date bringing in just under 3,200 people (3,170) was March 2nd 2024. There seems to be no clear reason why quite so many people came in that day. The third date bringing in a little over 3,200 people (3,240)

was March 9th, 2024. On this date there was a Central versus Akron women's basketball game. We can draw the conclusion that when sporting events occur it supports local businesses to a high degree.

2017: **415,600** visits total, the highest number of visits within a given week = **13,500**, occurring in the week of 2/27/2017 – 3/5/2017 without obvious reason.

2018: **400,100** visits total, the highest number of visits within a given week = **12,400**, occurring in the week of 2/12/2018 – 2/18/2018 without obvious reason.

2019: **380,500** visits total, the highest number of visits on a given day = **3,400,** occurring on 5/4/2019 potentially due an influx of people in town for Cinco de Mayo the following day.

2020: **246,900** visits total, the highest number of visits on a given day = **3,410,** occurring on 2/15/2020 presumably due to Valentine's Day.

2021: **366,700** visits total, the highest number of visits on a given day = **3,100,** occurring on 9/25/2021 presumably due to a football game.

2022: **404,800** visits total, the highest number of visits on a given day = **3,400,** occurring on 1/29/2022 presumably due to a hockey game.

2023: **413,500** visits total, the highest number of visits on a given day = **3,400,** occurring on 1/12/2023 presumably due to a basketball game.

Wayside/O'Kelly's, 17

In the past 12 months: 310,700 visits from visitors, 3,000 visits from employees, insufficient data to provide a number of visits from residents, giving us **313,000** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 3/16/2024, St. Patrick's Day. There were 11,230 visitors on that date, showing that O'Kelly's as an Irish-themed space is a popular destination for the holiday and the events they plan (the tent with live music, special guest DJs, etcetera) do pay off by bringing in a great crowd.

2017: **224,900** visits total, the highest number of visits within a given week = **11,300**, occurring in the week of 8/21/2017 - 8/27/2017 presumably due to students moving in.
2018: **263,300** visits total, the highest number of visits within a given week = **13,003**, occurring in the week of 8/20/2018 - 8/26/2018 presumably due to students moving in.
2019: **227,600** visits total, the highest number of visits within a given week = **12,600**, occurring in the week of 8/19/2019 - 8/25/2019 presumably due to students moving in.
2020: **90,500** visits total, the highest number of visits within a given week = **8,500**, occurring in the week of 1/13/2020 - 1/19/2020 presumably due to students returning from winter break at Central Michigan University.
2021: **175,700** visits total, the highest number of visits within a given week = **13,300**, occurring in the week of 10/25/2021 - 10/31/2021 presumably due to Halloween celebrations.
2022: **284,900** visits total, the highest number of visits on a given day = **5,670**, occurring on 10/29/2022 presumably due to Halloween celebrations.
2023: **325,200** visits total, the highest number of visits on a given day = **9,270**, occurring on 3/17/2023 presumably due to St. Patrick's Day celebrations.

Dick's Sporting Goods, 18

In the past 12 months: 301,000 visits from visitors, 1,200 visits from employees, insufficient data to provide a number of visits from residents, giving us **302,200** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 11/24/2023, Black Friday. There were 4,070 visitors on that date. With many visits in general being linked to athletics as well as Central Michigan University having division 1 teams in many sports it is very clear why this is a highly visited location.

2017: **285,100** visits total, the highest number of visits within a given week = **10,500**, occurring in the week of 12/18/2017 - 12/24/2017 presumably due to Christmas shopping.
2018: **281,200** visits total, the highest number of visits within a given week = **9,800**, occurring in the week of 12/17/2018 - 12/23/2018 presumably due to Christmas shopping.
2019: **266,400** visits total, the highest number of visits within a given week = **9,400**, occurring in the week of 8/12/2019 - 8/18/2019 presumably due to students moving in/the beginning of the school year.
2020: **222,700** visits total, the highest number of visits on a given day = **2,900**, occurring on 11/27/2020 due to Black Friday.
2021: **301,400** visits total, the highest number of visits on a given day = **3,610**, occurring on 11/26/2021 due to Black Friday.
2022: **291,100** visits total, the highest number of visits on a given day = **3,500**, occurring on 11/25/2022 due to Black Friday.
2023: **305,100** visits total, the highest number of visits on a given day = **4,100**, occurring on 11/24/2023 due to Black Friday.

Applebee's, 19

In the past 12 months: 283,500 visits from visitors, 4,700 visits from employees, insufficient data to provide a number of visits from residents, giving us **288,200** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 2/27/2024, the Saturday following Valentine's Day. There were 1,980 visitors on that date showing it to be a popular destination within Mount Pleasant potentially even more so as a date night spot.

2017: 443,800 visits total, the highest number of visits within a given week = **11,400**, occurring in the week of 3/13/2017 - 3/19/2017 without obvious reason.
2018: **430,200** visits total, the highest number of visits within a given week = **11,700**, occurring in the week of 2/26/2018 - 3/4/2018 without obvious reason.
2019: 411,800 visits total, the highest number of visits on a given day = **2,940**, occurring on 8/16/2019 without obvious reason.
2020: 249,400 visits total, the highest number of visits on a given day = **2,220**, occurring on 1/25/2020 without obvious reason.
2021: 312,500 visits total, the highest number of visits on a given day = **2,050**, occurring on 4/24/2021 without obvious reason.
2022: 315,400 visits total, the highest number of visits on a given day = **1,890**, occurring on 4/30/2022 without obvious reason.
2023: 295,300 visits total, the highest number of visits on a given day = **2,090**, occurring on 3/4/2023 without obvious reason.

Buffalo Wild Wings, 20

In the past 12 months: 260,500 visits from visitors, 3,030 visits from employees, insufficient data to provide a number of visits from residents, giving us **263,500** visits total in the past year.

Through provided daily aggregation of the data we see that the day with the most visits was 9/30/2023 presumably due to the high volume of visitors in the area for the Eastern Michigan versus Central Michigan football game. Being able to recognize the influx of both people and money during sporting events leads me to the conclusion that local businesses should take advantage and run promotions or host events on these dates so we do not lose individuals who will get food on the drive home in a neighboring town. With the people already there we just need to incentivize longer stays and obtaining things look food and further entertainment right here in town.

2017: **353,300** visits total, the highest number of visits within a given week = **10,700**, occurring in the week of 6/12/2017 - 6/18/2017 without obvious reason.

2018: **345,800** visits total, the highest number of visits within a given week = **13,900**, occurring in the week of 6/18/2018 - 6/24/2018 without obvious reason.

2019: **314,200** visits total, the highest number of visits on a given day = **2,280**, occurring on 6/29/19 without obvious reason.

2020: **233,800** visits total, the highest number of visits on a given day = **1,940**, occurring on 8/14/20 without obvious reason.

2021: **281,300** visits total, the highest number of visits on a given day = **1,970**, occurring on 9/25/2021 without obvious reason.

2022: **282,300** visits total, the highest number of visits on a given day = **1,920**, occurring on 2/26/2022 presumably due to both a basketball and hockey game in the area.

2023: **273,400** visits total, the highest number of visits on a given day= **2,030**, occurring on 2/18/2023 presumably due to a basketball game in the area.

Location Visitation and Ranking by Industry

Retail

Retail	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income	Female	Male	18-37	38-51	52+
Walmart	266.6k	3 out of 93	12%	46k	54.3%	45.7%	28.8%	22.4%	48.8%
Meijer	250k	4 out of 122	9.7%	51k	50.1%	49.9%	26.5%	23.2%	50.3%
Sam's Club	116.6k	22 out of 23	8.9%	53k	58.4%	41.6%	20.9%	26.5%	52.5%
Target	100k	40 out of 52	13%	46k	68%	24.4%	43.6%	24.4%	32%
Menards	83.3k	18 out of 32	10.1%	55k	39.7%	60.3%	13.3%	20.3%	66.3%
Home Depot	62.1k	48 out of 70	8%	55k	30.1%	69.9%	18.4%	24.8%	56.8%
Dollar Tree	44.1k	3 out of 311	16.7%	44k	71.1%	28.9%	30.8%	29.4%	39.9%
Aldi	43.8k	21 out of 102	18.2%	46k	60.6%	39.4%	30.5%	18.4%	51.1%
7-Eleven	43.7k	2 out of 196	14.1%	39k	37.6%	62.4%	53.6%	23.7%	22.7%
T.J. Maxx	41.1k	6 out of 37	12.9%	51k	77.8%	22.2%	31.1%	28.2%	40.8%
Ric's Food Center	32.6k	N/R	18.7%	49k	N/A	N/A	N/A	N/A	N/A

Takeaways from the Retail Industry

- The high ranking of Walmart and Meijer compared to their counterparts in the state reflect the data of their being unmet demand in the grocery industry

- The low ranking of Sam’s Club compared to its other state counterparts is most possibly due to the college population not having storage for bulk purchases

- Target, Dollar Tree, and T.J Maxx all have predominantly female customers while Home Depot has predominantly male customers (Predominantly=approximately 70% or more)

Fast-Food

Fast-Food	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income	Female	Male	18-37	38-51	52+
McDonald's (S Mission)	61.3k	34 out of 517	17%	37k	N/A	N/A	N/A	N/A	N/A
McDonald's (904 E Pickard)	46.3k	169 out of 517	11.2%	50k	46.8%	53.2%	41.3%	25.1%	33.6
McDonald's (E Remus)	39.3k	276 out of 517	8.2%	59k	42.5%	57.5%	31.2%	28.8%	40.0
Culver's (E Pickard)	33.8k	24 out of 95	14.3%	54k	48.6%	51.4%	31.8%	24.9%	43%
Taco Bell (S Mission)	33.5k	8 out of 291	22.8%	43k	49.5%	50.5%	56.8%	24.1%	19.2
McDonald's (5600 E Pickard)	31.1k	430 out of 517	5.9%	54k	N/A	N/A	N/A	N/A	N/A
Rally's (S Mission)	22.6k	1 out of 20	17.0%	44k	N/A	N/A	N/A	N/A	N/A
Panda Express (S Mission)	19.9k	11 out of 31	15.8%	50k	47.5%	52.5%	44.5%	27.1%	28.4
Burger King (S Mission)	17.8k	99 out of 245	18.6%	48k	46.9%	53.1%	42.9%	29.2%	27.9
Taco Bell (E Pickard)	17.4k	174 out of 291	8.0%	55k	43.6%	56.4%	44.9%	29.1%	26.0

Takeaways from the Fast-Food Industry

- Fast-food located on South Mission outperform their counterparts on East Pickard by a substantial margin
    - Most likely due to being closer to CMU

- Rally's being the most visited in the state we hypothesis is due to its lobby staying open later than competitors in Mt. Pleasant and due to its close proximity to Wayside/Okelly's

Sit-Down Dining

Sit-Down Dining	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income	Female	Male	18-37	38-51	52+
Texas Roadhouse	33.8k	5 out of 21	10%	55k	40.9%	59.1%	26.1%	30.6%	43.3%
Applesbee's	23.5k	4 out of 81	13.0%	51k	47.2%	52.8%	33.3%	20.6%	46.1%
Buffalo Wild Wings	21.9k	8 out of 51	17.0%	52k	39.8%	60.2%	49.6%	27.9%	22.5%
Olive Garden	19.6k	18 out of 26	14.1%	52k	55.3%	44.7%	30.0%	24.9%	45%
IHOP	19.5K	1 out of 28	11.9%	52k	41.6%	58.4%	31.4%	24.7%	43.9%
Great Wall Buffet	17.7k	N/A	8.2%	51k	N/A	N/A	N/A	N/A	N/A
Azteca	15k	N/A	18.3%	51k	N/A	N/A	N/A	N/A	N/A
Bob Evan's	13.6k	6 out of 42	9.9%	57k	44.5%	55.5%	6.0%	20.9%	73.0%
Pixie	12.9k	N/A	11.2%	55k	N/A	N/A	N/A	N/A	N/A
Bennigan's	17.4k	N/A	N/A	63k	N/A	N/A	N/A	N/A	N/A

Takeaways from the Sit-Down Dining Industry

- Chain restaurants tend to outperform the family-owned restaurants in Mt. Pleasant

- Bob Evans attracts mostly the 52+ age demographic while its competitor IHOP attracts a much wider age group resulting in higher visitation

Fast-Causal Dining

Fast-Casual Dining	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income	Female	Male	18-37	38-51	52+
Panera	17.9k	54 out of 72	19.9%	47k	63.4%	36.6%	35.5%	28.4%	36.1%
Qdoba	14.3k	10 out of 60	18.4%	49k	48.3%	51.7%	51.4%	29.5%	19.1%
Chipotle	11k	27 out of 48	23.3%	47k	46.4%	53.6%	53.9%	27.3%	18.8%
Blaze Pizza	10.7k	3 out of 5	19.0%	49k	N/A	N/A	N/A	N/A	N/A

Takeaways from the Fast-Casual Dining Industry

- All of these businesses attract a high concentration of customers from CMU
    - This could be due to all of them being located on S Mission or is because of that style of dining being popular with college students

- Panera's customers consist of a 15% higher concentration of females than the other fast-casual restaurants

Miscellaneous

Misc.	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income	Female	Male	18-37	38-51	52+
JARS Cannabis	27.2k	3 out of 16	9.6%	46k	N/A	N/A	N/A	N/A	N/A
Mister Car Wash	26.3k	8 out of 29	13.5%	57k	N/A	N/A	N/A	N/A	N/A
Planet Fitness	26.2k	51 out of 78	21.3%	42k	32.3%	67.7%	52.9%	13.7%	33.3%

Takeaways from the Miscellaneous Industries

- The Mt. Pleasant Planet fitness performs below average which we hypothesis is due to the Student Activity Center stealing its business

- JARS Cannabis performing above average is surprising due to Mt. Pleasant having so much competition in the cannabis industry
    - JARS also outperforms its Mt. Pleasant competitors

Entertainment

Entertainment	Monthly Average Visits	State Ranking	Visitors Assoc. w/ CMU	Median Income
Soaring Eagle Casino	216.6k	N/A	2.6%	58k
Morey Courts	25.9k	N/A	11.1%	N/A
Wayside Central/Okelly's	24.6k	N/A	23.3%	N/A
Island Park	24k	N/A	11.6%	52k
The Bird Bar & Grill	9.2k	N/A	22.7%	N/A
Riverwood Resort	10.5k	N/A	17.8%	N/A
Celebration Cinema	14.3k	N/A	18.9%	48k
Green Spot Pub	6.4k	N/A	N/A	54k
Blue Gator Sports Pub	3.75k	N/A	42.5%	28k
Pohl Cat Golf Coures	17.4k	N/A	N/A	66k

Takeaways from the Entertainment Industry

- Wayside/ Okelly's draws in a large crowd of the college aged population from across the state leading to its high visitations
- Soaring Eagle is by far Mt. Pleasants biggest attraction and provides business for many places in Mt. Pleasant
- The Bars catered more towards the college population tend to outperform those that don't
    - The exception of this is the Green Spot

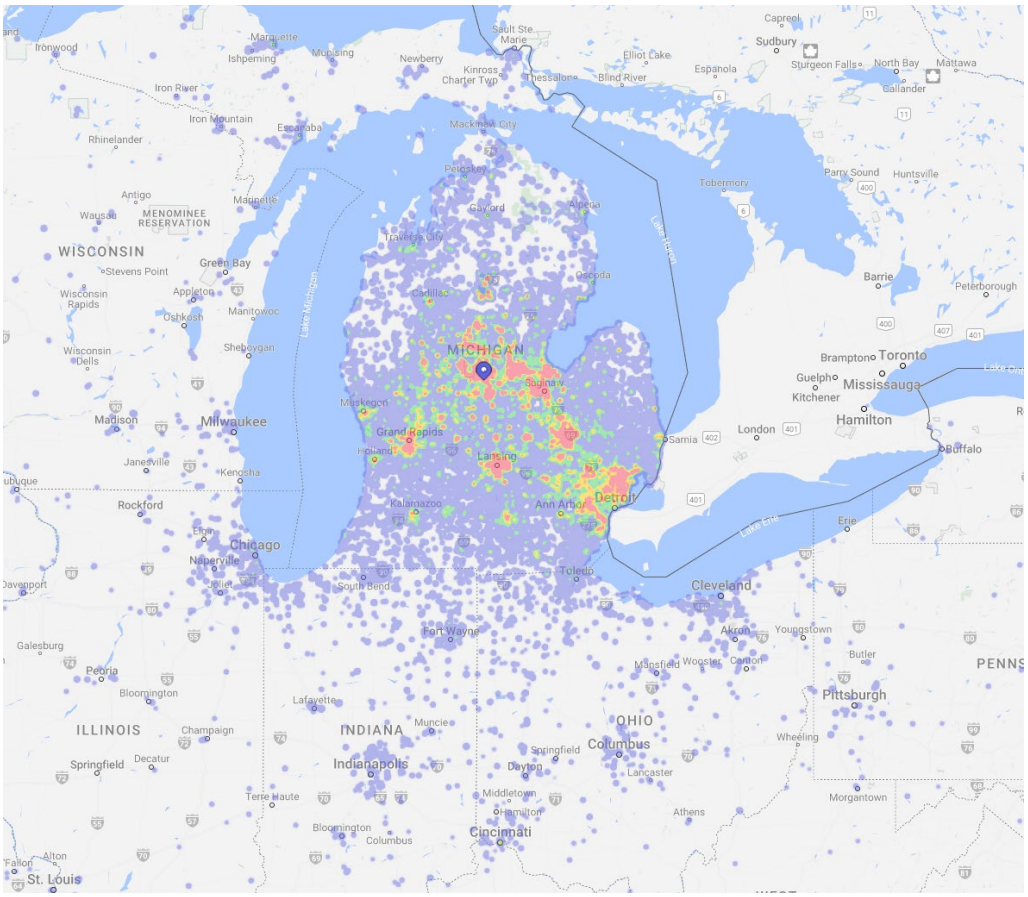
Soaring Eagle Casino Analysis

- *Total Yearly Visits:* 2.6m
- Avg. Daily Visits: 7,000
- *Avg. Saturday Visits:* 8,000-10,000
- *Avg. Friday Visits:* 6,000-7,000
- *Median Dwell Time:* 148min
- *Visit Frequency (yearly):* 4.06
- *Audience Median Household Income:* 47,900
- *Audience Median Age:* 36.3
- *Audience Loyalty:* 1.7m visit at least 5 times per year

Visitor's Favorite Places in Mt. Pleasant
(Percent of Visitors=The Percentage of people who visited Soaring Eagle, and the place listed, at least once during the year)

1. Central Michigan Commons
    a. Percent of Visitors 23.2%
2. Indian Hills Plaza
    a. Percent of Visitors 19.8%
3. Central Michigan University
    a. Percent of Visitors 18.5%
4. Meijer
    a. Percent of Visitors 17.9%
5. Walmart
    a. Percent of Visitors 16.1%
6. Texas Roadhouse
    a. Percent of Visitors 15.8%
7. Stadium Mall
    a. Percent of Visitors 11.7%
8. Target
    a. Percent of Visitors 11.2%
9. McDonald's (5600 E Pickard)
    a. Percent of Visitors 10.3%
10. Sam's Club
    a. Percent of Visitors 10%

Trade Area:



Top 5 Most Visited Events (2023)

1. August 3rd, Kane Brown
    a. Visits: 23,900
2. Aug. 19th, Pitbull
    a. Visits: 23,100
3. August 24th, Carrie Underwood
    a. Visits: 22,800
4. July 9th, Pitbull
    a. Visits: 22,000
5. June 15th, Brooks and Dunn
    a. Visits: 17,900

Music Festival Potential

Other Music Festivals in the State

Faster Horses Festival (July 14th-16th 2023)

- *Location:* Michigan International Speedway
- *Visits:* 163,300
- *Visitors:* 62,800

Trade Area:



Notable Findings:

- Large Portion of Visitors was from Mt. Pleasant 26th ranked notable zip code out of a number 100<, Comparable to the amount of visitors from Saginaw even though Saginaw has almost double the people (21,000 vs 44,000)

Tailgates and Tallboys (July 28th-29th 2023)

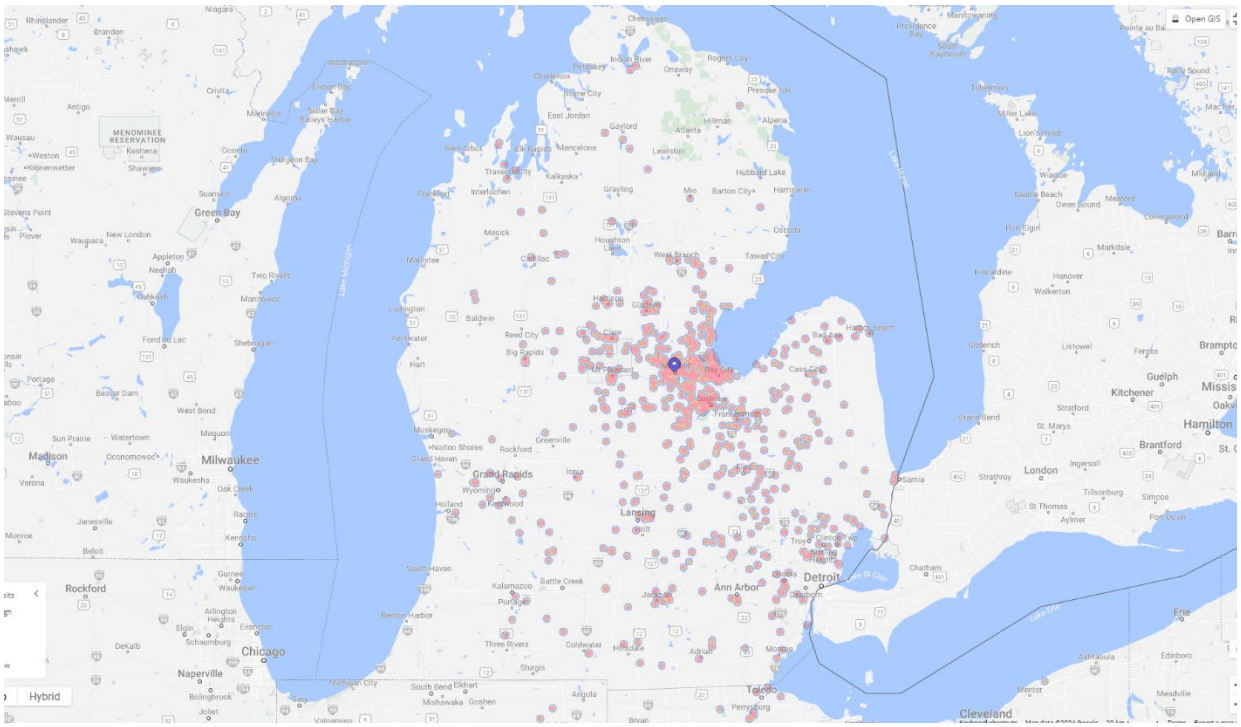
(More Comparable to what Mt. Pleasant would most likely have)

- *Location:* Midland County Fairgrounds
- *Visits:* 18,700
- *Visitors:* 15,500

***Favorite Places*:**

1. McDonald's (1,100 Visitors)
2. Meijer (1,100 Visitors)
3. Speedway (6505 Eastman Ave)
4. Meijer Gas Station (903 Visitors)
5. Buffalo Wild Wings (761 Visitors)
6. Walmart (736 Visitors)
7. Applebee's (654 Visitors)
8. Olive Garden (567 Visitors)
9. Target (559 Visitors)
10. Speedway (6225 Eastman Ave)

Trade Area:



Notable Findings:

- Day with Country Singer sold around 2,000 more tickets (7,000 Total) (Bailey Zimmerman) then the non-country singer (5,000 total) (Yung Gravy)
- Lots of people went to check out the concert who didn't purchase tickets (About 3,000 people did this and all could be Potential Clients for next year)
- 1st year taking place at midland county fairgrounds
- Successful enough that it's coming back in 2024 with more popular singers (Jelly Roll)

- USA Concerts (company that oversees Tailgates n' Tallboys) said the event was profitable and believed it would've been significantly more profitable if it hadn't been scheduled a month prior due to a cancellation at the Auburn Venue
- Only about 35 RV spots were taken up and they said they would like to improve that for next year
    - Shows even though soaring eagle doesn't have a lot of RV parking like some festivals it could still be successful
- Local employees in the service industry said they saw an uptick in customers, this was confirmed by placer.ai by looking at the midland Applebee's which had the largest visitor spike it had seen in 4 months on July 28th
- Some hotels were even sold out, Backed by Placer.ai which showed that the Hampton Inn, Sleep Inn, Baymont Inn, and Holiday Inn all saw an uptick in their visitors on July 28th and 29th (week of)
- 2024 RV spots already sold out (400 spots at Midland County Fairgrounds)

Source:

- https://www.ourmidland.com/news/article/tailgate-n-tallboys-regarded-success-organizers-18279610.php
- Placer.ai

Soaring Eagle Concert (August 3rd 2023)

- *Location*: Soaring Eagle Casino
- *Outdoor Venue Seats:* 12,500 people
- *Visits*: 20,600
- *Visitors*: 20,600

Favorite Places:

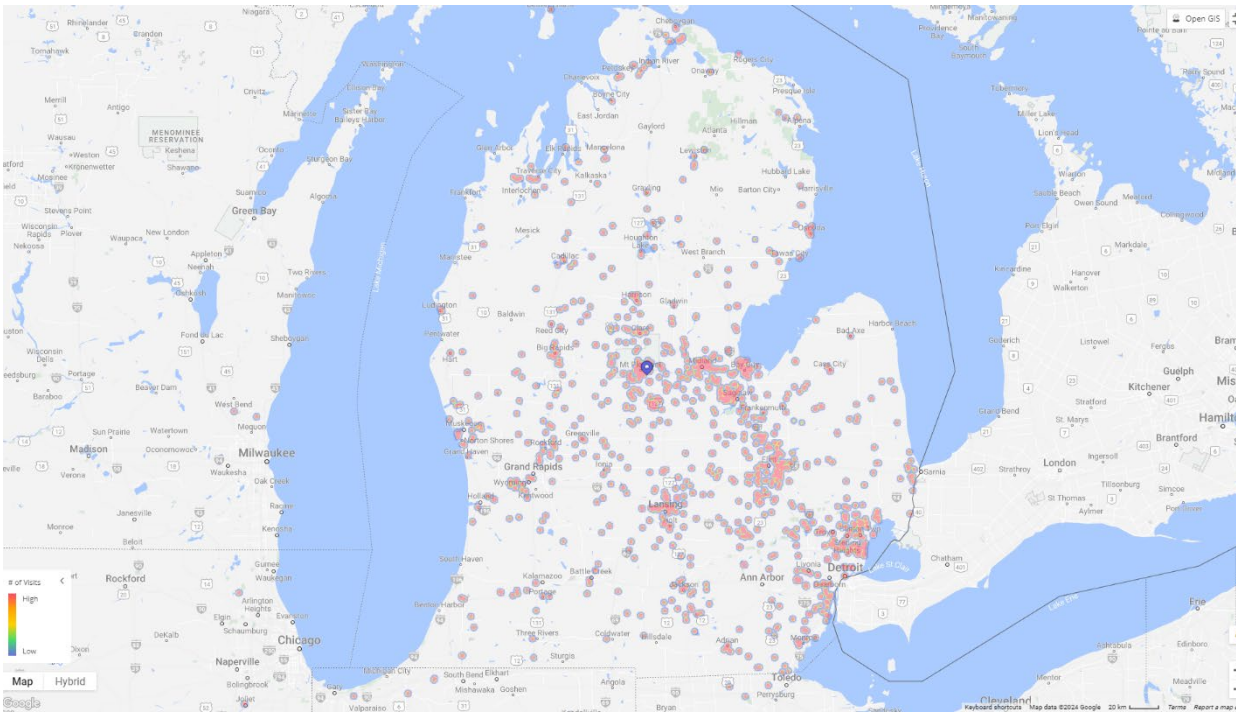
1. Central Michigan Commons (984 Visitors)
2. McDonalds (5600 E Pickard) (488 Visitors)
3. Applebee's (482 Visitors)
4. BP (309 Jerome St.) (477 Visitors)
5. Indian Hills Plaza (470 Visitors)
6. Meijer (415 Visitors)

7. Stadium Mall (415 Visitors)
8. Comfort Inn & Suites Conference Center (405 Visitors)
9. Holiday Inn & Suites (376 Visitors)
10. Mobil (372 Visitors)
11. Quality Inn (369 Visits)
12. Texas Roadhouse (348 Visitors)
13. Courtyard Mt. Pleasant Inn (343 Visitors)
14. Taco Bell (E. Pickard) (315 Visitors)
15. Baymont By Wyndham (307 Visitors)

Hotel Analysis (Included Hotels: All the ones in the Top 15 Favorite Places as well as the Hampton Inn):

- 2,102 People Who visited soaring eagle stayed in a Mt. Pleasant Hotel that night (Not including soaring eagles hotels)

Trade Area:



Soaring Eagle Music Festival

- I'd estimate soaring eagle casino to have around 30,000 visitors over the course of a weekend
- I would keep similar genres of music artists over the weekend to increase the number of overnight stays and increase full weekend pass purchases
- If possible, discuss RV Parking with soaring eagle or surrounding places for concert goers to stay

Historical Analysis of Hotel Industry

Comfort Inn & Suites

Past 12 months = **150,000** visits total, highest number of visits on a given day = **2,100**, occurring on 3/2/2024, month with most visits = August, bringing in **16,380** visitors.

2017: **224,600** visits total, highest number of visits on a given day = **3,480**, occurring on 2/25/2017, month with most visits = July, bringing in **24,540** visitors.

2018: **215,200** visits total, highest number of visits on a given day = **2,220**, occurring on 3/2/2018, month with most visits = October, bringing in **22,740** visitors.

2019: **193,700** visits total, highest number of visits on a given day = **4,200**, occurring on 2/23/2019, month with most visits = June, bringing in **22,480** visitors.

2020: **90,500** visits total, highest number of visits on a given day = **2,100**, occurring on 2/22/2020, month with most visits = February, bringing in **15,460 visitors**.

2021: **118,900** visits total, highest number of visits on a given day = **2,000**, occurring on 9/25/2021, month with most visits = October, bringing in **14,680** visitors.

2022: **137,500** visits total, highest number of visits on a given day = **1,680**, occurring on 9/17/2022, month with most visits = September, bringing in **15,150** visitors.

2023: **152,200** visits total, highest number of visits on a given day = **2,000**, occurring on 3/1/2023, month with most visits = August, bringing in **16,380** visitors.

Courtyard by Marriott

Past 12 months = **120,900** visits total, highest number of visits on a given day = **1,570**, occurring on 3/1/2024, month with most visits = March, bringing in **14,990** visitors.

2017: **151,300** visits total, highest number of visits on a given day = **2,230**, occurring on 2/11/2017, month with most visits = July, bringing in **17,230** visitors.

2018: **152,700** visits total, highest number of visits on a given day = **1,600**, occurring on 11/2/2018, month with most visits = June, bringing in **18,410** visitors.

2019: **156,300** visits total, highest number of visits on a given day = **1,980**, occurring on 7/18/2019, month with most visits = July, bringing in **21,850** visitors.

2020: **66,800** visits total, highest number of visits on a given day = **1,190**, occurring on 8/14/2020, month with most visits = February, bringing in **10,130 visitors**.

2021: **125,000** visits total, highest number of visits on a given day = **1,650**, occurring on 9/25/2021, month with most visits = August, bringing in **15,400** visitors.

2022: **122,800** visits total, highest number of visits on a given day = **1,500**, occurring on 10/8/2022, month with most visits = September, bringing in **13,040** visitors.

2023: **114,800** visits total, highest number of visits on a given day = **1,370**, occurring on 3/3/2023, month with most visits = October, bringing in **12,120** visitors.

Holiday Inn

Past 12 months = **107,000** visits total, highest number of visits on a given day = **1,420**, occurring on 3/1/2024, month with most visits = March, bringing in **11,690** visitors.

2017: Insufficient data

2018: Insufficient data

2019: **114,000** visits total, highest number of visits on a given day = **1,200**, occurring on 2/23/2019, month with most visits = August bringing in **13,750** visitors.

2020: **92,600** visits total, highest number of visits on a given day = **1,390**, occurring on 2/15/2020, month with most visits = February, bringing in **10,970 visitors**.

2021: **99,800** visits total, highest number of visits on a given day = **1,040**, occurring on 5/29/2021, month with most visits = March, bringing in **10,320** visitors.

2022: **102,100** visits total, highest number of visits on a given day = **1,920**, occurring on 7/22/2022, month with most visits = July, bringing in **10,040** visitors.

2023: **108,700** visits total, highest number of visits on a given day = **1,110**, occurring on 8/25/2023, month with most visits = August, bringing in **11,270** visitors.

Hampton Inn

Past 12 months = **82,800** visits total, highest number of visits on a given day = **1,180**, occurring on 3/2/2024, month with most visits = March, bringing in **9,830** visitors.

2017: **71,000** visits total, highest number of visits on a given day = **1,530**, occurring on 4/23/2017, month with most visits = August, bringing in **9,680** visitors.

2018: **87,300** visits total, highest number of visits on a given day = **1,060**, occurring on 9/25/2018, month with most visits = September, bringing in **11,270** visitors.

2019: **85,000** visits total, highest number of visits on a given day = **1,120**, occurring on 2/16/2019, month with most visits = June, bringing in **10,550** visitors.

2020: **55,200** visits total, highest number of visits on a given day = **1,160**, occurring on 2/15/2020, month with most visits = February, bringing in **9,000 visitors**.

2021: **83,100** visits total, highest number of visits on a given day = **835,000**, occurring on 8/7/2021, month with most visits = August, bringing in **10,900** visitors.

2022: **82,500** visits total, highest number of visits on a given day = **1,110**, occurring on 1/15/2022, month with most visits = April, bringing in **8,760** visitors.

2023: **87,900** visits total, highest number of visits on a given day = **1,110**, occurring on 3/4/2023, month with most visits = March, bringing in **11,210** visitors.

Baymont Inn and Suites

Past 12 months = **79,300** visits total, highest number of visits on a given day = **844**, occurring on 11/4/2023, month with most visits = March, bringing in **7,480** visitors.

2017: **90,600** visits total, highest number of visits on a given day = **1,660**, occurring on 6/3/2017, month with most visits = July, bringing **13,520** visitors.

2018: **89,300** visits total, highest number of visits on a given day = **1,350**, occurring on 5/27/2018, month with most visits = March, bringing in **11,470** visitors.

2019: **84,000** visits total, highest number of visits on a given day = **1,150**, occurring on 2/16/2019, month with most visits = June, bringing in **10,550** visitors.

2020: **54,700** visits total, highest number of visits on a given day = **1,080**, occurring on 2/1/2020, month with most visits = February, bringing in **9,080** visitors.

2021: **91,300** visits total, highest number of visits on a given day = **1,220**, occurring on 3/13/2021, month with most visits = July, bringing in **10,410** visitors.

2022: **81,700** visits total, highest number of visits on a given day = **1,040**, occurring on 9/17/2022, month with most visits = July, bringing in **9,030** visitors.

2023: **87,500** visits total, highest number of visits on a given day = **1,480**, occurring on 3/3/2023, month with most visits = March, bringing in **11,490** visitors.

Fairfield Inn

Past 12 months = **61,900** visits total, highest number of visits on a given day = **895,000**, occurring on 2/17/2024, month with most visits = August, bringing in **8,290** visitors.

2017: **71,800** visits total, highest number of visits on a given day = **2,510**, occurring on 4/10/2017, month with most visits = April, bringing in **13,040** visitors.

2018: **66,300** visits total, highest number of visits on a given day = **713**, occurring on 6/2/2018, month with most visits = June, bringing in **8,310** visitors.

2019: **64,900** visits total, highest number of visits on a given day = **768**, occurring on 8/17/2019, month with most visits = August, bringing in **8,050** visitors.

2020: **23,700** visits total, highest number of visits on a given day = **438**, occurring on 8/23/2020, month with most visits = August, bringing in **4,230** visitors.

2021: **52,000** visits total, highest number of visits on a given day = **647**, occurring on 4/24/2021, month with the most visits = May, bringing in **5,900** visitors.

2022: **53,800** visits total, highest number of visits on a given day = **699**, occurring on 9/17/2022, month with most visits = July, bringing in **5,920** visitors.

2023: **57,600** visits total, highest number of visits on a given day = **935**, occurring on 4/13/2023, month with most visits = August, bringing in **8,290** visitors.

Days Inn

Past 12 months = **54,000** visits total, highest number of visits on a given day = **610,000**, occurring on 2/17/2024, month with most visits = July, bringing in **5,780** visitors.

2017: **72,100** visits total, highest number of visits on a given day = **1,640**, occurring on 10/20/2017, month with most visits = September, bringing in **14,000** visitors.

2018: **71,800** visits total, highest number of visits on a given day = **1,070**, occurring on 4/13/2018, month with most visits = June, bringing in **10,230** visitors.

2019: **66,400** visits total, highest number of visits on a given day = **1,060**, occurring on 10/26/2019, month with most visits = March, bringing in **6,750** visitors.

2020: **54,400** visits total, highest number of visits on a given day = **878**, occurring on 10/16/2020, month with most visits = October, bringing in **7,740** visitors.

2021: **13,700** visits total, highest number of visits on a given day = **394**, occurring on 5/14/2021, month with most visits = tie between March & October, both bringing in **1,480** visitors.

2022: **34,500** visits total, highest number of visits on a given day = **620**, occurring on 9/17/2022, month with most visits = September, bringing in **4,800** visitors.

2023: **54,200** visits total, highest number of visits on a given day = **520**, occurring on 11/18/2023, month with most visits = July, bringing in **5,780** visitors.

Quality Inn

Past 12 months = **61,600** visits total, highest number of visits on a given day = **750**, occurring on 3/2/2024, month with most visits = August, bringing in **7,730** visitors.

2017: Insufficient data

2018: Insufficient data

2019: **33,500** visits total, highest number of visits on a given day = **673**, occurring on 10/12/2019, month with most visits = October, bringing in **6,370** visitors.

2020: **41,200** visits total, highest number of visits on a given day = **860**, occurring on 2/15/2020, month with most visits = August, bringing in **6,760** visitors.

2021: **61,300** visits total, highest number of visits on a given day = **636**, occurring on 8/15/2021, month with most visits = August, bringing in **6,650** visitors.

2022: **62,900** visits total, highest number of visits on a given day = **1,180**, occurring on 7/22/2022, month with most visits = August, bringing in **7,770** visitors.

2023: **65,500** visits total, highest number of visits on a given day = **781**, occurring on 2/18/2023, month with most visits = August, bringing in **7,730** visitors.

Super 8

Past 12 months = **90,200** visits total, highest number of visits on a given day = **1,440**, occurring on 9/30/2023, month with most visits = August, bringing in **8,960** visitors.

2017: **107,000** visits total, highest number of visits on a given day = **2,270**, occurring on 2/18/2017, month with most visits = February, bringing in **13,630** visitors.

2018: **118,400** visits total, highest number of visits on a given day = **1,620**, occurring on 7/20/2018, month with most visits = July, bringing in **13,960** visitors.

2019: **85,800** visits total, highest number of visits on a given day = **1,290**, occurring on 5/4/2019, month with most visits = June, bringing in **10,750** visitors.

2020: **64,300** visits total, highest number of visits on a given day = **952**, occurring on 8/15/2020, month with most visits = July, bringing in **11,390** visitors.

2021: **89,900** visits total, highest number of visits on a given day = **1,370**, occurring on 5/30/2021, month with most visits = May, bringing in **11,380** visitors.

2022: **94,200** visits total, highest number of visits on a given day = **1,070**, occurring on 9/17/2022, month with most visits = June, bringing in **10,330** visitors.

2023: **86,300** visits total, highest number of visits on a given day = **1,440**, occurring on 9/30/2023, month with most visits = August, bringing in **8,960** visitors.

Historical Analysis of Out of State Visitation

When examining travel to Mount Pleasant we explored both in-state and out of state travel. We found that the common denominator between most high-visit dates was sporting events and that the out of state zip codes could be linked to athletics as well.

Out of State Visitors by Origin 2017-2024

For each year, we analyzed the top 200 zip codes from which visitors stayed inside of Mount Pleasant city limits for over 10 minutes. We tracked the number of individual visitors from each zip code outside of Michigan and documented their percentage of total visits for that year.

2017

45318 Covington, OH = 2,800 visitors

38501 Cookeville, TN = 2,600 visitors

2018

20037 Washington, DC = 9,500 visitors

54729 Chippewa Falls, WI = 8,700 visitors

46220 Indianapolis, IN = 4,200 visitors

60175 Saint Charles, IL = 3,700 visitors

2019

54313 Green Bay, WI = 4,800 visitors

46804 Fort Wayne, IN = 3,100 visitors

2020

01062 Florence, MA = 18,600 visitors

2021

10016 New York, NY = 24,800 visitors

2022

All 200 zip codes fall within MI

2023

All 200 zip codes fall within MI

Past 12 Months (8/1/23 – 7/31/24)

60620 Chicago, IL = 7,000 visitors

37211 Nashville, TN = 4,100 visitors

62204 East Saint Louis, IL = 4,100 visitors

60067 Palatine, IL = 3,400 visitors

Hampton Inn 5205 E Pickard St, Mount Pleasant, MI 48858

Out of State Visitors by Origin 2017-2024

For each year, we analyzed the top 200 zip codes from which visitors stayed at the Hampton Inn for over 10 minutes. We tracked the number of individual visitors from each zip code outside of Michigan and documented their percentage of total visits for that year.

2017

16248 Rimersburg, PA = 247 visitors

46544 Mishawaka, IN = 233 visitors

44691 Wooster, OH = 214 visitors

43517 Edgerton, OH = 211 visitors

65301 Sedalia, MO = 208 visitors

46405 Lake Station, IN = 208 visitors

17257 Shippensburg, PA = 187 visitors

20009 Washington, DC = 183 visitors

62703 Springfield, IL = 168 visitors

60101 Addison, IL = 167 visitors

53179 Trevor, WI = 149 visitors

47036 Oldenburg, IN = 118 visitors

63139 Saint Louis, MO = 116 visitors

45371 Tipp City, OH = 116 visitors

43612 Toledo, OH = 116 visitors

92630 El Toro, CA = 112 visitors

44067 Northfield, OH = 112 visitors

43558 Swanton, OH = 111 visitors

45365 Sidney, OH = 105 visitors

89141 Las Vegas, NV = 103 visitors

60543 Oswego, IL = 103 visitors

60540 Naperville, IL = 101 visitors

30153 Rockmart, GA = 100 visitors

80501 Longmont, CO = 99 visitors

44212 Brunswick, OH = 97 visitors

27705 Durham, NC = 97 visitors

83440 Rexburg, ID = 95 visitors

84041 Layton, UT = 94 visitors

21921 Childs, MD = 94 visitors

58201 Grand Forks, ND = 92 visitors

46825 Fort Wayne, IN = 91 visitors

2018

39120 Natchez, MS = 472 visitors

85706 Tucson, AZ = 301 visitors

46784 Rome City, IN = 182 visitors

35806 Huntsville, AL = 129 visitors -

60525 La Grange, IL = 119 visitors -

60622 Chicago, IL = 112 visitors

53170 Silver Lake, WI = 110 visitors

47304 Muncie, IN = 109 visitors

12020 Ballston Spa, NY = 107 visitors

60093 Techny, IL = 105 visitors

47448 Nashville, IN = 102 visitors

44099 Windsor, OH = 102 visitors

46205 Indianapolis, IN = 101 visitors

45373 Troy, OH = 101 visitors

44805 Ashland, OH = 101 visitors

53406 Racine, WI = 100 visitors

53179 Trevor, WI = 100 visitors

65301 Sedalia, MO = 97 visitors

43606 Toledo, OH = 93 visitors

37421 Chattanooga, TN = 93 visitors

84041 Layton, UT = 92 visitors

2019

55412 Minneapolis, MN = 106 visitors

40146 Irvington, KY = 105 visitors

55803 Duluth, MN = 104 visitors

44062 Middlefield, OH = 100 visitors

43605 Toledo, OH = 99 visitors

84770 Saint George, UT = 95 visitors

13350 Herkimer, NY = 95 visitors

60089 Buffalo Grove, IL = 94 visitors

46562 Pierceton, IN = 93 visitors

46516 Elkhart, IN = 93 visitors

2020

60098 Woodstock, IL = 88 visitors

43517 Edgerton, OH = 81 visitors

33324 Fort Lauderdale, FL = 76 visitors

60450 Morris, IL = 71 visitors

56621 Bagley, MN = 69 visitors

10030 New York, NY = 69 visitors

24281 Rose Hill, VA = 66 visitors

60014 Crystal Lake, IL = 64 visitors

46530 Granger, IN = 56 visitors

60142 Itasca, IL = 54 visitors

60605 Chicago, IL = 52 visitors

2021

43606 Toledo, OH = 160 visitors

58201 Grand Forks, ND = 133 visitors

98532 Adna, WA = 117 visitors

43302 Marion, OH = 83 visitors

06360 Norwich, CT = 79 visitors

2022

55117 Saint Paul, MN = 115 visitors

08244 Somers Point, NJ = 93 visitors

46628 South Bend, IN = 93 visitors

44109 Cleveland, OH = 89 visitors

60657 Chicago, IL = 87 visitors

54538 Lac du Flambeau, WI = 86 visitors

08609 Trenton, NJ = 81 visitors

2023

43402 Bowling Green, OH = 107 visitors

45324 Fairborn, OH = 106 visitors

44109 Cleveland, OH = 92 visitors

46526 Goshen, IN = 89 visitors

44870 Sandusky, OH = 84 visitors

46615 South Bend, IN = 76 visitors

Past 12 Months (8/1/23 – 7/31/24)

45324 Fairborn, OH = 162 visitors

15108 Coraopolis, PA = 126 visitors

60302 Oak Park, IL = 102 visitors

60115 Dekalb, IL = 74 visitors

43026 Hillard, OH = 73 visitors

Comfort Inn & Suites 2424 S Mission St, Mount Pleasant, MI 48858

Out of State Visitors by Origin 2017-2024

For each year, we analyzed the top 200 zip codes from which visitors stayed at the Comfort Inn & Suites for over 10 minutes. We tracked the number of individual visitors from each zip code outside of Michigan and documented their percentage of total visits for that year.

2017

60521 Hindsdale, IL = 860 visitors

54115 De Pene, WI = 789 visitors

29045 Elgin, SC = 786 visitors

31201 Macon, GA = 733 visitors

44830 Fostoria, OH = 694 visitors

46845 Fort Wayne, IN = 638 visitors

27607 Raleigh, NC = 561 visitors

44240 Brady Lane, OH = 537 visitors

16801 State College, PA = 502 visitors

27583 Timberlake, NC = 495 visitors

60610 Chicago, IL = 485 visitors

2018

24137 Penhook, VA = 1,300 visitors

16421 Harborcreek, PA = 831 visitors

46526 Goshen, IN = 806 visitors

54313 Green Bay, WI = 673 visitors

27607 Raleigh, NC = 647 visitors

54729 Chippewa Falls, WI = 636 visitors

60416 Coal City, IL = 599 visitors

29045 Elgin, SC = 572 visitors

46041 Frankfort, IN = 533 visitors

33881 Winter Haven, FL = 507 visitors

55105 Saint Paul, MN = 472 visitors

2019

91745 City of Industry, CA = 729 visitors

28806 Asheville, NC = 602 visitors

40517 Lexington, KY = 529 visitors

95660 North Highlands, CA = 510 visitors

54313 Green Bay, WI = 479 visitors

16001 Butler, PA = 439 visitors

30273 Rex, GA = 433 visitors

2020

28364 Maxton, NC = 1,000 visitors

45701 Athens, OH = 642 visitors 14222 Buffalo, NY = 490 visitors

44721 Canton, OH = 336 visitors

62226 Belleville, IL = 310 visitors

53403 Racine, WI = 288 visitors

68770 Ponca, NE = 284 visitors

53188 Waukesha, WI = 278 visitors

46148 Knightstown, IN = 271 visitors

29045 Elgin, SC = 271 visitors

88130 Portales, NM = 262 visitors

60126 Elmhurst, IL = 244 visitors

77385 Conroe, TX = 239 visitors

22485 Dogue, VA = 213 visitors

46240 Indianapolis, IN = 205 visitors

17578 Reamstown, PA = 201 visitors

60137 Glen Ellyn, IL = 188 visitors

46542 Milford, IN = 174 visitors

37127 Murfreesboro, TN = 171 visitors

2021

60641 Chicago, IL = 649 visitors,

29681 Simpsonville, SC = 465 visitors

08234 Egg Harbor Township, NJ = 427 visitors

60115 Dekalb, IL = 376 visitors

29045 Elgin, SC = 329 visitors

55438 Minneapolis, MN = 298 visitors

07840 Hackettstown, NJ = 289 visitors

19522 Fleetwood, PA = 266 visitors

44240 Brady Lake, OH = 264 visitors

14001 Akron, NY = 248 visitors

2022

34134 Bonita Springs, FL = 2,000 visitors

11705 Bayport, NY = 569 visitors

61085 Stockton, IL = 498 visitors

46205 Indianapolis, IN = 382 visitors

01562 Spencer, MA = 376 visitors

47905 Lafayette, IN = 357 visitors

14618 Rochester, NY = 355 visitors

54527 Glidden, WI = 292 visitors

53403 Racine, WI = 287 visitors

2023

54911 Appleton, WI = 671 visitors

60515 Downers Grove, IL = 624 visitors

53614 Toledo, OH = 502 visitors

62424 Dieterich, IL = 480 visitors

35805 Huntsville, AL = 324 visitors

62838 Farina, IL = 321 visitors

Past 12 Months (8/1/23 – 7/31/24)

60515 Downers Grove, IL = 546 visitors

54911 Appleton, WI = 491 visitors

29045 Elgin, SC = 421 visitors

Unmet and Oversaturated Industries

(Statistics based off a 10min drive from the City Center)

Overview

- Total Demand: 590.13m
- Total Supply: 843.08m

- Surplus of 252.95m

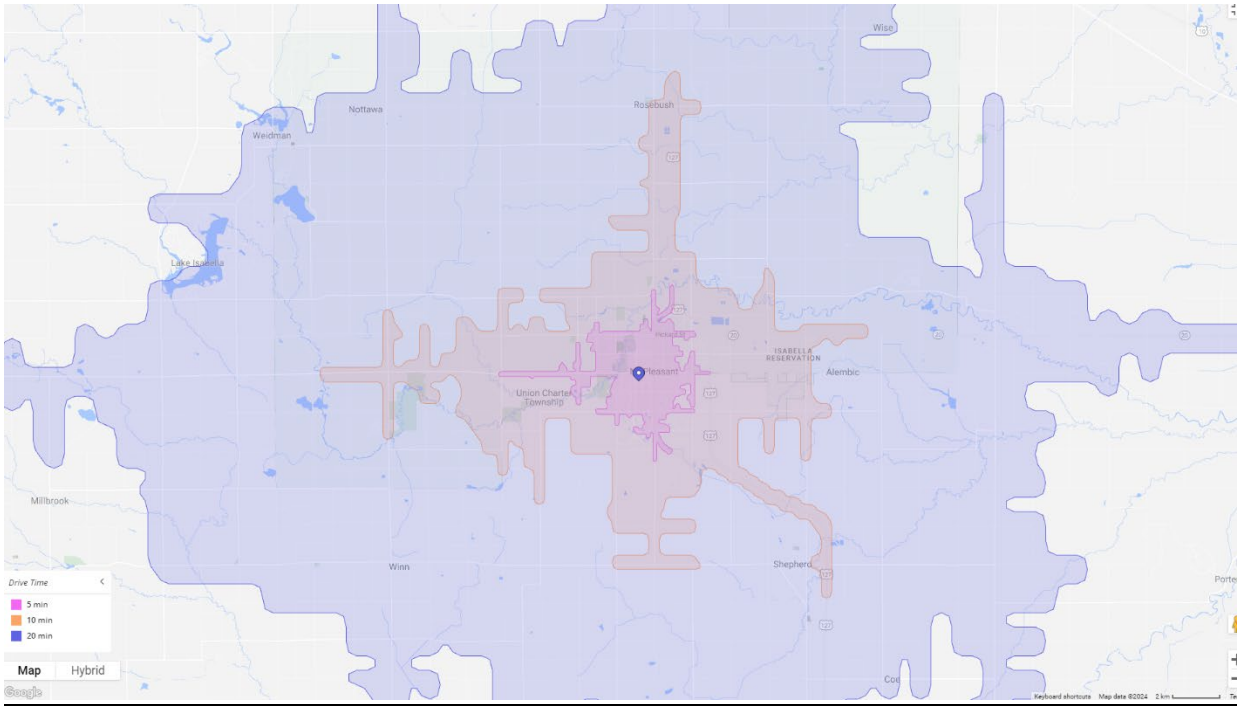
Unmet Industries
(Industries with more demand than supply)

1. Gas Stations
    a. Unmet Potential: 45.24m
2. Other General Merchandise Stores
    a. Unmet Potential: 17.03m
3. Grocery Stores
    a. Unmet Potential: 13.22m
4. Beer, Wine, and Liquor Stores
    a. Unmet Potential: 3.38m
5. Jewelry, Luggage, and Leather Goods Stores
    a. Unmet Potential: 1.36m
6. Bars/Drinking Places
    a. Unmet Potential: 513,100
7. Florist and Misc. Stores
    a. Unmet Potential: 248,900

Most Oversaturated Industries
(Industries with more supply than demand)

1. Building Material and Supply Dealers
    a. Surplus: 30.32m
2. Limited-Service Restaurants (Fast Food)
    a. Surplus: 21.58m
3. Full-Service Restaurants
    a. Surplus: 21.58m
4. Specialty Food Services
    a. Surplus: 14.38m
5. Health and Personal Care
    a. Surplus: 13.84m

Area Map:



- The yellow shaded area was the one assessed and represents a 10-minute drive from the city center

Student Opinion Survey Results

A 12 question survey comprising of 2 sections was created to gather opinion-based data to better understand satisfaction with Mount Pleasant as a place to live. The first section covered general information surrounding Mount Pleasant with an emphasis on business and the second section pertained to available housing options. The survey was administered to a sample of 75 students at Central Michigan University. A psychometric response scale known as a Likert scale was utilized for the answer options. All questions were required to be answered aside from three that provided a means of optional elaboration. The survey was completed independently and outside of Mount Pleasant city hall.

Questions

Section 1

When considering what Mount Pleasant has to offer in terms of businesses which statement best matches how you feel?

A. Very satisfied
B. Satisfied
C. Neutral
D. Unsatisfied
E. Very Unsatisfied

Favorite area within Mount Pleasant?

A. Mission Street
B. Downtown Mount Pleasant
C. City parks
D. Central Michigan University's Campus

Is there a particular industry within Mount Pleasant lacking options?

A. Dining

B. Retail

C. Entertainment

D. Nightlife

E. Professional Services

Please elaborate on how the industry/industries you have selected are lacking or could use improvements.

- Space provided to elaborate.

Favorite business within Mount Pleasant?

- Space provided to fill in personal answer.

What business would you like to see in Mount Pleasant?

- Space provided to fill in personal answer.

Please provide any additional comments about businesses in Mount Pleasant below.

- Space provided for optional additional comments.

Section 2

What best describes your current living situation?

A. Single family house

B. Duplex

C. Condo

D. Townhouse

E. Apartment within downtown

F. Apartment outside of downtown

G. Large house rented by a group

H. Residence hall

I. Other

If you selected other, how would you describe your current living arrangement?

- Space provided to fill in personal answer

Do you enjoy your current living arrangement?

A. Yes

B. No

Would you like to live in another housing typology and if so, which of the following?

A. Single family house

B. Duplex

C. Condo

D. Townhouse

E. Apartment within downtown

F. Apartment outside of downtown

G. Large house rented by a group

H. Residence hall

I. I am satisfied with my current living arrangement/housing typology.

If both were equally accessible within Mount Pleasant would you opt to live with roommates or alone?

A. Roommates

B. Alone

Please provide any additional comments about housing options in Mount Pleasant below.

- Space provided for optional additional comments.

Questions Alongside Results

Section 1

When considering what Mount Pleasant has to offer in terms of businesses which statement best matches how you feel?

A. Very satisfied **6.7%**

B.	Satisfied	**20%**
C.	Neutral	**29.3%**
D.	Unsatisfied	**33.3%**
E.	Very Unsatisfied	**10.7%**

Favorite area within Mount Pleasant?

A.	Mission Street	**10.7%**
B.	Downtown Mount Pleasant	**34.7%**
C.	City parks	**24%**
D.	Central Michigan University's Campus	**26.7%**
E.	None	**2.6%**
F.	Main Street	**1.3%**

Is there a particular industry within Mount Pleasant lacking options?

A.	Dining	**44%**
B.	Retail	**48%**
C.	Entertainment	**66.7%**
D.	Nightlife	**41.3%**
E.	Professional Services	**17.3%**

Please elaborate on how the industry/industries you have selected are lacking or could use improvements.

- "There isn't much to do around here aside from clubbing and bars."
- "Bars are monopolized so there is no creativity between them."
- "The bars are all owned by the same two people who do nothing to maintain them or keep them interesting. They are all empty now anyway so there is no point in going."
- "They could put more effort into maintaining or updating places instead of relying on the fact that there is nowhere else to go."

- "Clothing stores should be geared more towards college students or options should at least be present."
- Many comments expressed a need for healthier restaurants, entertainment places to have later hours, and for there to be a variety of clothing stores.

Favorite business within Mount Pleasant?

- Most popular answers were Green Tree and Ponder.

What business would you like to see in Mount Pleasant?

- Most popular answers were Plato's Closet, Trader Joe's, Dave and Busters, Chik-fil-a, Raising Canes, clothing stores, high-end gyms, and bars with theme nights, live music, and dancing.

Please provide any additional comments about businesses in Mount Pleasant below.

- No relevant answers given.

Section 2

What best describes your current living situation?

A.	Single family house	**5.3%**
B.	Duplex	**2.7%**
C.	Condo	**0%**
D.	Townhouse	**5.3%**
E.	Apartment within downtown	**2.7%**
F.	Apartment outside of downtown	**45.3%**
G.	Large house rented by a group	**26.6%**
H.	Residence hall	**12%**

If you selected other, how would you describe your current living arrangement?

- No other answers given.

Do you enjoy your current living arrangement?

A.	Yes	**69.3%**
B.	No	**30.7%**

Would you like to live in another housing typology and if so, which of the following?

A.	Single family house	**14.7%**
B.	Duplex	**0%**
C.	Condo	**1.3%**
D.	Townhouse	**6.7%**
E.	Apartment within downtown	**25.3%**
F.	Apartment outside of downtown	**9.3%**
G.	Large house rented by a group	**6.7%**
H.	Residence hall	**0%**
I.	I am satisfied with my current living arrangement/housing typology.	**32%**
J.	Studio or 1 bed/1bath	**2.6%**

If both were equally accessible within Mount Pleasant would you opt to live with roommates or alone?

A.	Alone	**54.7%**
B.	Roommates	**45.3%**

Please provide any additional comments about housing options in Mount Pleasant below.

- "I wish renting downtown was more of an option for students, it is hard to find the apartments and get info on them. I feel like it really contributes to the college experience if you get to live in a downtown area near your school."
- "Love the pricing. I think there are a lot of options for college students.
- "I don't mind my apartment I just hate that there are so few places where you can live alone and close to campus, I don't want to live with 1-6 other people."
- "Need more apartments with modern finishes."

Analysis of Residents

General Demographic Overview of Mount Pleasant

Median Age = 33.8

Most Common Ethnicity = 82.5%

Median Household Income = 47,400

Average Household Income = 70,400

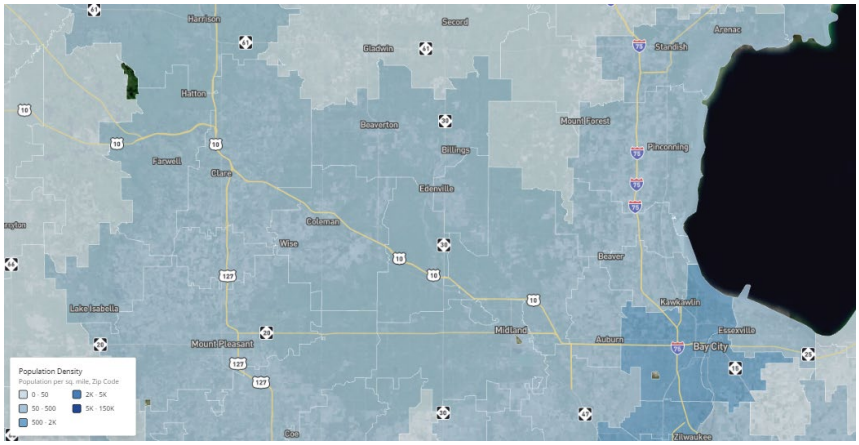
Bachelor's Degree or Higher = 25.9%

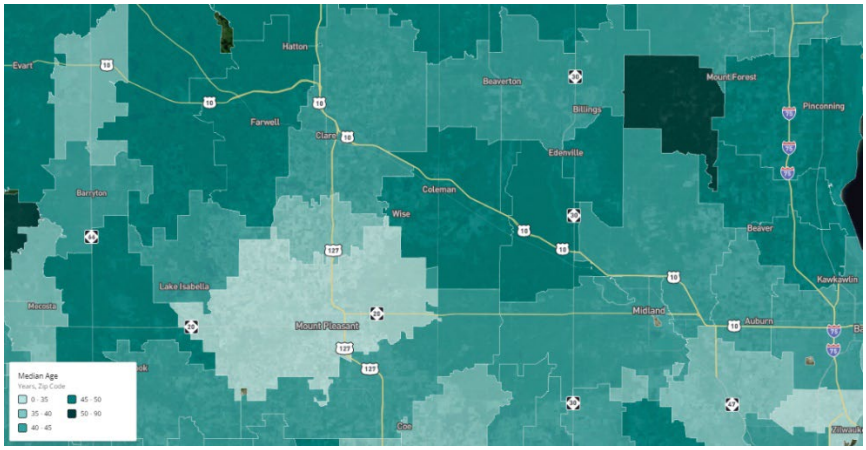
Household Size = 2.54

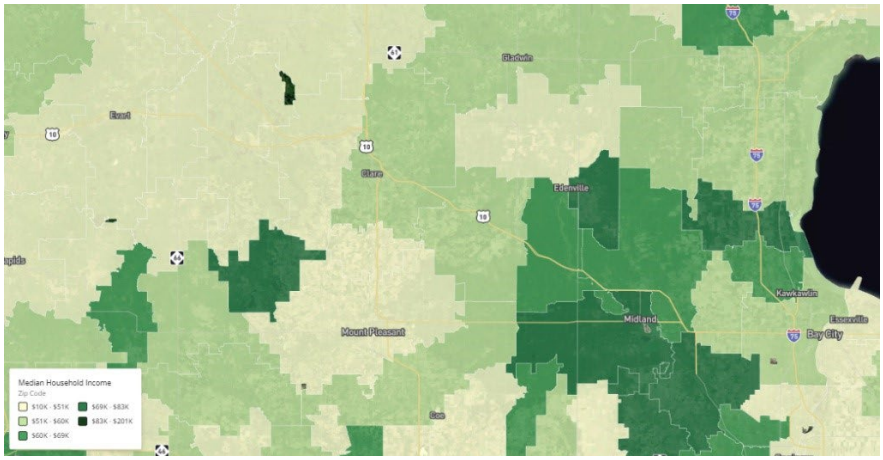
Population Density = 480.2 residents per square mile

Population Growth (2021 – 2023) = -1%

Demographic Imagery







Psychographics

Psychographics are a market research segmentation model developed through statistical analysis to better understand a specific population through activities, interests, and opinions. Within psychographics there are 71 unique types labeled which are sorted into 19 main groupings that are distinguished clearly from each other. These types and groupings shine a light on key characteristics, behaviors, interests, and lifestyles of individuals in your area. This allows interpreters or users to anticipate future behaviors, attitudes, and preferences of their realistic residents/customers. When looking at the big picture of Mount Pleasant in comparison to other cities within Michigan, we are shown to be mainly made up of young singles starting out as well as starter families. This is highly regarded as one of the most desirable groups to market towards for multiple reasons. Starters and singles are described as active and aspirational consumers, meaning they spend increased amounts of money in their communities to reinforce a social life and maintain a balance between work, life, family, and education. With 90% of the individuals within this group being under 35 years of age, (Mosaic Group) they prefer a commercial landscape. When looking closer at strictly Mount Pleasant and directly surrounding areas, more groupings are involved than simply just Singles and Starters. All of these groupings are created based off of AIO's; Activities, Interests, and Opinions.

Singles and Starters (gray)

They resonate strongly with the mantra "full steam ahead" and are focused on day-to-day tasks as well as bringing their short term goals to life. They are categorized as digital dependents with urban ambition who flock to college towns and cafes. While they are part of the striving single scene, they are family troopers. This can be demonstrated through strong ties to existing family or optimism for starting a family. This is one of the most sought-after psychographics for marketers. They are open to new ideas, opportunities, and experiences. They possess a desire to gain status but understand that things take time and begin with initial steps. This is beneficial for us in Mount Pleasant as we need a patient base of reliable consumers as we further develop the city. In addition to this, many Singles and Starters are attracted to the building blocks of that make up a college town, i.e. commercial landscapes with opportunities to be active outdoors and indoors. As stated above, they are further described as active and aspirational consumers, meaning they spend increased amounts of money in their communities to reinforce a social life and maintain a balance between work, life, family, and education.

Flourishing Families (purple)

This psychographic grouping is extremely beneficial to have within a community. They are known to be affluent middle-aged individuals with active and comfortable lifestyles. Part of this lifestyle includes having children within the wide age range of pre-school to post graduate. They opt for homes in the suburbs, their lives revolve around family-friendly fun, and they have stronger ties to sports and outdoor activities of all kinds at a higher rate than other psychographic groups. This means that they pay extra attention to what is available to them in terms of sports and outdoor areas. With Central Michigan's sports teams constantly having events and the parks available to residents and visitors of Mount Pleasant, this is an ideal location.

Families in Motion (light green)

While similar to flourishing families, there are key differences. These are working class families with young children who reside in smaller residential communities. Experian refers to this psychographic grouping as the lifeblood of America. Politically they are split pretty evenly down the middle with a statistically significant portion choosing not to register to vote. They are aspirational individuals who lean towards modest choices and prefer to support local businesses over chains. They resonate strongly with the mantra "work hard, play hard" and believe in rewarding individual successes and growth. Family activities involve camping, fishing, and pets. Another great group to have in our area as we are well equipped to cater towards these interests.

Pastoral Pride (dark blue)

Being honest and possessing integrity is key to connecting with this grouping. Solitude and self-reliance are what these individuals look for when choosing somewhere to settle. Their households are comprised of children living at home with the heads of the households being split down the middle in terms of marital status. Activities enjoyed include events held by their city, time spent with family, and being in the outdoors. They opt for bulk stores when purchasing food and household necessities. Resonating with the label of "true grit Americans" and believing in tradition, they have ties to athletics and supporting their community.

Family Union (orange)

Key features of those that make up the Family Union grouping are that they often are bilingual, many are married with kids, nearly half that make up this grouping either come from or are in a large family, and they are known to be financially conscious. Financially conscious is described by this grouping as never looking only at price or quality, they compare and include both in all considerations. In addition to this, they like to shop and eat out for meals for leisure and self-care. With below-average rates for registering to vote and more ties to family

than non-familial community, they are relatively disengaged with those in their area and wary of events hosted by local government, neighbors, and local organizations.

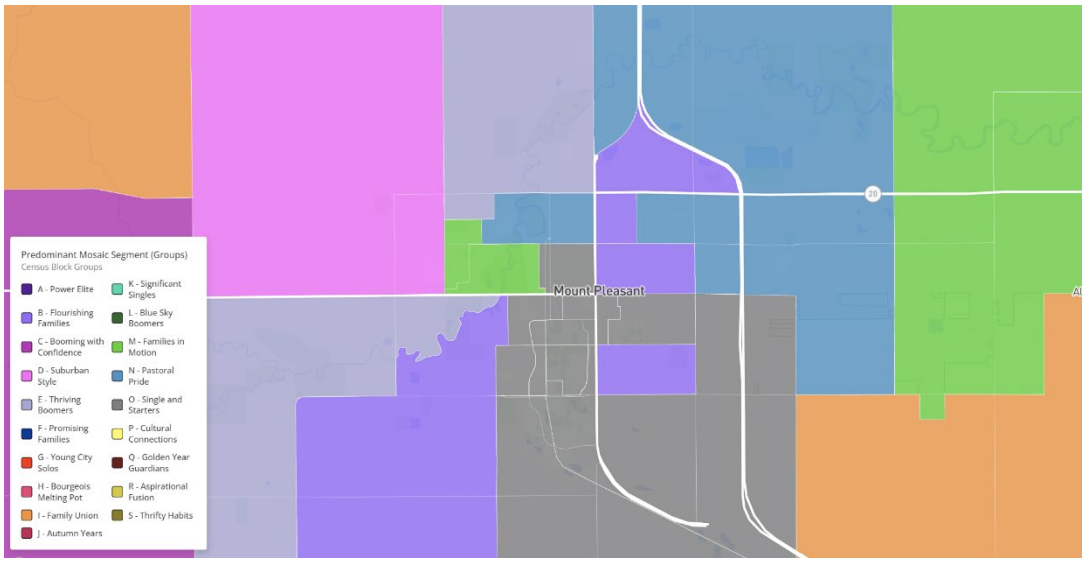
Suburban Style (hot pink)

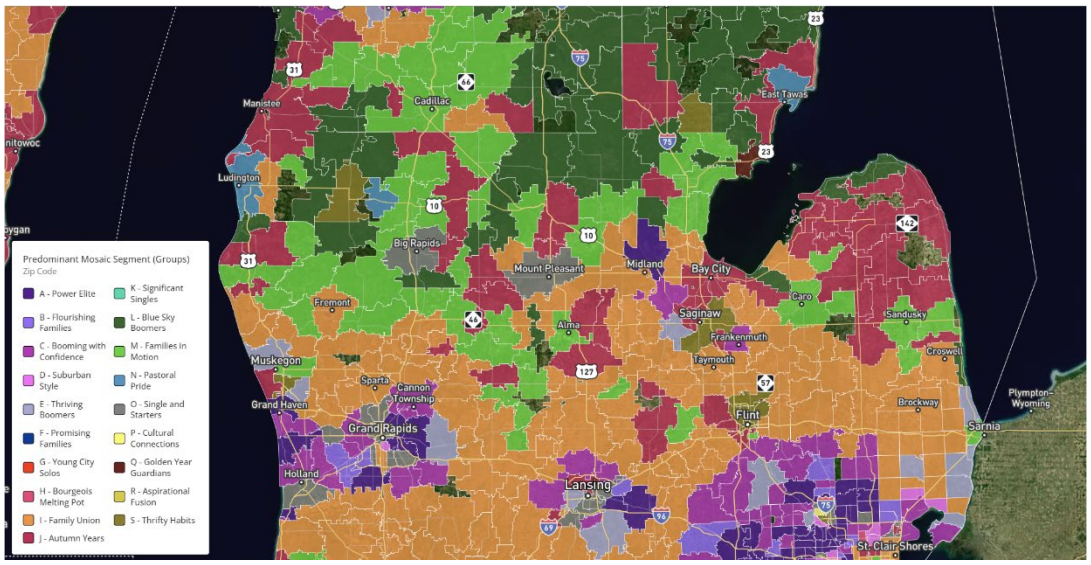
Interests of this grouping fall into building and maintaining a comfortable lifestyle, they like to settle, stay put, and build. This typically leads to suburban living, a majority of which do in semi-rural areas. This grouping is mainly built up of middle-aged couples who have children within the age range of teens to young adults. This leads to heightened interests in college and pro football as well as college basketball for entertainment as it is a multi-generational interest. Remaining busy and having structure is crucial to those in this grouping, often trying to involve themselves and their children in as many activities as possible and encouraging higher education. Their splurges are made up of travel and electronics.

Booming with Confidence (fuchsia)

Those that fall into this grouping are affluent and highly educated, residing in upscale housing in modest areas. They are in their peak earning years with fewer financial obligations as they become empty nesters and preparing for retirement. These households are dual income and they tend to have fewer children than other groupings. Booming with Confidence is a grouping known for their high activity within their communities. Belonging in art groups, book clubs, veterans' associations, supporting education, and being practicing members of various organized religions support their identities.

Psychographic Imagery





Demographic and Psychographic Data Together

Looking at median age alongside the psychographic groupings is beneficial due to the fact that demographics and psychographics are meant to provide collaborative data. With the median age in mind and the 19 main groupings we can visualize and understand different sources of these differences and similarities. For the sake of accurate depictions within the map we will be focusing primarily on Midland, Clare, and Mount Pleasant. As we can see clearly on the median age map, Mount Pleasant has a younger population than both Midland and Clare. With Midland being primarily Autumn Years it is obvious that the population will have a higher

median age than Mount Pleasant. Midland has Family Union and Power Elites which neither directly speak towards age but both insinuate higher ages than the grouping of Singles and Starters. When taking a deeper look at each area, the density is extremely similar between all three. Each has an area packed densely and a vast amount of space that demonstrates each city as loosely populated aside from a cluster population. Median household income supports the psychographics for Mount Pleasant, Midland, and Clare as well. We see Mount Pleasant on the lower end due to the Singles and Starters population, Clare in the middle due to the Autumn Years population being settled and sensible, and Midland showcasing the wealth from their Power Elites population. What is interesting about being able to look at psychographics alongside the demographics is that it fills in the gaps. These are cities with similarities between them, specifically location, population density, white being the predominant ethnicity, and only slight variations in having higher education, so what truly separates and defines them? The psychographics are able to fill in where the demographics leave questions.

Mt. Pleasant Median Income Analysis

(5 mi radius of city center)

(Using STI: Popstats on Placer.ai (gave same number used by WNEM in their article of Michigan's poorest county's))

28.1% of Mt. Pleasant's Population is 18-24

29% of Mt. Pleasants Population makes below 25,000

- If u exclude the 28.1% population between 18-25 the median household income would be 68,750
- Due to still having to account for some of that population not being associated with CMU I looked at midland Michigan's population between 18-24 which was 9.3% (Midland is also home to a University (Northwood University)) and subtracted it from Mt. Pleasants 28.1% to get the number 18.8% which was a more realistic number to exclude from mt. Pleasants population of 18-24 year olds to represent CMU.
    - Michigan's total population of 18-24 year olds is about 9-9.5% which fits with Midlands 9.3%

Median Income per Household (averaging population between 18 and 24 years of age): 61,500

Median Income per Household Including CMU Pop: 46,380

Improvement of 15,120

- Michigan Medium Income per household: 67,000
- Mt. Pleasants is 91.8% of that income while their rent is only 79% of the states Avg. (806.04 vs 1021) meaning that your Purchase power in mt. pleasant is about 12.8% higher than Michigan's average.

- The Economic Research Institute also states that Mt. Pleasant overall cost of living is 9% below Michigan's average giving them a .8% higher than average buying power

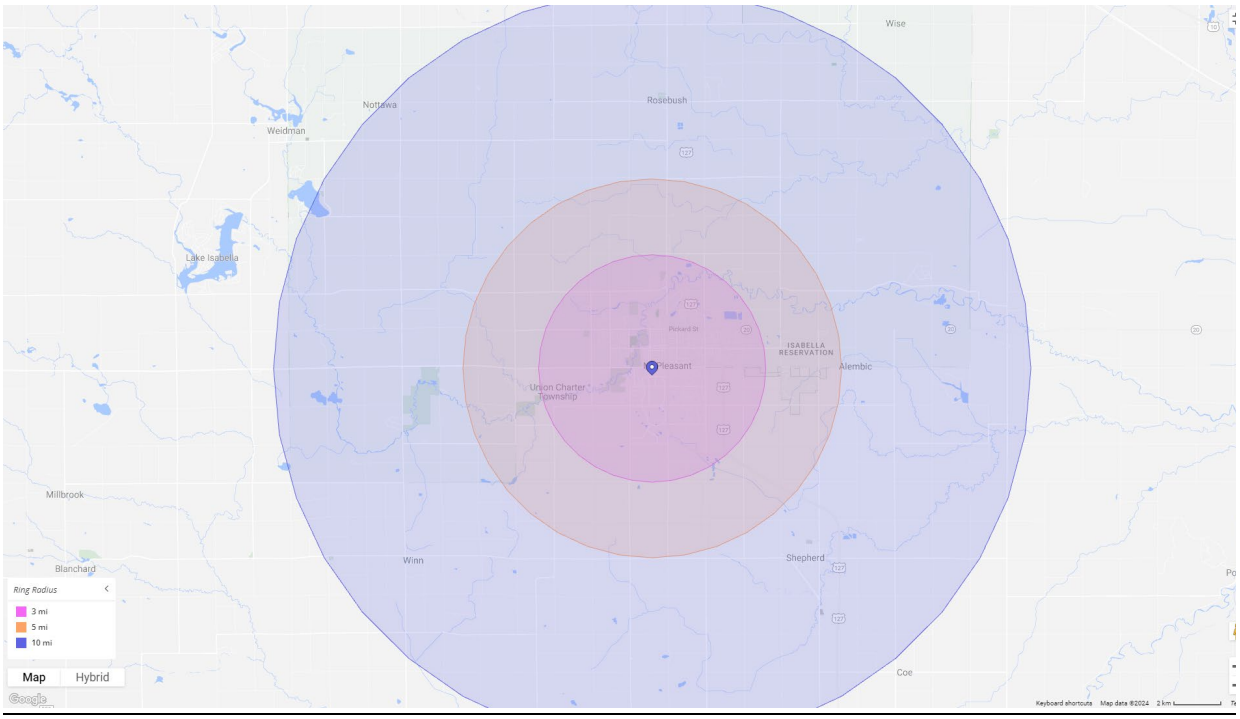
    - https://www.erieri.com/cost-of-living/united-states/michigan/mount-pleasant#:~:text=How%20expensive%20is%20it%20to,and%20a%202%20Bedroom%20Apt.

- Bestplaces.net stated Mt. Pleasants cost of living is 14.9% lower than the state average which would give Mt. Pleasant a 6.7% higher purchasing power then state average
    - https://www.bestplaces.net/cost_of_living/city/michigan/mount_pleasant

Why Midland?

- Midland Michigan was used as a control sample for the population of people between 18-24 years old and having a median household income below 25,000 due to its similar population size and geographic location
- The number obtained from Midland mi possibly lowered the Mt. Pleasant median estimate due to Midlands population of 18-24 year olds also being slightly inflated due to Northwood University. Therefore, the number I obtained of 61,500 for Mt. Pleasants median household income might be slightly smaller than it actually is.

Picture of Area Assessed



- The yellow circle was the area I assessed which is a 5-mile radius around Mt. Pleasants City Center

- While I do not have the calculations completed, the blue circle, which was a radius of 10 miles around the city center and contains more if Isabella County, had an even higher median household income then that of the 5-mile radius circle (Started off as 52,270 vs 46,340)
- I ultimately decided on using the yellow radius because I believed that it better represented the city of Mt. Pleasant (the area my job is to analyze) and it was close to the median household income that was generally used for Isabella County in lists claiming it was one of the poorest counties in the state.

Farmer's Market Analysis

Thursday Analysis (5-2-24 to 6-18-24)

- Avg. Daily Visits: 671
- Busiest Time: 12pm
- Median Stay: 20 minutes
- 486 more avg. daily visits on Thursdays then the next busiest day (Fridays)

Thursday Analysis (5-2-23 to 6-18-23)

- Avg. Daily Visits: 514
- Busiest Time: tie between 11am and 12pm
- Median Stay: 23 minutes

Takeaway

- 157 more daily visits on avg. to the farmer's market in 2024 than 2023

Thursday vs Saturday Analysis (6-22-23 to 10-14-23)

- Thursday
    - Avg. Daily Visits: 453
    - Busiest Time: 10am
    - Median Stay: 24 minutes
- Saturday
    - Avg. Daily Visits: 176
    - Busiest Time: 12pm
    - Median Stay: 60 minutes

Takeaways

- Thursday has an avg. of 277 more daily visits than Saturday
- People stay an average of 36 minutes longer on Saturday

- Note: After August 9th there was a steep drop off in the number of daily visits (Daily visits were almost cut in half)

Downtown Mt. Pleasant Analysis and Comparison

(Visits is done by monthly visits)
(All Data is based on the last 12 months (6-14-2024))

Most Popular Businesses

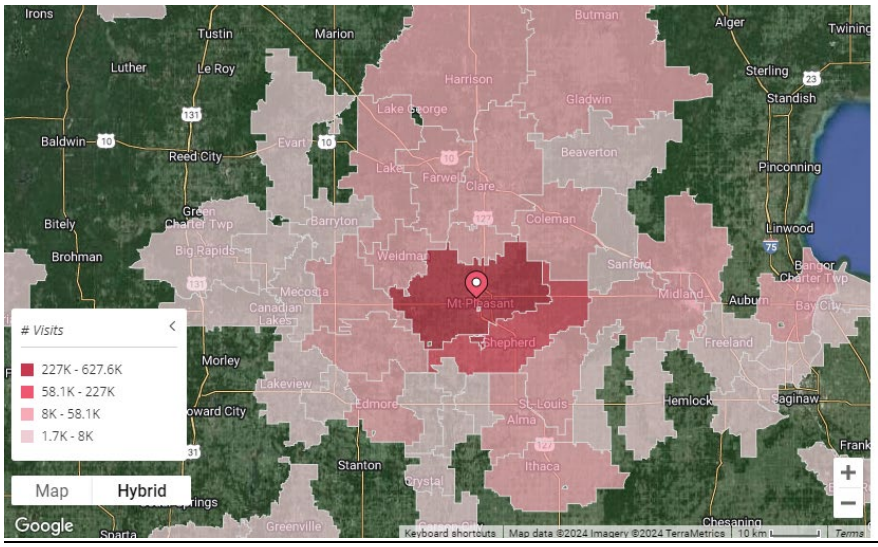
1. Green Tree Co-op
    a. Visits: 14,200
2. The Bird Bar and Grill
    a. Visits: 9,200
3. Isabella Bank
    a. Visits: 5,400
4. Blue Gator Sports Pub
    a. Visits: 3,700
5. Max and Emily's Bakery
    a. Visits: 3,500
6. Downtown Discount
    a. Visits: 3,300
7. The Brass
    a. Visits: 2,200
8. Marty's Bar
    a. Visits: 2,200

Busiest Dates

1. Saturday, Dec. 2nd
    a. Visits: 10,300
    b. Event Taking Place
        i. Christmas Bar crawl hosted by Lineleap
2. Saturday, Sept. 30th
    a. Visits: 9,800
    b. Event Taking Place
        i. CMU vs Eastern Home game

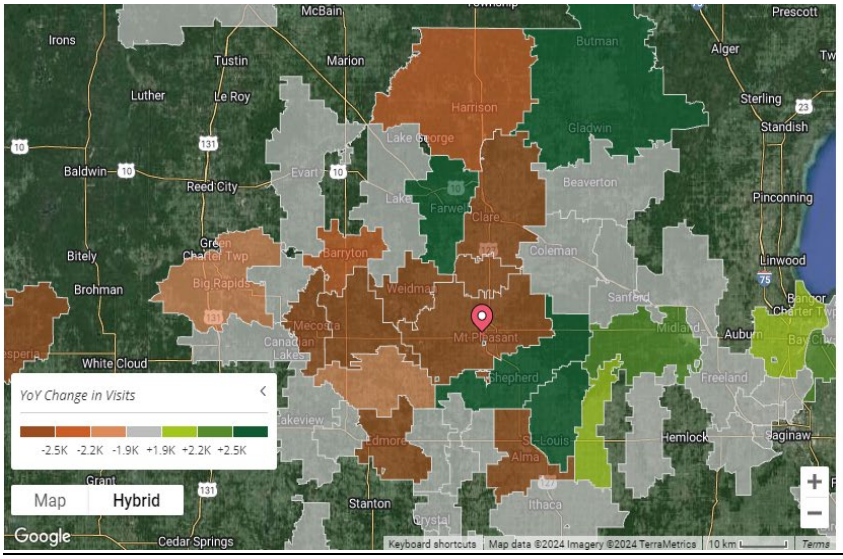
3. Saturday, April 27th
    a. Visits: 8,600
    b. Event Taking Place
        i. End of School Bar crawl hosted by Lineleap
4. Saturday, Oct. 14th
    a. Visits: 8,000
    b. Event Taking Place
        i. Home football game
5. Saturday, March 16th
    a. Visits: 7,900
    b. Event Taking Place
        i. St. Patrick's Day Bar Crawl Hosted by Lineleap

Visitors By Origin:



Zipcode / City	Visits (% of Total)
48858 Mount Pleasant, MI	627.6K (38.1
48883 Shepherd, MI	67.3K (4.1%)
48893 Weidman, MI	45.6K (2.8%)
48617 Clare, MI	34.4K (2.1%)
48859 Mount Pleasant, MI	33.6K (2%)
48801 Alma, MI	29.5K (1.8%)
48880 Saint Louis, MI	29.3K (1.8%)
48622 Farwell, MI	22.9K (1.4%)
48640 Midland, MI	20.9K (1.3%)
48878	18.5K (1.1%)

Visits Year-over-Year Change (6/14/2023-6/14/2024 vs 6/14/2022-6/14/2023):



Zipcode / City	Visits (% of Total)	YoY (% Change)
48858 Mount Pleasant, MI	627.6K (38.1%)	-25.5K (-3.9%
48883 Shepherd, MI	67.3K (4.1%)	+8.7K (+14.9
48893 Weidman, MI	45.6K (2.8%)	-8.5K (-15.7%
48617 Clare, MI	34.4K (2.1%)	-16.3K (-32.2
48859 Mount Pleasant, MI	33.6K (2%)	+9.9K (+42%)
48801 Alma, MI	29.5K (1.8%)	-2.8K (-8.6%)
48880 Saint Louis, MI	29.3K (1.8%)	+7.9K (+36.8
48622 Farwell, MI	22.9K (1.4%)	+5.4K (+30.8
48640 Midland, MI	20.9K (1.3%)	+2.4K (+13.2
48878	18.5K (1.1%)	-2.8K (-13.1%

Suggestions for Improvement

- Try and bring live music to downtown
    - Draws in people and provides a better atmosphere
- Some sort of ice cream store would be a good add
    - Both Clare and Midland downtowns have one
    - Popular destination among all ages
- Close down roads for special events
    - Midland does this frequently
- Make it a social district
    - Allows for easier bar hopping
    - Midland has one in place
- Possibility of another “college bar”
    - Lack of competition in the bar industry amongst college kids downtown
    - Another competitor would bring in more people during weekends helping to support downtown businesses
    - Bar crawls brought in large amounts of people to downtown (The bars owned by the same person were acting more as competitors creating more than one destination downtown)

Downtown Clare Analysis

Visits:

- 2021:1.1m
- 2022: 1.1m
- 2023: 1.3m
- Last 12 Months (6-17-24): 1.3m
- *Visitors:* 297,200
- *Visit Freq.:* 4.33

Popular Businesses

1. Marathon
    a. Visits: 18,000
2. Doherty Hotel
    a. Visits: 9,900
3. Huntington Bank
    a. Visits: 8,800
4. Cops and Donuts
    a. Visits: 8,100
5. Ruckle's Pier
    a. Visits: 7,400
6. Clare do it Best Hardware
    a. Visits: 6,700
7. Timeout Tavern
    a. Visits: 6,200
8. The Whitehouse Restaurant
    a. Visits: 5,100
9. Little Ceasar's
    a. Visits: 4,200
10. Isabella Bank
    a. Visits: 4,100
11. The Evening Post Bar & Grill
    a. Visits: 3,900

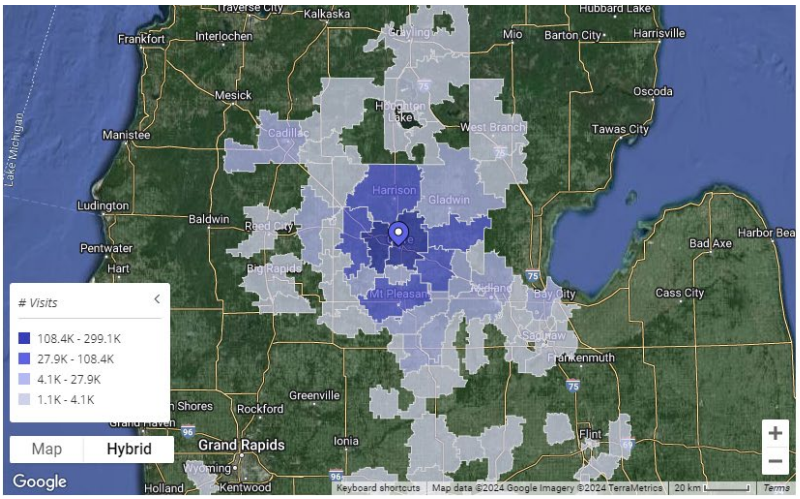
12. Herrick House and Mulberry Café

a. Visits: 3,200

Favorite Dining and Leisure Outside Downtown (min. of 3 visits)

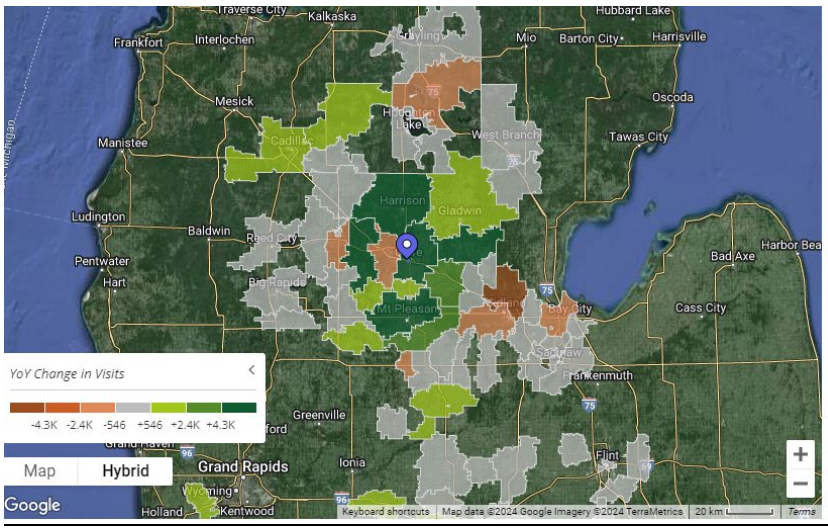
1. Applebee's (Mt. Pleasant)
    a. Visits: 13,100
2. Great Wall Buffet (Mt. Pleasant)
    a. Visits: 11,700
3. Texas Roadhouse (Mt. Pleasant)
4. Buffalo Wild Wings (Mt. Pleasant)
    a. Visits: 10,200
5. Brookwood Park (Clare)
    a. Visits: 8,500
6. Culver's (Mt. Pleasant)
    a. Visits: 8,200
7. McDonald's (Clare)
    a. Visits: 7,800
8. Island Park (Mt. Pleasant)
    a. Visits: 7,000
9. Buffalo Wild Wings (Midland)
    a. Visits: 7,000
10. Celebration Cinema
    a. Visits: 6,600

Visitors by Origin:



Zipcode / City	Visits (% of Total)
48617 Clare, MI	299.1K (23.2%)
48622 Farwell, MI	125.8K (9.8%)
48625 Harrison, MI	99.2K (7.7%)
48858 Mount Pleasant, MI	78.5K (6.1%)
48632 Lake, MI	59.8K (4.6%)
48618 Coleman, MI	47.8K (3.7%)
48612 Beaverton, MI	30.8K (2.4%)
48624 Gladwin, MI	26.5K (2.1%)
48878 Rosebush, MI	19.6K (1.5%)
48642	15.6K (1.2%)

Year-over-Year Change (6/14/2023-6/14/2024):



Zipcode / City	Visits (% of Total)	YoY (% Change)
48617 Clare, MI	299.1K (23.2%)	+51K (+20.5%)
48622 Farwell, MI	125.8K (9.8%)	-955 (-0.8%)
48625 Harrison, MI	99.2K (7.7%)	+11.7K (+13.4%
48858 Mount Pleasant, MI	78.5K (6.1%)	+6.2K (+8.6%)
48632 Lake, MI	59.8K (4.6%)	+6.2K (+11.6%)
48618 Coleman, MI	47.8K (3.7%)	+3.7K (+8.5%)
48612 Beaverton, MI	30.8K (2.4%)	+6.3K (+25.9%)
48624 Gladwin, MI	26.5K (2.1%)	+1.3K (+5.1%)
48878 Rosebush, MI	19.6K (1.5%)	+1.4K (+7.4%)
48642	15.6K (1.2%)	-1.6K (-9.3%)

Takeaways

- Clare has had an increase of 6,200 visits from Mt. Pleasant in the last 12 months while Mt. Pleasant has had a decrease of 16,300 from the Clare area in the last 12 months. This means Mt. Pleasant has lost around 21,500 visits due to Clare in the past 12 months.
- Clare's restaurants on average have approximately 900 more visits a month than Mt. Pleasant's downtown restaurants.
- Majority of the businesses the downtown Clare goers visit outside of downtown Clare are in Mt. Pleasant. This could be due to a large amount of Mt. Pleasant residents going

to Clare's downtown or it could mean that lots of Clare's population is regularly going over to Mt. Pleasant. If it's the second scenario that means that if Mt. Pleasants downtown was improved there's a big opportunity to capture Clare residents when they come over to Mt. Pleasant.

Downtown Midland Analysis

Visits

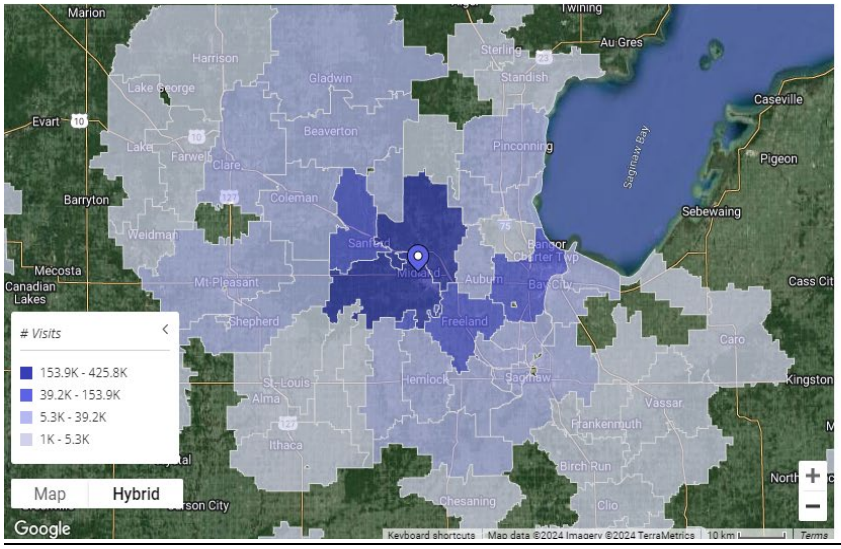
- 2021: 1.5m
- 2022: 1.7m
- 2023: 1.7m
- Last 12 Months: 1.7m
- *Visitors:* 362,700
- *Visit Freq.:* 4.67

Popular Businesses

1. Ace Hardware
    a. Visits: 17,900
2. The H Hotel
    a. 14,200
3. Pizza Sam's
    a. 8,000
4. Huntington Bank
    a. Visits: 7,200
5. Molasses Smokehouse and Bar
    a. Visits: 7,000
6. Which Craft Taproom
    a. Visits: 6,000
7. Deckers Lounge
    a. Visits: 5,400
8. El Carretonero Mexican Restaurant
    a. Visits: 3,600

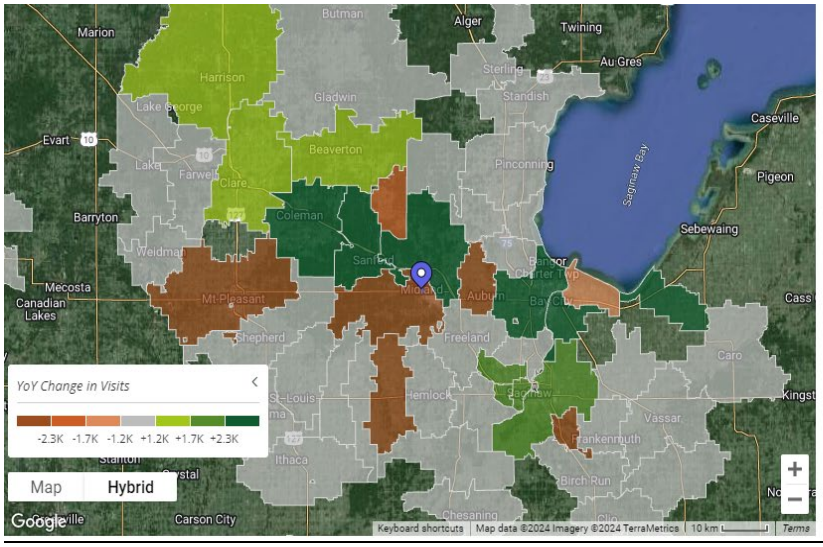
9. Gratzi
    a. Visits: 3,100
10. Three Bridges Distillery and Taproom
    a. Visits: 2,600

Visitors by Origin:



Zipcode / City	Visits (% of Total)
48640 Midland, MI	425.8K (24.8%)
48642 Midland, MI	415.8K (24.3%)
48657 Sanford, MI	57.7K (3.4%)
48623 Freeland, MI	56.3K (3.3%)
48706 Bay City, MI	53.5K (3.1%)
48603 Saginaw, MI	34K (2%)
48708 Bay City, MI	31K (1.8%)
48611 Auburn, MI	27.9K (1.6%)
48858 Mount Pleasant, MI	26K (1.5%)
48618	21.5K (1.3%)

Year-over-Year Change (7/10/2023-7/10/2024):



Zipcode / City	Visits (% of Total)	YoY (% Change)
48640 Midland, MI	425.8K (24.8%)	-9.2K (-2.1%)
48642 Midland, MI	415.8K (24.3%)	+22K (+5.6%)
48657 Sanford, MI	57.7K (3.4%)	+5.1K (+9.8%)
48623 Freeland, MI	56.3K (3.3%)	+1.1K (+2.1%)
48706 Bay City, MI	53.5K (3.1%)	+2.7K (+5.4%)
48603 Saginaw, MI	34K (2%)	+2K (+6.3%)
48708 Bay City, MI	31K (1.8%)	+4K (+14.7%)
48611 Auburn, MI	27.9K (1.6%)	-4.5K (-14%)
48858 Mount Pleasant, MI	26K (1.5%)	-3.2K (-11.1%)
48618	21.5K (1.3%)	+6.8K (+46.5%)

Takeaways

- Not a very big competitor to Mt. Pleasants downtown most likely due to distance
- Does a good job creating an atmosphere that draws people in

    - Live music
    - Games
    - Fires
- Hosts events where they close down the roadway making downtown more pedestrian friendly and creating an attraction that draws people downtown

Central Michigan University Analysis

- In the past 12 months: 1.9 million visits from visitors, 1.4 million visits from employees, 1.3 million visits from residents, giving us **4.1 million visits total** in the past year.

- Through provided daily aggregation of the data we see that the most visitors occurred September 30th, 2023. The total visits that day came to **49,700** presumably due to the Central Michigan VS Eastern Michigan football game that occurred at Kelly/Shorts Stadium. This number is 801% higher than the visits on September 30th, 2022, but this does little to show actual growth as the Central Michigan VS Eastern Michigan game occurred on another day the previous year. This is only further facilitated by the fact that the 2022 game was days after Thanksgiving and also took place in Ypsilanti so we have no access to relevant comparative data.

- **2017**: **6 million** visits total, highest amount of visits on a given day = **38,900**, occurring on 9/23/2017 presumably due to a football game.

- **2018**: **5.5 million** visits total, highest amount of visits on a given day = **30,700**, occurring on 10/20/2018 presumably due to a football game.

- **2019: 5 million** visits total, highest amount of visits on a given day = **36,600**, occurring on 10/12/2019 presumably due to both a football game and hockey game.

- **2020**: **3.3 million** visits total, highest amount of visits on a given day = **23,100**, occurring on 3/5/2020 for no apparent reason.

- **2021**: **3.6 million** visits total, highest amount of visits on a given day = **33,860**, occurring on 9/25/2021 presumably due to a football game.

- **2022**: **3.7 million** visits total, highest amount of visits on a given day = **40,400**, occurring on 9/17/2022 presumably due to a football game.

- **2023**: **4.2 million** visits total, highest amount of visits on a given day = **49,700**, occurring on 9/30/2023 presumably due to a football game.

2023-2024 School Year

(Percentages represent the percentage of CMU residents/visitors that visited the places the specified number of times)

Residents Favorite Places (Visted minimum of 5 times)

1. McDonald's (S Mission): **56.8%**
2. Walmart: **50.1%**
3. Target: **46.8%**
4. Indian Hills Plaza: **45.2%**
5. Meijer: **35.9%**
6. Central Michigan Commons: **32.4%**
7. Taco Bell (S Mission): **27.1%**
8. Okelly's: **21.3%**
9. 7-Eleven: **17.1%**
10. Stadium Mall: **16.6%**
11. Wayside Central: **15.7%**
12. Chipotle: **15.2%**

Visitor's Favorite places (Visted minimum of 1 time)

1. Indian Hills Plaza: **35.6%**
2. Central Michigan Commons: **32.7%**
3. Walmart: **30.5%**
4. Meijer: **27.9%**
5. Stadium Mall: **25%**

6. Soaring Eagle Casino: **24.7%**
7. Target: **23.5%**
8. McDonald's (S Mission): **19.5%**
9. Sam's Club: **17.9%**
10. Texas Roadhouse: **17.2%**

CMU Enrollment Comparison (2014-2023)

Central Michigan University: 46.3% decrease: 26,363-14,423
Eastern Michigan University: 42% decrease (2013-2023)
Ferris State University: 32% decrease: 14,600-9,918
Saginaw Valley State University: 29.5% decrease (2015-2023): 9,766-6,889
Western Michigan University: 26.6% decrease: 23,914-17,559
Grand Valley State University: 10% decrease: 25,000-22,500
Michigan State University: 0.7% increase: 50,977-51,316
Michigan Technological University: 3.1% increase: 7,104-7,324

Mt. Pleasant Apartment Analysis

University Meadows

- Residents: 1,300
- Residents Assoc. with CMU: 600-700
- Median Income: 12,000

Favorite Businesses (Based on min. of 5 visits in the past 12 months)

1. Walmart
    a. Visitors: 1,100
2. Indian Hills Plaza
    a. Visitors: 870
3. McDonalds (S Mission)
    a. Visitors: 790
4. Target

    a. Visitors: 740
5. Meijer
    a. Visitors: 740
6. 7-Eleven
    a. Visitors: 730
7. Central Michigan Commons
    a. Visitors: 680
8. Taco Bell (S Mission)
    a. Visitors: 490
9. Dollar Tree
    a. Visitors: 390
10. TJ Maxx/Aldi (tied)
    a. Visitors: 320

Village Bluegrass

- Residents: 1,200
- Residents Assoc. with CMU: 500-600
- Median Income: 9,000

Favorite Businesses:

1. Walmart
    a. Visitors: 918
2. Indian Hills Plaza
    a. Visitors: 738
3. McDonald's (S Mission)
    a. Visitors: 693
4. Target
    a. Visitors: 567
5. Meijer
    a. Visitors: 531
6. Central Michigan Commons
    a. Visitors: 513

7. 7-Eleven
    a. Visitors: 477
8. Taco Bell (S Mission)
    a. Visitors: 414
9. Marathon (E Broomfield)
    a. Visitors: 396
10. Soaring Eagle Casino
    a. Visitors: 351

The Reserve

- Residents: 1,500
- Residents Assoc. with CMU: 650-800
- Median Income: 9,000

Favorite Businesses

1. Walmart
    a. Visitors: 1,200
2. Indian Hills Plaza
    a. Visitors: 954
3. Meijer
    a. Visitors: 738
4. McDonald's (S Mission)/Target (tied)
    a. Visitors: 729
5. Central Michigan Commons
    a. Visitors: 711
6. Marathon (E Broomfield)
    a. 549
7. 7-Eleven
    a. Visitors: 531
8. Taco Bell (S Mission)

    a. Visitors: 512
9. Aldi/Hunter's Ale House/Stadium Mall (tied)
    a. Visitors: 369
10. TJ Maxx
    a. Visitors: 360

Jamestown

- Residents: 996
- Residents Assoc. with CMU: 180-280
- Median Income: 30,000

Favorite Businesses

1. Walmart
    a. Visitors: 840
2. Meijer
    a. Visitors: 565
3. Indian Hills Plaza
    a. Visitors: 515
4. McDonald's (S Mission)
    a. Visitors: 445
5. Central Michigan Commons
    a. Visitors: 380
6. Marathon (E Broomfield)
    a. Visitors: 375
7. Taco Bell (S Mission)
    a. Visitors: 315
8. Target
    a. Visitors: 295
9. 7-Eleven
    a. Visitors: 240
10. Soaring Eagle Casino
    a. Visitors: 210

Copper Beach

- Residents: 1,600
- Residents Assoc. with CMU: 800-900
- Median Income: 27,000

Favorite Businesses

1. Walmart
    a. Visitors: 1,300
2. Indian Hills Plaza
    a. Visitors: 1,000
3. McDonald's (S Mission)
    a. Visitors: 906
4. Meijer
    a. Visitors: 870
5. Central Michigan Commons
    a. Visitors: 864
6. 7-Eleven
    a. Visitors: 828
7. Target
    a. Visitors: 822
8. Taco Bell (S Mission)/Stadium Mall (tied)
    a. Visitors: 510
9. Aldi
    a. Visitors: 486
10. Marathon (E Broomfield)
    a. Visitors: 420

Tallgrass

- Residents: 1,000
- Residents Assoc. with CMU: 300-400
- Median Income: 12,000

Favorite Places

1. Walmart
    a. Visitors: 756
2. Indian Hills Plaza
    a. Visitors: 585
3. Meijer
    a. Visitors: 576
4. McDonald's (S Mission)
    a. Visitors: 495
5. Central Michigan Commons
    a. Visitors: 468
6. Target
    a. Visitors: 450
7. Taco Bell (S Mission)
    a. Visitors: 306
8. Marathon (E Broomfield)
    a. Visitors: 288
9. 7-Eleven
    a. Visitors: 252
10. Sam's Club
    a. Visitors: 234

West Campus Village

- Residents: 1,100
- Residents Assoc. with CMU: 750-850
- Median Income: 14,000

Favorite Businesses

2. Walmart
    a. Visitors: 728
3. Meijer

    a. Visitors: 689
4. Target
    a. Visitors: 624
5. Indian Hills Plaza
    a. Visitors: 598
6. McDonald's (S Mission)
    a. Visitors: 672
7. Central Michigan Commons
    a. Visitors: 546
8. Stadium Mall
    a. Visitors: 364
9. 7-Eleven
    a. Visitors: 338
10. Okelly's
    a. Visitors: 312
11. Culver's
    a. Visitors: 286

Chase Run

- Residents: 490
- Residents Assoc. with CMU: Not enough to appear in the data
- Median Income: 40,000

Favorite Businesses

1. Walmart
    a. Visitors: 357
2. Indian Hills Plaza
    a. Visitors: 294
3. Meijer
    a. Visitors: 280
4. Central Michigan Commons
    a. Visitors: 245

5. McDonald’s (S Mission)
    a. Visitors: 203
6. Taco Bell (S Mission)
    a. Visitors: 161
7. Soaring Eagle Casino
    a. Visitors: 154
8. Dollar Tree
    a. Visitors: 154
9. Target
    a. Visitors: 154
10. Marathon (E Broomfield)
    a. Visitors: 147

Airport Analysis

Mt. Pleasant Visitation to Airports

(Data is from 7/24/2023-7/24/2024)
(Visits = Number of visits from people in that location to the airport)

Detroit Metropolitan Airport

1. Mt. Pleasant
    a. Visits: 28,200
2. Alma
    a. Visits: 6,100
3. Harrison
    a. Visits: 4,900
4. Clare
    a. Visits: 4,500
5. Farwell
    a. Visits: 2,300

Total: 46,000

Gerald Ford Airport (Grand Rapids)

1. Mt. Pleasant
    a. Visits: 13,100
2. Weidman
    a. Visits: 3,600
3. Alma
    a. Visits: 3,100
4. Clare
    a. Visits: 1,800
5. Harrison
    a. Visits: 1,600
6. Farwell
    a. Visits: 1,100

Total: 24,300

MBS International Airport (Saginaw)

1. Mt. Pleasant
    a. Visits: 3,600
2. Harrison
    a. Visits: 1,400
3. Clare
    a. Visits: 1,100
4. Alma
    a. Visits: 854
5. Farwell
    a. Visits: 815

Total: 7,700

Conclusion

- There are approximately 78 thousand visits from the Mt. Pleasant area to the surrounding airports listed

- Approximately 70 thousand of the 78 thousand visits are to the Detroit Metropolitan Airport and Gerald Ford Airport

Mt. Pleasant Municipal Airport Analysis

- *Visits (Last 12 months):* 6,300
- *Visit Freq. (Last 12 months):* 1.82
- *Visits (2021):* 11,900

Visitors Favorite Places in Mt. Pleasant

1. Indian Hills Plaza
    a. Percent of Visitors: 46.7%
2. Central Michigan University
    a. Percent of Visitors: 45.4%
3. Meijer
    a. Percent of Visitors: 45.3%
4. Central Michigan Commons
    a. Percent of Visitors: 43.9%
5. Walmart
    a. Percent of Visitors: 42.7%
6. Soaring Eagle Casino
    a. Percent of Visitors: 40.6%
7. Sam's Club
    a. Percent of Visitors: 33.2%
8. Menards
    a. Percent of Visitors: 32.8%
9. Target
    a. Percent of Visitors: 30.8%
10. Culver's
    a. Percent of Visitors: 30.4%