



DOWNTOWN OVERVIEW

Nationally ranked as one of the top 20 economically prosperous cities, Birmingham is a highly sought after community in Michigan to live, work and visit. Located in the heart of Oakland County, a county of over one million residents, Birmingham is easily accessible from major transportation arteries in the Metro Detroit region and attracts visitors throughout Southeast Michigan and beyond. Recognized for its vibrant, walkable downtown, the Birmingham Shopping District (BSD) features national and local fashion boutiques, home furnishing retailers, galleries, salons and award-winning restaurants. Its affluent clientele outpaces the country's income and education levels, making it an ideal location to market and grow your business.

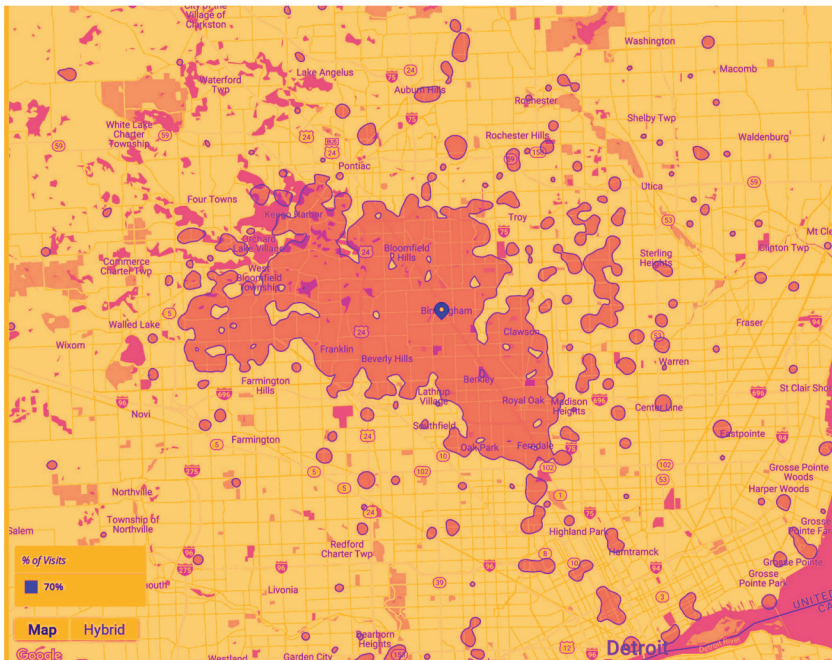
Market Area

- ✓ **500K+ CONSUMER TRADE AREA**
154 SQUARE MILES
- ✓ **41.75 MEDIAN AGE**
AFFLUENT & EDUCATED
- ✓ **\$727K MEDIAN HOME VALUE**
ACTIVE, SOPHISTICATED & CONNECTED
- ✓ **\$200K LOCAL AVERAGE INCOME**
\$113K - TRADE AREA AVERAGE INCOME



CONSUMER TRAITS

- Affluent & Upscale
- Tech Savvy & Connected
- Urban & Sophisticated
- Engaged in Community, Arts & Culture
- Seeks Healthy Foods & Activities
- Shops Home Furnishings, Fashion, Arts, Media, Entertainment, Luxury Products & Personal Care
- Devours Gourmet Foods & Wine While Needing Quick Serve Options Daily





DOWNTOWN PROFILE

Economic Dashboard



106 RETAILERS/65 RESTAURANTS
600+ BUSINESSES



30 NEW BUSINESSES SINCE 2022
10 MORE IN PROGRESS



RETAIL OCCUPANCY
1.5 MILLION SQ. FT. OF SPACE



OFFICE OCCUPANCY
2 MILLION SQ. FT. OF SPACE

MARKET REACH & IMPACT



13 MILLION IMPRESSIONS
TARGETED CAMPAIGNS



250,050 WEB VISITS
7,816 PARTNER REFERRALS



569,400 SOCIAL MEDIA REACH
19,816 FOLLOWERS

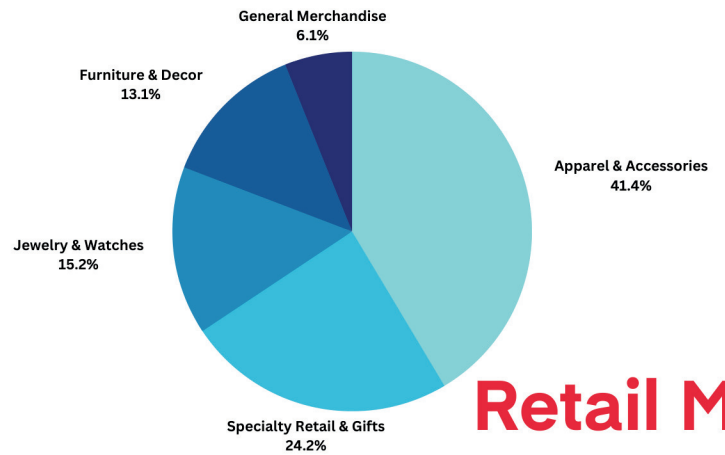


59 EVENTS
300,000+ ATTENDEES



7 MILLION VISITORS
2-HOUR AVERAGE STAY
(data provided by placer.ai)

For more market insights and available properties, contact the Birmingham Shopping District.



Retail Mix

Downtown Birmingham is a premiere destination for shopping, dining, events and tourism in Michigan, offering one-of-a-kind national and local brands. Notable apparel and accessory retailers include Faherty, Anthropologie, lululemon, Roots, Evereve, St. Croix Shop, Moosejaw, Lucido Fine Jewelry, and Brilliant Earth, as well as exclusive fashions from Tender, Barbara Boz and more. The downtown is a regional hotspot for home furnishings, including CB2, RH, Serena & Lily, West Elm, Ethan Allen and the list goes on. Food connoisseurs frequent the downtown cafes, high-quality restaurants, fine dining and fast-fresh fare from national brands like Hyde Park Steakhouse, sweetgreen and Starbucks Reserve to local award-winning favorites such as Market North End, Forest, Hazel's, Rugby Grille, Phoenecia, Madam and many more.

The luxurious Townsend and Daxton hotels welcome thousands of visitors annually. Over 300 professional offices, two movie theaters, two active parks and more than 10,000 homes within walking distance all contribute to the bustling foot traffic downtown. Ample parking with over 5,000 spaces is conveniently located throughout offering two-hour free parking in five public decks daily.