

When you shop and do business in Paw Paw, you're sure to discover the relaxing atmosphere, the free parking, and the friendly hometown businesses. They'll treat you like a neighbor, after all. That's who you are...and that's who they are too!

When done with your business nor shopping, take time to discover Paw Paw's terrific restaurants, and nationally known and award-winning wineries. There are tours and wine tasting everyday, year round.

And you'll enjoy Paw Paw's special events...Spring Fling, Picnics in the Park, Concerts on the Lake, Paw Paw Days, Wine and Harvest Festival, Harvest Moon Extravaganza, and Christmas in the Village.

*We invite you to discover and enjoy Paw Paw !*

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**Village of Paw Paw**

Larry Nielsen, Village Manager  
111 East Michigan Avenue  
Paw Paw, MI 49079  
Office - 269-657-3148  
Fax - 269-657-7544  
Email: l.nielsen@pawpaw.net  
**WEB: [www.pawpaw.net](http://www.pawpaw.net)**

**Paw Paw Downtown Development Authority**

Mary Springer, Director  
129 S. Kalamazoo Street  
Paw Paw, MI 49079  
Office - 269-657-5395  
Fax - 269-657-8755  
Email: ppccdda@btc-bci.com  
**WEB: [www.pawpaw.net/dda.html](http://www.pawpaw.net/dda.html)**

# *Your business can make it in Paw Paw !*

## Highlighted Specialty Retail Opportunities: Village of Paw Paw Unmet Retail Demand

	<u>Consumer Demand</u>	<u>Existing Supply</u>	<u>Unmet Demand</u>	<u>Retail Opportunity in Square Feet*</u>
<b>Overall Retail Sales</b>	<b>\$90,469,557</b>	<b>\$53,372,573</b>	<b>-\$37,096,984</b>	
<b><u>Specialty Retail Opportunities</u></b>				
Home Furnishing Stores	\$559,059	\$360,796	\$198,263	661
Men's Clothing Stores	\$106,140	\$612	\$105,528	352
Women's Clothing Stores	\$390,261	\$56,201	\$334,060	1,114
Children's, Infants Clothing Stores	\$90,977	\$2,453	\$88,524	295
Family Clothing Stores	\$863,064	\$427,400	\$435,664	1,452
Clothing Accessories Stores	\$34,359	\$0	\$34,359	115
Other Clothing Stores	\$101,222	\$0	\$101,222	337
Shoe Stores	\$292,594	\$0	\$292,594	975
Jewelry Stores	\$269,950	\$0	\$269,950	900
Luggage and Leather Goods Stores	\$23,661	\$0	\$23,661	79
Special Foodservices	\$413,043	\$301,373	\$111,670	372
Sporting Goods Stores	\$320,514	\$15,325	\$305,189	1,017
Book Stores	\$173,979	\$86,685	\$87,294	291
News Dealers and Newsstands	\$12,352	\$1,529	\$10,823	36
Music CDs, Record Stores	\$96,104	\$0	\$96,104	320

**Source:** Claritas Marketing, FSA Analysis, US Census Survey of Consumer Expenditure 2007.

\* Assuming an average retail sales figure of \$300 / sf based on Urban Land Institute (ULI) and FSA estimates.

**- - - More Market Analysis Data Available Upon Request! - - -**

## *Come Grow With Us !*

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# *Uncork Paw Paw*

*a village to discover*

**EXIT 60**

- Minutes from where you are !
- Terrifically located, 2 hours from Chicago and Detroit
- Already hardwired with fiber optic broadband service as well as wireless internet
- Has great Interstate access; I-94, exit 60, a heavily traveled route (more than 30,000 cars a day) between Detroit and Chicago.
- Has excellent roadway routes; M-40 runs N & S and Red Arrow Highway (Michigan Avenue in the Village) runs E & W
- Over 6,000 households within a 10 minute drive
- Over 50,000 households within a 20 minute drive
- Over 114,000 households with a 30 minute drive
- Over \$53.3 million in consumer retail demand with more than \$37 million in unmet demand
- Business Support grant and loan opportunities available for commercial and industrial businesses whether new or existing. Local DDA and EDC grants and loans available up to \$200,000

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#### **Paw Paw Downtown Development Authority**

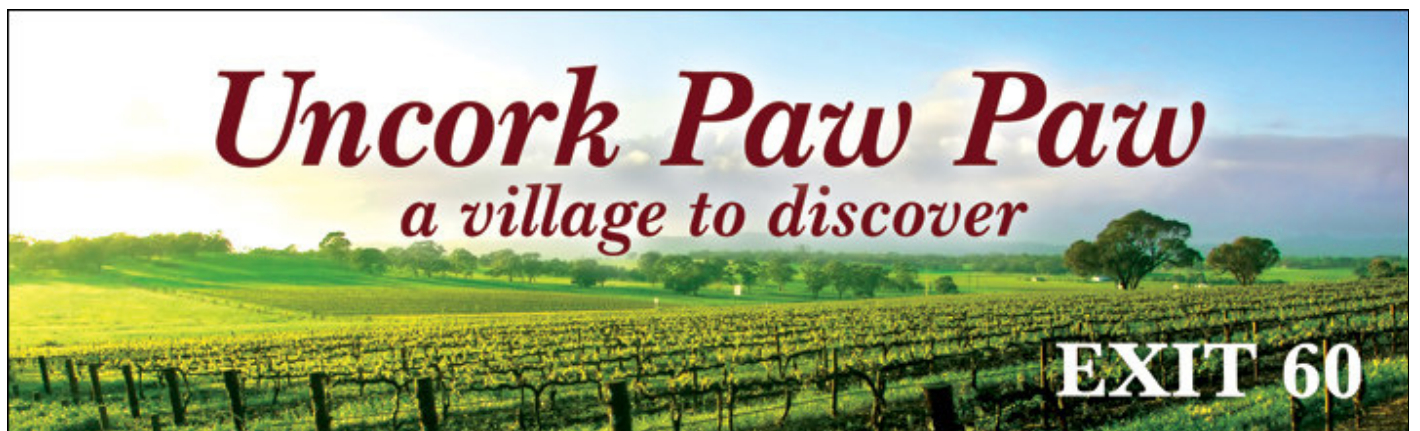
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# Shop & Do Business Locally

**Our independent retailers', the family business' and the local franchise owners' offer unique selling points...**

- Everything about that business and its customers is personal. They survive on reputation and repeat business so they take better care of you.
- They have a big stake in the community. They care about everything you care about.
- They hire our kids. Your children often get their first jobs in these businesses.
- They invest in your community. Local businesses donate money and/or goods to every community youth, service, church or school group; or local cause.
- Shopping and doing business locally retains our distinctiveness. Malls all look the same. Independent shops create distinctive shopping experiences and stock different products. No two small downtowns are exactly alike.
- Shopping and doing business locally creates jobs. Sour businesses create local employment and self employment.
- Doing business locally saves services. Private, voluntary and public sector services cluster around shops. As small town local businesses disappear, so do others local shops such as hair-dressers, vets, dentists etc.
- And best of all, the dollars you spend in Paw Paw stay in Paw Paw. Studies have shown money spent locally turns over as many as ten times, promoting jobs, supporting other businesses, supporting festivals and events, bettering schools, and churches, and roads!

*That's why we invite you to discover and enjoy  
Paw Paw...it's good for you, its good for your  
neighbor, and it's good for Paw Paw!*



*Uncork Paw Paw  
a village to discover*