

DOWNTOWN OWOSSO

Come explore downtown Owosso, and feel the warmth of gathering together.

Experience the amazing that happens here everyday. Meet the people that add color to our lives. Discover this place we call home, and become a friend in the process.

2020 EDITION

OWOSSO MAIN STREET/DDA

989.725.0571

downtownowosso.org



State of DOWNTOWN

18	Blocks
108	Acres
249	Parcels
57	Parcel owners
1,731	Public parking spaces
117	First-floor storefronts
100	Residential units
9	Restaurants
26	Retail stores

Owosso Main Street is making a real difference.

Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!

Downtown's Goals

- Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in downtown Owosso.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of downtown Owosso.
- Expand and sustain a model of "coopetition" among downtown Owosso businesses, organizations and attractions.

OWOSSO
MAIN
STREET

TRANSFORMING OWOSSO'S DOWNTOWN



Reignited the city's revolving loan fund offering low-interest working capital loans, redevelopment loans, and upper-floor residential development grants.



Completed a MEDC/CDGB Façade Grant restoring three historic downtown facades within the district. This grant provided over \$300,000.00 in grant funding for restoration efforts.



Partnered with the National Main Street and Michigan Main Street programs to develop an "Entrepreneurial Ecosystem" program, focused on commercial district revitalization. This program identifies key entrepreneurship assets, targets, and partners and develops key strategies to align your ecosystem with community target markets and real estate assets.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$897,891

Program to date: \$19,890,727



17

Façade Improvements
Program to date: 116



2

New Businesses
Program to date: 68

Community Profile

Owosso | 2019



Population
14,450



Households
6,257



Median HH Income
\$53,865



Median Age
35 years



Housing Units
6,634



94% Housing is occupied
62% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner's meetings
- MEDC/state façade program
- Match on Main funding program
- Small Business Saturday champion
- Design assistance
- Market data
- Educational workshops

"Owosso Main Street/DDA is the accelerant that propels and sustains our collaborative spirit to work together and make a unified positive impact in our downtown for our residents and visitors."

—Nicholas Pidek, Co-owner, Foster Coffee Company

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	26,625	41,882	175,992
Households	11,618	17,725	73,008
Median HH Income	\$57,800	\$64,409	\$77,303

In-demand Businesses

Shopping & Retail

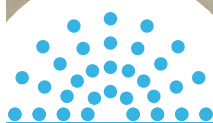
Butcher/meat market
Arts, crafts, and hobbies
Specialty foods
Women's clothing
Grocery store

Food & Drink

Breakfast/brunch restaurant
Brewery or brewpub
Casual dining eatery
Wood-fired/kiln oven pizzeria
Steakhouse

Connecting with Place

Every year our Main Street volunteers work tirelessly to beautify and decorate our downtown. Most cleanup, planting, and decorating within the district is developed, coordinated and conducted by Main Street volunteers. From our beautiful downtown flowers, to our amazing downtown Christmas tree—all of it would not exist without our amazing volunteers. People are what make place matter. It is our volunteers that ignite the spirit of our revitalization efforts.



VOLUNTEER SPOTLIGHT

"Volunteering with Owosso Main Street is like working with your family. We make a better place for all of us to live. The things we do are making positive memories for everyone. The more people that volunteer the more they see what a great community we live in."

—John Hankerd, Owner,
Hankerd's Sportswear



2019 Pulse of Downtown



- 63%** Visit downtown Owosso most often for dining
- 51%** Described recent trends in downtown Owosso as improving or making progress.
- 26%** Said the frequency of their visits to downtown Owosso increased during the past year.

Social Connection



8,890+
Facebook Followers

1,390+
Instagram Followers

Volunteer Connection



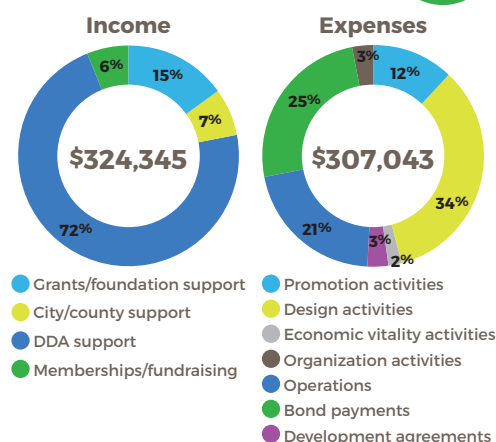
2,598
Volunteer hours in 2018-2019

29,416
Volunteer hours
(Program to date)

\$64,560
Volunteer value in 2018-2019

\$730,988
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Owosso Main Street
Events 2018-19

27,420

Est. event attendance

- Glow Owosso (Parade & 5K)
- NYE Block Party and Ball Drop
- ArtWalk Owosso
- Vintage Motorcycle Days
- Chocolate Walk
- Film at the Fountain
- Downtown Trick-or-Treat
- Moonlight Market (collaboration)
- Cruise the Pits (collaboration)
- Castle Nights (collaboration)



Glow Owosso



NYE Block Party & Ball Drop



Vintage Motorcycle Days



Artwalk Owosso

Michigan Main Street

The Leader in Grassroots Economic Development

Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Real Impact.

The numbers prove it!



\$19,426,752

2018-19 Total Private Investment

\$306,022,126

Program to date



\$10,352,395

2018-19 Total Public Investment

\$99,427,926

Program to date



109

2018-19 New Businesses

1,408

Program to date



100

2018-19 Façade Improvements

1,388

Program to date



49,092

2018-19 Volunteer Hours

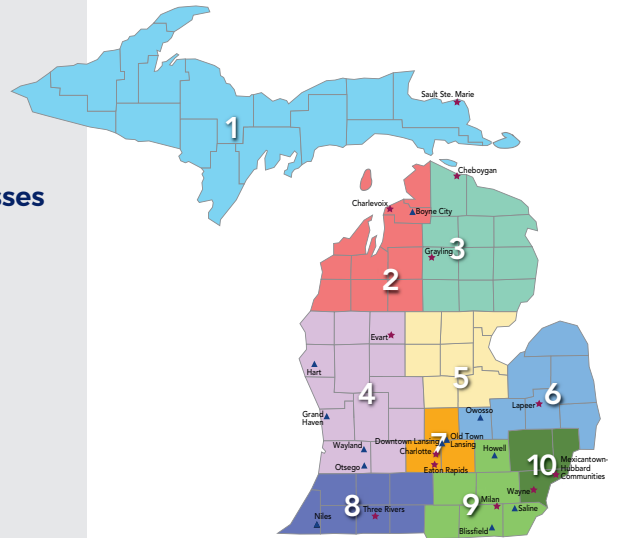
739,831

Program to date

"Owosso Main Street/DDA is beyond grateful for the leadership and inspiration we have received from the Michigan Main Street Center and the National Main Street team. These organizations are a delight to work with and our community would not be where we are today without them."

—Dave Acton, Board Chair, Owosso Main Street/DDA

Our Communities



Select Level



Master Level



Owosso's Board of Directors

Chair: Dave Acton
Vice Chair: Bill Gilbert
Treasurer: Kenneth Cushman
Authority Member/Mayor: Chris Eveleth
Authority Member: Lance Omer
Authority Member: Theresa Trecha
Authority Member: Jon Moore
Authority Member: Jim Woodworth
Authority Member: Bobbi Fuller

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