

Elevate Your Quality of Life in Downtown Owosso

Downtown Owosso is home for everything you need. From castles to e-bikes, and historical façades to edgy artists.

2023 EDITION

OWOSSO MAIN STREET

989.277.1705

downtownowosso.org



State of DOWNTOWN

18 Blocks

108 Acres

249 Parcels

1,731 Public parking spaces

117 First-floor storefronts

100 Residential units

10 Restaurants

32 Retail stores

9.6% Increase in property values (2021–2022)

Owosso Main Street is making a real difference.

Downtown Owosso is hitting its stride with building back after the pandemic. With a host of youthful and tenacious partners contributing to this transition, Owosso Main Street has transformed its tagline to, “Learn our Story, Create Your Own.” This new tagline captures the historic preservation efforts of our city, while also creating space to welcome new storytellers and visionaries who will help co-create our thriving downtown that is the heart of our community.

Downtown’s Goals

- Day-trip destination
- Increase upper-floor residential development/density
- Cultivate an 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

TRANSFORMING OWOSSO'S DOWNTOWN



Private investment and the Owosso Main Street's Revolving Loan Fund program has welcomed 10 new businesses, allowing us to activate underutilized office space and other existing structures that have awaited opportunity.



By creating a revolving space of innovation and opportunity, Rotating Retail has room for everyone wanting to test the market and experiment with new ideas.



The MEDC Optimize Main Street Technology grant helped seven businesses upgrade systems, advance point-of-sales, increase online presences to streamline processes, and increase revenue.

REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT

\$626,900

Program to date: \$22,743,628



36 Façade & Building Improvements
Program to date: 382



10 New Businesses
Program to date: 84

Community Profile

City of Owosso | 2022



Population
14,503



Households
6,207



Median HH Income
\$47,704



Median Age
38.1 years



Housing Units
6,750



92% Housing is occupied
54% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- Vibrancy Grant
- Optimize Main Street
- Revolving Loan Fund: Loan
- Revolving Loan Fund: Grant
- Match on Main
- Small business owner's meetings
- Social Media Bootcamp 101
- Charge Deals QR code
- Retail promotion event
- Storytelling Series

"I followed my passion to feed the soul in downtown Owosso for 14 years and utilize my expertise with the RLF subcommittee to assist other budding entrepreneurs seek their dreams through financial support."

—Dawn McCoy, Owner, Itsa Deli Thing/Itsa Bakery Thing

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,963	26,127	54,994
Households	6,288	11,198	22,843
Median HH Income	\$47,795	\$51,035	\$57,523

In-demand Businesses

Food & Drink

Brewery/brewpub
Farm-to-table
Steakhouse
Breakfast/brunch restaurant
Mediterranean

Shopping & Retail

Specialty foods
Grocery store
Arts/crafts/hobbies
Vintage/repurposed
Boutique ladies'/men's clothing

Aviator Jayne Takes Flight

Downtown Owosso's transformation strategy revolves around creating a day-trip destination and increasing upper-story living. Local business Aviator Jayne, owned and operated by Nick and Mandy Pidek, accomplished both of these goals to create a shopping experience that welcomes visitors while also offering furnishings for our growing number of downtown residents. Using private investment, OMS Revolving Loan Fund and the MEDC Spring 2022 Match on Main grant, they have reactivated 15,000 square feet.



VOLUNTEER SPOTLIGHT

"I got involved in Main Street when we moved downtown. I knew that if I wanted to grow and really become the kind of community hub that I envisioned, I needed to be in the community."

—Bri Marrah, Owner, Fitness Coliseum



2022 Pulse of Downtown



- 49%** Visit downtown Owosso most often for dining
- 28%** Described recent trends in downtown Owosso as improving or making progress.
- 20%** Said the frequency of their visits to downtown Owosso increased during the past year.

Social Connection



10,650+
Facebook Followers

1,635+
Instagram Followers

Volunteer Connection



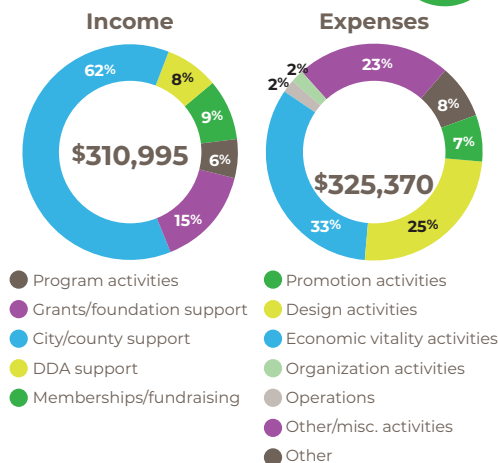
1,449
Volunteer hours in 2021–2022

34,197
Volunteer hours
(Program to date)

\$41,079
Volunteer value in 2021–2022

\$969,485
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Owosso Main Street
Events 2021-22

9

Est. event attendance

- Glow Holiday Season
- N.Y.E. Block Party
- Chocolate Walk
- Community Cleanup
- Sidewalk Sales
- Artwalk
- Open Streets
- Ghoul's Night Out
- Custom Car Show



Owosso Glow brings our community together



Creepin' it Real in downtown Owosso



Sidewalk sales are both tradition and event



Life imitates art in downtown Owosso

"The Main Street organization has helped our DDA focus on the needs of our community. With this approach, we are able to move forward with advancing the vision for downtown Owosso."

—Jon Moore, OMS Board Chair/CEO, Foster Coffee

Owosso's Board of Directors

Chair: Jon Moore

Vice-chair: Bri Marrah

Commissioner: Josh Ardelean

Commissioner:

Melissa Wheeler

Commissioner: Bill Gilbert

Commissioner: Lance Omer

Commissioner: Nicole Reyna

Mayor Pro-tem: Sue Osika

Executive Director:

Beth Kuiper

CEDAM AmeriCorps Service

Member: Nick Bruckman

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

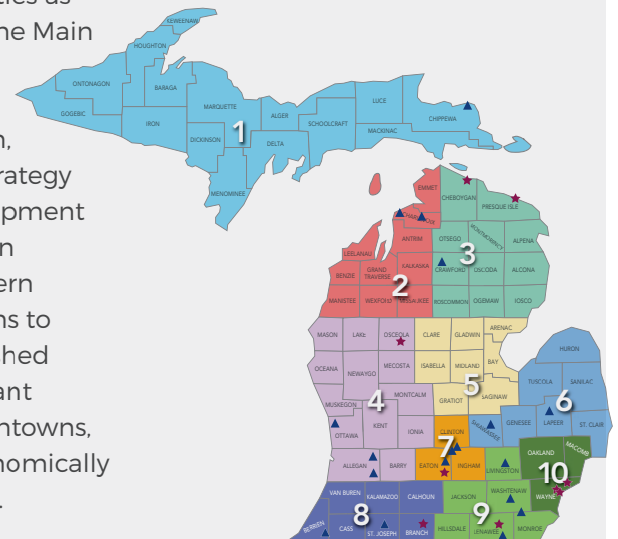


Michigan Main Street

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.

Our MMS Communities



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

★ Select Level

▲ Master Level

www.miplace.org