



Photo Credit: Owosso Main Street



# VISITOR PROFILE + EVENT ANALYSIS OWOSSO MAIN STREET

Prepared by Main Street America  
June 2024

# Owosso Main Street

Owosso, Michigan



Photo Credit: Owosso Main Street



**14,714 residents**

of Owosso city, Michigan  
(U.S. Census Bureau, 2020)



**221.7K visitors**

number of visitors to  
Owosso Main Street  
in 2023



**1.5M visits**

to Owosso Main Street in  
2023



**June 2023 -  
Busiest Month**

Owosso Main Street had  
147.6K visits in June 2023



**Fridays and  
Saturdays -  
Busiest Days**

38% of visits take place on  
Fridays and Saturdays



**Dinner - Busiest  
Time**

About 26% of visits occur  
between 5pm - 8pm

# Project Overview

## About the Placer.ai Data

The data in this report is provided through Placer.ai, a location analytics company which studies trends in visits, trade areas, and demographics, with added interpretation from Main Street America. Placer's information comes from smartphone data which tracks users' location and duration of stay in a given area across the United States. Placer's data is employed by a variety of organizations and major national and international companies, and is considered to be one of the leaders in the area of visitor data. In this report,

- **“Visitors”** refers to the unique device, usually a smartphone; the visitor is only counted once no matter how many times that device/person visited the district in the timeframe used for the report.
- **“Visits”** refers to any travel by a “visitor” inside the boundaries of the Main Street district, as long as the visit is at least ten minutes long. Each “visitor” is only counted once per day, no matter how many times that device/person left or returned to the district on a given day.
- **“Visit frequency”** is the average number of visits per visitor over the duration of the report. Again, each device/person is only counted as a unique visitor once per day.

[Main Street America](#) began subscribing to the Placer platform in September 2023 and the MSA Research team has begun using the platform to understand visitation patterns to Main Street downtowns and neighborhood commercial districts. The Visitor Profile + Event Analysis Report was commissioned by and developed in partnership with [Michigan Main Street](#), a program of the [Michigan Economic Development Corporation](#).

## Potential Applications of this Data

- **Business Planning and Development:** Information such as the peak visiting days and times, seasonality, and visitor psychographics may be used to educate business owners about who their customers are, what business hours are optimal, and how to better tailor their offerings to potential untapped visitor markets. When paired with other trade area data, such as that provided in the MMS Market Snapshots, programs may better target business recruitment, retention, and expansion efforts, such as by pairing visitors' origin communities with market sales/leakage data to inform potential entrepreneurs.

# Project Overview

## Potential Applications of this Data (Continued)

- **Marketing and Promotion:** Visitor data enables targeted advertising campaigns to areas where most visitors are likely to come from, or by revealing which geographic areas have potential to send more visitors to the community. It may also help inform current event focuses, advertising effectiveness, or reveal new opportunities to connect programming which is aligned with the interests of existing visitors.
- **Fundraising and Sponsorships:** Utilizing total and event-specific visitor data, programs can create compelling donor and sponsorship packages which highlight exposure to visitors and the impact of the program beyond the immediate district boundaries. This visitor data may be used to support proposals for grant funding and customizing donor appeals.

### Michigan Main Street

Since 2003, the Michigan Main Street (MMS) program has assisted communities across Michigan interested in revitalizing and preserving their traditional commercial district. A Main Street America™ coordinating program, MMS 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. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby developing attractive places that make the state economically stronger and culturally diverse.

### Main Street America

Main Street America (MSA) leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation. We work in collaboration with thousands of local partners and grassroots leaders across the nation who share our commitment to advancing shared prosperity, creating resilient economies, and improving quality of life.



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



# District Visits + Visitor Profile



**221,700 visitors**

CAME TO OWOSSO MAIN STREET IN 2023

**15** 

VISITORS PER RESIDENT

## Visit Trends

Since the start of the COVID-19 pandemic in 2020, visits to Owosso Main Street have increased, climbing more than 20% between in 2021 and 2022. However, visits in 2023 decreased by 2.8% compared to 2022 and annual visits of the last few years have not yet surpassed pre-2020 annual visit counts.

### Peak days (2023):

- **Saturday 6/3/23 - 16,477 visits**
- Friday 6/2/23 - 13,710 visits
- Friday 11/24/23 (Glow Owosso) - 11,238 visits
- Friday 7/21/23 - 9,590 visits

### Quietest days (2023):

- **Thursday 11/23/23 (Thanksgiving Day) - 1,105 visits**
- Monday 5/29/23 (Memorial Day) - 1,265 visits
- Monday 9/4/23 (Labor Day) - 1,462 visits
- Tuesday 7/4/23 (Independence Day) - 1,592 visits

## Visitor Profile

Compared to all residents of Shiawassee County, visitors to Owosso Main Street:

- Are **more racially and ethnically diverse\*** - 92% of all Owosso visitors are White, compared to 93% of Shiawassee county residents. About 4% of visitors are Hispanic or Latino, compared to about 3% of county residents. Further, about 1% of Owosso visitors are Black or African American, compared to 0.4% of county residents.
- Are **less likely to have a bachelor's degree or higher** - 20% of Owosso visitors compared to 21% of Shiawassee county residents.
- Have **lower median incomes** - the median income of Owosso visitors is \$54,100 compared to the median household income for Shiawassee county residents of \$61,600.

## JUNE 2023



BUSIEST MONTH

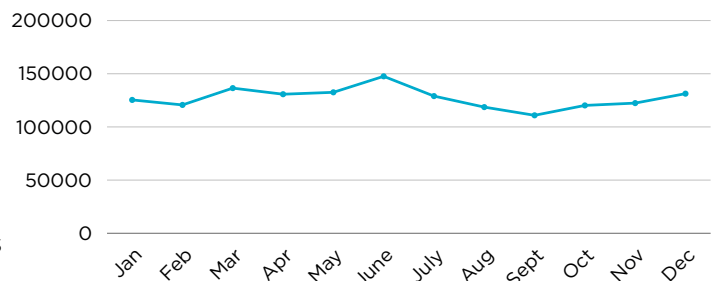
## SEPT 2023



QUIETEST MONTH

**Owosso experiences steady monthly visitation.** The 33% difference in visits between the busiest month (June; 147.6K visits) and the quietest month (September; 110.9K visits) lands Owosso as the fourth steadiest among all Michigan Main Street programs.

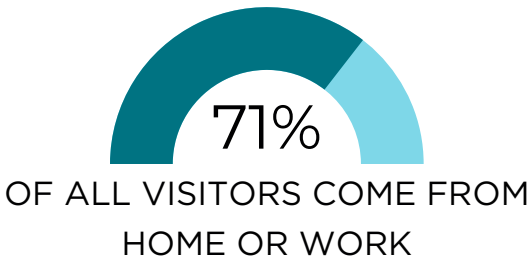
## Monthly Visits in 2023



\*The racial and ethnic categories shown here come from Placer.ai, as versions of the data that comes from the U.S. Census Bureau. These categories are coarse ways to understand diversity, and are limited in the way they represent, for instance, some people of Middle Eastern or North African descent.

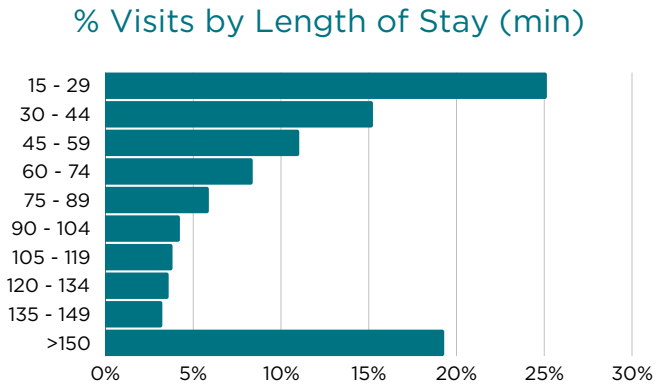
### Visitor Journey

Nearly 2/3 of all visits to Owosso Main Street involve someone coming from their home or going home (63%). About 71% of visits involve people coming from home or work, rather than a shopping or leisure location outside the district. Notably, **16% of visits are followed by dining, grocery shopping, or shopping at a superstore, reflecting possible leakage.**

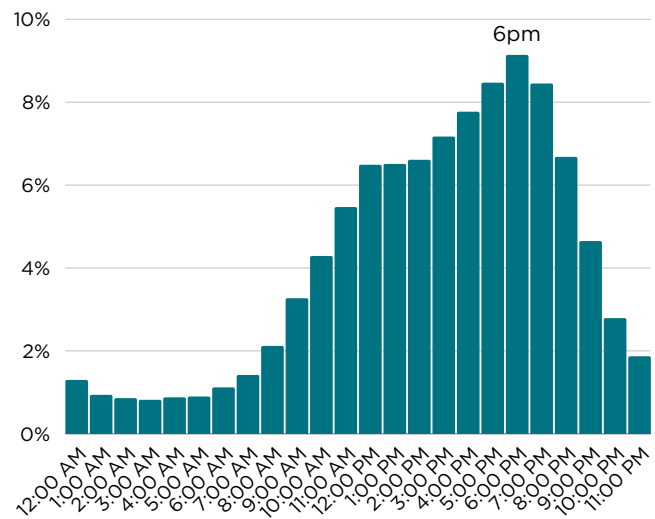


### Length of Stay

About 25% of visits last between 15 and 29 minutes. **Nearly half of all visits last for one hour or more (49%).** Additionally, about 19% of visits last longer than 2.5 hours.



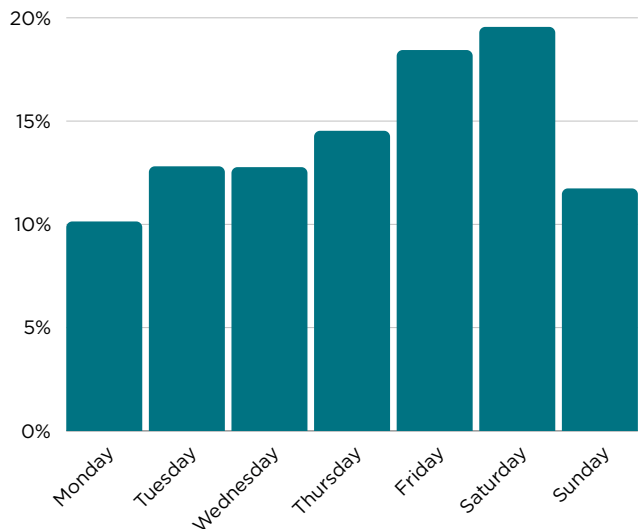
### % Visits Throughout the Day



### Hourly and Daily Visits

In a typical day in Owosso, visits are very steady throughout the day—they gradually climb in the morning before plateauing at 6.5% of hourly visits between Noon and 3pm. Visits increase and reach their peak at 6pm, when 9% of hourly visits occur. **About 26% of hourly visits occur during happy hour / dinner (5-8pm) periods.**

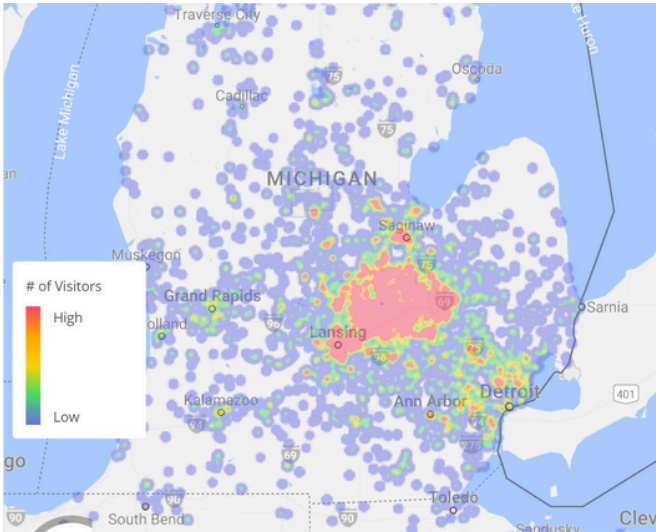
### % Visits Throughout the Week



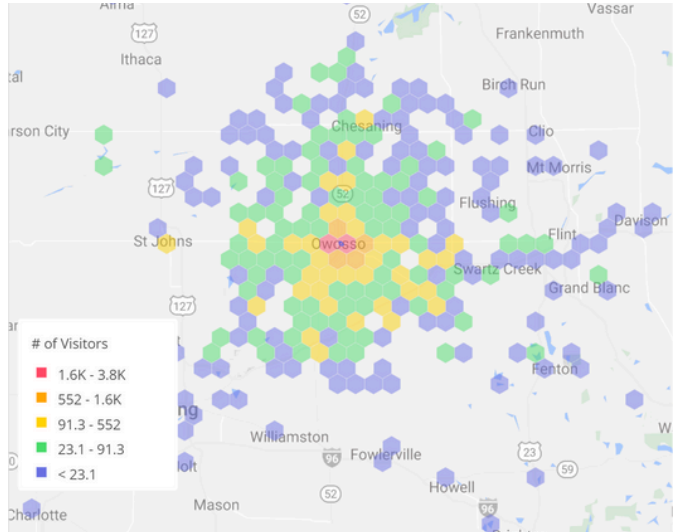
Visits to Owosso Main Street are skewed towards the weekend. The **busiest days are Friday and Saturday, capturing about 18% and 20% of daily visits, respectively.** The quietest days are Monday (10% of daily visits) and Sunday (12% of daily visits).

**True Trade Area**

Visitors to Owosso Main Street come from all over Central Michigan. The map on the left shows the home locations of visitors who came to Owosso Main Street at least once in 2023. The map on the right, in contrast, shows only home locations for repeat visitors who visited at least 10 times in 2023.



Visitors to Owosso Main Street by Home Location  
1/1/2023 - 12/31/2023, Minimum 1 Visit



Visitors to Owosso Main Street by Home Location  
1/1/2023 - 12/31/2023, Minimum 10 Visits

**Visit and Visitors by Origin**

Home ZIP Code	Visits (% of Total)	Visitors (% of Total)
<b>48867</b>	678.4K (44.5%)	34.4K (15.5%)
<b>48817</b>	101.1K (6.6%)	7.7K (3.5%)
<b>48429</b>	57.9K (3.8%)	7.3K (3.3%)
<b>48848</b>	47.3K (3.1%)	5.3K (2.4%)
<b>48866</b>	41.8K (2.7%)	5.1K (2.3%)
<b>48872</b>	35.5K (2.3%)	5.3K (2.4%)
<b>All other ZIP codes</b>	563.8K (37.0%)	156.8K (70.7%)

**48867**  
 15.5% of all visitors to Owosso Main Street come from Owosso's ZIP code, 48867. These visitors account for 44.5% of all visits to the district.

### Psychographic Profile

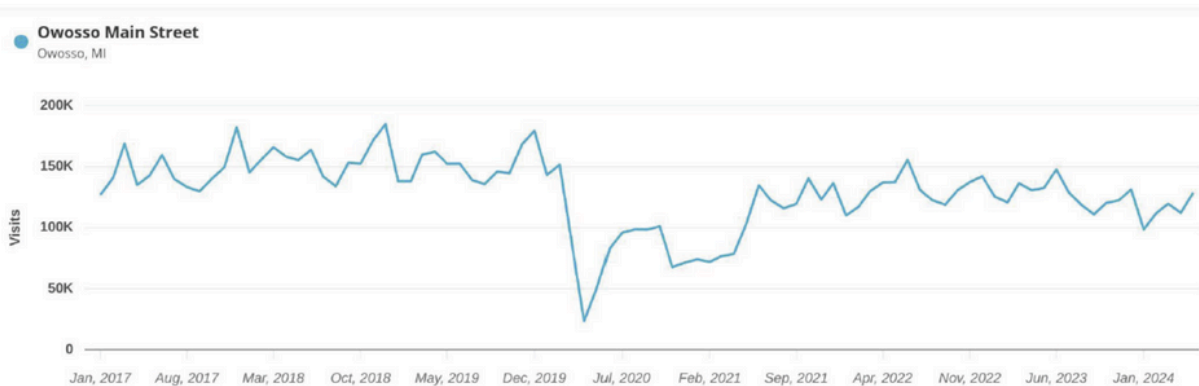
Many visits to Owosso Main Street come from households that can be classified into one of six psychographic profiles:

- 🔗 • **J - Autumn Years - 24.3% of visits**
  - “Established and mature couples living gratified lifestyles in older homes”
- 🔗 • **M - Families in Motion - 13.2% of visits**
  - “Working-class families with young children, earning moderate incomes in small residential communities”
- 🔗 • **Q - Golden Year Guardians - 10.6% of visits**
  - “Retirees living in old homes, settled residences and communities”
- 🔗 • **E - Thriving Boomers - 8.4% of visits**
  - “Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes”
- 🔗 • **S - Thrifty Habits - 6.7% of visits**
  - “Cost-conscious adults living alone in urban areas”
- 🔗 • **O - Singles and Starters - 6.4% of visits**
  - “Middle-class baby boomer-aged households living in small towns”

### Seasonal Trends

Owosso Main Street experiences relatively stable patterns of visits throughout the year. In 2023, there was only a 13% difference between the busiest season for visits (Spring) and the quietest (Fall), and only a 33% difference between the busiest month of the year (June) and the quietest (September). Owosso Main Street is still working back to pre-pandemic levels: Before 2020, the area attracted an average of about 150,000 visits per month; in 2023, there were about 127,000 monthly visits (-19%). Generally, Owosso’s top ZIP codes for visits are stable throughout the year. But during spring months, visits from Laingsburg (48848) peak, and during summer months, visits from St. Johns (48879) are highest.

Visits Trend



Monthly | Visits | Jan 1st, 2017 - May 31st, 2024  
 Data provided by Placer Labs Inc. (www.placer.ai)



# Event Analysis

## Glow Owosso (November 24, 2023)



Photo Credits: Owosso Main Street

### Glow Owosso

Glow Owosso is a vibrant holiday event featuring a lively 5K Glow Run/Walk, a dazzling light parade, and a magical tree lighting ceremony, all designed to bring families together and build a strong sense of community spirit. It's held the day after Thanksgiving from 4pm to 9pm.

### Visit and Visitor Metrics

The day of Glow Owosso, held on November 24, 2023, was the 3rd busiest day of 2023 for Downtown Owosso. There were 11,238 visits on November 24, 2023 and about 63% of visitors came between 4pm and 9pm.

### Length of Stay

On the day of the Glow Owosso 2023, the average dwell time of visitors in Downtown Owosso was 97 minutes, 15 minutes lower than the average dwell time for 2023 overall. However, the median dwell time on November 24th was 66 minutes, 8 minutes higher than the median dwell time for 2023 overall. About 26% of visitors stayed between 30 and 59 minutes, while a staggering 19% of visitors stayed for more than 2.5 hours.



**8,155 visitors**

to Owosso Main Street during Glow Owosso in 2023



**3x visits**

than the average Friday in November 2023 between 4pm - 9pm



**1.5+ hours**

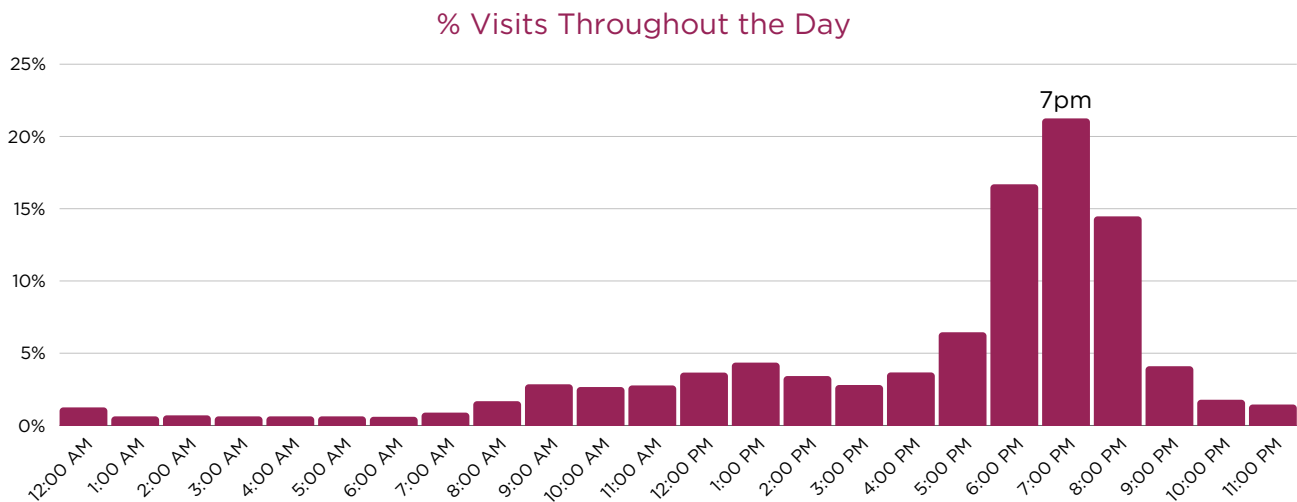
spent in the district by about 31% of visitors on November 24, 2023

# Event Analysis

## Glow Owosso (November 24, 2023)

### Hourly Visits

On the day of Glow Owosso 2023, the distribution of visits to Owosso Main Street is heavily skewed to the evening. Visits peaked at 7pm, when about 21% of hourly visits occurred. More than half (52%) of all visits on the day of Glow Owosso occurred between 6pm and 9pm.

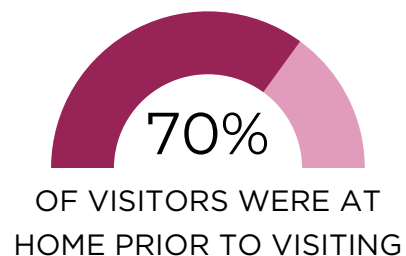


### Audience

On the day of Glow Owosso, the visitors to Downtown Owosso were very similar to the average visitor to Downtown Owosso in 2023. On November 24th the median household income of Downtown Owosso visitors was \$53.6K, slightly less than the \$54.1K median household income of the average 2023 visitor. About 92.1% of visitors on the day of Glow Owosso were White, more than the average 2023 visitor, 91.7% of whom were White. Visitors on the day of Glow Owosso had a 1% higher rate of holding a bachelor’s degree or higher than the average 2023 visitor. Further, the psychographic profile of visitors during Glow Owosso was very similar to the average 2023 visitor, with the proportion of each profile differing by less than 1%.

### Visitor Journey

On the day of Glow Owosso, nearly 70% of visitors were coming from home before coming to Downtown Owosso, compared to the 2023 average of 62% of visitors coming from home prior to their visit. Further, 66% of visitors returned directly home after leaving Downtown Owosso, while 10% of visitors went to dining, 5% went to superstores, and 3% went to shops and services. This could represent some leakage.



# Event Analysis

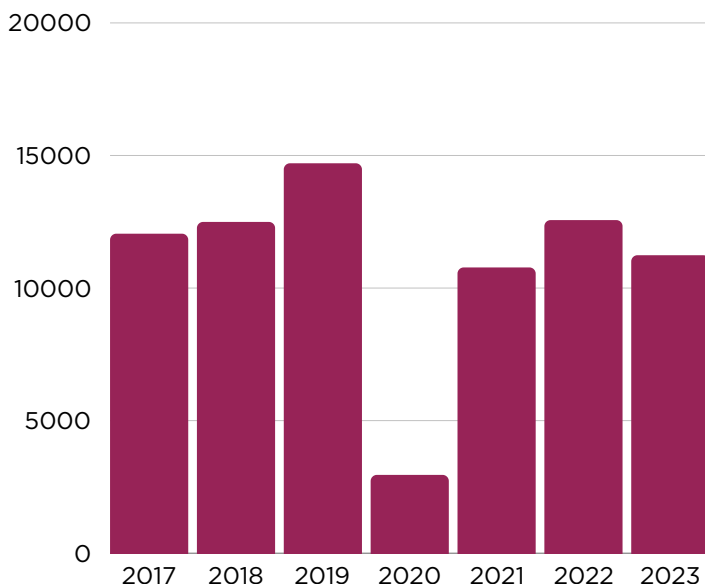
## Glow Owosso (November 24, 2023)

### Year Over Year Comparisons

Since 2017, visits to Downtown Owosso on the day of Glow Owosso have varied. From 2017 to 2019, visits on the day of Glow Owosso increased year over year. Glow Owosso was held in 2020, but, as expected, visits dropped significantly. Since 2021, the number of visits each year has been somewhat similar to the pre-COVID-19 pandemic number of visits to Downtown Owosso. Glow Owosso had its highest number of visits in 2019, however 2022 had the second most visits of the last 7 years, with 15% fewer visitors than 2019.

Besides in 2020, Glow Owosso has been in the top three busiest days of the year since at least 2017.

Day of Glow Owosso Visits Per Year



### Comparison of Fridays in November

In addition to being the busiest Friday and busiest day of November, Glow Owosso was the third busiest day of 2023. November 24th had 5,827 more visits than the next busiest Friday of November.

Day of Glow Owosso Visits vs. Other Fridays in November

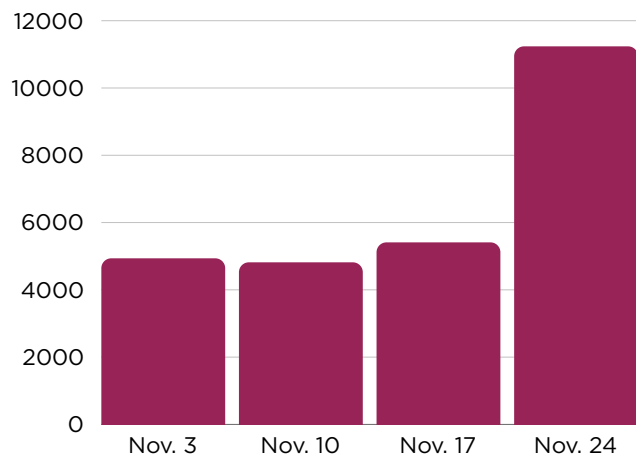
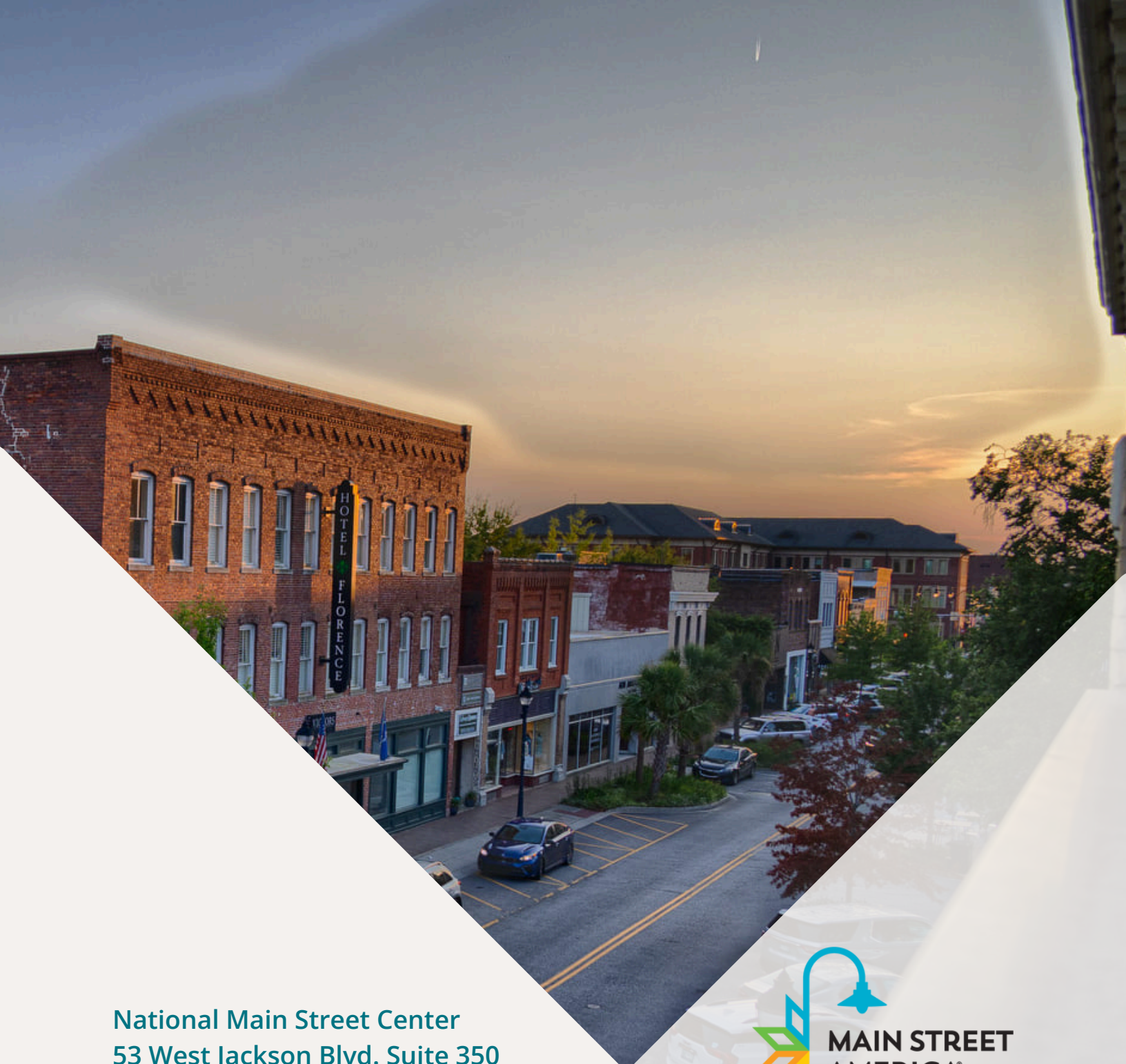


Photo Credit: Owosso Main Street



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