



Discover the Charm of Downtown Howell

Discover a one-of-a-kind blend of independent dining, entertainment, and shopping experiences that are truly unparalleled!

2024 EDITION

HOWELL MAIN STREET INC.

517.540.4240

downtownhowell.org



State of DOWNTOWN

13 Blocks

108 Parcels

856 Public parking spaces

85 First-floor storefronts

51 Residential units

18 Restaurants

28 Retail stores

1.3% Storefront vacancy rate

Howell Main Street is making a BIG difference

Howell Main Street Inc. is dedicated to transforming downtown Howell into a vibrant, entrepreneurial, innovative, and sustainable community that caters to all. Downtown Howell embodies inclusivity, offering a haven for residents and visitors of all generations to enjoy an eclectic range of locally owned shops and dining options. It serves as a hub for diverse events and welcoming gathering spaces, cultivating the creation of cherished memories and a sense of belonging, ultimately transforming it into a place that embodies the essence of home.

Downtown's Goals

- Expand the physical environment and sense of place in downtown Howell to offer exciting, inclusive, and sustainable community gathering spaces for all
- Support and strengthen long-term, mutually beneficial partnerships and relationships with all stakeholders
- Target a mix of locally owned commercial opportunities that serve local residents and visitors alike



TRANSFORMING HOWELL'S DOWNTOWN



Rock the Block celebrated its seventh season, providing residents and guests a free live concert series during the summer.



Food Truck Tuesdays made lunchtime a delicious community event all summer long!



Oktoberfest returned to downtown Howell for a second year of authentic German dancing, food, music, and beer.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$3,170,583

Program to date: \$29,425,844



20

Façade & Building Improvements
Program to date: 363



16

New Businesses
Program to date: 201

Community Profile

City of Howell | 2023



Population

10,172



Households

4,586



Median HH Income

\$54,802



Median Age

37.4 years



Housing Units

4,873



94% Housing is occupied

44% Owner-occupied

50% Renter-occupied

Main Street is Helping Businesses Thrive

- Local and state façade grant programs
- Sign incentive grants
- Ribbon cutting and grand opening ceremonies
- Downtown merchant meetings
- Pre-development assistance
- Match on Main funding program
- Small Business Saturday Champion
- Comprehensive downtown marketing plan

“The Howell Main Street organization is an integral part of the Howell downtown community. They provide support with social media, event planning, and much more. They help make downtown Howell a cohesive and pleasurable place to do business.”

–Karen Wing, Owner, Heart of Michigan

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,299	39,198	148,542
Households	7,033	15,806	57,541
Median HH Income	\$62,828	\$78,836	\$91,154

In-demand Businesses

Food & Drink

- Breakfast/brunch restaurant
- Farm-to-table restaurant
- Deli/sandwich shop
- Ethnic restaurant
- Casual dining eatery

Shopping & Retail

- Bookstore
- Arts, crafts, and hobbies
- Wine and specialty foods store
- Women's clothing
- Home furnishings

The Start of Something BIG!

In 2023, downtown Howell saw a vibrant influx of new businesses, bringing renewed entrepreneurial energy and many grand opening celebrations. Diverse establishments, from artisanal cafés and boutiques, opened or expanded, and all contributed to the vibrancy of downtown. These enterprises breathed fresh life into the community, embracing Howell's unique charm, fostering unity, and attracting residents and visitors. This transformation established downtown Howell as the go-to destination for exceptional experiences, products, and services.



2023 Pulse of Downtown



- 83%** Visit downtown Howell most often for dining
- 37%** Described recent trends in downtown Howell as improving or making progress.
- 28%** Said the frequency of their visits to downtown Howell increased during the past year.

Social Connection



- 15,920+** Facebook Followers
- 2,255+** Instagram Followers
- 2,350+** Twitter Followers
- 200+** TikTok Followers

Volunteer Connection



- 2,053** Volunteer hours in 2022-2023
- 60,760** Volunteer hours (Program to date)
- \$61,898** Volunteer value in 2022-2023
- \$1,831,914** Volunteer value (Program to date)



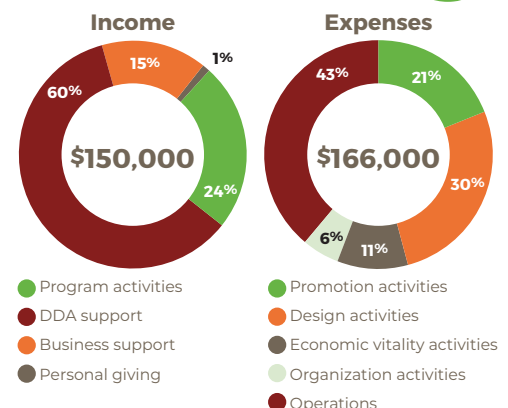
VOLUNTEER SPOTLIGHT

"I volunteer for Howell Main Street Inc. because it allows me to connect with the community in a way that provides service to the businesses and residents of Howell, and beyond. It's also a way to be creative, have fun, and meet some remarkable people."

—Kim Schafer, 2023 Howell Main Street Volunteer of the Year



In the Numbers



DOWNTOWN ALIVE

Howell Main Street Events 2022-23

10,945

Est. event attendance

- Food Truck Tuesdays
- Applause Awards
- Holiday Storefront Decorating Contest
- CornHowell Tournament
- Ribbon Cutting Ceremonies
- Small Business Saturday
- Rock the Block
- Food Truck Rally
- Art in the Garden
- Oktoberfest



Art in the Garden attendees craft community masterpiece



Holiday Ham celebrates Small Business Saturday



Storefront Decorating contest winner



Volunteer of the Year recognized at Applause Awards

“Comprehensive support provided by the Michigan Main Street Network, including customized strategic services, educational sessions and workshops, and state-wide community-to-community networking opportunities, are vital to the success of downtown Howell and communities throughout the state of Michigan.”

—Kate Litwin, Howell Main Street Executive Director and COO

Howell’s Board of Directors

President: Marc Harlow

Secretary: Richard Lim

Member: David McDonald

Vice President: Kim Schafer

Member: Clark Gill

Outreach Coordinator:

Treasurer: Don Maiolatesi

Member: Shannon Harvey

Lexie Wilcox

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022-23 Total Private Investment

\$424,613,279

Program to date



\$9,639,829

2022-23 Total Public Investment

\$146,697,645

Program to date



40,812

2022-23 Volunteer Hours

892,702

Program to date



144

2022-23 New Businesses

1,897

Program to date



144

2022-23 Façade & Building Improvements

2,817

Program to date

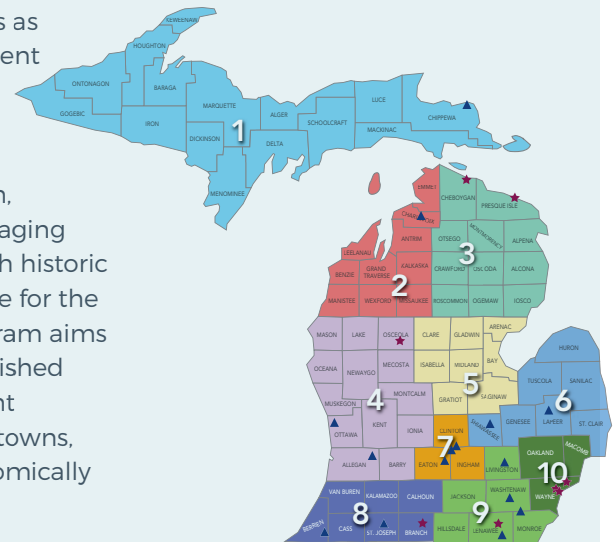


Michigan Main Street

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



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org