

DOWNTOWN OWOSSO

Discover the Charm of Downtown Owosso

Explore the heart of our town, where history thrives, local businesses bloom and community bonds grow stronger with every step.

2024 EDITION

OWOSSO MAIN STREET

989.725.0571

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

OWOSSO
MAIN STREET

TRANSFORMING OWOSSO'S DOWNTOWN



Downtown Owosso welcomed all with vibrant flowers and seasonal decor—a testament to our commitment to urban beauty and community pride.



Placemaking initiatives, like the installation of the iconic red phone booth, enhanced downtown Owosso's charm, fostering community engagement and preserving a piece of history.



Over 70 helmets and 40 bikes were gifted to community members at Open Streets Owosso thanks to Owosso Main Street and the Shiawassee Family YMCA.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$398,163

Program to date: \$23,141,791



23 Façade & Building Improvements
Program to date: 405



8 New Businesses
Program to date: 92

Community Profile

City of Owosso | 2023



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
- Match on Main
- Optimize Main Street
- Retail promotion event
- Revolving Loan Fund: Loan
- Small business owner meetings
- Revolving Loan Fund: Grant
- Storytelling Series

“Moving into our downtown Owosso space has brought more community involvement which we love. Majority of our training clients are now locals which means we’re helping to make a direct impact on our community in a positive way. Downtown Owosso is continually changing for the better and we’re honored to be a part of it.”

—Kaylee VanAtta, Owner, Canine Unifursity

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

Bridging Connections through Storytelling

The Owosso Main Street Storytelling Series illuminated the unique narratives and perspectives behind our vibrant community, bringing to the forefront tales shared by the dedicated downtown Owosso business owners, board members and community partners. These compelling stories not only celebrated local heroes, but also highlighted the enduring influence of the Main Street program—reaffirming our commitment to a thriving downtown and the people who help create it.



2023 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



- 11,235+** Facebook Followers
- 1,810+** Instagram Followers

Volunteer Connection



- 1,750** Volunteer hours in 2022–2023
- 35,947** Volunteer hours (Program to date)
- \$52,763** Volunteer value in 2022–2023
- \$1,083,802** Volunteer value (Program to date)



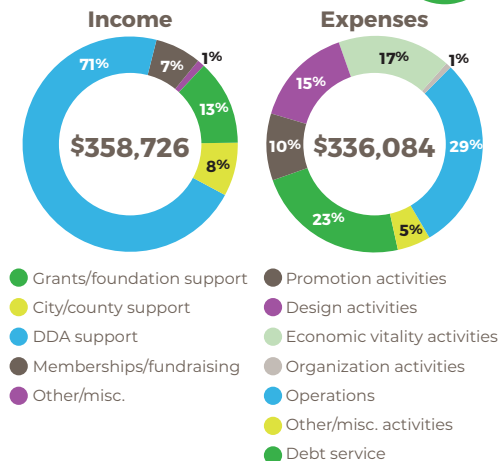
VOLUNTEER SPOTLIGHT

“Downtown Owosso is the vibrant heart of our city, which means that every time I volunteer with Owosso Main Street, I know that I am making a contribution that supports my entire community!”

—**Nick Bruckman,**
Former AmeriCorps Service Member



In the Numbers



DOWNTOWN ALIVE

Owosso Main Street Events 2022-23

3,881

Est. event attendance

- Glow Owosso
- NYE Block Party
- Owosso Vintage Motorcycle Days
- Open Streets Owosso
- Chocolate Walk
- Ghoul's Night Out
- Artwalk Owosso
- Community Cleanup
- Summer Sidewalk Sales



Owosso Vintage Motorcycle Days



Ghoul's Night Out



Chocolate Walk



Summer Sidewalk Sales

“Main Street offers communities a system to make steady improvements to our long-term strategies which allows us to highlight our best attributes while providing valuable resources for area development yielding long-term success in municipal growth.”

—Emily Olson, OMS/DDA Board Member

Owosso's Board of Directors

Chair: Jon Moore	Commissioner: Bill Gilbert	Commissioner: Daylen Howard
Vice-chair: Lance Omer	Commissioner: Nicole Reyna	Executive Director: Lizzie Fredrick
Mayor: Robert J. Teich, Jr.	Commissioner: Josh Ardelean	
Commissioner: Emily Olson		

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

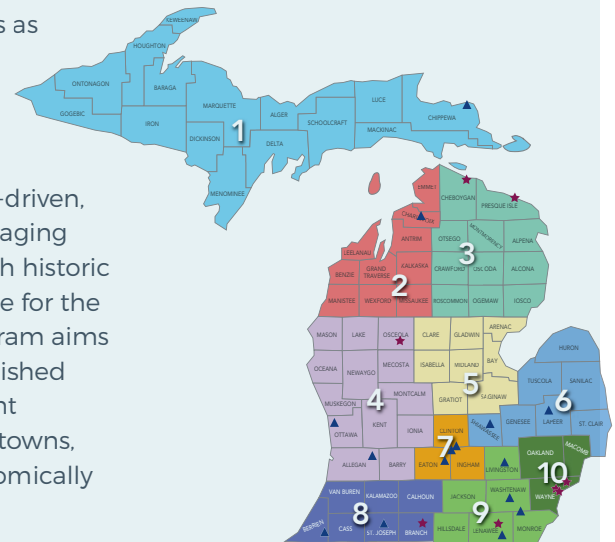


Michigan Main Street

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