

Step into downtown Howell and experience its charm for yourself!

Enjoy a refined mix of dining, boutique shopping, and entertainment options that make downtown Howell unmistakably one-of-a-kind.

2026 EDITION

HOWELL MAIN STREET INC. 517.545.4240 downtownhowell.org



State of DOWNTOWN

13 Blocks

219 Parcels

856 Public parking spaces

85 First-floor storefronts

17 Restaurants

25 Retail stores

394.5k Visitors (2024)

1.8M Visits (2024)

1.5% 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

- Making downtown Howell a destination for residents and guests.
- 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



Hilary Morphew, owner of La Boutique/Rooted Chiropractic, was voted "Cash Box Champ" by fellow volunteers for mastering handling beer ticket purchases at events.



The Fire & Ice Depot is under construction in downtown Howell, transforming the space into a vibrant destination that will energize streets, support businesses, and engage the community.



Downtown Howell's DPW team stands proudly by the seasonal flower pots they installed, a reminder of the teamwork, coordination, and dedication it takes to keep our streets beautiful.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$126,700

Program to date: \$30,800,667



9

Façade & Building Improvements

Program to date: 381



6

New Businesses

Program to date: 211

Community Profile

City of Howell | 2024



9,969

Population



4,544

Households



\$57,913

Median HH Income



38.9 years

Median Age



4,813

Housing Units



95% Housing is occupied

55% Owner-occupied

40% Renter-occupied

Main Street is Helping Businesses Thrive

- Business opening and development support
- Howell Downtown Dollars
- Façade and sign incentive grants
- Ribbon cutting and grand opening ceremonies

- Comprehensive downtown marketing support
- Networking opportunities for downtown businesses
- Event programming to drive foot traffic

"Working with Howell Main Street Inc. has been a game-changer for my business. Their support and community focus has significantly boosted my business's visibility, helping us connect with more locals, and truly feel a part of Howell's vibrant downtown."

—Clark Gill, Owner, Aberrant Ales

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,855	39,296	150,090
Households	7,304	15,991	58,510
Median HH Income	\$72,156	\$90,913	\$103,484

In-demand Businesses

Food & Drink

- Breakfast/brunch spot
- Casual dining eatery
- Ethnic restaurant
- Mexican restaurant
- Deli/sandwich shop

Shopping & Retail

- Bookstore
- Arts, crafts, and hobbies
- Specialty foods
- General/variety store
- Wine and specialty food shops

Our Volunteers, Our Downtown, Our Community

Howell Main Street's "Cheers to Volunteers" event celebrated the people whose time, talent, and heart keep downtown Howell thriving. Hosted at Aberrant Ales Out Back in Elephant Alley, the evening brought together volunteers, community members, and business owners to reflect on the impact their collective efforts have on our downtown. With local live musicians, a local food truck, and heartfelt awards, the photo captures a few of the faces of those who help make Howell a welcoming, vibrant place for all.



VOLUNTEER SPOTLIGHT

"As a volunteer, being part of Howell Main Street has been a wonderful reward. Bringing events that excite our downtown and creating connections has truly strengthened our community."

—David McDonald, Business Development & Promotions Chairman, Local KW Realty Living Realtor



2024 Pulse of Downtown



75% Visit downtown Howell most often for dining

43% Described recent trends in downtown Howell as improving or making progress.

23% Said the frequency of their visits to downtown Howell increased during the past year.

Social Connection



17,960+
Facebook Followers



3,090+
Instagram Followers



1,050+
TikTok Followers

Volunteer Connection



1,191
Volunteer hours in 2024–2025



63,570
Volunteer hours
(Program to date)

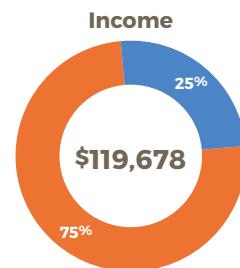


\$39,148
Volunteer value in 2024–2025

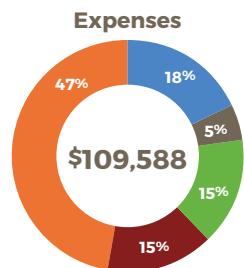


\$2,089,546
Volunteer value
(Program to date)

In the Numbers



● Program activities
● Promotion activities
● DDA support



● Program activities
● Promotion activities
● Design activities
● Economic vitality activities
● Organization activities
● Operations

DOWNTOWN ALIVE

Howell Main Street Events 2024–25

34,632

Est. event attendance

- Howell Food Truck Rally
- Art in the Garden
- Cheers to Volunteers
- Small Business Saturday
- Rocktoberfest
- Ribbon Cutting/Grand Opening Ceremonies
- Food Truck Tuesdays
- Rock the Block



Families create together at Art in the Garden.



Grabbing tacos at downtown's Food Truck Tuesday.



Rock the Block makes everyone dance!



Downtown dazzles with Witches Night décor.

"Downtown Howell thrives because of the people behind our Main Street program. It's about more than events or buildings. It's all about connection, pride, and the volunteers and businesses that bring our downtown to life."

—Lexie Wilcox, Howell Main Street COO/Downtown Development Authority Director

Howell's Board of Directors

President: Kim Schafer

Vice President:
Shannon Harvey

Treasurer: Don Maiolatesi

Secretary: David McDonald

Member: Clark Gill
Member: Richard Lim
Member: Marc Harlow

DDA Director/Main Street
COO: Lexie Wilcox
Outreach Coordinator:
Claire Clenney

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$9,179,872

2024–25 Total
Private Investment

\$482,929,076

Program to date



\$12,898,910

2024–25 Total
Public Investment

\$165,451,898

Program to date



29,220

2024–25
Volunteer
Hours

952,016

Program to date



93

2024–25
New
Businesses

2,126

Program to date



83

2024–25
Façade & Building
Improvements

3,017

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



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

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