

DOWN TOWN OWOSSO

Discover the Charm of Downtown Owosso

Explore the heart of our city, where history thrives, local landmarks inspire, and community spirit shines.

2026 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

218k Visitors (2024)

1.67M Visits (2024)

9.6% Increase in property values (2023–2024)

Owosso Main Street is making a real difference.

Downtown Owosso is embracing its historic roots while evolving with new art, entertainment, and small business opportunities. Through thoughtful placemaking, public improvements, and community-driven initiatives, we are creating a vibrant downtown where culture, creativity, and connection intersect, bringing new energy, economic vitality, and memorable experiences to the heart of our city.

Downtown's Goals

- Support new and existing businesses, help create entrepreneurs, and attract developers
- Promote and expand arts and culture opportunities
- Ensure downtown Owosso is an attractive place where infrastructure is maintained and enhanced to improve the aesthetics and functionality
- Maintain and grow the Owosso Main Street organization to ensure it has the human and financial resources it needs to fulfill its mission

OWOSSO
MAIN STREET

TRANSFORMING OWOSSO'S DOWNTOWN



The 2025–2029 strategic plan was shaped by volunteers, stakeholders, and community leaders, ensuring downtown revitalization reflects local priorities, collaborative vision, and sustainable growth.



Upgrades to streetlights, sidewalks, and underground utilities throughout downtown's south side have improved safety, enhanced aesthetics, and brought renewed vibrancy to the area.



The Match on Main grant supported Oak and Ivory Clothing Co.'s move to a larger downtown location, expanding their curated fashion offerings for the community.

REINVESTMENT STATS 2024–2025

PRIVATE INVESTMENT
\$533,258

Program to date: \$25,431,816



7

Façade & Building Improvements
Program to date: 421



8

New Businesses
Program to date: 112

Community Profile

City of Owosso | 2024



Population
14,562



Households
6,249



Median HH Income
\$51,801



Median Age
38.6 years



Housing Units
6,751



92% Housing is occupied
60% Owner-occupied
32% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving Loan & Grant program
- Business of the Month program
- Match on Main Grant
- Main Street meetups
- Small biz digital training
- Social District expansion
- Small Business Saturday

"Owosso is home, and community means everything. With support from Owosso Main Street and our community, we've grown our business and now give back to strengthen the place we love."

— Nicole Reyna, Owner, Sideline Sports Bar

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,457	26,061	53,110
Households	6,214	11,229	22,127
Median HH Income	\$51,558	\$53,177	\$61,437

In-demand Businesses

Food & Drink

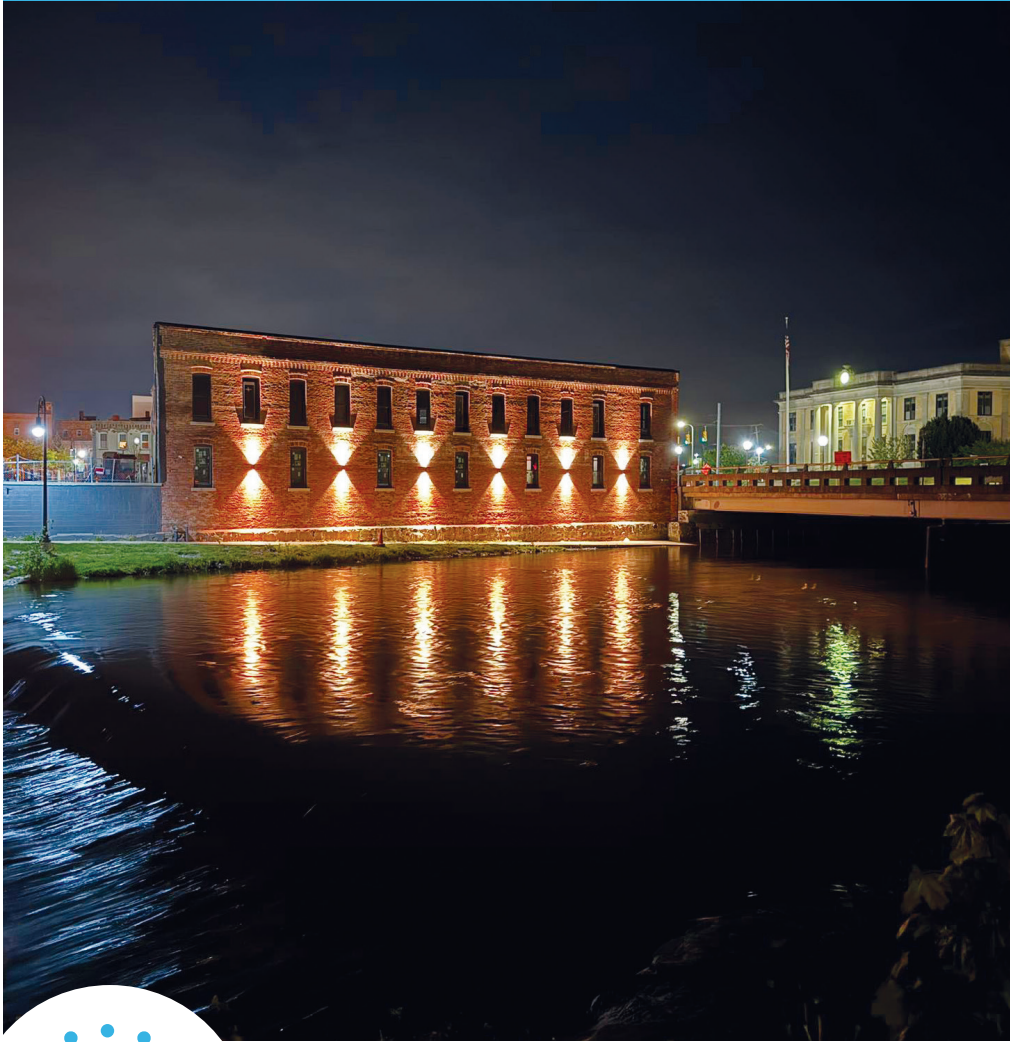
Breakfast/brunch restaurant
Farm-to-table restaurant
Brick-oven pizzeria
Italian restaurant
Steak house

Shopping & Retail

Arts, crafts and hobbies
Book store
General/variety store
Vintage/antique store
Specialty foods

Revitalizing Downtown Through Investment

The Revolving Loan & Grant Program fuels revitalization across Owosso's business districts by supporting projects such as historic preservation, façade improvements, accessibility upgrades, and mixed-use development. Public investment through the program encourages private-sector investment, strengthens the local economy, and preserves the city's charm. Shook Riverside Development used program funding to enhance their building along the Shiawassee River, creating space for apartments, offices, and a restaurant that will contribute to a vibrant downtown.



VOLUNTEER SPOTLIGHT

"With a servant's heart, volunteering has always been a passion of mine. Owosso Main Street has fueled that passion as I've grown from volunteer to committee member to board member."

—Karen Parzych, Branch Manager,
Dort Financial Credit Union



2024 Pulse of Downtown



- 56%** Visit downtown Owosso most often for dining
- 27%** Described recent trends in downtown Owosso as improving or making progress
- 59%** Said the frequency of their visits to downtown Owosso increased or stayed the same during the past year

Social Connection



12,725+
Facebook Followers



2,090+
Instagram Followers

Volunteer Connection



1,696
Volunteer hours in 2024–2025



39,263
Volunteer hours
(Program to date)

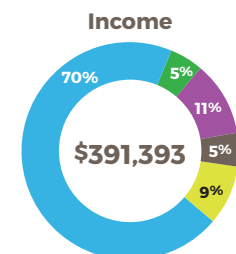


\$55,748
Volunteer value in 2024–2025

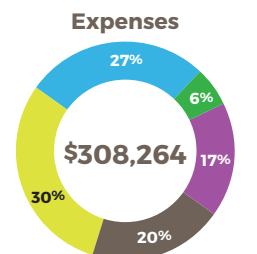


\$1,290,575
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- Other/misc.



- Promotion activities
- Design activities
- Economic vitality activities
- Operations
- Debt

DOWNTOWN ALIVE

Owosso Main Street
Events 2024-25

11,335

Est. event attendance

- Glow Owosso
- Owosso Vintage Motorcycle Days
- Chocolate Walk
- Spring & Fall Community Cleanup
- Yoga on the Lawn
- Summer Sidewalk Sales
- Downtown Owosso Trick or Treat
- Mini Golf Madness
- Volunteer Appreciation Party



Mini Golf Madness



Glow Owosso



Downtown Owosso Chocolate Walk



Community Cleanup Event

**“As board chair and resident member of our DDA,
I see the value of our Main Street program in my professional
and personal life. Its programming has improved Owosso
visually, economically, and grown our community.”**

—Daylen Howard, Owosso Main Street & Downtown Development Authority Board Chair

Owosso's Board of Directors

Chair: Daylen Howard
Vice-chair: Lance Omer
Mayor: Robert J. Teich, Jr.
Member: Josh Ardelean

Member: Jill Davis
Member: Bill Gilbert
Member: Jon Moore
Member: Karen Parzych

Member: Colin McCallum
Executive Director:
Lizzie Fredrick

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**

www.miplace.org