



## Be our guest and experience downtown Howell for yourself!

Explore our unique mix of independent dining, entertainment, and “shopportunity” options that you simply won’t find anywhere else.

2023 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

**17** Restaurants

**25** Retail stores

**1.4%** Storefront vacancy rate

## Howell Main Street is making a BIG difference

Howell Main Street Inc. is at the heart of a movement to develop downtown Howell as an entrepreneurial, innovative, and environmentally sustainable community that exists for everyone. Downtown Howell is a place where residents and visitors of all ages experience an array of diverse, locally owned shopping and dining establishments; a place to engage in many inclusive events and gathering spaces; a place where memories are made; and a place that feels like home.

### Downtown's Goals

- Expand the physical environment and sense of place in downtown Howell to reflect environmental sustainability and inclusive, sustainable community gathering spaces
- Support and strengthen long-term, mutually beneficial partnerships and relationships with all stakeholders
- Target a mix of locally owned commercial “shopopportunities” that serve local residents



# TRANSFORMING HOWELL'S DOWNTOWN



Rock the Block returned to State Street, treating residents and guests to free live music for all ages.



A brand new event, Oktoberfest, was introduced this year, bringing more than 400 guests to downtown Howell!



Guests of all ages were able to celebrate public art and creativity during Art in the Garden.

## REINVESTMENT STATS 2021–2022

PRIVATE INVESTMENT  
**\$282,250**

Program to date: \$26,255,301



**9**

**Façade & Building Improvements**  
Program to date: 343



**6**

**New Businesses**  
Program to date: 185

## Community Profile

City of Howell | 2022



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

- #cashmobhowell Covid-19 program
- Local and state façade programs
- Ribbon cutting and grand opening ceremonies
- Pre-development Assistance Team
- Sign incentive grants
- Downtown merchant meetings
- Match on Main funding program
- Small Business Saturday Champion

“Being part of a Main Street community helps my store thrive! The events and programming facilitated by Howell Main Street bring thousands of visitors downtown year-round and provide business support, especially after rough years due to the Covid-19 pandemic.”

—Cathy Boaz, Owner, Kokopelli's Korner

## 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



# Oktoberfest Brings Residents & Guests Downtown

In 2022, Howell Main Street Inc. added a new event to programming, helping achieve its mission of bringing residents and guests to Howell, year-round. Hundreds of attendees celebrated on our festival street, toasting the beginning of the fall harvest season with authentic German dancers, an oomp band, traditional food like bratwurst and pretzels, and enjoyed German-style beers. Due to the popularity of the event, a second Annual Oktoberfest is planned for 2023, with even more fun for all ages.



## VOLUNTEER SPOTLIGHT

"Volunteering for the Howell Main Street Inc. organization is an investment in our community and the people who live in it. Building camaraderie with people from different backgrounds and working towards a common goal has had a profound effect on my sense of purpose."

—Clark Gill, Aberrant Ales owner/operator,  
2022 Volunteer of the Year



## 2022 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



**14,735+**  
Facebook Followers



**2,045+**  
Instagram Followers



**2,500+**  
Twitter Followers



**160+**  
TikTok Followers

## Volunteer Connection



**1,940**  
Volunteer hours in 2021–2022



**58,706**  
Volunteer hours  
(Program to date)

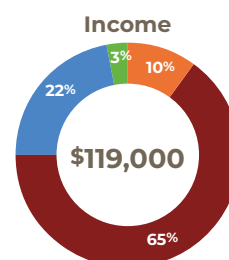


**\$55,000**  
Volunteer value in 2021–2022

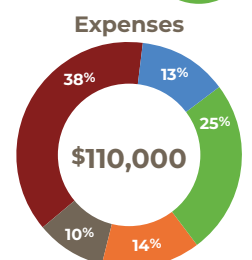


**\$1,664,315**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- DDA support
- Business support
- Personal giving



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations



# DOWNTOWN ALIVE

Howell Main Street  
Events 2021-22

## 11,856

Est. event attendance

- Food Truck Tuesdays
- Applause Awards
- Holiday Storefront Decorating Contest
- CornHowell Tournament
- Ribbon Cutting Ceremonies
- Small Business Saturday
- Christmas in July Scavenger Hunt
- Rock the Block
- Witches Night Out
- Art in the Garden



New Community Mural



Downtown Howell Dressed for Fall



Holiday Storefront Decorating Contest Winners



Holiday Gift Wrapping Service

“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  
Vice President: Kim Schafer  
Treasurer: Don Maiolatesi  
Secretary: Richard Lim

Member: Jeff Humphries  
Member: Clark Gill  
Member: David McDonald

Executive Director/COO:  
Kate Litwin  
Outreach Coordinator:  
Lexie Wilcox

## MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

## Real Impact. | The numbers prove it!



**\$60,607,647**

2021-22 Total  
Private Investment

**\$407,127,406**

Program to date



**\$8,138,196**

2021-22 Total  
Public Investment

**\$137,057,816**

Program to date



**41,186**

2021-22  
Volunteer  
Hours

**851,890**

Program to date



**131**

2021-22  
New  
Businesses

**1,753**

Program to date



**174**

2021-22  
Façade & Building  
Improvements

**2,673**

Program to date

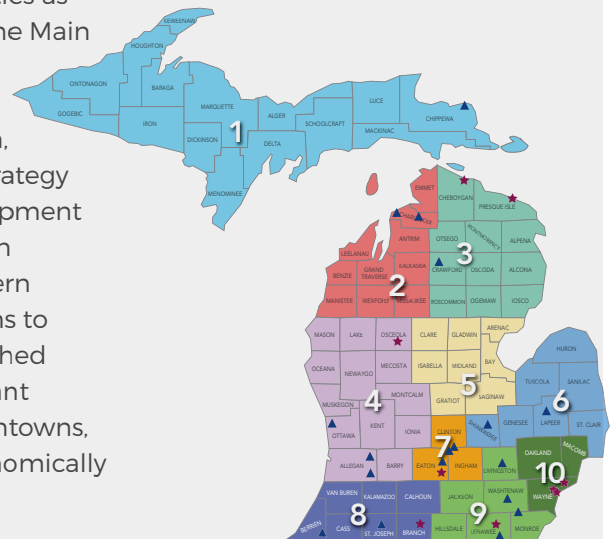


### Michigan Main Street

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](http://www.miplace.org)