

DOWN TOWN OWOSSO

Come explore downtown Owosso, and feel the warmth of gathering together.

Experience the amazing that happens here everyday. Meet the people that add color to our lives. Discover this place we call home, and become a friend in the process.

2021 EDITION

OWOSSO MAIN STREET/DDA

989.494.3344

downtownowosso.org



State of DOWNTOWN

18 Blocks

108 Acres

1,731 Public parking spaces

117 First-floor storefronts

100 Residential units

11 Restaurants

25 Retail stores

Owosso Main Street is making a real difference.

Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town/downtown with appeal!

Downtown's Goals

- 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



Awarded \$318,982 in small business and property development loans and issued \$84,000 in upper-floor residential development grants in FY 2019/2020.



Applied for and awarded three MEDC Match on Main grants, totaling \$81,975 in grant support to small businesses throughout our district and city.



Developed and implemented a Covid-19 Emergency Response Loan program, providing \$5,000 loans to 22 small businesses throughout our district and city limits.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

\$1,663,500

Program to date: \$21,554,228



38

Façade & Building Improvements
Program to date: 320



3

New Businesses
Program to date: 71

Community Profile

Owosso | 2020



Population
14,450



Households
6,648



Median HH Income
\$57,692



Median Age
35 years



Housing Units
6,634



94% Housing is occupied
62% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner's meetings
- MEDC/state façade program
- Match on Main funding program
- Small Business Saturday champion
- Design assistance
- Business recruitment team
- Shiawassee Safe Program

"The Owosso Main Street/DDA Revolving Loan Fund gave us the boost we needed. We've doubled our space and tripled our staff, now servicing three times the number of clients. We wouldn't have seen these results without the support from Owosso Main Street."

—Tony Nash, Owner, AZEE Business Solutions

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	15,472	28,203	60,386
Households	6,321	11,530	23,829
Median HH Income	\$40,219	\$45,090	\$52,224

In-demand Businesses

Shopping & Retail

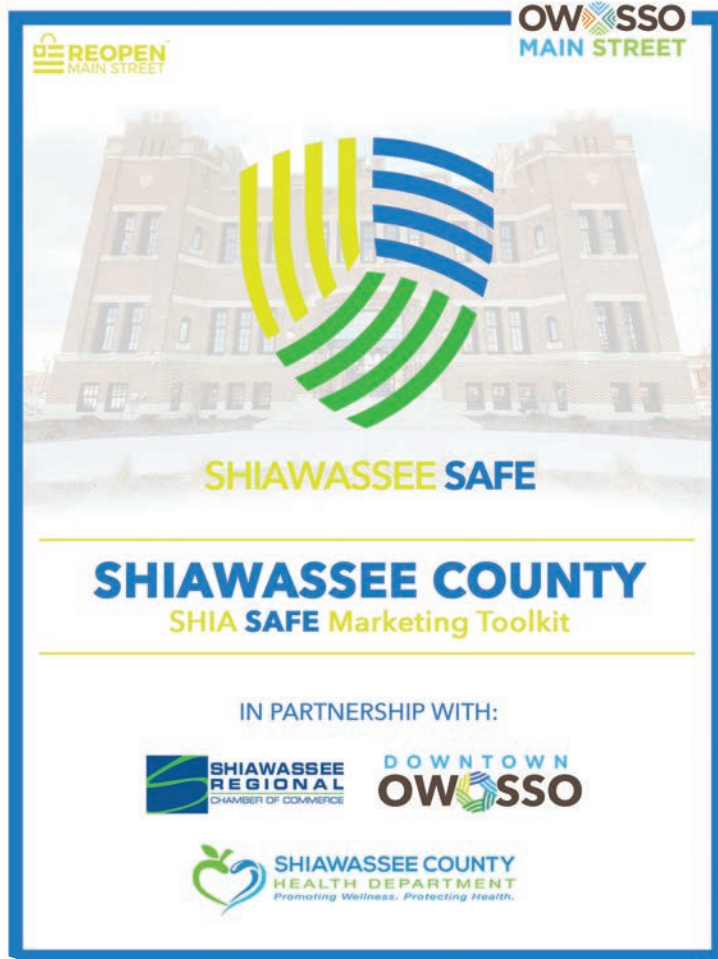
- Butcher/meat market
- Arts, crafts, and hobbies
- Specialty foods/grocery store
- Women's clothing
- Mercantile store

Food & Drink

- Breakfast/brunch restaurant
- Brewery or brewpub
- Casual eatery
- Ethnic restaurant
- Steakhouse

Connecting Community Safely during Covid-19

Owosso Main Street/DDA and the Shiawassee Regional Chamber of Commerce introduced (with support from the Shiawassee County Health Department and the Michigan Main Street Center) a new marketing campaign called "Shiawassee Safe." Amidst the Covid-19 pandemic, consumer confidence is tied directly to customer safety. This campaign was created to form the unified message that Shiawassee County businesses are committed to keeping customers safe as we continue to address Covid-19 concerns.



2019 Pulse of Downtown



- 63%** Visit downtown Owosso most often for dining
- 51%** Described recent trends in downtown Owosso as improving or making progress.
- 26%** Said the frequency of their visits to downtown Owosso increased during the past year.

Social Connection



- 9,580+** Facebook Followers
- 1,555+** Instagram Followers

Volunteer Connection



- 1,741** Volunteer hours in 2019-2020
- 31,157** Volunteer hours (Program to date)
- \$44,900** Volunteer value in 2019-2020
- \$803,539** Volunteer value (Program to date)

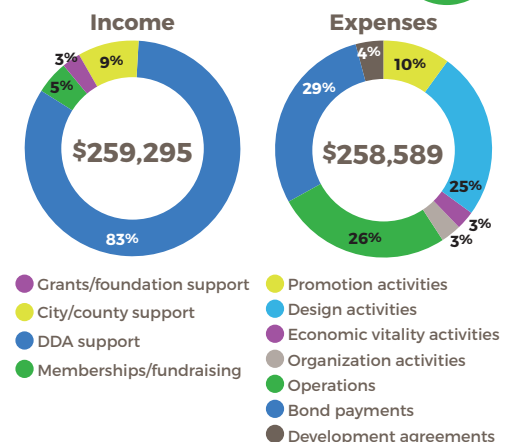
VOLUNTEER SPOTLIGHT

"Volunteering with Owosso Main Street has a big impact to our community. Whether it's pulling weeds or creating downtown events, people notice and appreciate the hard work."

—Susan Treen, Owner, Apple Tree Lane



In the Numbers



DOWNTOWN ALIVE

Owosso Main Street Events 2019-20

11,650

Est. event attendance

- Glow Owosso (Parade & 5K)
- NYE Block Party and Ball Drop
- ArtWalk Owosso
- Vintage Motorcycle Days
- Chocolate Walk
- Film at the Fountain
- Downtown Trick-or-Treat
- Moonlight Market (collaboration)
- Cruise the Pits (collaboration)
- Friday Nights Live (collaboration)



Glow Owosso



NYE Block Party & Ball Drop



Vintage Motorcycle Days



Artwalk Owosso

Michigan Main Street

The Leader in Grassroots Economic Development

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade & Building Improvements

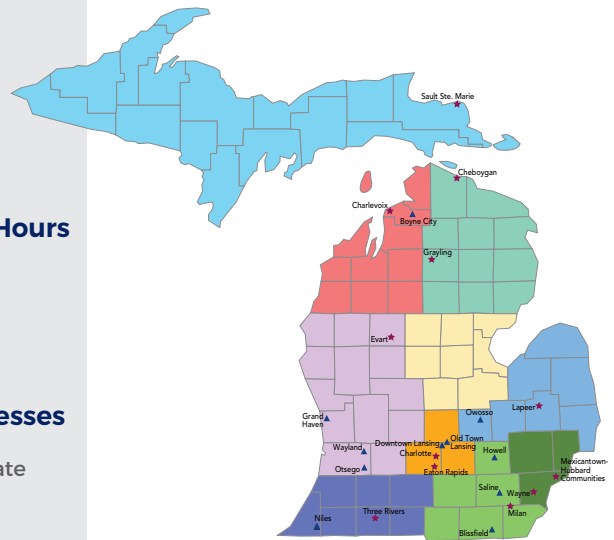
2,356

Program to date

“Owosso Main Street/DDA is beyond grateful for the leadership and inspiration we have received from the Michigan Main Street Center and the National Main Street team. These organizations are a delight to work with and our community would not be where we are today without them.”

—Dave Acton, Board Chair, Owosso Main Street/DDA

Our Communities



★ Select Level ▲ Master Level



Owosso's Board of Directors

- Chair: Dave Acton
- Vice Chair: Bill Gilbert
- Treasurer: Kenneth Cushman
- Authority Member/Mayor Pro-Tem: Susan Osika
- Authority Member: Lance Omer
- Authority Member: Theresa Trecha
- Authority Member: Jon Moore
- Authority Member: Josh Ardelean