



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.

2021 EDITION

HOWELL MAIN STREET INC.

517.540.6717

downtownhowell.org



State of DOWNTOWN

13 Blocks

108 Parcels

856 Public parking spaces

85 First-floor storefronts

51 Residential units

17 Restaurants

24 Retail stores

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



Celebrated 15 years as an accredited Main Street community with a #HowellLove themed anniversary party and trivia night!



Completed a whimsical new placemaking project, Howell Summit Gardens. This is a space for all ages to enjoy, complete with ping pong and chess tables, slides, a labyrinth, gnome hat huts, and more!



Recognized our volunteers and all of their hard work and dedication at a VIP Volunteer Appreciation Party complete with dinner, prizes, and lots of fun and conversation.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$405,820

Program to date: \$24,557,084



14

Façade & Building Improvements
Program to date: 318



10

New Businesses
Program to date: 171

Community Profile

City of Howell | 2020



Population

10,082



Households

4,422



Median HH Income

\$54,588



Median Age

35.3 years



Housing Units

4,667



95% Housing is occupied

53% Owner-occupied

47% Renter-occupied

Main Street is Helping Businesses Thrive

- Rental Subsidy Assistance program
- #cashmobhowell Covid-19 program
- Sign incentive program
- Downtown discussion events
- Ribbon cuttings and grand opening ceremonies
- Local and state façade programs
- Covid-19 relief grants
- Match on Main funding program
- Pre-development assistance team
- Small Business Saturday Champion

"It's a sense of community and energy found here that helps bring us together as business owners. That's why many of us small businesses choose to move into a downtown, and Howell Main Street brings that together in just an amazing way!"

—Lynn Elbersen, Owner, Howell Western Wear

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	10,100	18,848	60,552
Households	4,431	7,7818	25,087
Median HH Income	\$64,900	\$74,834	\$92,245

In-demand Businesses

Shopping & Retail

Specialty foods market
Kitchen, home and gifts
Books, toys and games
Arts, crafts and hobbies

Food & Drink

Deli/sandwich shop
Restaurant
Drinking establishment
Coffee house/bakery

Connecting with the Community during Covid-19

When it became evident that Covid-19 would cause significant hardship for our small businesses, our team jumped into action in conjunction with Lake Trust Credit Union and law firm Segal, McCambridge, Singer & Mahoney, to allocate grants to cover a mortgage or rent payment for one month. The Howell Synergy team, comprised of community stakeholders and organizations, created #cashmobHOWELL to give away more than \$14,000 in \$25 gift certificates to local businesses, bringing customers back downtown and hopefully spending even more!



Stimulate the local economy by using your e-gift card at your favorite participating business!



Cash Mob will take a break from late October until late November as we prepare for the holiday season. More details to come!

It's simple! Every two weeks the Howell Synergy team will announce a new way to enter to "win" an electronic gift certificate that will be e-mailed to you directly. Visit our list of participating businesses to pick the place where you would like to shop, dine, or be pampered at a salon or spa. Take the e-mail (electronic or printed) to the participating business by the expiration date and they will treat it as cash and get reimbursed by us! It's a WIN-WIN for everyone!



COVID-19 Response

Updates On

- Business Resources
- Area Closings
- Government Policy Changes

2019 Pulse of Downtown



54% Visit downtown Howell most often for dining

73% Described recent trends in downtown Howell as improving or making progress.

64% Said the frequency of their visits to downtown Howell increased during the past year.

Social Connection



11,985+
Facebook Followers



1,335+
Instagram Followers



2,485+
Twitter Followers

Volunteer Connection



1,419
Volunteer hours in 2019-2020



55,350
Volunteer hours (Program to date)



\$36,596
Volunteer value in 2019-2020



\$1,427,477
Volunteer value (Program to date)

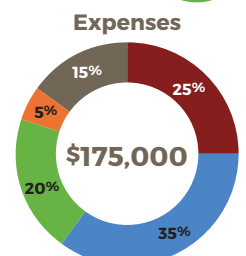
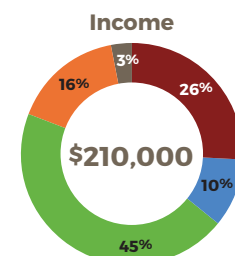
VOLUNTEER SPOTLIGHT

"As a business owner, I feel responsible. Whether it's volunteering, giving funds, etc. The more I get involved with Howell Main Street, the more I feel connected to my downtown."

—Sandie Cortez, Co-owner
First Impression Print & Marketing



In the Numbers



- Program activities
- Grants/foundation support
- DDA support
- Memberships/fundraising
- Personal giving
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Howell Main Street
Events 2019-20

2,522

Est. event attendance

- Holiday storefront decorating contest
- Downtown Holiday Scavenger Hunt
- Food truck rally
- VIP Volunteer Appreciation Party
- Pop-up placemaking
- Small Business Saturday
- Howell Summit Gardens grand opening
- #HowellLove Trivia Anniversary Party
- Fall mums and downtown decor



Howell Main Street 15th Anniversary Party



Small Business Saturday



Summit Gardens Ribbon Cutting Ceremony



Happy Downtown Day!

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

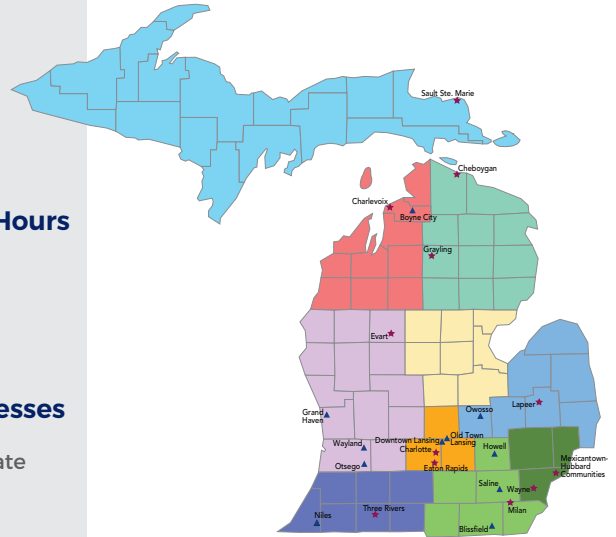
2,356

Program to date

“The comprehensive support provided by the Michigan Main Street network is vital to the success of downtown Howell. Individualized education sessions and workshops combined with targeted technical services provide our Master Level community with the tools we need to thrive for years to come.”

—Kate Litwin, Howell Main Street
Director and Chief Operating Officer

Our Communities



★ Select Level

▲ Master Level



**MICHIGAN
ECONOMIC
DEVELOPMENT
CORPORATION**

Howell's Board of Directors

- President: Marc Harlow
- Secretary: Richard Lim
- Treasurer: Don Maiolatesi
- Member: David McDonald
- Member: Clark Gill
- Member: Jeff Humphries