



## 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.

2020 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

**16** Restaurants

**24** Retail stores

**1.5%** Storefront vacancy rate

## Howell Main Street is making a real 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 food, 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



Completed 100 State Street block and alley improvements provide venues for future placemaking projects that activate spaces and invite visitors to explore and interact with the environment in new and playful ways!



The Howell Art Project brought three huge "Bold and Bright" murals to downtown buildings, a community mural completed by hundreds of attendees, and an amazing light show projected on the beloved historic courthouse.



A new partnership with Lake Trust Credit Union led to the launch of the Downtown Howell Rental Subsidy Assistance Program for retail-, dining-, arts- and entertainment-based businesses locating in the Main Street district.

## REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT  
**\$86,000**

Program to date: \$24,151,264



**11**

**Façade Improvements**  
Program to date: 200



**5**

**New Businesses**  
Program to date: 161

## Community Profile

City of Howell | 2019



Population

**10,073**



Households

**4,438**



Median HH Income

**\$54,588**



Median Age

**35.3 years**



Housing Units

**4,669**



95% Housing is occupied

53% Owner-occupied

47% Renter-occupied

## Main Street is Helping Businesses Thrive

- Rental Subsidy Assistance program
- Sign Incentive program
- Design assistance
- Business networking events
- Local and state façade programs
- Small Business Saturday champion
- Match on Main funding program
- Pre-development assistance team
- Ribbon cuttings and grand opening ceremonies

"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	10,091	18,577	60,013
Households	4,447	7,745	24,994
Median HH Income	\$62,085	\$69,593	\$87,438

## 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  
Coffeehouse/bakery



# Connecting with Art

The Howell Art Project is a collaborative community project designed to bring our entire town together and to highlight the important role art plays in building a strong sense of place. Artists of all ages and abilities worked side by side during a week-long art-inspired adventure to re-imagine public spaces, create crosswalks that capture both the eye and the heart, create murals that are larger than life, and treat residents and visitors to a truly unique "Art While You Eat" community picnic.



## 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



## 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



**11,600+**  
Facebook Followers



**1,230+**  
Instagram Followers



**2,430+**  
Twitter Followers

## Volunteer Connection



**2,325**  
Volunteer hours in 2018-2019



**53,931**  
Volunteer hours  
(Program to date)

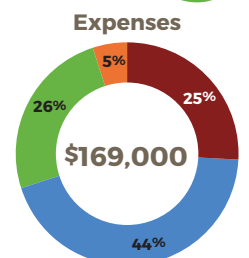
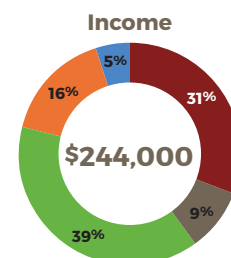


**\$57,776**  
Volunteer value in 2018-2019



**\$1,340,185**  
Volunteer value  
(Program to date)

## In the Numbers



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



# DOWNTOWN ALIVE

Howell Main Street  
Events 2018-19

## 13,964

Est. event attendance

- Howell Art Project
- Rock the Block
- Food Truck Rally
- Holiday Girls Night Out
- Small Business Saturday
- Holiday Storefront Decorating Contest
- Fantasy of Lights VIP events
- Pop-up Placemaking
- Applause Awards



Concerts at the Courthouse



Small Business Saturday



Rock the Block



Downtown yoga

# 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!



### \$19,426,752

2018-19 Total Private Investment

### \$306,022,126

Program to date



### \$10,352,395

2018-19 Total Public Investment

### \$99,427,926

Program to date



### 109

2018-19 New Businesses

### 1,408

Program to date



### 100

2018-19 Façade Improvements

### 1,388

Program to date



### 49,092

2018-19 Volunteer Hours

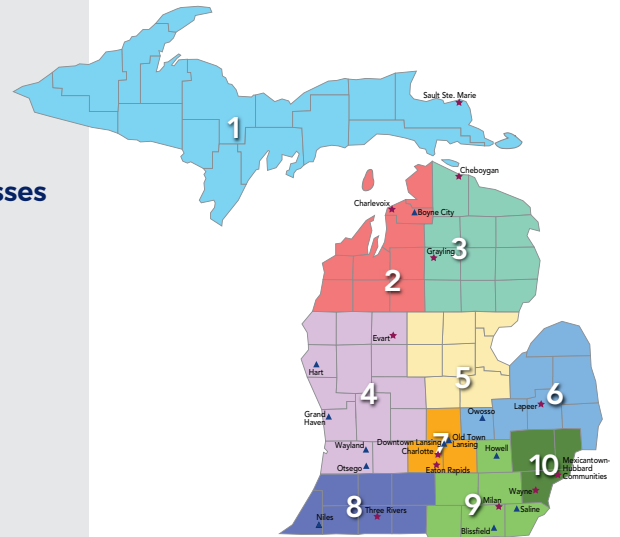
### 739,831

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



## Howell's Board of Directors

President: Marc Harlow

Vice President: Brian Walker

Secretary: Richard Lim

Treasurer: Kevin McCarthy

Member: David McDonald

Member: Clark Gill

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

4721-191211