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.

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.

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 Elberson, Owner, Howell Western Wear

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

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,091</td>
<td>18,577</td>
<td>60,013</td>
</tr>
<tr>
<td>Households</td>
<td>4,447</td>
<td>7,745</td>
<td>24,994</td>
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<tr>
<td>Median HH Income</td>
<td>$62,085</td>
<td>$69,593</td>
<td>$87,438</td>
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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

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
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

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

Income

- Program activities: 16%
- Grants/foundation support: 31%
- DDA support: 39%
- Memberships/fundraising: 9%
- Personal giving: 5%
- Total: $244,000

Expenses

- Program activities: 31%
- Promotion activities: 26%
- Design activities: 5%
- Economic vitality activities: 25%
- Organization activities: 9%
- Total: $169,000

Volunteer hours (Program to date): 53,931
Volunteer value (Program to date): $1,340,185
Volunteer hours in 2018-2019: 2,325
Volunteer value in 2018-2019: $57,776
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.

“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

Howell's Board of Directors
President: Marc Harlow
Vice President: Brian Walker
Secretary: Richard Lim
Treasurer: Kevin McCarthy
Member: David McDonald
Member: Clark Gill

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