



# When a scenic riverfront meets a vibrant downtown district—that's the place to be!

With shopping and dining opportunities for all ages, you can meet, greet, and grow in a welcoming downtown community.

2020 EDITION

OTSEGO MAIN STREET

269.692.2336

otsegomainstreet.org



## State of DOWNTOWN

145	Employed in district
5	Blocks
20	Acres
60	Parcels
45	Parcel owners
52	First-floor storefronts
13%	Storefront vacancy rate
9	Residential units
9	Restaurants
9	Retail stores
437	Public parking spaces
20%	Property value increase (est. one-year increase 2018-19)

## Otsego Main Street is making a real difference.

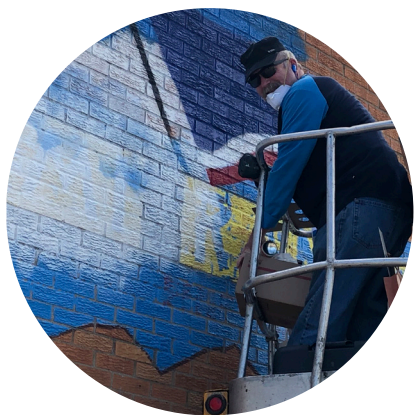
Otsego Main Street works hard to enhance the economic and community heart of our city. Families and people of all ages and backgrounds come together in downtown Otsego to enjoy a variety of locally owned dining and shopping experiences. With unique boutiques and year-round community events, you'll find that Otsego truly is the place to be.

### Downtown's Goals

- Attract new businesses through innovative incentives and retain current businesses through training and placemaking opportunities that fit our downtown priorities.
- Develop unique amenities to serve the public and support downtown businesses.
- Create and implement special events that feature activities for all ages to support our organization and downtown businesses.



# TRANSFORMING OTSEGO'S DOWNTOWN



Local artist Tim Campbell works with business owners of Our Table Family Restaurant to put up a new mural in downtown Otsego.



The Chamber of Commerce, Otsego Main Street, and other city officials welcome downtown Otsego's first brewpub, Liquid Note Brewing, to the community.



While fundraising for a new riverfront pavilion in downtown Otsego, Otsego Main Street was awarded grant funding from both the Consumers Energy Foundation and the Perrigo Charitable Foundation.

## REINVESTMENT STATS 2018-2019

### PRIVATE INVESTMENT

# \$351,100

Program to date: \$3,131,304



# 10

**Facade Improvements**

Program to date: 44



# 2

**New Businesses**

Program to date: 28

## Community Profile

Otsego | 2019



Population  
**3,856**



Households  
**1,592**



Median HH Income  
**\$52,852**



Median Age  
**37.3 years**



Housing Units  
**1,661**



**96%** Housing is occupied  
**73%** Owner-occupied  
**27%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Annual training workshops
- Special events
- Market data
- State façade programs
- Match on Main business grant
- Business promotions

"Owning my own business in the heart of Otsego is truly a dream come true! I am happy to be a part of the economic growth that makes our downtown a great place for creativity and community. The city strives to give back to our business owners with event planning to create connection within the community. I am excited for the future of our city!"

—Arlie Hunter, Business Owner, Linen & Earth

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,735	9,741	20,166
Households	1,948	4,082	8,236
Median HH Income	\$65,852	\$62,478	\$69,938

## In-demand Businesses

### Shopping & Retail

Bookstore  
General/variety store  
Arts, crafts, and hobbies  
Specialty foods  
Women's clothing

### Food & Drink

Full bakery  
Deli/sandwich shop  
Asian restaurant  
Steakhouse  
Ice cream/sweets shop



# Realizing the Community Vision

Beginning with public meetings in 2014, continuing with approval of a plan in 2018, and finally culminating in a successful fundraiser to raise over \$50,000 in 2019, Otsego Main Street is happy to announce that work is underway to build the riverfront pavilion in downtown Otsego by 2020. Volunteers with Otsego Main Street worked for years to plan the fundraising and construction of this multi-use structure.



## VOLUNTEER SPOTLIGHT

"It really is a blessing and an honor to live and volunteer in a city which loves building community, continues to grow, and is invested in its people!"

—Jason Smith, Local Resident



## 2019 Pulse of Downtown



- 67%** Visit downtown Otsego most often for dining
- 50%** Described recent trends in downtown Otsego as improving or making progress.
- 23%** Said the frequency of their visits to downtown Otsego increased during the past year.

## Social Connection



**3,450+**  
Facebook Followers



**130+**  
Instagram Followers



**210+**  
Twitter Followers

## Volunteer Connection



**1,449**  
Volunteer hours in 2018-2019



**20,217**  
Volunteer hours  
(Program to date)

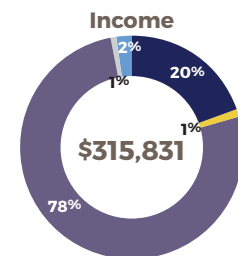


**\$36,007**  
Volunteer value in 2018-2019

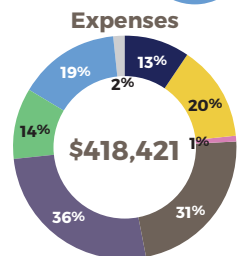


**\$502,392**  
Volunteer value  
(Program to date)

## In the Numbers



- Program activities
- Grants/foundation support
- DDA support
- Personal giving
- Other



- Promotion activities
- Design activities
- Economic vitality activities
- Operations
- Capital improvement proj.
- Depreciation
- Training/travel
- Other



# DOWNTOWN ALIVE

Otsego Main Street  
Events 2018-19

## 8,813

Est. event attendance

- Gus Macker Tournament
- Hometown Christmas
- Ice Hockey Tournament
- Movies at the Museum
- Mud Volleyball
- Pet Mayor Election
- Riverfront Family Festival
- Small Business Saturday
- Steins & Vines



Gus Macker Tournament



Mud Volleyball Tournament



Hometown Christmas



Small Business Saturday

# 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

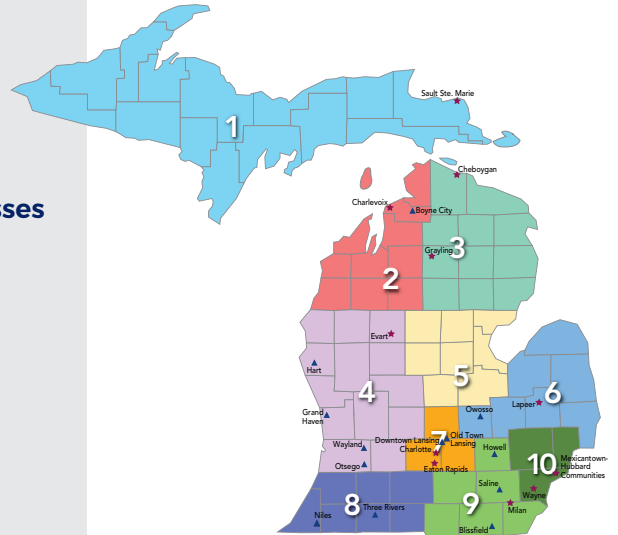
Program to date

"From the services to assist with our business recruitment efforts to access to resources and best practices, the technical assistance and expertise of the Michigan Main Street network has been invaluable."

—Joel Saukas,

Otsego Main Street Executive Director

## Our Communities



★ Select Level

▲ Master Level



**MEDC**  
MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

## Otsego's Board of Directors

Chair: Martin Bennett  
Vice Chair: Ben Pobocik  
Secretary: Kim Rayburn  
Treasurer: Matthew Storbeck  
Mayor/Member: Cyndi Cornell-Trobeck  
Member: Susan Cramer  
Member: Toby Esterline  
Member: Bruce Meles  
Member: Scot Reitenour  
Member: Stacey Withee

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