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.

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
• Support a regulatory 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.
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
- Market data
- Educational workshops

“Owosso Main Street/DDA is the accelerant that propels and sustains our collaborative spirit to work together and make a unified positive impact in our downtown for our residents and visitors.”

—Nicholas Pidek, Co-owner, Foster Coffee Company

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>26,625</td>
<td>41,882</td>
<td>175,992</td>
</tr>
<tr>
<td>Households</td>
<td>11,618</td>
<td>17,725</td>
<td>73,008</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$57,800</td>
<td>$64,409</td>
<td>$77,303</td>
</tr>
</tbody>
</table>

In-demand Businesses

**Shopping & Retail**
- Butcher/meat market
- Arts, crafts, and hobbies
- Specialty foods
- Women’s clothing
- Grocery store

**Food & Drink**
- Breakfast/brunch restaurant
- Brewery or brewpub
- Casual dining eatery
- Wood-fired/kiln oven pizzeria
- Steakhouse
Connecting with Place

Every year our Main Street volunteers work tirelessly to beautify and decorate our downtown. Most cleanup, planting, and decorating within the district is developed, coordinated and conducted by Main Street volunteers. From our beautiful downtown flowers, to our amazing downtown Christmas tree—all of it would not exist without our amazing volunteers. People are what make place matter. It is our volunteers that ignite the spirit of our revitalization efforts.

“Volunteering with Owosso Main Street is like working with your family. We make a better place for all of us to live. The things we do are making positive memories for everyone. The more people that volunteer the more they see what a great community we live in.”

—John Hankerd, Owner, Hankerd’s Sportswear

Volunteer Connection

8,890+ Facebook Followers

1,390+ Instagram Followers

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

Volunteer hours in 2018–2019

29,416 Volunteer hours (Program to date)

$64,560 Volunteer value in 2018–2019

$730,988 Volunteer value (Program to date)

In the Numbers

Income

Expenses

$324,345

$307,043

6%

21%

15%

12%

7%

7%

25%

34%

Grants/foundation support

City/county support

DDA support

Memberships/fundraising

Promotion activities

Design activities

Economic vitality activities

Organization activities

Operations

Bond payments

Development agreements
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

“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

Michigan Economic Development Corporation

www.miplace.org