Community Driven
Business Recruitment

Michigan Main Street Webinar Series
Community Development

Supporting the growth of vibrant, diverse and sustainable communities across Michigan
Main Street Four Points®

**Economic Vitality**
Strengthens existing economic assets, while also identifying opportunities for new development and growth.

**Design**
Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

**Organization**
Cultivates partnerships and coordinates resources around a shared community vision for downtown.

**Promotion**
Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.
Economic Vitality

New Development
Small Business Retention
Redevelopment
Recruitment & Entrepreneurship
1. Assess the downtown district’s existing economic conditions
2. Interpret collected information
3. Identify available properties and/or sites
4. Determine small business incentives, resources and technical assistance
5. Create and distribute property information, business guides, incentives and goals
RESEARCH & ASSESS
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compile building information</td>
<td>Compile demographic information</td>
</tr>
<tr>
<td>Collect business information</td>
<td>Review Market Study and Master Plans</td>
</tr>
<tr>
<td>Gather customer information</td>
<td>Small business journey mapping</td>
</tr>
<tr>
<td>Survey needs of property and business owners</td>
<td>Connect with City Planner/City Manager</td>
</tr>
<tr>
<td>Engage your community</td>
<td>Understand Your Economy</td>
</tr>
</tbody>
</table>
Small Business Mapping

Small Business Journey Mapping

- Creates clear understanding for the processes and establishes accountability
- Provides an overall understanding of the small business owner experience
- Provides an easy to read framework identifying fees, permitting timeline + contact information
- Streamlines the permitting process by identifying repetitive steps
- Helps market your community as small business friendly!

More information available at www.miplace.org
## UPDATE BUILDING + BUSINESS INVENTORY

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Business Address</th>
<th>Local Contact Email</th>
<th>Business Location</th>
<th>Year Established</th>
<th># of Full-time Jobs</th>
<th># of Part-time Jobs</th>
<th>Business Hours</th>
<th>Estimated Annual Sales</th>
<th>Rent per Month</th>
<th>Size of Space (in square feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>127 Court Street</td>
<td>N</td>
<td>Otsego Police Department</td>
<td>1 main entrance</td>
<td>Authority</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>218 N. Farmer Street</td>
<td>N</td>
<td>Otsego Historical Museum</td>
<td>2 store fronts</td>
<td>Authority</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>124 N. Farmer Street</td>
<td>N</td>
<td>Veterans of Foreign Wars</td>
<td>2 store fronts, 2nd floor apartment</td>
<td>Veterans of Foreign Wars</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>112 Kalamazoo Street</td>
<td>N</td>
<td>Church of God</td>
<td>parking lot</td>
<td>Church of God</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>117 E. Orleans Street</td>
<td>N</td>
<td>Otsego City Hall</td>
<td>2 entrances</td>
<td>City of Otsego</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>125 S. Farmer Street</td>
<td>N</td>
<td>Otsego Fire Department</td>
<td>2 main entrances</td>
<td>City of Otsego</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>115 S. Farmer Street</td>
<td>N</td>
<td>Alano Club</td>
<td>1 store front</td>
<td>City of Otsego</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>121 W. Allegan Street</td>
<td>N</td>
<td>Bob’s True Value Hardware</td>
<td>1 store front</td>
<td>Robert E &amp; Carol H Meles; Br</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>141 N. Farmer Street</td>
<td>N</td>
<td>MillAssist Services Inc.</td>
<td>1 store front</td>
<td>MillAssist Services Inc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>125 W. Allegan Street</td>
<td>N</td>
<td>Bob’s True Value Hardware</td>
<td>apartment, open space</td>
<td>Robert E &amp; Carol H Meles; Br</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>109 N. Farmer Street</td>
<td>N</td>
<td>365 Fitness</td>
<td>1 store front</td>
<td>William &amp; Sandra Hambright</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>131 E. Allegan Street</td>
<td>N</td>
<td>Little Pines Auto Repair</td>
<td>1 store front</td>
<td>Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>103 W. Allegan Street</td>
<td>N</td>
<td>Amish Oak Treasures</td>
<td>entrances, basement</td>
<td>Twin Lakes Sales LLC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>114 W. Allegan Street</td>
<td>N</td>
<td>Antique Mall</td>
<td>access</td>
<td>Roger Newman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>134 W. Allegan Street</td>
<td>N</td>
<td>W.J.C.</td>
<td>2 store fronts, 2nd floor office/apt</td>
<td>Richard Haugh</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>133 W. Allegan Street</td>
<td>N</td>
<td>Turn It Around Resale</td>
<td>2 entrances, add on Kalamazoo</td>
<td>c/o Thomas Rosenhagen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>124 E. Allegan Street</td>
<td>N</td>
<td>Farmer’s Insurance</td>
<td>1 store front</td>
<td>Nathan &amp; Jennifer Hunt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### What should be collected?

**Goal:** Collect information about each property and business in the district

<table>
<thead>
<tr>
<th>Property + Building</th>
<th>Activity + Use</th>
<th>Businesses + Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Parcel number</td>
<td>- Street address</td>
<td>- Business name</td>
</tr>
<tr>
<td>- Street address</td>
<td>- Number of stories</td>
<td>- Website/social links</td>
</tr>
<tr>
<td>- Owner name + contact</td>
<td>- Use</td>
<td>- Street address</td>
</tr>
<tr>
<td>- Building size</td>
<td>- Available for sale/lease</td>
<td>- Owner contact info</td>
</tr>
<tr>
<td>- Parcel size</td>
<td>- Number of housing units</td>
<td>- Local contact info</td>
</tr>
<tr>
<td>- Taxable value</td>
<td>- Type of housing units</td>
<td>- Year business established</td>
</tr>
<tr>
<td>- State equalized value</td>
<td>- Lease rate/rent</td>
<td>- Years at current location</td>
</tr>
<tr>
<td>- Most recent sale date + price</td>
<td>- Owner occupied?</td>
<td>- Business hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Number of jobs (FT +PT)</td>
</tr>
</tbody>
</table>
Market Data

**Eating and Drinking Establishments**

**Deli/Sandwich Shop**
- Top Features:
  - Sandwiches/salads
  - Homemade soups
  - Grilled sandwiches
  - Grab-and-go items

**Restaurant**
- Top Features:
  - Casual, family-friendly
  - Full-service
  - Dinner menu
  - Outdoor dining

**Survey Demo: HH Income**
- $50K to $100K: 39%
- $100K+: 48%

**Retail Establishments**

**Specialty Foods**
- Top Features:
  - Locally-sourced foods
  - Artisan foods
  - Organic foods
  - Ethnic foods

**Kitchen, Home, Gifts**
- Top Features:
  - Home furnishings/decor
  - Demo kitchen & classes
  - Made in Howell/MI
  - Tasting/sampling events

**Survey Demo: HH Income**
- $50K to $100K: 28%
- $100K+: 62%

---

**2014 Sales Surplus & Leakage Analysis**

<table>
<thead>
<tr>
<th>NAICS Code: Business Description</th>
<th>2.5 Miles</th>
<th>5 Miles</th>
<th>10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink (NAICS 44 – 45, 722)</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
</tr>
<tr>
<td>2011</td>
<td>$28,130,332</td>
<td>$7,878,460</td>
<td>($157,465,200)</td>
</tr>
<tr>
<td>2014</td>
<td>$24,779,797</td>
<td></td>
<td>($13,415,760)</td>
</tr>
<tr>
<td>Total Retail Trade (NAICS 44 – 45)</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
</tr>
<tr>
<td>2011</td>
<td>$27,886,095</td>
<td>$13,032,923</td>
<td>($121,072,386)</td>
</tr>
<tr>
<td>2014</td>
<td>$23,679,524</td>
<td></td>
<td>($9,083,315)</td>
</tr>
<tr>
<td>Total Food &amp; Drink (NAICS 722)</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
<td>Surplus/(Leakage) Estimate</td>
</tr>
<tr>
<td>2011</td>
<td>$244,237</td>
<td>($5,154,463)</td>
<td>($36,392,815)</td>
</tr>
<tr>
<td>2014</td>
<td>$1,100,273</td>
<td>($4,332,445)</td>
<td>($33,270,130)</td>
</tr>
</tbody>
</table>

*Source: Downtown Professionals Network*
Customer Profile

MARKET PROFILE

- They shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, Game Show Network.
- They’re fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to the zoo.
- TV is seen as the most trusted media.

Source: Esri.com/tapestry
Identify Business Clusters + Anchors

Anchor Businesses or Institutions
- Pizza Transit
- Wonderland Cinema
- Iron Shoe Distillery
- United Federal Credit Union
- Library
- The YMCA
- SLR Pilates
- Secretary of State
- Antique Stores
- Chapin Mansion
- Amtrak
- Brass Eye
- Harding’s
- Inertia Cycleworks
- Rusty Hooks Bait & Tackle

Business Clusters
- Food & Restaurant
  - Restaurants
  - Bakeries
  - Food Shops (Cheese Shop)
  - Craft Beer and Beverage
Other Data?

Source: onthemap.ces.census.gov
Interpret the data

What’s the Information Saying?

1. Identify any trends in the data
2. Share findings with existing businesses
3. Begin to develop opportunities for expansion and target business list for recruitment and startups
Identifying Target Business Types

**Complementary Business Opportunities**

Successful Downtown Business (Existing): __________________________________________

Complementary Business Opportunities:

A. ______________________________________________
B. ______________________________________________
C. ______________________________________________
D. ______________________________________________

Successful Downtown Business (Existing): __________________________________________

Complementary Business Opportunities:

A. ______________________________________________
B. ______________________________________________
C. ______________________________________________
D. ______________________________________________

Successful Downtown Business (Existing): __________________________________________

Complementary Business Opportunities:

A. ______________________________________________
B. ______________________________________________
C. ______________________________________________
D. ______________________________________________
## Identifying Target Business Types

### Business Opportunities Chart

Explanation: The greater the number of market conditions a business opportunity meets, the greater the chance that this is a good avenue to investigate.

<table>
<thead>
<tr>
<th>Business Opportunities:</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
<th>#4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fits with market position statement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gap identified in business mix and/or sales surplus/leakage analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complements existing businesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serves targeted customer group(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identified in consumer surveys</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identified in business survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate space available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONSIDER NON-TRADITIONAL BUSINESS OPPORTUNITIES

- Light duty manufacturing, academic facilities, arts/culture institutions
- Consider shared spaces
- Pop-up shops
- Mobile retailing
- Creative/experiential retail
- Incubator space
- Food trucks
PROPERTIES + SITES
Creating + Collecting Property Cut Sheets

- Real estate property information
- Recent photograph
- Square feet available
- Lease or sale price
- Zoning
- Description
- Map of location, proximity to other assets
- Contact information

Great commercial location on the main thoroughfare in downtown Charlevoix.

The building is near Charlevoix City Marina, Bridge Park and East Park, the City’s crown jewel of entertainment and recreation. Ample free parking is available in the street and in parking lots behind this space.

The space is zoned with the Central Business District designation which provides a broad range of commercial, office, and service uses allowed by right.

Landlord has long history in community and this space has been a very successful business in the past.

Owner Contact: Jeannine Wallace, Gull LLC, ph: 231-547-2342

Charlevoix DDA
lindseyd@charlevoixmi.gov
231-547-3257

Charlevoix City of Charlevoix
morich@charlevoixmi.gov
231-547-3270
RESOURCES + INCENTIVES
Resources + Incentives

Understanding the small business provider landscape & what role MS plays

Work with City on RRC + Main Street having a seat at the table

Build relationships with local financial institutions

Understanding of broader Economic Development Tools

Create new programming, tools, and incentives
Resources + Incentives

• Financial Incentives
  • Local, State and Federal
  • Sign and awning grant/loan program
  • Façade grant/loan program
  • Rental assistance

• Technical Assistance
  • Architectural/design services
  • Storefront window displays
  • Small business counseling
  • Application support for startup and business development tools (liquor license, commercial abatements, etc.)
  • Education and training

• In-Kind
  • Commercial district management (security, parking management, flower plantings, maintenance and cleaning, banners, etc.)
  • Support from other businesses – discount on services, advertising, printing, uniforms
  • Chamber membership discount

NEW BUSINESS INCENTIVE PROGRAM PARTNERS

♦ Tech Zone/Central Iowa Systems: $200 towards the purchase of any technology system incorporated into new business.

♦ Shadran Industrial Supply: Free rental of floor machines.

♦ Unger Insurance: $40 in Chamber Checks.

♦ Fudge’s Flowers & Gifts: a plant at your Grand Opening! Let Bonnie know the date.

♦ Don’s Ace Hardware: Buy 2, get one free on single cut door keys.
Incentives & Assistance
Howell Main Street Inc. offers a variety of incentive programs to achieve our mission of positioning downtown Howell as a destination, supporting our entrepreneurial eco-system, and improving the quality and appearance of our storefronts that fit our community's design standards.

Rental Assistance Program:
Through the Rental Subsidy Program, Howell Main Street will provide rental assistance for up to 12 months for businesses that choose to locate, or expand their existing footprint, in our core downtown Main Street district.

- Provides grant for a full year with $500 per month being paid to the property owner for the 1st quarter, $400 per month for the 2nd quarter, $300 per month for the 3rd quarter, and $200 per month for the final quarter.
- Applications must be approved by the Rental Assistance review team and include:
  o Copy of a business plan
  o YTD financials from the previous calendar year (for existing businesses), or financial plan including any loan information
  o Selected businesses must provide a copy of signed lease agreement within 30 days of being approved.

Sign Incentive Program:
- Provides a grant of 25% of the approved sign costs.
- Maximum of $1000 awarded per applicant
- Sign designs must follow the City of Howell and Howell Main Street's sign permitting guidelines, as well as receive approval from the Design Committee PRIOR to start of production.

Business Incentives
For those who want an outdoor adventure in and around one of the most beautiful towns anywhere, Charlevoix, Michigan offers a most picturesque setting on three lakes (including Lake Michigan), a quaint, charming and vibrant downtown and one-of-a-kind festivals. At once historic and progressive, Charlevoix has all the comforts of a larger community, including highly ranked schools, a local hospital, low crime rate and opportunities to get involved and make a difference in the community. Charlevoix. It is a classic beauty.

Entrepreneurial Toolkit
Review the Entrepreneurial Toolkit for the Northern Lakes Economic Alliance (PDF).

Commercial Redevelopment District
Public Act 255 of 1978 encourages the replacement, restoration, and new construction of commercial property by sharing the property taxes generated from new investment for a period up to 12 years. As defined, commercial property means land improvements whether completed or in the process of construction, the primary purpose and use of which is the operation of a commercial business enterprise. Mixed-use developments may be eligible, but the abatement will only apply to the commercial portion of the property. Land and personal property are not eligible for abatement under this act.

Types of commercial property enterprises include:
- Engineering
- Office
- Parts distribution
- Research and development
- Retail sales
- Warehousing

For more information, please view the Commercial Facilities Exemption Certificate Policy (PDF).

Redevelopment Liquor License
Redevelopment Liquor License (44.601) To encourage cities to enhance their quality of life for their residents and visitors to their communities, the Liquor Control Commission may issue public-on-premises licenses in addition to those quota licenses currently allowed in those cities. Eligible businesses must be:

- Located in an established business district, or redevelopment area
- Have spent at least $75,000 in building improvements
- Must have a seating capacity of at least 25 people
- Among other requirements

For more information, please view the Redevelopment Liquor License (PDF).

Source: Howell Main Street + Charlevoix Main Street
Resources + Incentives

DDA Business Programs

DDA Façade Loan Program
The DDA offers qualified businesses in DDA District a loan for façade improvements that meet criteria. The loan fund is managed cooperatively by Lapeer Main Street, the Lapeer DDA and the Lapeer Development Corporation (LDC). Over a dozen buildings have benefited.

DDA Sign Assistance Program
The DDA will provide 50% of the cost to design, construct, and install exterior signage up to a maximum value of $300 to businesses in the DDA District. Over 20 businesses benefited.

Lapeer Development Corporation
If you need assistance getting your business off the ground, the Lapeer Development Corporation (LDC) may be able to help. LDC serves business owners in Lapeer County by identifying suitable properties, assisting in securing development funds, and acting as your local, state, and federal government liaison. LDC also provides marketing information, business consulting, tax incentive, and job training assistance.

Did You Know?

There are programs that offer benefits to business and home owners within the DDA district.

The DDA can help if you would like to improve the look of your home or business.

- We offer signage rebates up to 25%, with a maximum amount of $200*
- We offer awning rebates up to 25%, with a maximum amount of $300*
- Free Design Services through Michigan Main Street
- Discount of up to 30% for painting through Sherwin Williams
- We also offer façade grants and low interest loans

The DDA also offers:

- Sidewalk weed control
- Vibrant welcoming banners
- Weed trimming
- Ornamental lighting and Holiday Decor
- Flowers on Main Street

Source: Lapeer Main Street, Three Rivers Main Street
Local Investing + Pitch Competitions

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**Business Model Competition**

**Invest Cheboygan County**

**NOVEMBER 6, 2019**
CHEBOYGAN OPERA HOUSE
DOORS OPEN AT 5:00 PM
STARTS AT 5:30 PM

Watch entrepreneurs vie for seed dollars!

Cheboygan County entrepreneurs & business owners compete for a share of over $20,000 in startup funds plus a chance to advance to the Grand Event to win additional startup capital!

FREE Admission. Seating is first come first served.

Visit [www.investcheboygan.com](http://www.investcheboygan.com) for more information

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**It’s Local Investing!**

We want to teach you the fundamentals of how you can learn to make sound investments in your community. Register today at [WhatIsGrubstake.com](http://WhatIsGrubstake.com)

Brought to you by the fine folks at...

[NC3](http://NC3) [MEDC] [SBDC] [Revalue]

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*Source: Revalue, Cheboygan Main Street*
SPREAD THE WORD
Community Profile

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. The downtown features a green and thriving environment of beautiful walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small-town downtown with a big heart.

**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 “competition” among downtown Owosso businesses, organizations, and attractions.

**Insert Image**

*Private Investment*

$897,891

Program to date: $23,350,727

**17** Façade Improvements Program to date 116

**2** New Businesses Program to date 83

**Community Profile**

Downtown Owosso

2020 Edition

OWOSSO MAIN STREET/ODA 989-723-0521 downtownowosso.com

**Transforming Owosso’s Downtown**

Highlighted by its revolving loan fund offering low-interest working capital leases, redevelopment leases, and upper-floor residential development grants.

Completed a MECO/EDCOS façade grant resulting in three historic downtown facades within the district. This grant provided over $300,000.00 in grant funding for restoration efforts.

Partnership with the National Main Street and Michigan Main Street programs to develop an “Entrepreneurial Ecosystem” program focused on commercial district revitalization. This program identifies key entrepreneurship assets, targets, and partners and develops key strategies to align the ecosystem with community target markets and real estate assets.

Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner’s meetings
- MECO/EDCOS façade program

**Downtown Drive Time Markets**

<table>
<thead>
<tr>
<th>In-demand Businesses</th>
<th>Shopping &amp; Retail</th>
<th>Food &amp; Drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butcher/meat market</td>
<td>Specialty foods</td>
<td>Breakfast/breakfast restaurant</td>
</tr>
<tr>
<td>Arts, crafts, and hobbies</td>
<td>Women’s clothing</td>
<td>Leisure cafe</td>
</tr>
<tr>
<td>Specialty foods</td>
<td>Women’s clothing</td>
<td>Casual dining eatsery</td>
</tr>
<tr>
<td>Grocery store</td>
<td>Shopping &amp; Retail</td>
<td>Wood-fired pizza/own pizzeria</td>
</tr>
<tr>
<td>Source: Owosso Main Street</td>
<td>Shopping &amp; Retail</td>
<td>Sizzlehouse</td>
</tr>
</tbody>
</table>

*Source: Owosso Main Street*
Connecting with Place

Every year our Main Street volunteers work tirelessly to beautify and elevate 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.

Volunteer Spotlight

"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

2019 Pulse of Downtown

63% visit downtown Owosso more often for dining.
51% observed trends in downtown Owosso as improving or making progress.
26% sold the frequency of visits downtown Owosso increased during the past year.

Social Connection

8,890+ Facebook Followers
1,390+ Instagram Followers

Volunteer Connection

2,598 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)

DOWNTOWN ALIVE

Owosso Main Street Events 2018-19
27,420 Est. event attendance

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 Facadé Improvements
1,388 Program to date

49,092 2018-19 Volunteer Hours
739,851 Program to date

Owosso Main Street/DSC 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 have been a delight to work with and our community wouldn’t be where we are today without them.

—Debra L. Sadowi, Board Chair, Owosso Main Street/DOA

Our Communities

Source: Owosso Main Street
Available Properties

Large Basement Studio
1000 Sq. ft, fireplace, revealed brick, tall ceilings, woodwork. $700 per month incl. utilities
517-974-4419

We want to let people know about your deluxe loft or perfect store front in Lansing's hip and historic Old Town. Email oldtown@oldtownmainstreet.org and tell us all about it so we can spread the word and welcome new faces to the neighborhood.

Source: Old Town Commercial Association

Source: Downtown Lansing, Inc
HOW TO GET STARTED OPENING A BUSINESS IN DOWNTOWN HOWELL:

Please note, this is meant as a brief informational tool to help you get started. For more detailed information and instructions to help your business on the road to success, please contact the appropriate departments as listed above.

Phase One – Thinking of starting a business
• Come and talk to the knowledgeable staff at the Downtown Development Authority (DDA)
  • They can provide Market Study Information to find out if your business fits within the community’s needs.
  • Discuss available Real Estate for Lease or Purchase - (You can view available real estate at www.downtownhowell.org)
• Building Permit Process & Site Review – City of Howell
  • Research appropriate licensing needed for your type of business
• Zoning/Special Land Use
• Architectural drawings and layout of facilities mapped out
• Identify funding needs and meet with appropriate funding sources (Banks, VC, Angel, etc.)
  (DDA and Chamber)

Phase Two – Planning & working toward starting a business
• Buildout of appropriate space (City of Howell and DDA)
• Façade Grants (Howell Main Street Inc.)
• Sign Incentive Information (Howell Main Street Inc.)
• Sign Permits (City of Howell)
• Zoning (City of Howell)
• Inspections (City of Howell)
• Rental Registrations (City of Howell)
• Contact different county licensing authorities for appropriate licensing (City of Howell or Liv. County offices)
• Funding secured (DDA and Chamber)
• Create marketing plan (Chamber, SBDC, SCORE)
• Personnel needs identified, interviewed and secured (Chamber, SBDC)

Phase Three – Ready to Open!
• Coordinate a Grand Opening, Press Release, marketing, ribbon cuttings, anniversaries and other celebrations (DDA/Howell Main Street/Chamber)
• Execute a marketing strategy (DDA, Chamber)
• Proper licensing secured (City of Howell, Liv. County)

Phase Four – Open for business and existing business support
• Yearly ongoing inspections and licensing (City of Howell, Liv. County Offices)
• Marketing your business in the district (Chamber, DDA)

Need more convincing? Here’s how we can help:

GETTING STARTED & KEY CONTACT INFORMATION
We’re here to help you on the road to development and success! Follow this brief informational guide to get you started on the path to opening your business in Howell. For more detailed information and instructions to help your business development, view our main contact sheet.

MARKET DATA SUMMARY:
Valuable tool to help you understand what our residents and visitors would like to see downtown.
Market Data Summary Here
Download Full Future of Downtown Report Here

GOALS FOR THE FUTURE:
The future is bright in downtown Howell. Be a part of our City’s Development Plans and view our vision for priority projects and concepts here.

INCENTIVES & ASSISTANCE OPPORTUNITIES FOR YOUR BUSINESS
Click here to view our Incentives & Assistance programs for new & existing businesses in downtown Howell including our:
Rental Assistance Program
Local Façade Incentive Program
State of Michigan Façade Program
Sign Incentive Program
Match on Main Funding Program
Other State of Michigan Incentive Programs

Source: Howell Main Street
Welcome to Downtown Grayling

Grayling is a delightful community in the Heart of Northern Michigan, and on the cusp of incredible growth. Right now we have several development projects in the beginning stages that including an increase in commercial retail space on Michigan Ave, our Main Street, as well and new residential opportunities in Downtown Grayling. These exciting projects are in preparation for the economic growth spurred by the new Arauco plant being constructed just outside of Grayling. The Arauco project is projected to begin employment recruiting in late 2017, and be up and running before the end of 2018.

Below you will find some resources regarding business development here is Grayling. We strive to update the information as quickly as possible when changes are made. We also suggest visiting the City of Grayling Zoning and Economic Development website for detailed information regarding specific development sites.

Additionally, our Economic Vitality committee is hard at work updating the list of local lenders, and ways to access capital for your new business. As soon as that project is completed you will see a new button on the bottom of the page. If you can’t wait to get started on your new adventure give Rae, our Program Director, a call, 989.390.7689, and she can get you some information so you can get the ball rolling.

Thank you so much for considering Downtown Grayling for your new business. We look forward to welcoming you to the neighborhood!
Economic Development

Available Properties
Locate rental information about current available properties.

Business Incentives
For those who want an outdoor adventure in and around one of the most beautiful towns anywhere, Charlevoix, Michigan offers a most picturesque setting on three lakes (including Lake Michigan), a quaint, charming and vibrant downtown and one-of-a-kind festivals.

Community Resources
Access links to helpful resources for local, state, and national websites.

Design Services
Charlevoix Main Street offers three complimentary Design Services each year to building/business owners.

Facade Grant Incentive Program
The Façade Incentive Grant Program is developed by the Design Committee of Charlevoix Main Street (CMS).

Homeshare
Homesharing is an alternative way for people to meet their housing needs that provides numerous benefits to homeowners and renters alike.

Life in Charlevoix Mobile App
Learn about the Life in Charlevoix App.

Market Study
The Market Study identifies existing conditions, contains the analyses appropriate to describe economic opportunities, defines the opportunities shown to be sustainable, and, finally, provides the methods to move forward and seize these opportunities.

Match on Main Grant for Small Business
"Match on Main" is a reimbursement grant program, provided by the Michigan Economic Development Corporation, for small businesses located in Select or Master level Michigan Main Street communities. Up to $30,000 is available for eligible businesses and requires a 10% cash match. This grant program will provide funding to Select or Master level Michigan Main Street programs to support small business owners as they explore ways to improve the interior space. The goal of Match on Main is threefold: 1) to strengthen small business through working with the local Main Street program and through consulting with the Small Business Development Center thus making the business more sustainable for the long term, 2) to reactivate underutilized and vacant commercial space in MMS districts, and 3) To grow the Community’s entrepreneurial ecosystem by supporting place-based businesses that fit within the Main Street Program’s strategy and priorities.

Vital Statistics
View vital statistics about Charlevoix.
RECRUITMENT OVERVIEW
High Level Overview

- Target business list?
  - Etsy, Farmers Markets, Makers Events
  - Where do you and your friends/family like to shop/eat?
  - Michigan eLibrary – Gale Business: Demographics Now
  - SBDC Market Research
  - Paid subscription

- Contact business prospect + extend invitation

- Provide advance information

- Create itinerary for their visit

- Plan walking + driving tour (rehearse!)

- Make arrangements to visit available properties

- Verify visit details with prospective business

- Host business owner(s)

- “Close” the deal and follow up
And Remember….

- Build on local assets, identity & culture
- Identify and target a specific market strategy
- Focus on business retention first
THANK YOU!

Joe Frost
Main Street Specialist
517.930.5576
frostj9@michigan.org

Dana Kollewehr
Community Assistance Team Specialist
517.388.4829
kollewhrd@michigan.org