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 BIG 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 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 “shopportunities” that serve local residents

Certified Redevelopment Ready Community®
TRANSFORMING HOWELL’S DOWNTOWN

Food Truck Tuesdays returned in 2021, bringing record crowds to downtown Howell each month, May through September.

Retail and dining based events like our “Christmas in July” scavenger hunt brought visitors downtown for holiday-themed summer fun!

Howell Social District was established this summer to allow customers to venture outside with their beverages to visit other stores, window shop, or enjoy a drink at a Friday night concert or Sunday farmers market.

Main Street is Helping Businesses Thrive

- Rental Subsidy Assistance program
- #cashmobhowell Covid-19 program
- Sign incentive program
- Downtown discussion events
- Ribbon cuttings and grand opening ceremonies
- Local and state façade programs
- Covid-19 relief grants
- Match on Main funding program
- Pre-development assistance team
- Small Business Saturday Champion

“Being part of a Main Street community helps my store thrive! The events and programming facilitated by Howell Main Street bring thousands of visitors downtown year-round and provide business support, especially during Covid-19 when we need it the most.”

—Cathy Boaz, Owner, Kokopelli’s Korner

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT
$1,415,967
Program to date: $25,973,051

16 Façade & Building Improvements
Program to date: 334

8 New Businesses
Program to date: 179

Community Profile
City of Howell | 2021

Population 10,082
Households 4,422
Median HH Income $51,355
Median Age 35.3 years
Housing Units 4,667
95% Housing is occupied
53% Owner-occupied
47% Renter-occupied

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>10,100</td>
<td>18,848</td>
<td>60,552</td>
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<tr>
<td>Households</td>
<td>4,431</td>
<td>7,7818</td>
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<td>Median HH Income</td>
<td>$51,355</td>
<td>$74,834</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
Ethnic restaurants
Drinking establishment
Coffee house/bakery
Targeted Events Lead Covid-19 Recovery

Despite a year of uncertainty due to Covid-19, downtown Howell focused upon events and programming designed specifically to boost revenue for our unique ecosystem of independent restaurants, merchants, and entertainment. “Witches Night Out,” a merchant-led event supported and promoted by Howell Main Street, returned in September, bringing thousands of witches and warlocks out for a night of festivities, including dancing, food trucks, giveaways, and more.

Volunteer Spotlight

“I volunteer with Howell Main Street to be a part of a group of dedicated volunteers who love Howell. These volunteers work together to bring events and ideas to downtown for everyone to enjoy.”

—Mary Shaughnessy, 2020 Volunteer of the Year

Volunteer Connection

- 13,420+ Facebook Followers
- 1,650+ Instagram Followers
- 2,425+ Twitter Followers
- 180+ TikTok Followers

- 1,417 Volunteer hours in 2020–2021
- 56,767 Volunteer hours (Program to date)
- $38,160 Volunteer value in 2020–2021
- $1,528,735 Volunteer value (Program to date)

In the Numbers

- $120,000 Income
- $117,000 Expenses

- 74% Program activities
- 9% DDA support
- 13% Personal giving
- 43% Promotion activities
- 11% Design activities
- 7% PPE revenue
- 4% Economic vitality activities
- 11% Organization activities
- 7% Operations

Howell’s Board of Directors

President: Marc Harlow
Treasurer: Don Maiolatesi
Secretary: Richard Lim
Board member: Clark Gill
Board member: Jeff Humphries
Board member: David McDonald
Board member: Kim Schafer
Executive director: Kate Litwin
Outreach coordinator: Shannon Harvey
Intern: Lexie Wilcox
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.

“During a year of unprecedented challenges, Main Street organizations have never been more important to their respective communities. Serving as a resource for local businesses, no doubt enabling many of those businesses to survive, and engaging with the community to support those same businesses, is proof that Main Street organizations are critical, not only for the survival, but also to the growth and development of a thriving downtown in the best and worst of times.”

—Marc Harlow, Howell Main Street Inc. President

Real Impact. The numbers prove it!

- **$26,646,354**
  - 2020–21 Total Private Investment

- **$346,519,759**
  - Program to date

- **$12,929,313**
  - 2020–21 Total Public Investment

- **$128,919,620**
  - Program to date

- **37,197**
  - 2020–21 Volunteer Hours

- **810,704**
  - Program to date

- **127**
  - 2020–21 New Businesses

- **1,622**
  - Program to date

- **143**
  - 2020–21 Façade & Building Improvements

- **2,499**
  - Program to date