



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.

2022 EDITION

HOWELL MAIN STREET INC. 517.545.4240 downtownhowell.org



State of DOWNTOWN

13 Blocks

108 Parcels

856 Public parking spaces

85 First-floor storefronts

51 Residential units

17 Restaurants

25 Retail stores

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 “shopopportunities” that serve local residents



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.

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

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

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	10,100	18,848	60,552
Households	4,431	7,7818	25,087
Median HH Income	\$51,355	\$74,834	\$92,245

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



Social Connection



13,420+
Facebook Followers



1,650+
Instagram Followers



2,425+
Twitter Followers



180+
TikTok Followers

Volunteer Connection



1,417
Volunteer hours in 2020–2021



56,767
Volunteer hours
(Program to date)

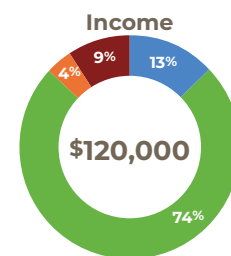


\$38,160
Volunteer value in 2020–2021

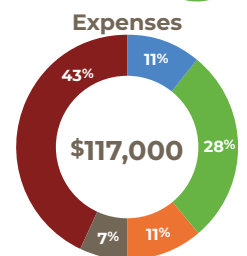


\$1,528,735
Volunteer value
(Program to date)

In the Numbers



- Program activities
- DDA support
- Personal giving
- PPE revenue



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- 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

DOWNTOWN ALIVE

Howell Main Street
Events 2020-21

6,108

Est. event attendance

- Holiday storefront decorating contest
- Downtown holiday scavenger hunt
- Food Truck Tuesdays
- Small Business Saturday
- Witches Night Out
- CornHowell Tournament
- Fall downtown decorating day
- Howell Melon Festival
- Downtown Day
- Ribbon cutting ceremonies



Cornstalk installation day



Downtown Howell
Holiday Quest Scavenger Hunt



Grand reopening celebration
at Taline's Fine Jewelry



CornHowell Tournament on State Street

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



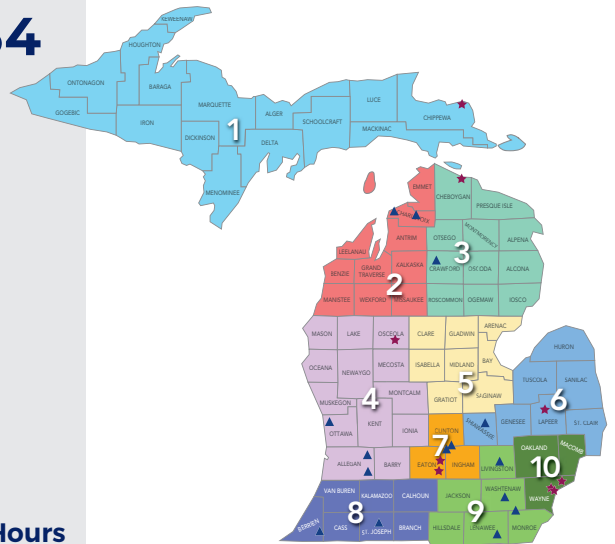
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2020-21 Façade &
Building Improvements

2,499

Program to date

Our Communities



Select Level



Master Level



www.miplace.org

5107-211028