From boutique shopping to green boulevards, downtown Owosso welcomes you.
Budding entrepreneurs, organic products, and colorful personalities highlight our city’s abundance of historic preservation for residents and visitors alike.

Owosso Main Street is making a real difference.
Owosso Main Street collaborates with all stakeholders to implement transformation strategies. Downtown Owosso is a perfect balance of history mixed with future visions, company cultures with backbone and charm, and community-driven events designed for our ever-growing diverse population.

Downtown’s Goals
• Cultivate an 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.
The Owosso Main Street provides upper-level loft lifestyle resources. We connect contractors, funding avenues, and professional services to secure our strategic transformation goals.

Beautification is bountiful in downtown Owosso! A record number of volunteers showcased their commitment to our environment as they assisted with our streetscape and beautification committee.

A new family-focused venue welcomed our economic vitality committee. After a year of instability, downtown Owosso business owners were tenacious and leveraged creative marketing practices.

**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
- Business recruitment team
- Shiawassee Safe Program

“We chose to move our business downtown not only for the visibility, but to be more involved with downtown Owosso. We are excited about the downtown space, events, and overall direction downtown Owosso is heading.”

—Brianna Carroll, Owner, Fitness Coliseum

**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>15,472</td>
<td>28,203</td>
<td>60,386</td>
</tr>
<tr>
<td>Households</td>
<td>6,321</td>
<td>11,530</td>
<td>23,829</td>
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<tr>
<td>Median HH Income</td>
<td>$40,219</td>
<td>$45,090</td>
<td>$52,224</td>
</tr>
</tbody>
</table>

**In-demand Businesses**

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

**Food & Drink**
- Breakfast/brunch restaurant
- Brewery or brewpub
- Casual eatery
- Ethnic restaurant
- Steakhouse

**Community Profile**

Owosso | 2021
---|---
Population | 14,450
Households | 6,648
Median HH Income | $57,692
Median Age | 35 years
Housing Units | 6,634

94% Housing is occupied
62% Owner-occupied
38% Renter-occupied
Building FAST Charging EV Stations

Downtown Owosso is the city to watch now and over the next decade, due to our progressive infrastructure and technological advancements. Owosso Main Street partnered with multiple companies and non-profits to bring economic efficient programs that draw vibrancy to our downtown. Fast EV charging stations, located in our Main Street plaza, allow flexible commuting throughout Shiawassee County and remains in front of the curve as green initiatives increase.

“...I chose to volunteer and join the OMS/DDA board because I plan to be involved in downtown for the rest of my life. I want to be a part of what makes downtown Owosso great!”

—Josh Ardelean, VP of Agency Operations, CLH Insurance

Volunteer Connection

9,980+ Facebook Followers
1,555+ Instagram Followers

1,591 Volunteer hours in 2020–2021
32,748 Volunteer hours (Program to date)
42,846 Volunteer value in 2020–2021
881,904 Volunteer value (Program to date)

In the Numbers

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
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<tbody>
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<td>$259,295</td>
<td>$258,589</td>
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</tbody>
</table>

Volunteer hours in 2020–2021
32,748 Volunteer hours (Program to date)
42,846 Volunteer value in 2020–2021
881,904 Volunteer value (Program to date)

Owosso’s Board of Directors

Chair: Dave Acton
Vice-chair: Jon Moore
Treasurer: Bill Gilbert
Member: Josh Ardelean
Member: Brianna Carroll
Member: Lance Omer
Member: Susan Osika
Member: Melissa Wheeler
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.

“The Main Street model is a cohesive way for our downtown businesses and residents to come together in pursuit of a common movement.”
—Jon Moore, Vice-chair, Owosso DDA/Main Street

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

Our Communities

DOWNTOWN ALIVE
Owosso Main Street
Events 2020–21

5,345
Est. event attendance

• Glow Owosso (Parade and 5K)
• NYE Block Party and Ball Drop
• ArtWalk Owosso
• Vintage Motorcycle Days
• Downtown trick-or-treat

• Film at the Fountain
• Moonlight Market (collaboration)
• Cruise the Pits (collaboration)
• Friday Nights Live (collaboration)
• Oktoberfest (collaboration)

Amphitheater Concert
Downtown Owosso farmers market
Glow Owosso
Vintage Motorcycle Days

Our Communities

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Select Level ▲ Master Level

www.miplace.org