



Former Mayor, Nick Proctor

A FORMER HOWELL MAYOR PROVIDES INSIGHT ON THE BEGINNINGS AND IMPACT OF MAIN STREET

Photos and Story by Phil Eich, Storyville Social, as part of the Michigan Main Street Story Series

“Howell is quintessential, small-town America. It started out as a farming community and transitioned to what we have now, and the Main Street program has been pivotal in that.

Michigan Main Street not only guides us in best practices but offers us a support network. Our Main Street program is always in communication with other Main Street programs throughout the state and with MEDC in Lansing.

Being part of the Main Street program also allows us to leverage grants and support that small businesses can use. That's pivotal. During the pandemic, one of my big worries was the sustainability of small businesses.

Unfortunately, we lost maybe one or two, but Howell Main Street and the Howell Area Chamber of Commerce partnered to help small businesses leverage the PPP loans and programs offered by the state and federal government. These were on-the-spot people helping our small businesses, and that help was critical in sustaining them. We came out of the pandemic pretty well, and that's thanks to Howell Main Street.

I know we wouldn't be where we are today if we weren't part of the Main Street program. We couldn't offer the kind of robust support to the small business community that Howell Main Street does.

Main Street delivers.”

—Nick Proctor, former Mayor of Howell

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