

# DOWN TTOWN OWOSSO

## Discover the Charm of Downtown Owosso

Explore the heart of our town, where history thrives, local businesses bloom and community bonds grow stronger with every step.

2024 EDITION

OWOSSO MAIN STREET

989.725.0571

downtownowosso.org



### State of DOWNTOWN

**18** Blocks

**108** Acres

**249** Parcels

**1,731** Public parking spaces

**117** First-floor storefronts

**100** Residential units

**10** Restaurants

**32** Retail stores

**9.6%** Increase in property values (2021–2022)

## Owosso Main Street is making a real difference.

Downtown Owosso is hitting its stride with building back after the pandemic. With a host of youthful and tenacious partners contributing to this transition, Owosso Main Street has transformed its tagline to, “Learn our Story, Create Your Own.” This new tagline captures the historic preservation efforts of our city, while also creating space to welcome new storytellers and visionaries who will help co-create our thriving downtown that is the heart of our community.

### Downtown’s Goals

- Day-trip destination
- Increase upper-floor residential development/density
- 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

**OWOSSO**  
MAIN STREET

# TRANSFORMING OWOSSO'S DOWNTOWN



Downtown Owosso welcomed all with vibrant flowers and seasonal decor—a testament to our commitment to urban beauty and community pride.



Placemaking initiatives, like the installation of the iconic red phone booth, enhanced downtown Owosso's charm, fostering community engagement and preserving a piece of history.



Over 70 helmets and 40 bikes were gifted to community members at Open Streets Owosso thanks to Owosso Main Street and the Shiawassee Family YMCA.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT  
**\$398,163**

Program to date: \$23,141,791

 **23** Façade & Building Improvements  
Program to date: 405

 **8** New Businesses  
Program to date: 92

## Community Profile

City of Owosso | 2023


 Population  
**14,503**

 Households  
**6,207**

 Median HH Income  
**\$47,704**

 Median Age  
**38.1** years

 Housing Units  
**6,750**

 **92%** Housing is occupied  
**54%** Owner-occupied  
**38%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Vibrancy Grant
- Match on Main
- Optimize Main Street
- Retail promotion event
- Revolving Loan Fund: Loan
- Small business owner meetings
- Revolving Loan Fund: Grant
- Storytelling Series

“Moving into our downtown Owosso space has brought more community involvement which we love. Majority of our training clients are now locals which means we’re helping to make a direct impact on our community in a positive way. Downtown Owosso is continually changing for the better and we’re honored to be a part of it.”

—Kaylee VanAtta, Owner, Canine Unifursity

## Downtown Drive Time Markets

|                  | 5 Minutes | 10 Minutes | 20 Minutes |
|------------------|-----------|------------|------------|
| Population       | 14,963    | 26,127     | 54,994     |
| Households       | 6,288     | 11,198     | 22,843     |
| Median HH Income | \$47,795  | \$51,035   | \$57,523   |

## In-demand Businesses

### Food & Drink

Brewery/brewpub  
Farm-to-table  
Steakhouse  
Breakfast/brunch restaurant  
Mediterranean

### Shopping & Retail

Specialty foods  
Grocery store  
Arts/crafts/hobbies  
Vintage/repurposed  
Boutique ladies'/men's clothing

# Bridging Connections through Storytelling

The Owosso Main Street Storytelling Series illuminated the unique narratives and perspectives behind our vibrant community, bringing to the forefront tales shared by the dedicated downtown Owosso business owners, board members and community partners. These compelling stories not only celebrated local heroes, but also highlighted the enduring influence of the Main Street program—reaffirming our commitment to a thriving downtown and the people who help create it.



## 2023 Pulse of Downtown



- 49%** Visit downtown Owosso most often for dining
- 28%** Described recent trends in downtown Owosso as improving or making progress.
- 20%** Said the frequency of their visits to downtown Owosso increased during the past year.

## Social Connection



- 11,235+** Facebook Followers
- 1,810+** Instagram Followers

## Volunteer Connection



- 1,750** Volunteer hours in 2022–2023
- 35,947** Volunteer hours (Program to date)
- \$52,763** Volunteer value in 2022–2023
- \$1,083,802** Volunteer value (Program to date)



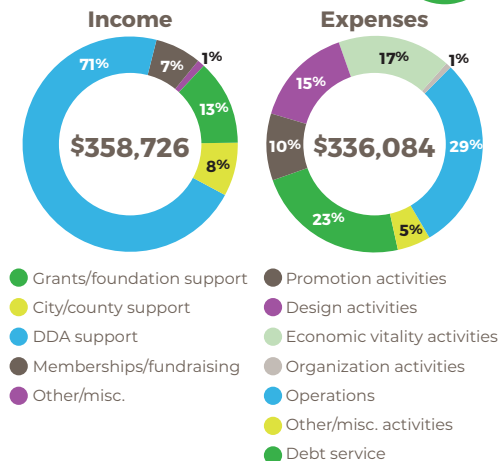
## VOLUNTEER SPOTLIGHT

“Downtown Owosso is the vibrant heart of our city, which means that every time I volunteer with Owosso Main Street, I know that I am making a contribution that supports my entire community!”

—**Nick Bruckman,**  
Former AmeriCorps Service Member



## In the Numbers



# DOWNTOWN ALIVE

Owosso Main Street Events 2022-23

# 3,881

Est. event attendance

- Glow Owosso
- NYE Block Party
- Owosso Vintage Motorcycle Days
- Open Streets Owosso
- Chocolate Walk
- Ghoul's Night Out
- Artwalk Owosso
- Community Cleanup
- Summer Sidewalk Sales



Owosso Vintage Motorcycle Days



Ghoul's Night Out



Chocolate Walk



Summer Sidewalk Sales

**“Main Street offers communities a system to make steady improvements to our long-term strategies which allows us to highlight our best attributes while providing valuable resources for area development yielding long-term success in municipal growth.”**

—Emily Olson, OMS/DDA Board Member

## Owosso's Board of Directors

|                             |                             |                                     |
|-----------------------------|-----------------------------|-------------------------------------|
| Chair: Jon Moore            | Commissioner: Bill Gilbert  | Commissioner: Daylen Howard         |
| Vice-chair: Lance Omer      | Commissioner: Nicole Reyna  | Executive Director: Lizzie Fredrick |
| Mayor: Robert J. Teich, Jr. | Commissioner: Josh Ardelean |                                     |
| Commissioner: Emily Olson   |                             |                                     |

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

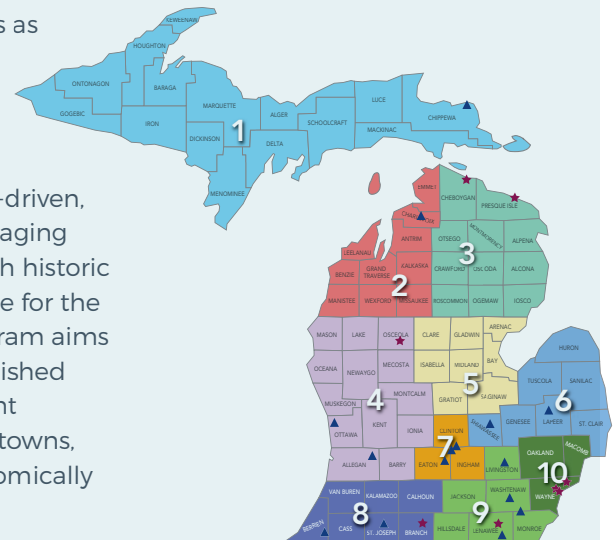


## Michigan Main Street

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.

## Our MMS Communities



★ Select Level    ▲ Master Level



**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

[www.miplace.org](http://www.miplace.org)