

AGENDA

OWOSSO MAIN STREET & DDA

REGULAR BOARD MEETING

Wednesday, January 8, 2025; 7:30 a.m.

Owosso City Hall; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Call to order and roll call:

Review and Approval of Agenda: January 8, 2025

Review and Approval of Minutes: December 4, 2024

Public Comments:

Reports:

- Check Disbursement Report
- Revenue and Expenditure Report
- Delinquent Loan
- ChargePoint Report
- Fiscal Year 2024 Tax Increment Financing Report
- Fiscal Year 2024 Impact Report

Informational Meeting: Pursuant to Public Act 57 of 2018

Items of Business:

- 1) Owosso Main Street Strategic Plan
Master Plan Implementation Goals: 2.2, 4.22, 6.10

Committee Updates:

- Organization (Ardelean, Woodworth & Gilbert)
- Promotion (Davis)
- Economic Vitality (Omer, Howard & Teich)
- Design (Fredrick)

Director Updates:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours' notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

**REGULAR MEETING MINUTES OF THE
OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF OWOSSO**

December 4, 2024, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Bill Gilbert at 7:30 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Chair Bill Gilbert, Vice-Chair Lance Omer and Commissioners Daylen Howard, Jill Davis, Emily Olson, Mayor Robert J. Teich Jr. and Josh Ardelean. Ardelean left at 7:57 A.M. and returned at 8:29 A.M.

ABSENT: Commissioner Dakota Woodworth

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY OLSON SUPPORTED BY HOWARD TO APPROVE THE DECEMBER 4, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY HOWARD, SUPPORTED BY OMER TO APPROVE THE NOVEMBER 6, 2024, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: None

REPORTS: Fredrick presented the financial reports and highlighted the Draft Audit for Fiscal Year 2023-2024.

Gilber asked Fredrick to determine if the Electric Vehicle Charging Stations are breaking even, losing money, or making a profit.

Omer noted an increase in revenue from October to November.

Olson acknowledged that November 10th had seven charging sessions.

ITEMS OF BUSINESS:

- 1. 2025 OMS & DDA Meeting Schedule:** Fredrick presented the OMS & DDA Meeting Schedule and noted that the Board will meet on the second Wednesday of the month in January and July due to holidays falling within the first week of those two months.

MOVED BY GILBERT, SUPPORTED BY ARDELEAN TO ADOPT THE 2025 OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY MEETING SCHEDULE.

**AYE: ALL
MOTION CARRIED**

2. **2025 Sponsor Guide:** Gilbert presented the 2025 Sponsor Guide created by the Organization Committee, which includes year-long and one-time sponsorship opportunities.

Olson asked if the Organization Committee will attribute a value system for recognition of each volunteer's fundraising efforts.

3. **2025 Michigan Main Street Technical Assistance Service:** Fredrick presented the MMS Technical Assistance Request Form and the Idea Factory Report for Downtown Bound Brook.

**MOVED BY ARDELEAN, SUPPORTED BY HOWARD TO APPLY FOR THE IDEA FACTORY REPORT AS THE FIRST CHOICE FOR THE ANNUAL MAIN STREET TECHNICAL ASSISTANCE SERVICE AND THE MAIN 5 COMMUNICATION PLAN AS THE SECOND CHOICE FOR THE MAIN STREET TECHNICAL ASSISTANCE SERVICE.
AYE: ALL
MOTION CARRIED**

4. **2025-2030 Strategic Plan:** Fredrick presented the Draft Strategic Plan including implementation plans identifying the responsible committees and time frame for each action.

Davis noted the importance of regularly revisiting the Strategic Plan for accountability purposes.

COMMITTEE UPDATES:

1. **Organization:** Gilbert confirmed that the Organization Committee will be tracking excused and unexcused absences for Board Members at Board meetings and Committee meetings.
Gilbert asked the Board to stay true to the commitment they made to attending Board and Committee meetings.
Gilbert confirmed Allie McGuire's resignation from the Board.
2. **Promotion:** Davis provided updates on the Chocolate Walk including a ticket price increase to accommodate credit card processing fees, an increase in the quantity of tickets available to accommodate more guests, and an increase in the length of the event to allow more time for guests to visit all participating businesses.
Fredrick confirmed that the prizes for the Glow Parade will be gift cards to downtown businesses.
Board discussed the addition of fireworks to the Glow Owosso event being a positive decision and the visibility based on the spectator's location.
Gilbert recommended hosting an information session for businesses participating in the Chocolate Walk to help them strategize how to handle the day of the event and maximize their investment.
Olson suggested that businesses could create a promo code for Chocolate Walk guests to return and use at their business on a later date.
3. **Design:** Fredrick shared that the November Design Committee meeting was dedicated to the Fountain Park Seasonal Expansion and that the plan is to have a presentation compiled from the Design and Promotion Committees to answer questions, alleviate concerns, and help community members envision the gathering space and events that would be created with this project.
4. **Economic Vitality:** Howard noted that the Revolving Loan & Grant Program applications and scoring matrix have been finalized with the next revisions scheduled for the end of spring 2025 and that the program marketing is next on the Committee's agenda.

Fredrick confirmed that the Revolving Loan & Grant Program revisions were approved by the City Council.

DIRECTOR UPDATES: Fredrick confirmed that the City Council approved the Social District Expansion.

BOARD COMMENTS: Olson shared that the Main Street holiday décor is almost complete besides wreathes for City Hall, lights for the City Hall Christmas trees, and that she would like lights to highlight the nutcrackers.

Teich noted there have been a lot of compliments on the nutcrackers.

Howard acknowledged everyone did a fantastic job with the Glow Owosso event.

Teich shared that the Glow Committee and Public Safety Department are looking into relocating the Glow Parade route to Main Street to better accommodate the growth of the parade and audience.

Olson suggested purchasing igloos and having them for a VIP Glow Experience.

ADJOURNMENT:

**MOVED BY OLSON, SUPPORTED BY ARDELEAN TO ADJOURN AT 8:35 A.M.
AYES: ALL
MOTION CARRIED**

NEXT MEETING JANUARY 8, 2024.

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
12/06/2024	1	11249 (A)	AMAZON CAPITAL SERVICES	DDA 112-6943076-2774663	818.000	706	136.77
12/06/2024	1	11272 (A)	MICHIGAN MUNICIPAL RISK MANAGEMENT	JULY 1-6-30-2025 SECOND PAYMENT	810.000	200	2,770.71
				JULY 1-6-30-2025 SECOND PAYMENT	810.000	200	250.00
				CHECK 1 11272 (A) TOTAL FOR FUND 248:			<u>3,020.71</u>
12/06/2024	1	11278 (A)	REPUBLIC SERVICES INC	4YD DUMPSTER PICKED UP WEEKLY - DDA	818.000	200	104.34
12/06/2024	1	137869	AZEE BUSINESS SOLUTIONS LLC	GLOW 5K SHIRTS	818.750	705	1,526.75
12/06/2024	1	137872	EDWARD BEDELL II	GLOW CARRIAGE RIDES	818.750	705	800.00
12/06/2024	1	137889#	SHATTUCK SPECIALTY ADVERTISING	4" DIE CAST MEDALS	818.750	705	473.20
				FULL COLOR NECK RIBBON (1 1/2"X40)	818.750	705	114.40
				MEDAL W/ PRINTED INSERT 2" W/RIBBON	818.750	705	108.50
				NEW 2" DECAL ON PROVIDED SILVER MEDALS	818.750	705	42.00
				STAND UP PLAQUE 7 3/4"X5" W/ RUNNER	818.750	705	64.00
				12X96 HAPPY HOLIDAYS FLAG POLE BANNER	818.000	706	160.00
				CHECK 1 137889 TOTAL FOR FUND 248:			<u>962.10</u>
12/06/2024	1	137894	SOUND WAVZ	GLOW DJ	818.750	705	500.00
12/06/2024	1	137899	WIN'S ELECTRICAL SUPPLY OF OWOSSO	NOV.	930.000	200	402.71
12/06/2024	1	137900	WOLVERINE FIREWORKS DISPLAY INC	GLOW OWOSSO FIREWORKS	818.750	705	3,000.00
12/20/2024	1	11293 (A)	BRUCKMAN'S MOVING & STORAGE	15X40 MONTHLY STORAGE UNIT	818.000	200	200.00
12/20/2024	1	11297 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	612.25
12/20/2024	1	11305 (A)	H & G IRRIGATION LLC	SOUTH - IRRIGATION WINTERIZATION	930.000	200	200.00
				NORTH - IRRIGATION WINTERIZATION	930.000	200	800.00
				HOURLY LABOR FOR MAINTENANCE INSPECTION	930.000	200	400.00
				CHECK 1 11305 (A) TOTAL FOR FUND 248:			<u>1,400.00</u>
12/20/2024	1	11332 (A)	VERIZON WIRELESS	DDA	920.300	200	43.34
12/20/2024	1	11337 (E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	17.00

01/02/2025 02:58 PM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 11/26/2024 - 12/31/2024

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
12/20/2024	1	137914	H K ALLEN PAPER CO	NOV.	930.000	200	312.00
12/20/2024	1	137918	HOME DEPOT CREDIT SERVICES	NOVEMBER 2024 PURCHASES	818.000	706	395.38
				NOVEMBER 2024 PURCHASES	818.000	706	96.58
				CHECK 1 137918 TOTAL FOR FUND 248:			<u>491.96</u>
12/20/2024	1	137927	MCLAREN RENT ALL	LIFT RENTAL FOR TREE INSTALL & REMOVAL	818.750	705	324.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			13,853.93

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

PERIOD ENDING 01/31/2025

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BGDG USED
		AMENDED BUDGET	NORMAL	01/31/2025 (ABNORMAL)	MONTH 01/31/2025 INCREASE (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000 - REVENUE								
248-000-402.000	GENERAL PROPERTY TAX	38,963.00		28,612.57	0.00	10,350.43		73.44
248-000-402.100	TIF	234,378.00		0.00	0.00	234,378.00		0.00
248-000-540.000	STATE SOURCES	0.00		0.00	0.00	0.00		0.00
248-000-540.000-MATCHMAIN2	STATE SOURCES	0.00		0.00	0.00	0.00		0.00
248-000-540.000-MATCHMAIN3	STATE SOURCES	0.00		0.00	0.00	0.00		0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	21,478.00		26,454.48	0.00	(4,976.48)		123.17
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00		0.00	0.00	0.00		0.00
248-000-665.000	INTEREST INCOME	5,000.00		3,953.13	0.00	1,046.87		79.06
248-000-670.000	LOAN PRINCIPAL	0.00		0.00	0.00	0.00		0.00
248-000-670.100	LOAN INTEREST	1,577.00		795.34	0.00	781.66		50.43
248-000-674.200	DONATIONS	0.00		0.00	0.00	0.00		0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00		0.00	0.00	0.00		0.00
248-000-674.400	INCOME-PROMOTION	15,000.00		7,778.00	0.00	7,222.00		51.85
248-000-674.500	INCOME-ORGANIZATION	0.00		0.00	0.00	0.00		0.00
248-000-674.600	INCOME-DESIGN	0.00		635.00	0.00	(635.00)		100.00
248-000-674.700	EV STATION REVENUE	2,400.00		3,677.88	0.00	(1,277.88)		153.25
248-000-675.000	MISCELLANEOUS	0.00		0.00	0.00	0.00		0.00
248-000-699.101	TRANSFERS FROM GENERAL FUND	35,133.00		16,898.32	0.00	18,234.68		48.10
248-000-699.287	ARPA TRANSFER IN	0.00		0.00	0.00	0.00		0.00
Total Dept 000 - REVENUE		353,929.00		88,804.72	0.00	265,124.28		25.09
TOTAL REVENUES		353,929.00		88,804.72	0.00	265,124.28		25.09
Expenditures								
Dept 200 - GEN SERVICES								
248-200-728.000	OPERATING SUPPLIES	500.00		1,967.73	0.00	(1,467.73)		393.55
248-200-751.000	GAS & OIL	0.00		0.00	0.00	0.00		0.00
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00		0.00	0.00	0.00		0.00
248-200-810.000	INSURANCE & BONDS	2,994.00		3,020.71	0.00	(26.71)		100.89
248-200-818.000	CONTRACTUAL SERVICES	30,000.00		8,799.34	0.00	21,200.66		29.33
248-200-818.500	AUDIT	1,221.00		0.00	0.00	1,221.00		0.00
248-200-920.000	UTILITIES	2,955.00		611.25	0.00	2,343.75		20.69
248-200-920.100	ELECTRICITY-EV STATION	2,400.00		2,014.78	0.00	385.22		83.95
248-200-920.300	TELEPHONE	520.00		216.65	0.00	303.35		41.66
248-200-930.000	BUILDING MAINTENANCE - DPW	20,000.00		7,841.59	0.00	12,158.41		39.21
248-200-940.000	EQUIPMENT RENTAL - DPW	8,000.00		4,450.29	0.00	3,549.71		55.63
248-200-955.000	MEMBERSHIPS & DUES	800.00		0.00	0.00	800.00		0.00
248-200-956.000	EDUCATION & TRAINING	3,000.00		427.87	0.00	2,572.13		14.26
248-200-969.000	DEVELOPER REIMBURSEMENT	33,690.00		0.00	0.00	33,690.00		0.00
248-200-995.101	TRANSFER TO GENERAL FUND	134,024.00		7,830.63	0.00	126,193.37		5.84
Total Dept 200 - GEN SERVICES		240,104.00		37,180.84	0.00	202,923.16		15.49
Dept 261 - GENERAL ADMIN								
248-261-702.100	SALARIES	66,608.00		31,982.05	0.00	34,625.95		48.02
248-261-702.200	WAGES	250.00		19.00	0.00	231.00		7.60
248-261-702.300	OVERTIME	1,000.00		256.41	0.00	743.59		25.64
248-261-702.800	ACCRUED SICK LEAVE	0.00		0.00	0.00	0.00		0.00
248-261-703.000	OTHER COMPENSATION	0.00		0.00	0.00	0.00		0.00

PERIOD ENDING 01/31/2025

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GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGDG USED
		AMENDED BUDGET	01/31/2025 (NORMAL (ABNORMAL))	MONTH 01/31/2025 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-715.000	SOCIAL SECURITY (FICA)	5,191.00	2,464.59	0.00	2,726.41	47.48
248-261-716.100	HEALTH INSURANCE	7,703.00	3,858.20	0.00	3,844.80	50.09
248-261-716.200	DENTAL INSURANCE	576.00	177.48	0.00	398.52	30.81
248-261-716.300	OPTICAL INSURANCE	62.00	24.18	0.00	37.82	39.00
248-261-716.400	LIFE INSURANCE	526.00	260.37	0.00	265.63	49.50
248-261-716.500	DISABILITY INSURANCE	837.00	413.46	0.00	423.54	49.40
248-261-717.000	UNEMPLOYMENT INSURANCE	25.00	0.00	0.00	25.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	5,995.00	2,892.24	0.00	3,102.76	48.24
248-261-719.000	WORKERS' COMPENSATION	406.00	219.06	0.00	186.94	53.96
Total Dept 261 - GENERAL ADMIN		89,179.00	42,567.04	0.00	46,611.96	47.73
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	250.00	28.00	0.00	222.00	11.20
248-704-818.000	WORK PLAN EXPENDITURE	500.00	834.47	0.00	(334.47)	166.89
Total Dept 704 - ORGANIZATION		750.00	862.47	0.00	(112.47)	115.00
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	400.00	0.00	0.00	400.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	5,000.00	250.67	0.00	4,749.33	5.01
248-705-818.730	ART WALK	0.00	0.00	0.00	0.00	0.00
248-705-818.750	GLOW	6,500.00	6,997.85	0.00	(497.85)	107.66
248-705-818.760	RETAIL EVENTS	150.00	0.00	0.00	150.00	0.00
248-705-818.770	MOTORCYCLE DAYS	2,500.00	1,389.50	0.00	1,110.50	55.58
248-705-818.780	CHOCOLATE WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.790	NYE BLOCK PARTY	0.00	0.00	0.00	0.00	0.00
Total Dept 705 - PROMOTION		15,050.00	8,638.02	0.00	6,411.98	57.40
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	7,000.00	2,209.60	0.00	4,790.40	31.57
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		7,000.00	2,209.60	0.00	4,790.40	31.57
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	1,500.00	300.00	0.00	1,200.00	20.00
248-707-818.000-MATCHMAIN2	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-MATCHMAIN3	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-MTCHONMAIN	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-VIBRANCY22	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
Total Dept 707 - ECONOMIC VITALITY		1,500.00	300.00	0.00	1,200.00	20.00
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
248-901-965.585-DDASTRLITE	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 01/31/2025

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	01/31/2025 NORMAL (ABNORMAL)	MONTH 01/31/2025 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-905-992.000	PAYING AGENT FEES	0.00	0.00	0.00	0.00	0.00
248-905-993.000	INTEREST	0.00	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00	0.00	0.00	0.00	0.00
Dept 966 - TRANSFERS OUT						
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00	0.00	0.00	0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		353,583.00	91,757.97	0.00	261,825.03	25.95
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		353,929.00	88,804.72	0.00	265,124.28	25.09
TOTAL EXPENDITURES		353,583.00	91,757.97	0.00	261,825.03	25.95
NET OF REVENUES & EXPENDITURES		346.00	(2,953.25)	0.00	3,299.25	853.54

Delinquent Loan Report

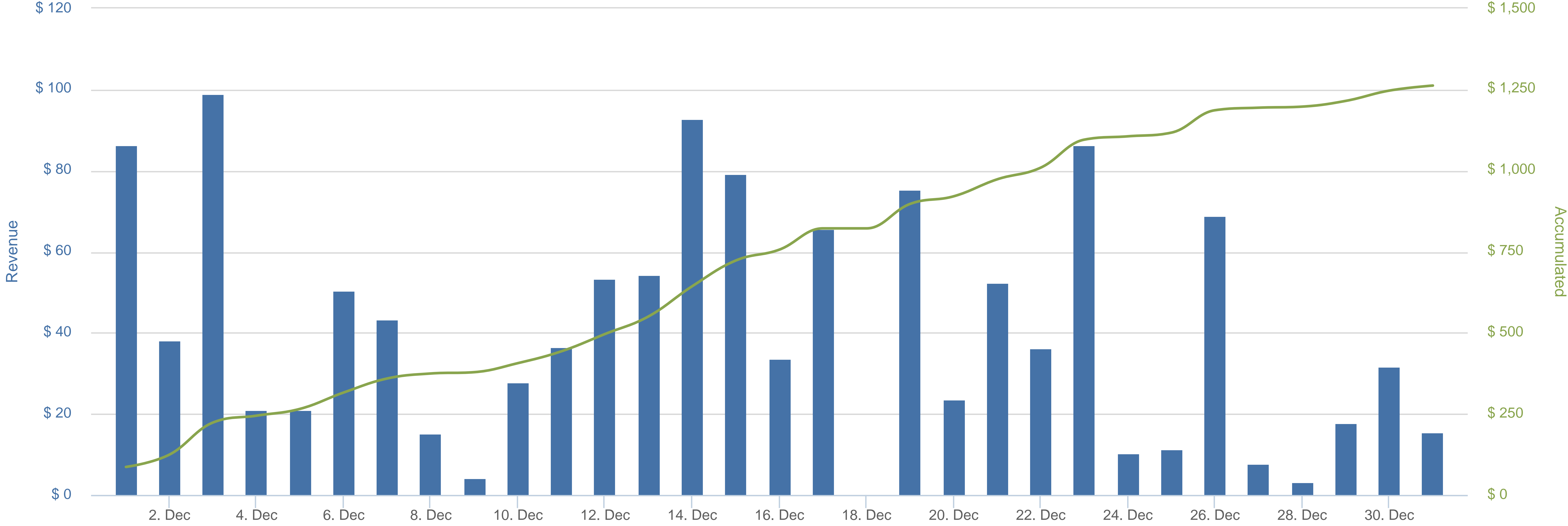
Customer Code	Customer Name		Loan #	Loan Type
Invoice #	Post Date	Due Date	Amount Due	
050-470-021-012-00	WESENER BUILDING, LLC		00051	DDA/MAINSTREET LOAN
0000007495	11/04/2024	12/06/2024	512.99	
		Total Due:	512.99	

Revenue 12/1/24 - 12/31/24

\$1,262.21

Revenue

Accumulated

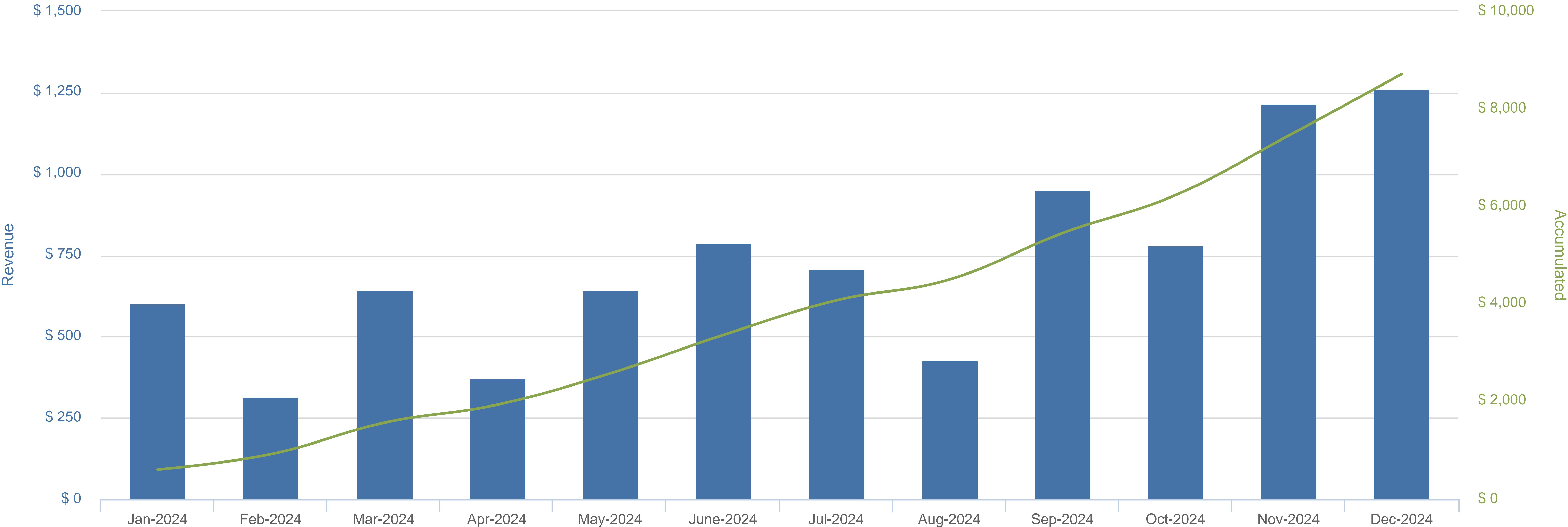


Revenue 1/1/24 - 12/31/24

\$8,710

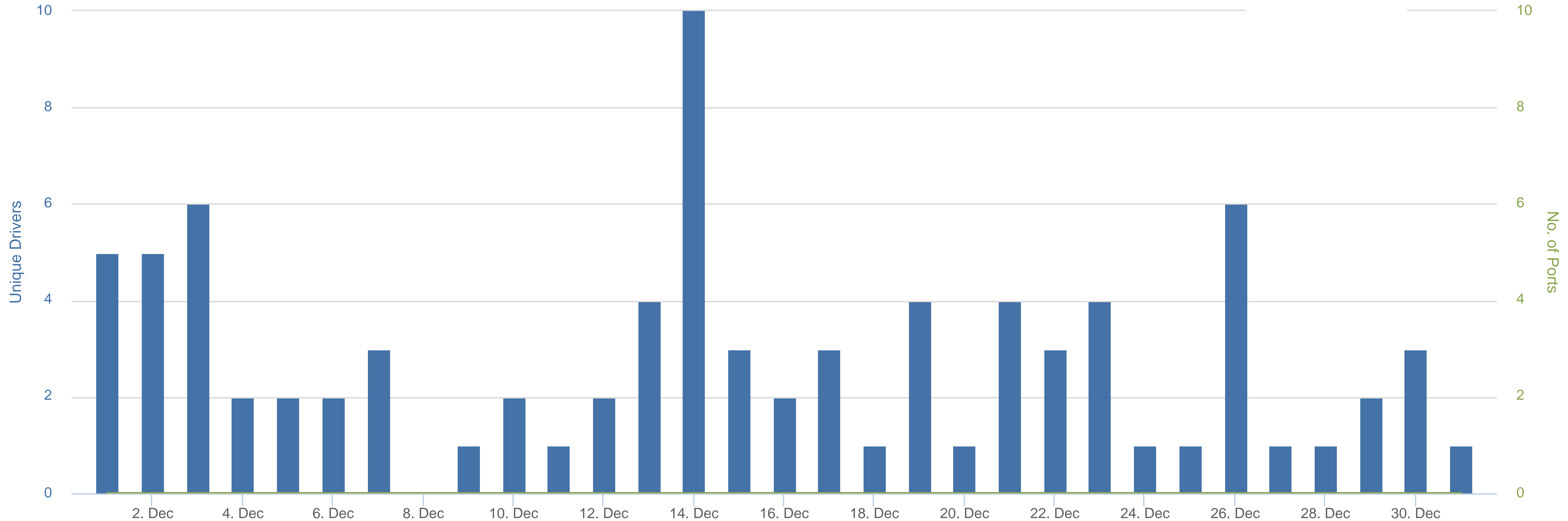
Revenue

Accumulated



Unique Drivers 12/1/24 - 12/31/24

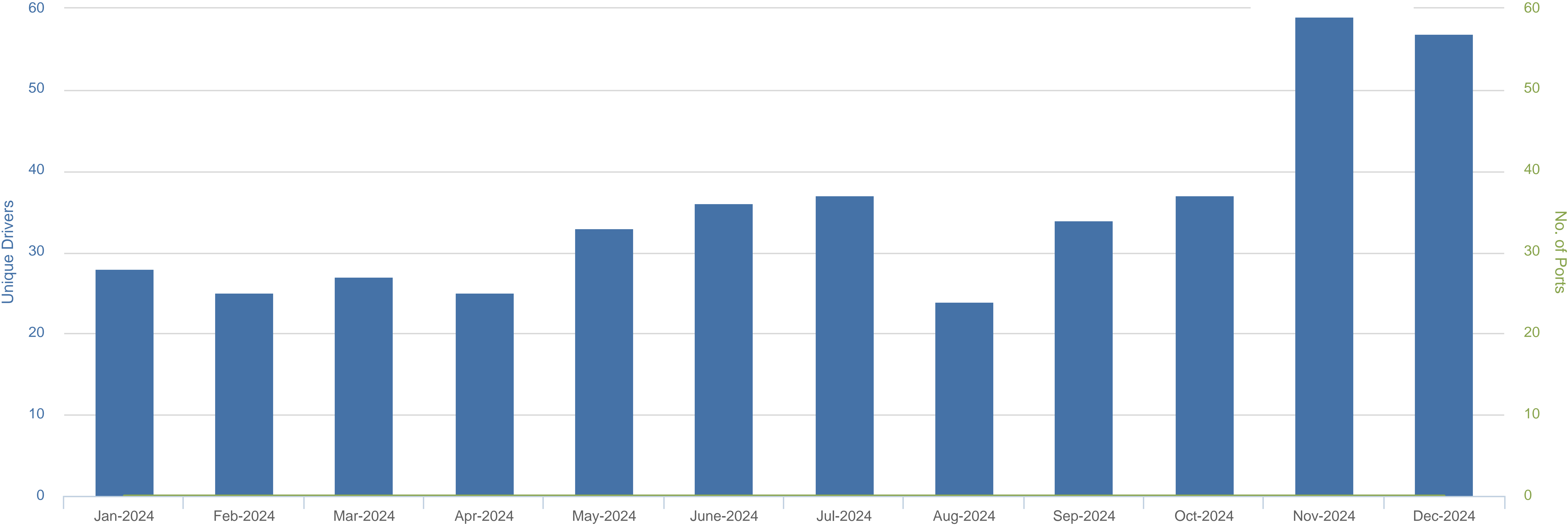
■ Unique Drivers
— No. of Ports



Unique Drivers 1/1/24 - 12/31/24

271

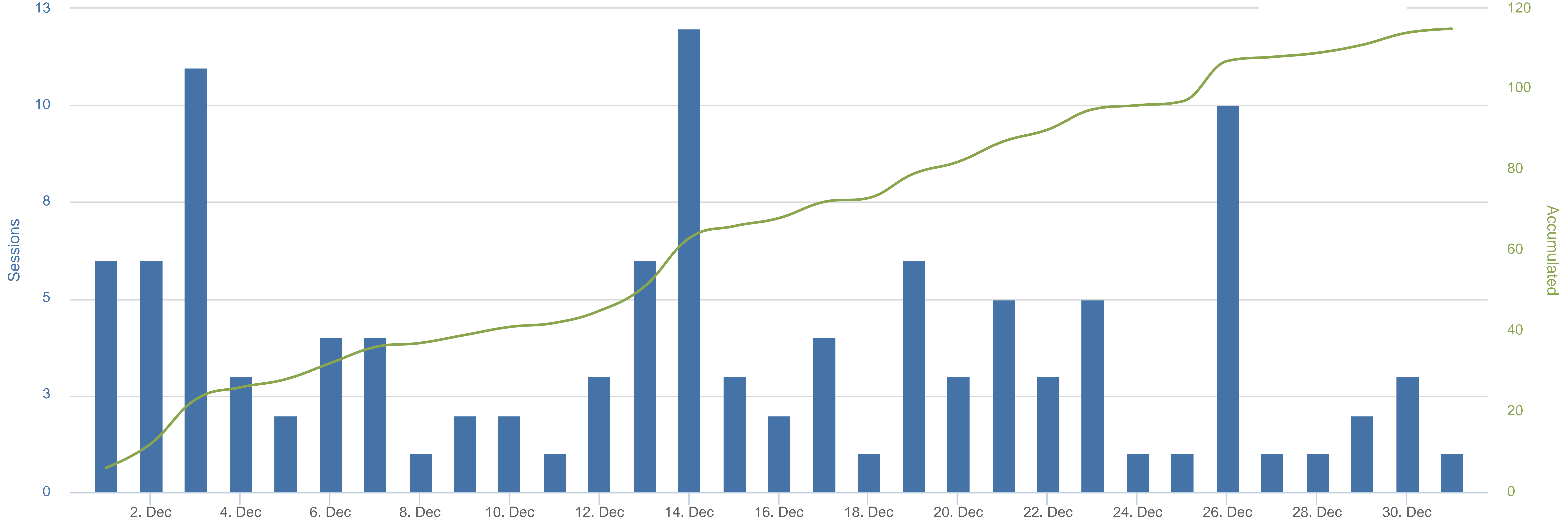
Unique Drivers
No. of Ports



Sessions 12/1/24 - 12/31/24

115

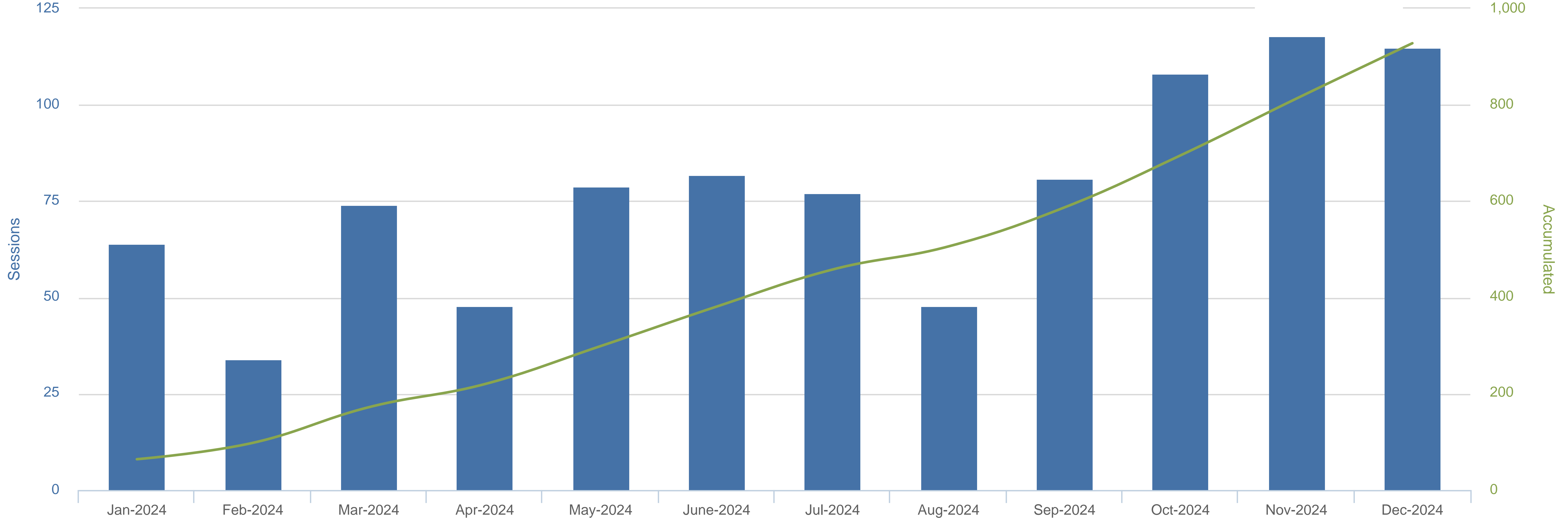
Sessions
Accumulated



Sessions 1/1/24 - 12/31/24

928

Sessions
Accumulated



Annual Report on Status of Tax Increment Financing Plan

Send completed form to: Treas-StateSharePropTaxes@michigan.gov <small>Issued pursuant to 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of authority's fiscal year ending in 2024. MCL 125.4911(2)</small>	City of Owosso	TIF Plan Name	2024
	Downtown Development Authority		
	Year AUTHORITY (not TIF plan) was created:	1984	
	Year TIF plan was created or last amended to extend its duration:	2003	
	Current TIF plan scheduled expiration date:	2029	
	Did TIF plan expire in FY24?	No	
	Year of first tax increment revenue capture:	2002	
	Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?	No	
	If yes, authorization for capturing school tax:		
	Year school tax capture is scheduled to expire:	N/A	

Revenue:	Tax Increment Revenue	\$ 218,644
	Property taxes - from DDA millage only	\$ 33,008
	Interest	\$ 6,270
	State reimbursement for PPT loss (Forms 5176 and 4650)	\$ 24,228
	Other income (grants, fees, donations, etc.)	\$ 88,895
	Total	\$ 371,045

	Revenue Captured	Millage Rate Captured
From counties	\$ 54,002	5.4220
From cities	\$ 136,370	13.6919
From townships	\$ -	
From villages	\$ -	
From libraries (if levied separately)	\$ -	
From community colleges	\$ -	
From regional authorities (type name in next cell)	Med Care \$ 19,599	1.9679
From regional authorities (type name in next cell)	Vet Voted/Vet PA214 \$ 2,940	0.2956
From regional authorities (type name in next cell)	SATA/Seniors/MSU Ext \$ 5,733	0.5760
From local school districts-operating	\$ -	
From local school districts-debt	\$ -	
From intermediate school districts	\$ -	
From State Education Tax (SET)	\$ -	
From state share of IFT and other specific taxes (school taxes)	\$ -	
Total	\$ 218,644	

Expenditures	
Community and Economic Development	\$ 280,817
Capital Outlay	\$ 32,059
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
Transfers to other municipal fund (list fund name)	\$ -
Transfers to other municipal fund (list fund name)	\$ -
Transfers to General Fund	\$ -
Total	\$ 312,876

Total outstanding non-bonded indebtedness	
Principal	\$ 21,643
Interest	\$ 413
Total	\$ 22,056

Bond Reserve Fund Balance	\$ -
Unencumbered Fund Balance	\$ 187,326
Encumbered Fund Balance	\$ -

PROPERTY CATEGORY	Current Taxable Value	Initial (base year) Assessed Value	Captured Value	Overall Tax rates captured by TIF plan	
				▼	TIF Revenue
Ad valorem PRE Real	\$ 391,383	\$ 250,080	\$ 141,303	21.9534000	\$3,102.08
Ad valorem non-PRE Real	\$ 18,001,890	\$ 8,062,163	\$ 9,939,727	21.9534000	\$218,210.80
Ad valorem industrial personal	\$ -	\$ -	-	0.0000000	\$0.00
Ad valorem commercial personal	\$ 820,700	\$ 592,232	\$ 228,468	21.9534000	\$5,015.65
Ad valorem utility personal	\$ 564,200	\$ 120,000	\$ 444,200	21.9534000	\$9,751.70
Ad valorem other personal	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility real property, 0% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility real property, 50% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility real property, 100% SET exemption	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property on industrial class land	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property on commercial class land	\$ -	\$ -	-	0.0000000	\$0.00
IFT New Facility personal property, all other	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Facility Tax New Facility	\$ -	\$ -	-	0.0000000	\$0.00
IFT Replacement Facility (frozen values)	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Facility Tax Restored Facility (frozen values)	\$ -	\$ -	-	0.0000000	\$0.00
Commercial Rehabilitation Act	\$ -	\$ -	-	0.0000000	\$0.00
Neighborhood Enterprise Zone Act	\$ -	\$ -	-	0.0000000	\$0.00
Obsolete Property Rehabilitation Act	\$ (794,238)	\$ -	(794,238)	21.9534000	(\$17,436.23)
Eligible Tax Reverted Property (Land Bank Sale)	\$ -	\$ -	-	0.0000000	\$0.00
Exempt (from all property tax) Real Property	\$ -	\$ -	\$ -	0.0000000	\$0.00
Total Captured Value		\$ 9,024,475	\$ 9,959,460	Total TIF Revenue	\$218,644.00

DOWNTOWN 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.

2025 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

221.7k Visitors

9.6% Increase in property values (2023-2024)

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



TRANSFORMING OWOSSO'S DOWNTOWN



Celebrating downtown Owosso's exceptional businesses, the "Business of the Month" program spotlights and honors local success stories, fostering community pride and economic vitality.



The Downtown Owosso Hype Team sparked local excitement, spotlighting businesses and events through authentic social media highlights that boosted small business visibility.



With support from the Match on Main program, Taphouse Meat Market opened its doors, offering specialty meats, cheeses, and curated food supplies in downtown Owosso.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$1,756,767

Program to date: \$24,898,558



9 Façade & Building Improvements
Program to date: 414



12 New Businesses
Program to date: 104

Community Profile

City of Owosso | 2024



Population
14,562



Households
6,249



Median HH Income
\$51,801



Median Age
38.6 years



Housing Units
6,751



92% Housing is occupied
60% Owner-occupied
32% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving Loan & Grant program
- Business of the Month program
- Match on Main Grant
- Downtown Owosso Hype Team
- #ExploreOwosso Passport Program
- Grow with Google trainings
- Greater Lansing Area Moms Downtown Owosso Day Trip marketing campaign
- Retail Merchandising Training series

"Whether their stopping in to find a unique gift, enjoying our sweet treats, or telling friends and family about their new favorite store, we couldn't do this without the downtown community."

– **Tori Hall, owner, MI Favorite Store (formerly Apple Tree Lane)**

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,457	26,061	53,110
Households	6,214	11,229	22,127
Median HH Income	\$51,558	\$53,177	\$61,437

In-demand Businesses

Food & Drink

- Breakfast/brunch restaurant
- Farm-to-table restaurant
- Brick-oven pizzeria
- Italian restaurant
- Steak house

Shopping & Retail

- Arts, crafts and hobbies
- Book store
- General/variety store
- Vintage/antique store
- Specialty foods

#ExploreOwosso: A Passport Adventure

The #ExploreOwosso Passport Program transformed downtown into an exciting scavenger hunt, leading participants to discover unique landmarks and photo-worthy spots. Community members and visitors snapped photos, shared them on social media with #ExploreOwosso, and collected stamps from local businesses. Thanks to Michigan Main Street's Vibrancy Grant, participants earned prizes, from Downtown Owosso swag to gift baskets, while connecting with local businesses and exploring all that downtown has to offer.



2024 Pulse of Downtown



- 56%** Visit downtown Owosso most often for dining
- 27%** Described recent trends in downtown Owosso as improving or making progress
- 47%** Said the frequency of their visits to downtown Owosso increased or stayed the same during the past year

Social Connection



12,005+
Facebook Followers

1,945+
Instagram Followers

Volunteer Connection



1,620
Volunteer hours in 2023–2024

37,567
Volunteer hours
(Program to date)

\$51,176
Volunteer value in 2023–2024

\$1,186,742
Volunteer value
(Program to date)



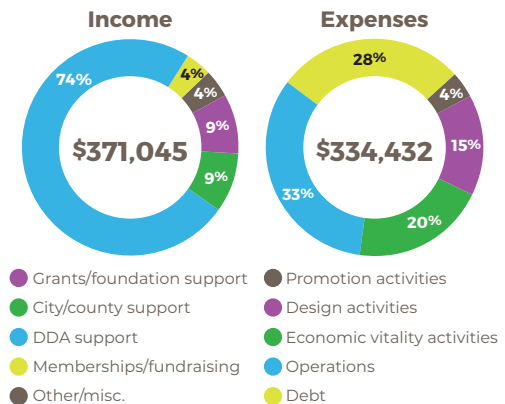
VOLUNTEER SPOTLIGHT

“Playing a part in keeping our beautiful city a special place for residents and visitors alike has been a passion worthwhile for me and my family.”

—Levi Perry, owner, Studio Seven Twenty



In the Numbers



DOWNTOWN ALIVE

Owosso Main Street Events 2023-24

11,341

Est. event attendance

- Glow Owosso
- NYE Block Party
- Chocolate Walk
- Owosso Vintage Motorcycle Days
- OatFest
- Mini Golf Madness
- Summer Sidewalk Sales
- Spring & Fall Community Cleanups



OatFest



Owosso Vintage Motorcycle Days



Mini Golf Madness



Glow Owosso

“Owosso Main Street has been instrumental in hosting community gathering events, beautifying downtown, and creating exciting promotional opportunities for businesses. We strive to help downtown thrive through projects and programs that are enthusiastically received.”

—Bill Gilbert, owner, Gilberts Hardware & Appliance; Owosso Main Street Board Chair

Owosso’s Board of Directors

Chair: Bill Gilbert	Commissioner: Emily Olson	Commissioner: Jill Davis
Vice-chair: Lance Omer	Commissioner: Daylen Howard	Commissioner: Dakota Woodworth
Mayor: Robert J. Teich, Jr.	Commissioner: Allié McGuire	Executive Director: Lizzie Fredrick
Commissioner: Josh Ardelean		

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total Public Investment

\$152,552,988

Program to date



30,094

2023-24 Volunteer Hours

922,796

Program to date



136

2023-24 New Businesses

2,033

Program to date



117

2023-24 Façade & Building Improvements

2,934

Program to date

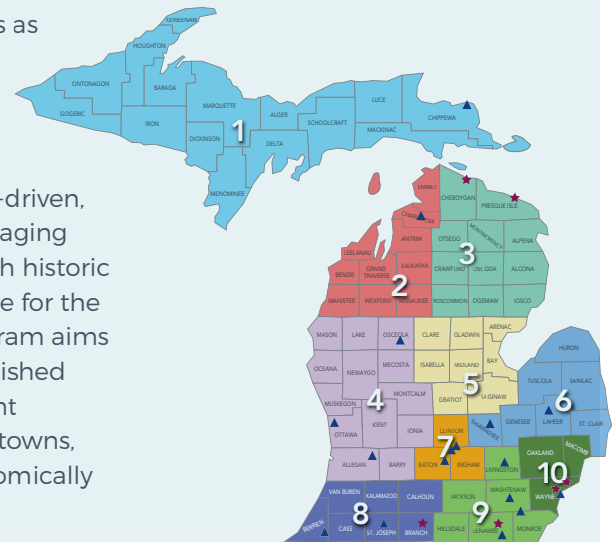


Michigan Main Street

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

OWOSSO
MAIN STREET

City of Owosso
Downtown Development Authority
Informational Meeting
January 8, 2025



PA 57 of 2018

Informational Meetings Sec. 910 (4)

The State requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year.

They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

legislature.mi.gov/



OWSSO
MAIN STREET

Board of Directors

Bill Gilbert, Chair

Lance Omer, Vice Chair

Mayor Robert J. Teich, Jr.

Josh Ardelean

Daylen Howard

Jill Davis

Dakota Woodworth

Vacancy

Vacancy



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TIF and Development Plan

The goals and direction of the Owosso DDA are defined by the Tax Increment Financing and Development Plan first created in 1984 and amended in 2003.

The full document is available on our website, as required by law.

<https://www.ci.owosso.mi.us/Government/Downtown-Development-Authority>

<https://www.ci.owosso.mi.us/Portals/0/DDA-TIF%20Plan.pdf>



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Goals and Direction

City of Owosso Master Plan

<https://www.ci.owosso.mi.us/Portals/0/Files/Minutes-Agendas/Planning-Commission/2021%20Owosso%20Master%20Plan%20low%20res.pdf>

City of Owosso Capital Improvement Plan

<https://www.ci.owosso.mi.us/Portals/0/Files/Documents/CIP%202024%20-%20Council%20Draft%20-%20FINAL%20reduced.pdf>

OMS Transformation Strategies

Day Tripper Tourism & Residential Development

2024 Main Street Technical Service

2025-2029 Strategic Plan



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Recap

Impact Report for Fiscal Year 2024

<https://www.ci.owosso.mi.us/Portals/0/Files/Documents/MMS IMPACT 2025-Owosso FINAL.pdf>

TIF Report for Fiscal Year 2024

<https://www.ci.owosso.mi.us/Portals/0/Files/Documents/Owosso%20FY24%20TIF%20District%20OPA%2057%20Annual%20Report.pdf>



OWOSSO
MAIN STREET

Design Projects

- Flower Hanging & Bridge Baskets
- Main Street Plaza & Pocket Park Beautification
- Streetlight & Sidewalk Replacements
 - Washington, Comstock, Park, and Main Street
- Irrigation, Weeding, Pruning & Tree Trimming Services
- Fall & Winter Décor
- Holiday Light Installation



Owosso Main Street Events

- Yoga on the Lawn Series
- Owosso Vintage Motorcycle Days
- Downtown Fall Cleanup
- Mini Golf Madness
- Volunteer Appreciation Party
- Glow Owosso



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MAIN STREET

Economic Vitality

Business of the Month Program

August – Fitness Coliseum

September – Blu Ashe

October – MI Favorite Store

November – Lebowsky Center for Performing Arts

December – Rooted Merchant

January – The Sideline Sports Bar

Grants

Match on Main - \$24,830.71

- Oak and Ivory Clothing Co.

Revolving Loan & Grant Program

Lapeer Development Corporation Partnership
Program Relaunch



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Educational Training

Digital Trainings for Main Street Businesses

Webinar series facilitated by the Main Street America Small Biz Digital Trainers

- Building Your Digital Footprint
- Managing Your Online Presence & Developing a Marketing Plan
- Cultivating the Entrepreneurial Mindset
- How to Master Soft Skills for Small Business Success

Match on Main Info Session

<https://downtownowosso.org/business-development-resources>



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New Businesses

- The Mattesons Photography
- Sakura Japanese, Thai and Spirit
- Marketplace on Washington
- Etcetera
- MI Turning Point Thrift Store



<https://downtownowosso.org/main-street-directory>

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Communications

Websites

<https://downtownowosso.org>

<https://www.ci.owosso.mi.us/Government/Downtown-Development-Authority>

Downtown Construction Updates

<https://downtownowosso.org/construction>

Community Newsletter

<https://downtownowosso.org/#newsletter>

Business Owner Newsletter

Event Calendar

<https://downtownowosso.org/events>

Facebook <https://www.facebook.com/downtownowosso>

Instagram

<https://www.instagram.com/downtownowosso>

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MAIN STREET

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ONLINE
& STAY
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on Instagram @DowntownOwosso



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Future Projects

- Transformation Strategy Update
- Main Street Plaza Masonry Repair 2.0
- Main Street Plaza Landscaping Project
- Business Owner Meetups & Info Sessions
- Lebowsky Public Art Project
- Fountain Park Seasonal Expansion
- 3rd Thursdays at the Fountain
- Irrigation Repairs
- Ground Flowers & Planter Removals



OWSSO
MAIN STREET

Questions?

Contact:

Lizzie Fredrick
Executive Director
Owosso Main Street &
Downtown Development Authority
City of Owosso
lizzie.fredrick@ci.owosso.mi.us

For more information, visit: www.downtownowosso.org

www.ci.owosso.mi.us/Government/Downtown-Development-Authority



OWOSSO
MAIN STREET



301 W. MAIN ▪ OWOSSO, MICHIGAN 48867 ▪ (989) 725-0570 ▪ FAX (989) 723-8854

MEMORANDUM

DATE: January 8, 2025

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: Owosso Main Street 2025-2029 Strategic Plan

BACKGROUND:

On October 18, 2024, a Strategic Planning session was held with Place + Main Advisors, Michigan Main Street, and the Owosso Main Street & Downtown Development Authority Board of Directors to review stakeholder input, refine the OMS & DDA Vision and Mission Statements, and to establish goals for the next five years.

Attached is the final version of the OMS 2025-2029 Strategic Plan including updated versions of the Vision and Mission Statements and four goals with implementation action plans assigned to the four OMS Committees.

FISCAL IMPACT:

None.

MOTION TO CONSIDER:

To adopt the Owosso Main Street 2025-2029 Strategic Plan, Vision Statement, and Mission Statement.

ATTACHMENTS:

Strategic Plan Presentation
OMS 2025-2029 Strategic Plan – Final Version



OWSSO
MAIN STREET

STRATEGIC PLAN

2025-2029

OWOSSO

STRATEGIC PLAN PROCESS



PREVIOUS SURVEY REVIEW

- Pulse Survey



VOLUNTEER SURVEY



STRATEGIC PLANNING RETREAT

- SWOT Analysis
- Mission & Vision
- Goal Setting

A large, dark metal archway spans across the top of the image. The words "HISTORIC" and "OWOSSO" are written in large, bold, serif capital letters along the top curve of the arch. The background is a bright blue sky with scattered white clouds. In the lower-left foreground, a portion of a street lamp with a glass globe is visible.

Vision Statement

Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and development. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.

A large, dark metal archway spans across the top of the image. The archway is inscribed with the words "HISTORIC OWOSSO" in a serif font. The arch is set against a bright blue sky with scattered white clouds. In the lower-left foreground, a portion of a black street lamp with a glass globe is visible. The overall scene is bright and clear, suggesting a sunny day.

Mission Statement

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

The background of the slide is a photograph of a historic, light-colored building with a prominent tower and conical roof. The building is surrounded by green trees and a clear sky. The text is overlaid on semi-transparent white rectangular boxes.

GOAL #1

Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers

GOAL #2

Promote and Expand Arts & Culture Opportunities

GOAL #3

Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve the Aesthetics and Functionality

GOAL #4

Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission

GOAL #1

Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers

Actions	Responsible Party	Timeline
<ul style="list-style-type: none">Obtain and Promote Market Data	Economic Vitality	Immediate (1-2 years)
<ul style="list-style-type: none">Update Building and Business Inventory	Economic Vitality	Ongoing
<ul style="list-style-type: none">Promote Vacant Properties & Create Custom Marketing Materials	Economic Vitality	Short-term (3-5 years)
<ul style="list-style-type: none">Organize Business Roundtables	Economic Vitality	Immediate (1-2 years)
<ul style="list-style-type: none">Organize, Launch, and Maintain Revolving Loan Fund (RLF)	Economic Vitality	Ongoing
<ul style="list-style-type: none">Conduct Business Recruitment	Economic Vitality	Short-term (3-5 years)
<ul style="list-style-type: none">Obtain Professional Photography of Downtown	Promotion	Immediate (1-2 years)
<ul style="list-style-type: none">Assist in Redevelopment of Key Properties	Economic Vitality	Short-term (3-5 years)

GOAL #2

Promote and Expand Arts & Culture Opportunities

Actions	Responsible Party	Timeline
• Evaluate Existing Events for Purpose, Profitability	Promotion	Immediate (1-2 years)
• Promote Lebowsky Theater and Shiawassee Arts Center	Promotion	Ongoing
• Create Murals or Other Public Art in Downtown	Design	Short-term (3-5 years)
• Create and Execute Storefront Competition	Promotion	Immediate (1-2 years)

GOAL #3

Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve the Aesthetics and Functionality

Actions	Responsible Party	Timeline
<ul style="list-style-type: none">Weed Public Spaces, Painting Curbs, etc., Planting/Trees	Design	Ongoing
<ul style="list-style-type: none">Consistently Improve Landscape and Streetscape (consistent with Master Plan and Capital Improvement, and TIF Plans)	Design	Ongoing
<ul style="list-style-type: none">Assist in Façade Improvements; Create and Execute Façade Grant Program	Economic Vitality	Short-term (3-5 years)
<ul style="list-style-type: none">Improve Public Lighting in Streetscape Elements	Design	Short-term (3-5 years)
<ul style="list-style-type: none">Plan and Implement Traffic Calming on M-21	Design	Short-term (3-5 years)
<ul style="list-style-type: none">Plan and Execute Pedestrian Improvements	Design	Immediate (1-2 years)
<ul style="list-style-type: none">Create a Greater Connection to the Shiawassee River	Design & Promotion	Short-term (3-5 years)

GOAL #4

Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission

Actions	Responsible Party	Timeline
<ul style="list-style-type: none">Promote the Activities and Accomplishments of Owosso Main Street	Organization & Promotion	Ongoing
<ul style="list-style-type: none">Create and Execute Volunteer Recruitment Plan	Organization	Immediate (1-2 years)
<ul style="list-style-type: none">Create and Execute Fundraising Plan	Organization	Immediate (1-2 years)
<ul style="list-style-type: none">Volunteer Appreciation & Recognition	Organization	Immediate (1-2 years)
<ul style="list-style-type: none">Report Out Monthly at City Council Meetings for the Purpose of Improving Relationships	Organization	Ongoing



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MAIN STREET

STRATEGIC PLAN

2025-2029

OWSSO

MAIN STREET



STRATEGIC PLAN 2025-2029

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Strategic Goals	7
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ABOUT THIS STRATEGIC PLAN

Welcome to the Owosso Main Street DDA Strategic Plan—a comprehensive guide designed to revitalize our downtown and secure a thriving future for generations to come.

As an active Main Street organization, we recognize the central role our historic downtown plays in Owosso’s identity, bringing together residents, businesses, and visitors in a shared, vibrant space. This Strategic Plan reflects the vision and dedication of local stakeholders, businesses, residents, and community leaders, all committed to energizing our downtown. With a clear focus on sustainability, inclusivity, and economic resilience, this plan aims to unlock Owosso’s potential, honor our unique heritage, and build a dynamic Main Street that embodies our community’s pride and ambitions.

Join us in this transformative journey to shape the future of downtown Owosso. Together, we’ll honor our past, enliven our present, and create a Main Street that stands as a model of community strength and innovation, inspiring others well beyond our city limits.



This plan has been made possible through the generous support of Michigan Main Street.



STRATEGIC PLAN PROCESS



PREVIOUS SURVEY REVIEW

A thorough analysis of a recent “Pulse Survey” (conducted by Michigan Main Street) was undertaken. The results of this survey were shared with the board during the retreat.



VOLUNTEER SURVEY

A survey of the organization’s volunteers was conducted to gather their input into the unique challenges and opportunities the district faces from their perspectives.



STRATEGIC PLANNING RETREAT

The Board of Directors met in a facilitated strategic planning retreat to review stakeholder input and to develop and/or refine the organization’s Vision and Mission Statements and to establish goals for the next five years.

STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

On October 18, 2024, a Strategic Planning session was held in Owosso to gain insight from the Board of Directors on what they saw as the biggest strengths, weaknesses, opportunities, and threats (SWOT) were to Owosso Main Street (OMS) Program. Attendees provided more than fifty points of conversation and were asked to rank their top three choices in each of the four categories. These highest ranking responses (with total points in parentheses) for the SWOT are below.

S

STRENGTHS

What INTERNAL strengths does the organization have that are within OMS' control?

Available Assets (12)
Lebowski/Arts + Culture (9)
History/Architecture (6)

W

WEAKNESSES

What INTERNAL aspects of OMS are holding it back from success?

Infrastructure (14)
Lack of Retail/Restaurants (8)
State Highway (M-21) (4)

O

OPPORTUNITIES

What EXTERNAL factors offer potential for OMS to thrive?

Fill Empty Buildings/Business Recruitment (18)
Traffic Calming on M-21 (6)
Exchange Street Orientation (5)

T

THREATS

What EXTERNAL factors put the OMS' success at risk?

Low Tax Base (10)
Encroaching Corporate Retail (9)
Lack of High Paying Jobs (8)

VISION & MISSION STATEMENTS

Vision Statement

Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and development. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.

Mission Statement

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

STRATEGIC GOALS

GOAL 1

Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers

GOAL 2

Promote and Expand Arts & Culture Opportunities

GOAL 3

Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve the Aesthetics and Functionality

GOAL 4

Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission

IMPLEMENTATION PLAN

GOAL #1

Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Obtain and Promote Market Data	Economic Vitality	Immediate (1-2 years)
Update Building and Business Inventory	Economic Vitality	Ongoing
Promote Vacant Properties & Create Custom Marketing Materials	Economic Vitality	Short-term (3-5 years)
Organize Business Roundtables	Economic Vitality	Immediate (1-2 years)
Organize, Launch, and Maintain Revolving Loan Fund (RLF)	Economic Vitality	Ongoing
Conduct Business Recruitment	Economic Vitality	Short-term (3-5 years)
Obtain Professional Photography of Downtown	Promotion	Immediate (1-2 years)
Assist in Redevelopment of Key Properties	Economic Vitality	Short-term (3-5 years)

GOAL #2

Promote and Expand Arts & Culture Opportunities

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Evaluate Existing Events for Purpose, Profitability	Promotion	Immediate (1-2 years)
Promote Lebowski Theater and Shiawassee Arts Center	Promotion	Ongoing
Create Murals or other public art in Downtown	Design	Short-term (3-5 years)
Create and Execute Storefront Competition	Promotion	Immediate (1-2 years)

IMPLEMENTATION PLAN

GOAL #3

Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve The Aesthetics and Functionality

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Weed public spaces, Painting curbs, etc., Planting/Trees	Design	Ongoing
Consistently Improve Landscape and Streetscape (consistent with Master Plan and Capital Improvement, and TIF Plans)	Design	Ongoing
Assist in Façade Improvements; Create and Execute Façade Grant Program	Economic Vitality	Short-term (3-5 years)
Improve Public Lighting in Streetscape Elements	Design	Short-term (3-5 years)
Plan and Implement Traffic Calming on M-21	Design	Short-term (3-5 years)
Plan and Execute Pedestrian Improvements	Design	Immediate (1-2 years)
Create a Greater Connection to the Shiawassee River	Design & Promotion	Short-term (3-5 years)

GOAL #4

Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission

ACTIONS	RESPONSIBLE PARTY	TIME FRAME
Promote the Activities and Accomplishments of Owosso Main Street	Organization & Promotion	Ongoing
Create and Execute Volunteer Recruitment Plan	Organization	Immediate (1-2 years)
Create and Execute Fundraising Plan	Organization	Immediate (1-2 years)
Volunteer Appreciation & Recognition	Organization	Immediate (1-2 years)
Report Out Monthly at City Council Meetings for the Purpose of Improving Relationships	Organization	Ongoing



OWOSSO
MAIN STREET



STRATEGIC PLAN FACILITATED + CREATED BY:

PLACE
+MAIN
ADVISORS

MINUTES

OMS ORGANIZATION COMMITTEE

REGULAR MEETING

Tuesday, December 10, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 2:00 p.m.

Present: J. Ardelean and J. Moore

Absent: B. Gilbert and D. Woodworth

Staff: L. Fredrick

Strategic Plan

Fredrick presented the Organization Committee's responsibilities for the Owosso Main Street Strategic Plan, which includes promoting the activities and accomplishments of OMS, creating and executing a volunteer recruitment plan, creating and executing a fundraising plan, volunteer appreciation and recognition, and reporting out monthly at City Council meetings for the purpose of improving relationships.

Volunteer Appreciation Event

Committee discussed the Owosso Main Street event calendar and agreed to move the Volunteer Appreciation Event to February to reduce the number of events being planned at the same time.

Director Updates:

None.

Committee Comments:

None.

Next Meeting:

Tuesday, January 14th at 2:00 p.m. at City Hall; 301 W. Main Street



MINUTES

*OWOSSO MAIN STREET
PROMOTION COMMITTEE*

REGULAR MEETING

Thursday, December 12, 2024, 8:00 a.m.
City Hall; 301 W. Main Street

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 8:00 a.m.

Present: J. Davis, S. Maginity, P. Vreibel and J. Laurin

Absent: B. Atkins

Staff: L. Fredrick

Glow Owosso

Committee discussed the visibility of the fireworks display and creating a feedback survey.

Fredrick confirmed she will follow up with the fireworks vendor on height clearance and Vreibel said he will continue the discussion with the Glow Committee.

Committee discussed the safety of the parade with the route including spectator vehicles in the angled street parking.

Committee agreed to pursue relocating the parade to Main Street or keep the parade on Washington Street without spectator vehicles.

Owosso Main Street Strategic Plan

Committee reviewed the 2025-2030 Owosso Main Street Strategic Plan identifying goals and action plans for the Committee.

Chocolate Walk

Fredrick notified the Committee that she invited Emily Marrah from the Michigan Small Business Development Center to the January meeting to finalize plans for a Chocolate Walk information session for the downtown businesses with the goal of supporting the businesses in capitalizing on their event participation and having 350 people visit their business in one afternoon.

Committee Comments:

None.

Next Meeting:

Thursday, January 9, 2024, at 8:00 a.m. at City Hall; 301 W. Main Street

MINUTES

*OWOSSO MAIN STREET
ECONOMIC VITALITY COMMITTEE*

REGULAR MEETING

Tuesday, December 17, 2024, 1:00 p.m.
City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 1:00 p.m.

Present: B. Meyer, L. Omer, D. Howard and R. Teich

Absent: None

Staff: L. Fredrick

Revolving Loan & Grant Program

Fredrick introduced Emily Marrah, from the Michigan Small Business Development Center, and Sam Moore, from the Lapeer Development Corporation.

Committee discussed marketing for the Revolving Loan & Grant Program.

Fredrick confirmed that a public information session has been scheduled with Marrah and Moore for February 4, 2025, at 6:00 p.m. in the City Council Chambers.

Omer suggested including success stories of past program participants to be included on the Downtown Owosso Business & Development Resources webpage.

Fredrick presented the idea, proposed on an earlier date by Marrah, of creating an application window for the program.

Teich supported the idea with the recommendation of two application windows.

Howard suggested revising verbiage on the scoring rubric for the Economic Vitality Fiscal Year Priority #2 from Full-Service Restaurant to Eatery if the Committee decides to continue with the priority for the next fiscal year.

Match on Main

Committee agreed to use the new Match on Main scoring system from the Michigan Economic Development Corporation and continue to use Local Consideration Questions 1 and 2 from the previous year's scoring matrix.

Howard asked Fredrick to send last year's applicants a direct invitation to the Match on Main Information Session on January 7th.

Owosso Main Street Strategic Plan

Committee reviewed the eight Economic Vitality Committee Action Plan Items from the 2025-2029 OMS Strategic Plan.

Business of the Month Program

Committee presented their nominees for the January Business of the Month.

Meyer noted that he has recommendations for adjustments to the program when the Committee discusses program revisions in March.

Committee Comments:

None.

Next Meeting:

Tuesday, January 21st at 1:00 p.m. at City Hall; 301 W. Main Street

MINUTES

*OWOSSO MAIN STREET
DESIGN COMMITTEE*

REGULAR MEETING

Wednesday, December 18, 2024, 8:30 a.m.
City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Called to order at 8:32 a.m.

Present: D. Drenovsky, J. Ross, E. Olson, and L. Weckwert

Absent: None

Staff: L. Fredrick

Owosso Main Street Strategic Plan

Committee reviewed the seven Design Committee Action Plan Items from the 2025 – 2029 OMS Strategic Plan.

Fredrick identified Items 3.1 - Weed Public Spaces, Painting Curbs/Hydrants/Bollards, Planting/Trees and 3.2 - Consistently Improve Landscape and Streetscape (Consistent with Master Plan, Capital Improvement Plan, and TIF Plan) as the most immediate Action Plans needing to be addressed.

Olson suggested that the first step in accomplishing the goals is to have an inventory map of every streetlight, waste receptacle, flower planter, and ground bed.

Committee volunteered to assist Fredrick with the inventory maps by dividing downtown and each taking a section.

Fredrick confirmed she will provide the Committee with the inventory maps that have already been created, such as the waste receptacle and flower planter maps.

Main Street Plaza

Fredrick and Drenovsky presented plans for upcoming projects for Main Street Plaza, which include masonry repairs along the pedestrian link shared with the Gilberts Hardware and Appliance Garden Center, irrigation repairs, sculptures, plants, rocks, paint touch ups, and a curb repair.

2025 Flowers & Landscaping

Fredrick updated the Committee that the raised planters in front of Freddie's Party Store and American Speedy Printing have been flagged as being in the worst condition among all the brick planters that are deteriorating.

Fredrick asked the Committee to start considering what, or if anything, would go in their place upon removal.

Olson asked Fredrick to save the trees if possible.

Drenovsky and Fredrick confirmed that businesses have provided feedback that they do not like the trees downtown because they block their signs.

Fredrick shared with the Committee that the irrigation vendor believes the large tree on the southwest corner of Fountain Park may need to be removed because it was planted in the incorrect spot according to the irrigation and landscaping plans, it is over top the irrigation system, and it is prohibiting their access to complete the necessary repairs to get the irrigation functioning again.

Fredrick confirmed she has been in communication with Nash Nurseries to explore their options.

Drenovsky highlighted Main Street and Washington Street as priority locations for landscaping projects and beautification in addition to Fountain Park, Main Street Plaza, and the two raised planters on Washington Street.

Fredrick reminded the Committee that a plan for downtown flowers needs to be established since they will not be having hanging baskets due to the watering costs and challenges securing a vendor that can accommodate the service.

Committee discussed creating a flower planter adoption program for businesses and community members to assist with planting and watering.

Olson suggested creating a financial match or incentive to support the downtown businesses and encourage them to help maintain a planter in front of their location.

Committee Comments:

Ross noted that property owners may be interested in commissioning a mural for their buildings, but the cost is most often the barrier to doing so.

Olson suggested creating a streetlight banner program.

Next Meeting:

Wednesday, January 15th at 8:30 a.m. at City Hall; 301 W. Main Street