AGENDA

Owosso Main Street & DDA

REGULAR BOARD MEETING

Wednesday, March 5, 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 supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Call to order and roll call:

Review and Approval of Agenda: March 5, 2025

Review and Approval of Minutes: February 5, 2025

Public Comments:

Reports:

- Check Disbursement Report
- Revenue and Expenditure Report
- ChargePoint Report
- 2024 OMS Assessment Summary

Items of Business:

- Shook Riverside Development Grant Application Master Plan Implementation Goals: 1.19, 2.3, 5.11, 5.13, 5.15
- 2) FY25-26 Work Plans
 Master Plan Implementation Goals: 2.2

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

February 5, 2025, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Vice-Chair Lance Omer at 7:31 A.M.

ROLL CALL: Taken by Lizzie Fredrick

<u>PRESENT</u>: Vice-Chair Lance Omer, Mayor Robert J. Teich Jr., and Commissioners Daylen Howard, Jill Davis, and Dakota Woodworth. Commissioner Josh Ardelean arrived at 7:36 A.M. and left at 8:00 A.M.

ABSENT: Chair Bill Gilbert

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY TEICH SUPPORTED BY WOODWORTH TO APPROVE THE FEBRUARY 5, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

AYES: ALL MOTION CARRIED

MINUTES:

MOVED BY TEICH, SUPPORTED BY HOWARD TO APPROVE THE JANUARY 8, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES. AYE: ALL

MOTION CARRIED

PUBLIC COMMENTS: None

REPORTS: Fredrick presented the monthly financial reports.

ITEMS OF BUSINESS:

1. Fiscal Year 2024-2025 Budget Amendments: Fredrick reviewed the proposed budget amendments highlighting a decrease in estimated Income-Promotion (248.000.674.400) due to Chocolate Walk ticket sales being overseen by the Lebowsky Center for Performing Arts and a reallocation of \$51,946.00 from Transfer to General Fund to Contractual Services, Building Maintenance-DPW, and the four OMS Committee budgets.

Fredrick clarified the additional funds allocated to Contract Services will include an increase in landscaping services and go towards flower planter construction and removal projects.

Fredrick noted that the additional funds allocated to Building Maintenance-DPW will cover costs for waste removal, maintenance for the old streetlights, and reinstallation of old streetlights in locations where they're currently missing.

Fredrick confirmed that approximately \$2,000 will be allocated to the Glow Owosso budget for a new holiday installation and that the timeline for the streetlight reinstallation project may span the current and next fiscal year.

MOVED BY HOWARD, SUPPORTED BY ARDELEANTO ADOPT THE FISCAL YEAR 2024-2025 BUDGET AMENDMENTS AS PRESENTED.

AYE: ALL

MOTION CARRIED

2. 2025-2030 Capital Improvement Plan: Fredrick presented the 2025-2030 Capital Improvement Plan including the Downtown Streetlight Replacement Project, Parking Lot #9 Reconstruction, Main Street Plaza Masonry Repair 2.0, and Downtown Mural Project.

Fredrick noted that the Main Street Plaza Masonry Repair 2.0 is estimated to be completed in 2025 and that the Downtown Mural Project was added based on the 2025-2029 OMS Strategic Plan, which prioritizes murals and public art.

COMMITTEE UPDATES:

1. **Promotion:** Davis shared that the Committee reviewed pricing for photos with The Mattesons Photography with the goal of highlighting downtown's vibrancy, obtaining promotional photos that won't become outdated due to business turnover, and collecting indoor promotional photos for events and activities that take place during the winter months.

Davis noted that the Committee decided to upgrade the quality of the gift bag this year and discussed increasing the ticket cost to \$20 for 2026 to provide event guests with a reusable tote bag.

Fredrick estimated that Chocolate Walk tickets would be available for purchase by Valentine's Day.

- 2. **Organization:** Ardelean provided updates on the progress of the OMS Sponsorship webpage and Volunteer Database.
- 3. **Design:** Fredrick reviewed the January Committee Meeting Minutes including updates on the Lebowsky Public Art Project and Fountain Park Seasonal Expansion.

Fredrick confirmed that the location for the Lebowsky Center's projector is still under review by the Michigan Department of Transportation and that the location requested was on Main Street between the Lebwosky Center Box Office and Huntington Bank.

Fredrick shared that the Michigan Main Street Vibrancy Grant application is due in April and that the Lebowsky Public Art Project may be an eligible project for funding.

4. **Economic Vitality:** Howard noted that the Committee is still accepting applications for the Match on Main grant and that the February 4th Revolving Loan & Grant Program had approximately 20 people in attendance.

Howard announced that Nail Boutique Salon & Day Spa is the February Business of the Month.

Fredrick notified the Board that the Committee will be scoring a fire suppression grant application for the Revolving Loan & Grant Program at the February Committee meeting and that the grant application would come to the Board for review in March if approved by the Committee.

<u>DIRECTOR UPDATES</u>: Fredrick notified the Board that the national conference for Main Street America will be in early April in Philadelphia and that Michigan Main Street will be hosting a conference in Lansing in late February where Fredrick will be presenting Revolving Loan Funds to other Michigan communities.

BOARD COMMENTS: Omer shared that the Board and four Committees have vacancies and help from the community and volunteer involvement is appreciated.

ADJOURNMENT:

MOVED BY TEICH, SUPPORTED BY HOWARD TO ADJOURN AT 8:08 A.M. AYES: ALL MOTION CARRIED

NEXT MEETING MARCH 5, 2025.



02/28/2025 09:44 AM

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO CHECK DATE FROM 02/01/2025 - 02/28/2025

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893.65

User: ELFredrick
DB: Owosso

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOV	NNTOWN	DEVELOPME	NT AUTHORITY				
02/14/2025	1	11466(A)	AMAZON CAPITAL SERVICES	DDA ORDER 11297547028850663	818.780	705	102.76
02/14/2025	1	11472 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	494.55
02/14/2025	1	11504 (A)	REPUBLIC SERVICES INC	4YD DUMPSTER PICKED UP WEEKLY - DDA	818.000	200	104.34
02/14/2025	1	11517(E)	HUNTINGTON NATONAL BANK -	EDUCATION & TRAINING	956.000	200	70.00
02/14/2025	1	11518(E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	17.00
02/14/2025	1	138068	JILL DAVIS	RLF INFO SESSION COOKIES	818.000	707	36.00
				RLF INFO SESSION HAND PIES	818.000	707	45.00
				RLF INFO SESSION PALMIERS	818.000	707	24.00
				CHECK 1 138068 TOTAL FOR FUND 248:			105.00

Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

02/28/2025 09:48 AM

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

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PERIOD ENDING 06/30/2025

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

GL NUMBER	DESCRIPTION	2024-25 AMENDED BUDGET	YTD BALANCE 06/30/2025 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2025 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVEL	OPMENT AUTHORITY					-
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	37,641.00	31,750.77	0.00	5,890.23	84.35
248-000-402.100	TIF	237,912.00	0.00	0.00	237,912.00	0.00
248-000-540.000	STATE SOURCES	0.00	0.00	0.00	0.00	0.00
248-000-573.000 248-000-605.200	LOCAL COMMUNITY STABILIZATION SHARE CHARGE FOR SERVICES RENDERED	26,454.00 0.00	26,454.48 0.00	0.00	(0.48)	100.00
248-000-665.000	INTEREST INCOME	8,000.00	4,517.27	0.00	3,482.73	56.47
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	1,045.15	0.00	531.85	66.27
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	10,000.00	8,818.00	0.00	1,182.00	88.18
248-000-674.500 248-000-674.600	INCOME-ORGANIZATION INCOME-DESIGN	0.00 635.00	1,000.00 635.00	0.00	(1,000.00) 0.00	100.00
248-000-674.000	EV STATION REVENUE	5,000.00	5,765.28	0.00	(765.28)	115.31
248-000-675.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000-699.101	TRANFERS 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	-	362,352.00	96,884.27	0.00	265,467.73	26.74
TOTAL REVENUES	-	362,352.00	96,884.27	0.00	265,467.73	26.74
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	2,200.00	2,024.19	0.00	175.81	92.01
248-200-751.000 248-200-801.000	GAS & OIL PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00	0.00	0.00	0.00	0.00
248-200-801.000	INSURANCE & BONDS	3,021.00	3,020.71	0.00	0.00	99.99
248-200-818.000	CONTRACTUAL SERVICES	68,000.00	9,408.02	0.00	58,591.98	13.84
248-200-818.500	AUDIT	581.00	581.00	0.00	0.00	100.00
248-200-920.000	UTILITIES	2,955.00	853.59	0.00	2,101.41	28.89
248-200-920.100	ELECTRICITY-EV STATION	5,000.00	3,108.98	0.00	1,891.02	62.18
248-200-920.300	TELEPHONE	520.00	259.99	0.00	260.01	50.00
248-200-930.000	BUILDING MAINTENANCE - DPW	30,000.00	10,235.51	0.00	19,764.49	34.12 57.36
248-200-940.000 248-200-955.000	EQUIPMENT RENTAL - DPW MEMBERSHIPS & DUES	9,000.00 800.00	5,162.24 0.00	0.00	3,837.76 800.00	0.00
248-200-956.000	EDUCATION & TRAINING	3,500.00	497.87	0.00	3,002.13	14.22
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	82,078.00	7,830.63	0.00	74,247.37	9.54
Total Dept 200 - GEN SERV	ICES -	241,345.00	42,982.73	0.00	198,362.27	17.81
Don+ 261 - CENEDAL ADMIN						
Dept 261 - GENERAL ADMIN 248-261-702.100	SALARIES	66,608.00	42,229.41	0.00	24,378.59	63.40
248-261-702.100	WAGES	250.00	19.00	0.00	24,378.39	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
248-261-715.000	SOCIAL SECURITY (FICA)	5,191.00	3,247.47	0.00	1,943.53	62.56
248-261-716.100	HEALTH INSURANCE	7,703.00	5,137.20	0.00	2,565.80	66.69

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REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

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User: ELFredrick PERIOD ENDING 06/30/2025 DB: Owosso

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GL NUMBER	DESCRIPTION	2024-25 AMENDED BUDGET	YTD BALANCE 06/30/2025	ACTIVITY FOR MONTH 06/30/2025 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
		AMENDED BODGET	NORMAL (ABNORMAL)	INCREASE (DECREASE)	NORMAL (ABNORMAL)	0250
Fund 248 - DOWNTOWN DEVEL	OPMENT AUTHORITY					
Expenditures	D-1/	260.00	020 00	0.00	120.00	64 76
248-261-716.200 248-261-716.300	DENTAL INSURANCE	369.00 52.00	238.98 32.82	0.00	130.02 19.18	64.76 63.12
248-261-716.300	OPTICAL INSURANCE LIFE INSURANCE	526.00	348.81	0.00	177.19	66.31
248-261-716.500	DISABILITY INSURANCE	837.00	553.52	0.00	283.48	66.13
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	3,814.52	0.00	2,180.48	63.63
248-261-719.000	WORKERS' COMPENSATION	406.00	282.82	0.00	123.18	69.66
Total Dept 261 - GENERAL	ADMIN	88,962.00	56,160.96	0.00	32,801.04	63.13
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	150.00	28.00	0.00	122.00	18.67
248-704-818.000	WORK PLAN EXPENDITURE	1,100.00	834.47	0.00	265.53	75.86
Total Dept 704 - ORGANIZA	TION	1,250.00	862.47	0.00	387.53	69.00
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	700.00	0.00	0.00	700.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	3,000.00	250.67	0.00	2,749.33	8.36
248-705-818.730	ART WALK	0.00	0.00	0.00	0.00	0.00
248-705-818.750	GLOW	11,000.00	8,149.17	0.00	2,850.83	74.08
248-705-818.760 248-705-818.770	RETAIL EVENTS MOTORCYCLE DAYS	0.00 2,500.00	0.00 1,389.50	0.00	0.00	0.00 55.58
248-705-818.770	CHOCOLATE WALK	300.00	1,389.50	0.00	1,110.50 197.24	34.25
248-705-818.790	NYE BLOCK PARTY	0.00	0.00	0.00	0.00	0.00
Total Dept 705 - PROMOTIO	NT.	17,500.00	9,892.10	0.00	7,607.90	56.53
Total Dept 705 - PROMOTIO	N	17,300.00	9,092.10	0.00	7,807.90	36.33
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	10,000.00	2,302.87	0.00	7,697.13	23.03
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		10,000.00	2,302.87	0.00	7,697.13	23.03
Dept 707 - ECONOMIC VITAL	ITY					
248-707-818.000	WORK PLAN EXPENDITURES	2,000.00	405.00	0.00	1,595.00	20.25
Total Dept 707 - ECONOMIC	VITALITY	2,000.00	405.00	0.00	1,595.00	20.25
Dept 901 - CAPITAL OUTLAY 248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
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

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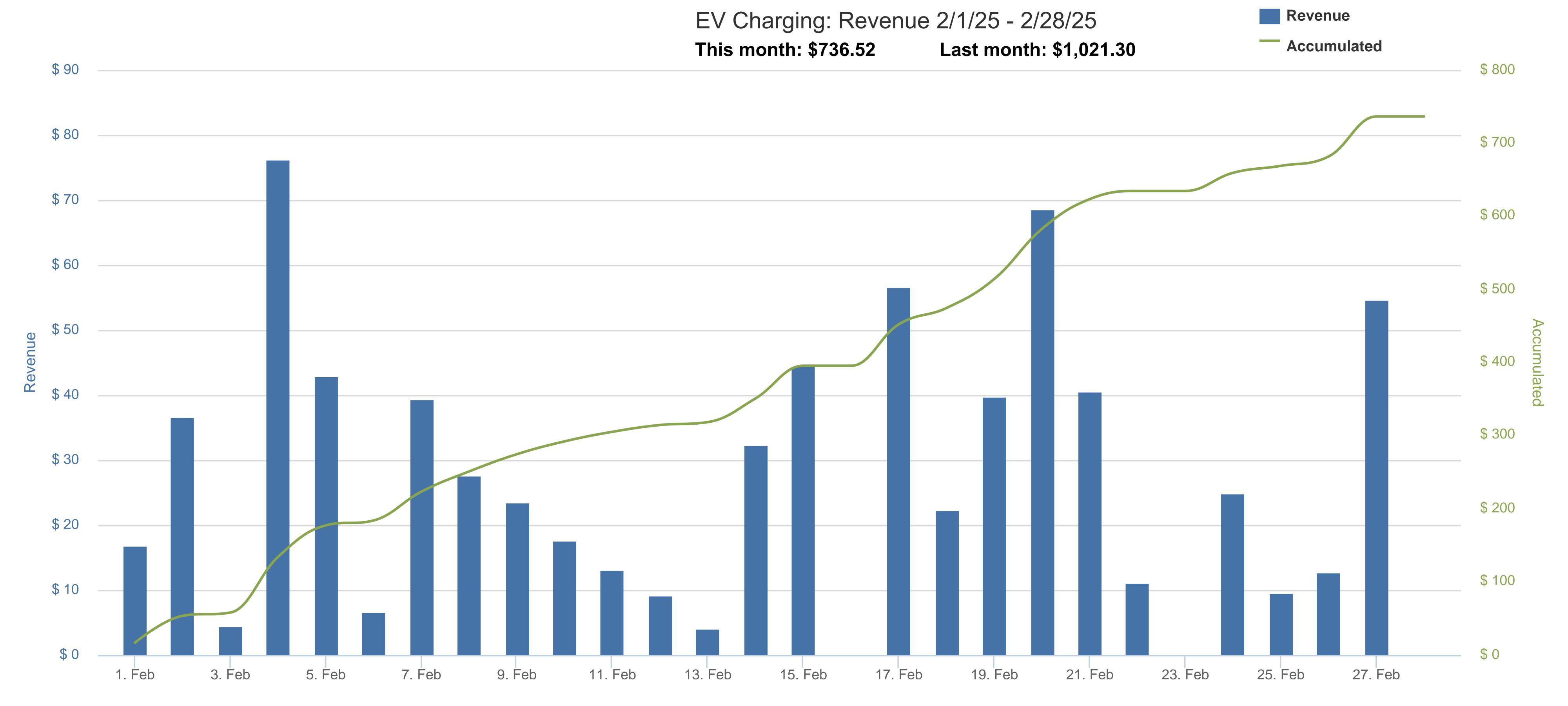
REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

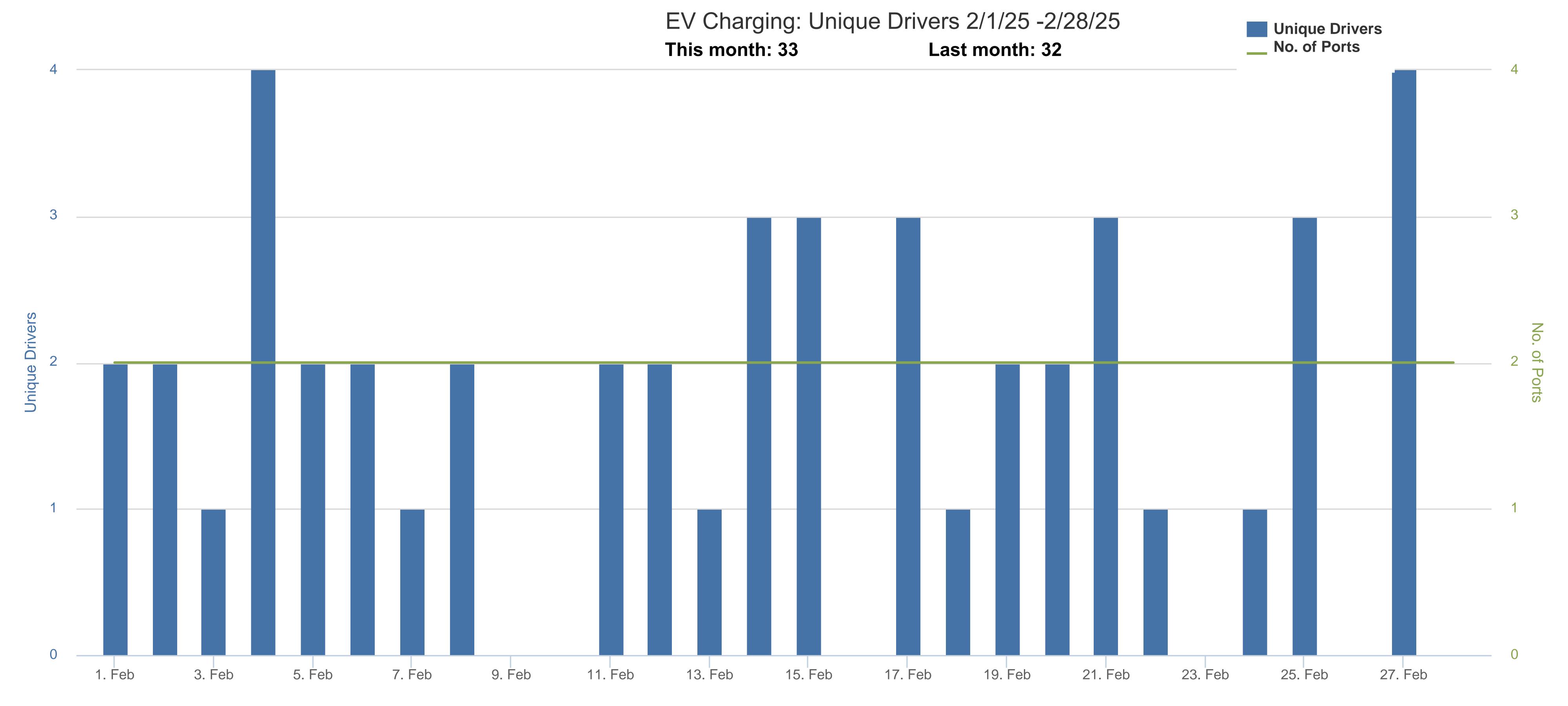
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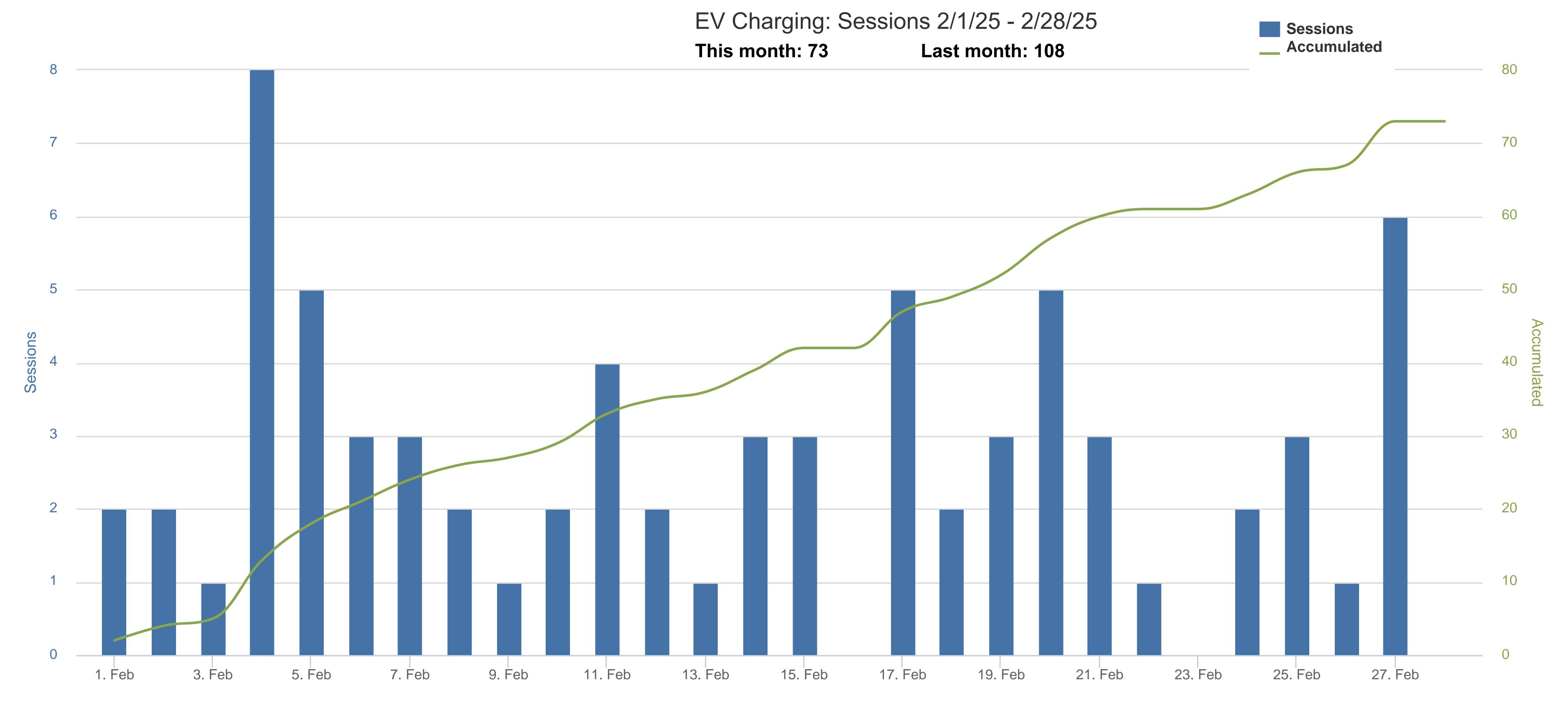
PERIOD ENDING 06/30/2025

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GL NUMBER	DESCRIPTION	2024-25 AMENDED BUDGET	YTD BALANCE 06/30/2025 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 06/30/2025 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	8 BDGT
Fund 248 - DOWNTOWN DEVEL	OPMENT AUTHORITY					
Expenditures 248-905-993.000	INTEREST	0.00	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SER	VICE	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 - TRANSFER	S OUT	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		361,057.00	112,606.13	0.00	248,450.87	31.19
Fund 248 - DOWNTOWN DEVELOTOTAL REVENUES TOTAL EXPENDITURES	OPMENT AUTHORITY:	362,352.00 361,057.00	96,884.27 112,606.13	0.00	265,467.73 248,450.87	26.74 31.19
NET OF REVENUES & EXPENDI	TURES	1,295.00	(15,721.86)	0.00	17,016.86	1,214.04











BASELINE REQUIREMENTS

Some indicators are required as important baseline (starting point) for a local program to qualify for Accreditation.

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.



Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.

- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics are reported as required by the Coordinating Program.
- Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

HOW GRADING WORKS

Within each Standard, each indicator is scored on a scale of 1-5. Each number represents the following. Communities need to average at least three (3) points per Standard to achieve Accreditation.

1	2	3	4	5
Not being addressed	Minimal work but needs	Meets the	Has achieved success above	Achieved exceptional
at this time	more attention	Standard	and beyond the Standard	results

Standards	LP	CP/MSA
Broad-Based Community Commitment to Revitalization	4	3
Inclusive Leadership and Organizational Capacity	3	2
Diversified Funding and Sustainable Program Operations		3
Strategy-Driven Programming	3	2
Preservation-Based Economic Development		3
Demonstrated Impact and Results	3	3

Communities must meet the Baseline Requirements.
 Not all baseline requirements being met
 Average at least three (3) points per Standard to achieve Accreditation.
 Standards 2 and 4 need attention

SUMMARY OF FINDINGS & RECOMMENDATIONS

Owosso's Main Street program, an **Affiliate-level Main Street American Community**, is making steady progress in fostering collaboration and maintaining active committees. While there are areas for growth, such as committee organization, business engagement, and strategic planning, the program has laid a solid foundation for its work. The following recommendations aim to support Owosso in addressing challenges and building on its successes to enhance its downtown revitalization efforts.

- 1. **Strengthen committee organization and engagement:** To improve organization and effectiveness, provide targeted training for committee members, particularly within the Design and Promotions committees. Focus on developing strategy-driven work plans to align their efforts with Main Street's mission.
- 2. **Encourage focused board initiatives:** Support the board in narrowing its focus to tackle fewer initiatives but execute them with greater impact—a guide on leveraging board resources and engaging in meaningful, measurable projects.
- 3. **Update the Transformation Strategy:** Work with Michigan Main Street to continue updating the Transformation strategies based on input and market data. Use this updated strategy to guide programming and align committee efforts.
- 4. **Optimize infrastructure planning and budget allocation:** Leverage extra budgetary dollars for sustainable streetscape and infrastructure improvements. Collaborate with the Historic District Commission and external experts to create a comprehensive, long-term plan.
- 5. **Expand stakeholder engagement:** Dedicate time and resources to strengthening relationships with business and property owners. Host regular feedback sessions to understand their needs and align organizational goals with their expectations.
- 6. **Promote the use of resources and tools:** Ensure that board and committee members effectively utilize resources provided by Michigan Main Street and Main Street America.
- 7. **Develop and share an Impact Report to tell the Main Street story:** Prioritize the creation of an Impact Report that highlights Owosso Main Street's achievements, economic contributions, and community impact. Use the report to define and communicate the program's value to stakeholders, the community, and potential partners. Leverage the report in outreach efforts, presentations, and media campaigns to share the broader story of Main Street's role in revitalizing Owosso's downtown.

As an affiliate-level Main Street community, Owosso is making meaningful strides in strengthening its downtown and building partnerships. The program can continue its steady growth by focusing on strategic improvements, including better storytelling through its Impact Report, updating its Transformation Strategy, and addressing operational challenges. With these efforts, Owosso can enhance its role as a valued contributor to Michigan's Main Street network.

Lisa Mullins Thompson, Senior Program Officer Main Street America

Email: LThompson@mainstreet.org

Laura Krizov, Manager Michigan Main Street

Email: krizovl1@michigan.org



MEMORANDUM

DATE: March 5, 2025

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: Shook Riverside Development Grant Application

BACKGROUND:

In 1994, the City of Owosso established a Revolving Loan Fund for projects within the Downtown Development Authority District. This program later expanded to include grants, becoming the Revolving Loan & Grant Program and funding projects within identified zoning districts. Stewardship was given to the Owosso Main Street & Downtown Development Authority Board of Directors with oversight of the application and program revision process by the Revolving Loan Fund Sub-Committee, now known as the Economic Vitality Committee.

On February 18, 2025, the Economic Vitality Committee voted to recommend a reimbursement grant award of \$25,000 from the Revolving Loan & Grant Program to Shook Riverside Development LLC for Fire Suppression at 312 W. Main Street.

The next step in the approval process is for the OMS & DDA Board to review the grant application and consider a recommendation for the City Council's approval.

FISCAL IMPACT:

Dependent upon the City Council's approval and once all requirements of the Program and Grant Agreement have been fulfilled, \$25,000 will be paid to Shook Riverside Development LLC from General Ledger Number 239.200.818.000.

MOTION TO CONSIDER:

To recommend the City Council approve a reimbursement grant award of \$25,000 to Shook Riverside Development LLC from the Revolving Loan & Grant Program for Fire Suppression at 312 W. Main Street.

ATTACHMENTS:

Shook Riverside Development LLC Grant Application Shook Riverside Development LLC Grant Application Scoring Rubric



OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY REVOLVING LOAN & GRANT PROGRAM

301 W. Main Street, Owosso, MI | 989.725.0571 | lizzie.fredrick@ci.owosso.mi.us

GRANT APPLICATION

Before completing/submitting this application, please contact lizzie fredrick@ci.owosso.mi.us. The OMS & DDA Economic Vitality Committee can help answer any questions or concerns associated with the application and review process.

Applicant Information
Name: Shook Riverside Development LLC-Kori Sho
Address: 5/15 Co160, Ka UWOSCO, MI 48861
Phone: 989-277-3295 Business Mobile Home Email: Kovi @ KoviShook. Com
Email: Kori @ Kovishook.com
Property Information
Owner entity name: Shook Riversi de Development UC
DBA (if different): EIN # (if applicable):
Address: 310 312 W. Main St DWOSSD, MI 48867
Phone: 989-277-329 Website:
Type/Category of property: CMMUNUAL
Tax classification of owner entity:
Corporation LLC Partnership Proprietorship S-Corp Individual
Property is: Vacant Occupied – list tenants:
Facility/Building is: Owned Leased Rented Other – explain:
Property is: Owned by business Owned by applicant Owned by other:
Square footage currently occupied:
Square footage activated as a result of project:

Financial Information
Amount of financing already secured for project: \$1.3 multon
Source of funds: Drivate Jymunum
Cash investment by applicant and/or other owners: \$\frac{175,000}{}
List of other investors/owners (if applicable):
Name:Name:
Name: Name:
Eligibility Criteria
Check all that apply.
Business and/or property is located within approved zones
Business is headquartered in Michigan
Business is not a franchise, located in a strip mall, a "big box" retailer, or a business whose primary sales come from adult entertainment, marijuana, CDB and/or tobacco
Applicant will have control over the site for which they are applying for prior to the loan or gran approval (excluding acquisition projects)
Applicant has not received funds from the Revolving Loan & Grant Program within the last 24 months
Applicant is not in default with the City of Owosso including but not limited to taxes, utilities, special assessment, invoices, permits, and loan payments
Applicant, or any LLC associated with the applicant, has not filed for bankruptcy
Applicant is not on the Owosso City Council, Owosso Main Street & Downtown Development Authority Board of Directors, or OMS & DDA Economic Vitality Committee
Grant Request Information
Check all that apply. Note: Grant maximum per project/building is \$50,000
Architecture Services (maximum amount varies by project type)
Elevator (up to \$25,000 per building)
Fire Suppression (up to \$25,000 for projects with two or more upper floor residential units)
✓ Vault Fill-In (up to \$12,000 per building)
Professional Services-Access Study (up to \$5,000 per building)

Total development cost: \$ 1.7 million Total grant amount requested: \$ 25,000
Estimated start date: Estimated completion date:
Will the grant create new residential units? No Yes -#: 2
Will grant redevelop existing residential units? No Yes - #:
Will the completion of this project be determined by the grant award?
No
Provide a detailed project description:
The grant request is for fire suppression act
312 w. Man St which will create 2
residential apartments, a 1 bedroom + a 2
Indrom unit, leased office space + leased
Commercial / restaurant space.

No-Cost Small Business Support

The Michigan Small Business Development Center provides free business development services, resources, and tools. Wherever you are on your entrepreneurial journey, the SBDC can help elevate your business. Visit www.michigansbdc.org or call 810.762.9660 for more information. Check all that apply.
Applicant has contacted the SBDC for consulting services
Applicant has received SBDC consulting services in the past
Applicant still receives SBDC consulting services
▼ Not applicable
Application Checklist
Please ensure the following are submitted with your completed application:
Business Plan and Financial Projections
— All existing lien holder agreements (if applicable) — Design Renderings Before Photos
Note: Applicants may be requested to attend the Economic Vitality Committee Meeting at the time of the application review. Other documentation may be requested if deemed necessary by OMS & DDA. Additional information that may be requested are credit reports for all business/owners; proof of equity investment; personal/business tax returns, current business financial statement, cash flow statements, copy of lease/purchase agreement, commitment letters from other lenders/project participants, cost estimates-all items being purchased with Revolving Loan & Grant Program monies, articles of incorporation, partnership, and/or operating agreements.
The applicant shall be responsible for a \$500 grant processing fee if awarded.
By signing this form, I, the applicant, certify that all information contained above is true and complete to the best of my knowledge and belief. Applicant understands this application and any other information received with it will be retained whether this request is approved or denied.
Applicant signature: Date signed: 12/2025
Owosso Main Street & Downtown Development Authority
Application received by:
Completed grant applications will be reviewed by the OMS & DDA Economic Vitality Committee. If approved, applications will be submitted to the OMS & DDA Board of Directors for approval. Grant applications approved by the OMS & DDA Board will be submitted to Owosso City Council for approval.



1031 Northcrest Rd Lansing, MI 48901

Ph: (517) 316-9911 Fx: (517) 316-9966

February 16, 2024

Shook Builders and Design Owosso, MI 48867

Phone: 989-277-3296

Email: joshshook@yahoo.com

Attention: Josh Shook

RE: Fire Sprinkler System-Shook Main Street Building Owosso, MI

Boynton Fire Safety Service, LLC is pleased to submit a quotation for the above referenced project. The project consists of the renovation of an existing tenant space. We propose to provide fire sprinkler system and fire alarm modifications per the plans, 2015 Michigan Building Code, NFPA 72 and NFPA 13.

Fire Sprinkler System:

- Design of fire sprinkler systems for the facility
- Fire Sprinkler Design: Ordinary Hazard Group II-Future Restaurant Area
- Fire Sprinkler Design: Light Hazard-Office Area and Apartments
- Sprinklers: Approximately 75 sprinkler heads
- Includes all piping, valves, fittings, heads, trim, drains, hangers, etc.
- Provide all testing of fire suppression equipment, material, and systems.
- Includes all fire caulking and caulking of penetrations, as necessary.

Fire Sprinkler Installation: \$29,000.00

Fire Sprinkler Monitoring Alarm:

- · Control panel with cellular communicator
- Smoke Detector
- Manual Pull Station
- Horn/Strobe
- Connection to sprinkler water flow
- Connection to sprinkler tamper switches.

Fire sprinkler monitoring alarm installation: \$3,500.00

Exceptions and Clarifications

The total price includes the following:

- 1. Permits- City of Owosso
- 2. Plan Review
- 3. Installation Materials
- 4. Installation Labor
- 5. Engineering, Drawings, and Submittals
- 6. Michigan Sales Tax

Total price **does not** include the following:

- 1. Electrical
- 2. Underground Water Supply-Customer has already completed.
- 3. Excavation-Customer has already completed work.
- 4. Additional modifications other than proposed. Any change orders or extras will be provided in writing prior to proceeding.

Boynton Fire Safety Service guarantees your complete satisfaction with all services and materials we provide. Please call if you have any questions or wish us to proceed. 616-293-5524.

Terms: Progress billing throughout project, net 10 days upon receipt of invoice.

Warranty: Boynton Fire Safety Service will warranty all material and installation for a period of one year.

Proposal Validity: Due to fluctuating material costs the proposal is valid for 30 days.

Sincerely,

Joe Hulliberger Boynton Fire Safety Service

PROPOSAL ACCEPTANCE:		Authorized Signature	Date	
	PROPOSAL ACCEPTANCE:			

STABILIZED OPERATING STATEMENT

Development Name: Shiawassee Riverside Rehabilitation City/Township/Village: Owosso County: Shiawassee Construction Type: Rehabilitation

DEVELOPMENT INCOME

DEVELOT WENT INCOME		/6 G1 U33	/6 LII.
Annual TIF Reimbursements		0.0%	0.0%
Other Recurring Revenue		0.0%	0.0%
Annual Gross Residential Rental Income	\$38,400	24.4%	26.7%
Annual Gross Commercial Rental Income	\$119,133	75.6%	82.9%
Annual Gross Hospitality Room & Related Income	\$0	0.0%	0.0%
Annual Gross Hospitality Other Income	\$0	0.0%	0.0%
Annual Gross Parking Income	\$0	0.0%	0.0%
Annual Other Income	\$0	0.0%	0.0%
Gross Income	\$157,533	100.0%	109.6%
Vacancy Loss (Residential, Commercial, Hospitality)	(\$13,833)	-8.8%	-9.6%
Net Income Potential	\$143.700	91.2%	100.0%

Fill in all blue shaded input cells

3.0%

3.0%

2.0%

3.0% 3.0% 3.0% 3.0% 3.0% 3.0%

This worksheet is utilized to proforma out the stabilized operations of the project utilizing the projected initial rental rates, the stabilized vacancy rates, and the anticipated full operating expenses of the project.

	IENT OPERATING EXPENSE	S		% Gross	% Eff.
Administrative I	•	+	\$1,500	1.0%	1.0%
Managem				0.0%	0.0%
Office Payr				0.0%	0.0%
Payroll Tax				0.0%	0.0%
	orker's Comp.		\$500	0.0% 0.3%	0.0%
Legal /Acc	n/Marketing		\$1,000	0.6%	0.3%
General Of	5		\$1,000	0.6%	0.7%
Other:	irce			0.0%	0.0%
Other:		_		0.0%	0.0%
Jtilities		Ξ	\$600	0.4%	0.4%
Electricity			\$600	0.4%	0.4%
Fuel			\$	0.0%	0.0%
Water & Se	ewer	_		0.0%	0.0%
	on-Capitalized Repairs	+	\$3,850	2.4%	2.7%
	ce/Janitorial Payroll		1.7	0.0%	0.0%
Janitorial			\$300	0.2%	0.2%
Extermina	• •		,	0.0%	0.0%
Rubbish Re	moval			0.0%	0.0%
Snow Rem	oval		\$600	0.4%	0.4%
Lawn/Tree	Maintenance			0.0%	0.0%
Parking Lo	t Repairs			0.0%	0.0%
Painting/L	ecorations/Cleaning		\$750	0.5%	0.5%
Heating &	Air Repairs		\$600	0.4%	0.4%
Plumbing/	Electrical Repairs		\$600	0.4%	0.4%
Elevator M	aintenance			0.0%	0.0%
Vehicle/Eq	uipment Maintenance			0.0%	0.0%
Security			\$1,000	0.6%	0.7%
Other:				0.0%	0.0%
Other:		_		0.0%	0.0%
Real Estate Taxe			\$27,118	17.2%	18.9%
Tax Abatement (\$19,623	12.5%	13.7%
Property & Liab			\$4,200	2.7%	2.9%
Reserve Require	ments		\$3,000	1.9%	2.19
Other:				0.0%	0.0%
Other:				0.0%	0.09
Other: Other:				0.0%	0.0%
Total Expenses			\$20,645	13.1%	0.0%
•	able for Debt Service / NOI				85.69
Lasii FIUW AVAII	mie ioi pent service / NOI		\$123,055	78.1%	65.6%
Amortizing Loa					_
oan 1 DS:	Senior Lender		\$102,502	65.1%	71.39
oan 2 DS:	xxx		\$0	0.0%	0.09
oan 3 DS:	xxx		\$0	0.0%	0.0%
oan 4 DS:	xxx		\$0	0.0%	0.0%
nt. Loan 5 DS:	XXX		\$0	0.0%	0.0%
Other Oblig. 1	xxx			0.0%	0.0%
Other Oblig. 2	XXX			0.0%	0.09
Other Loan Deb	Service		\$0	0.0%	0.0%
Julia Louis Deb				13.0%	
Cash Flow Avail			\$20,553		14.39

1.20

			Amort.	Interest	
LOAN TERMS	Loan Amount	Term Mos.	Mos.	Rate	Refi. Rate
Senior Lender	\$1,125,000	60	300	7.81%	7.81%
XXX		60	240	4.00%	6.00%
XXX		60	240	4.00%	6.00%
XXX		60	240	4.00%	6.00%
XXX		60		4.00%	6.00%
XXX				4.00%	9.81%
XXX				4.00%	9.81%
	Override				
	\$0	(if requesti	ng a grant in	put \$0)	
Other	\$0	60	240	1.00%	3.00%

Debt Service Coverage Ratio

DEVELOPMENT BUDGET

Development Namic: Shiaversee Riverside Rehabilitation City/Township/Village: Oworso Country: Shiaversee Construction Type: Rababilitation All in only blue studed input calls

This worksheet is utilized to input the total Sources & Uses for the project from acquisition to construction completion. In addition, the maximum amount of BMC incentive the project is eligible for is calculated.

BUTAL DEVELOPMENT CORTS	ST BAR	52 en 100
Acquisition		
Lend	502 St. 54	0.00%
Guldio <u>e</u> s)	\$350,000	19,98%
Other: Closing costs	\$45,000	2.57%
Schtotal Acquisition	\$395,000	22.55%

Schtotal Acquisition			\$395,000	22.55%			
Serd Costs				····	Ineligible Amt.	ent de la marcha	
Public infrastructure (roads, sidewalks, utilities, sewage, etc.	. 1		200	0.00%	50	\$0	
Site improvements (walks, drives, landscaping, fencing, light				0.00%	50	56	
Demolition (Include Load & Asbestos Abstament)	cr' min manifelt			0.00%	10	50 50	
Other Environmental Miligation				0.00%	so	50	
Earth Work				0.00%	\$0	SO SO	
Strettilities				0.00%	50	so.	
And the second s				0.00%	50	So So	
Crimer:	Acres 1	Selections.		4,04,0		10.50	
	Constitution	Senowiter					
Structures +	\$0	\$1,092,247	\$1,092,247	62,36%	So.	\$1,092,247	
Parties Structures		5.404,183	5304.188	27.37%	50	5304,188	
Balifing Concrete/Mexancy		\$425,300	5425,300	24.28%	Sø	\$425,300	
Carpentry		5143,410	\$165,686	9.46%	90	\$165,686	
Roofing/64s tol/Salling/Isrouletton/Coulling			Sø	6.00M	Se	so	
Darry At Indian / Titop			se se	0,00%	50	50	
Diversit/Accumulated			Se	0.00%	50	50	
Finance			50	0.00%	20	50	
Cabine ts/Countertops/AgeNonces			SU	0.00%	20	50	
Fairting/Decounting			Sø	0.00%	50	50	
Flumbing/Electrical/Fire Protection		\$175,100	\$125,100	7.14%	50	\$125,100	
HVAC	1000	\$45,700	545,700	1.75%	50	\$65,700	
Accessory Buildings/Corages			SO	0.000	50	50	
Elevators/Special Equipment	100		50	2.00%	\$0	50	
Tenant Upgrades	100 100 100		50	0.00%	50	50	
Others Site Operations		54,275	56,273	0.36%	50	55,273	
Builder Overhead/Profit/General Requirements	50	50	100000000000000000000000000000000000000	0.00%	\$0	50	0.00% of Hard Costs
Permits/Tep Fees/Bond/Cost Certification	50	\$31,885	\$31,825	1.82%	50	\$31,885	
Construction Contingency	50	\$112,413	\$112,413	6.42%	\$0	\$112,413	10.00% of Hard Coas
Other:	50	. 50		0.00%	≲ o	so so	
Subtotal Hard Costs			\$1,256,545	70.60%			
frer Costs							
Machinery & Equipment			7.74	0.00%	50	50	
Ferniture & Fixtures				0.00%	50		
Architectural & Engineering			\$19,975	1.14%	50	\$19,975	
Environmental Studies/Soli Testing				0.00%	\$0	50	Total BMC Maximum BK
Survey				0.00%	\$0	50	Sigible Basis Grent
Other				0.00%	\$0	50	\$1,751,561 \$350,0
Sufricial Soft Costs			\$19,975	1.14%	So		

TUTAL DEVELOPMENT COSTS	\$1,751,561	100.00%	
Solstotal Soft Costs	5100,041	6%	
Other;		0.00%	
Other Related Party Fees		0.00%	
Consulting Fees	\$30,000	1.71%	
Construction Management Fees (Related Party)	The telephone	0.00%	
Project Management Fees		0.00%	
Deceloper Fee		0.00%	
ther Soft Costs - Related Party and Cooperting Fees			
Other:	galasa a fi	0,00%	
Others		0,00%	
Other: Oore Application	5200	0.05%	
Operating Reserve		0.00%	
Replacement Reserve		0.00%	area area angles
Rent-Up Reserve 2 mos.	\$14,644	0.84%	Acres Sugar
Title Work		0.00%	Operates
MEDCSess	****	0.00%	
Construction insurance	\$7,500	0.43%	
Construction Taxas	\$5,000	0.29%	
Construction Interest 6 mos.	\$30,848	1.76%	· · · · · · · · · · · · · · · · · · ·
Loan Fees	611.260	0.64%	Oscilla
Other Professional Fees			

Infrastructure	\$0	0.00%
Site/mprovement	50	0.00%
Demolition	50	0.00%
Building-New Construction	\$9	0.50%
Building - Renovation	\$1,236,545	70.60%
Aschinery & Equipment - Purchased	50	0.00%
urniture & Fixtures - Purchased	50	0.003
Other Soft Costs	\$15,975	1,14%
apital	5495,041	28,26%
Total Private investment	\$1,751,561	100.00%

TOTAL DRYSLOPHING SOURCES	Amitual	1425174
Sasior Debt		
Senior Lender	\$1,125,000	64,233
XXX	\$0	0.005
XXX	\$0	0.005
xxix	\$0	0.00
XXX	\$0	0.001
XXX	\$0	0.007
xxxx	\$0	0.009
ADDE	\$0	0.001
Suberdicate Debt/Grents		
BMC Grant	\$350,000	19.98
Other:		0.009
Other:		0.009
Other:		0.00
Deferred Fees/Cash Equity		
Deferred Developer Fees		0.00
Other Deferred Related Party Fees	and the second	0.00
Deferred Consulting Fees		0.00
Cash Equity Owner	\$166,541	9.511
Land/Beilding Contribution Owner	\$110,000	6.25
Other Equity Investment		0.001
Other		0.001
Citiver:		0.004
Other:		0.00
TOTAL DEVELOPMENT SOURCES	\$1,751,561	100,001

Construction Loan:	Bridge Lender	\$1,371,000	78.27N
Interest Rate:	9.00%		

Sources & Linux	
Total Development Costs	\$1,751,561
Total Davelopment Sources	\$1,7\$1,561
Sarphus/(Gap)	\$0

Rental S.F.	7,853	Construct Cost	Develop
Residential & Comm. Common Spaces	100	B.9	Cost/S.F.
Common Space Other		***************************************	
Total S.F. Ballding w/o Parking 7,998		\$117.23	\$181.99
		Construct	Construct
#Spaces	ParkS.F.	Cost/Soare	Cost/S.F.
Parking 0		#DIV/DI	#D(V/D)
			% TOC
Cash Equity		\$166,561	9.51%
Land/Building Contribution		\$110,000	4.28%
Owner Contribution		\$274,561	15.79%
Cach RRs		16.6%	
Avg. Annual Cash on Cash Return		19.2%	
Owner Equity IRR		9.1%	
Avg. Amoual Return on Owner Equity		12.0%	

STABILIZED OPERATING STATEMENT

Development Name: Shiawassee Riverside Rehabilitation City/Township/Village: Owosso Crumty: Shiawassee

County: Shiawassee Construction Type: Rehabilitation

Net become Potential

Fill in all blue shaded input cells

This worksheet is utilized to proforma out the stabilized operations of the project utilizing the projected initial rental rates, the stabilized vacancy rates, and the anticipated full operating expenses of the project.

DEVELOPMENT INCOME WER. 5 Gross Annual TIF Reimbursements 0.0% 0.0% 26.7% 82.9% 0.0% 0.0% 24.4% 75.6% Other Recurring Revenue Annural Gross Residential Rental Income \$38,400 \$119,133 Annual Gross Commercial Rental Income \$119,133 \$0 \$0 \$0 \$0 \$0 \$157,593 82.9% 0.0% 0.0% 0.0% 0.0% Annual Gross Hospitality Room & Related Income 0.0% Annual Gross Hospitality Other Income Annual Gross Parking Income 0.0% Annual Other Income Gress Income 100.0% Vacancy Loss (Residential, Commercial, Hospitality) (\$13,833)

\$143,700

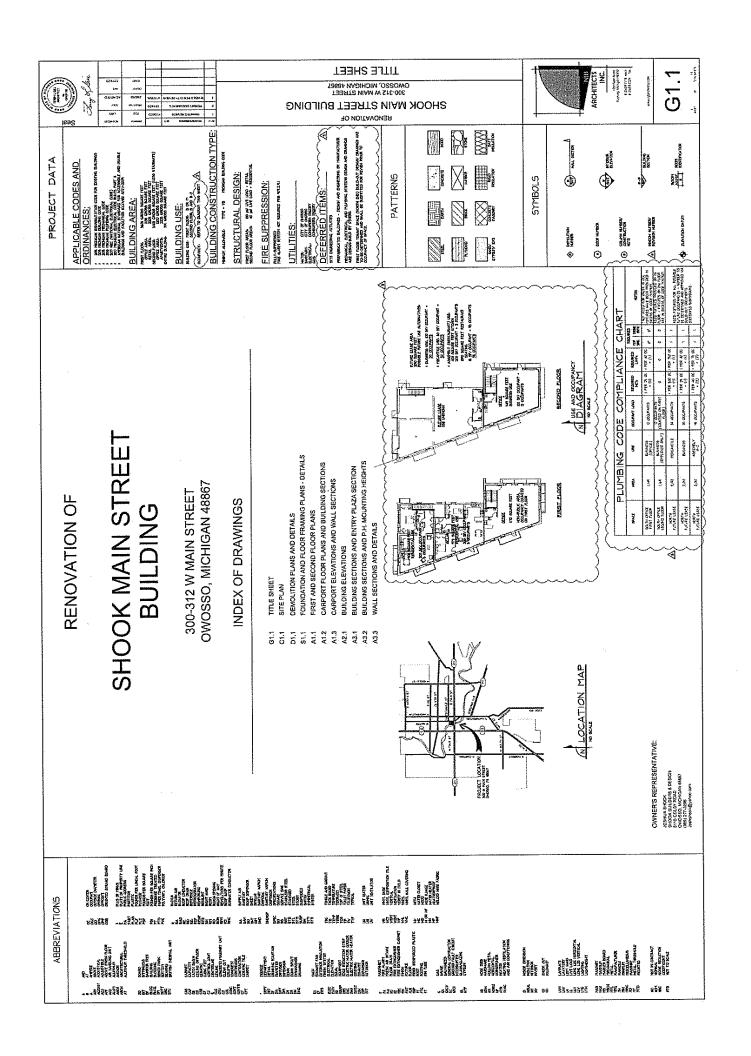
91.2% 100.0%

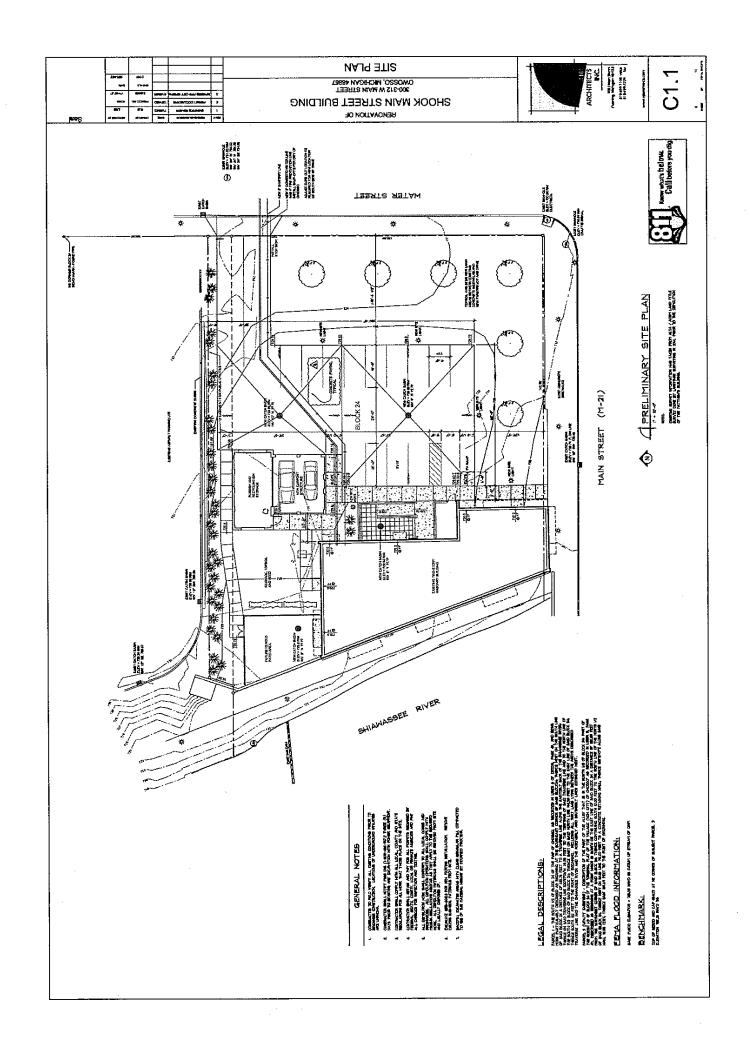
JUIG EGENOCE					
Other Loan Deb	t Service	50	0.0%	0.0%	
					Requii DSC
ther Oblig. 2	XXX		0.0%	0.0%	
the Oblig. 1	XXX		0.0%	0.0%	
at. Loen S DS;	XXX	\$0	0.0%	0.6%	
oen 4 DS:	Per la	\$0	0.0%	0.0%	
oan 3 DS:	XXX	\$0	0.0%	0.0%	
oan 2 DS:	500 4	\$0	0.0%	0.0%	
oan 1 D5:	Senior Lender	\$102,502	65.1%	71.3%	
mortizing Loa	ms				
sh Flow Avail	lable for Debt Service / NOI	\$123,055	78.1%	85.6%	
,		\$20,645	13,1%	14.4%	
uner: otal Expenses	and the self-or retrainmental substitution	400 557	0.0%	0.0%	-
ther: ther:			0.0%	0.0%	
ther;			0.0%	0.0%	2
ther:			2.0%	0.0%	
aserve Require	ments	\$3,000	1.9%	2.1%	3
	sility Insurance	\$4,200	2.7%	2.9%	;
ax Abatement		\$19,623	12.5%	13.7%	
eel Estate Taxe	*	\$27,118	17.2%	18.9%	:
Others			0.0%	0.0%	
Other:			0.0%	0.0%	
Security	•	\$1,000	0.6%	0.7%	
	ulpment Maintenance		0.0%	0.0%	
	faintenance	Jude	0.0%	0.0%	
	/Electrical Repolas	\$600	0.4%	0.4%	
	Air Repoirs	\$600	0.4%	0.4%	
	Decorations/Cleaning	\$750	0.5%	0.5%	
Parking Li			0.0%	0.0%	
	e Maintenance	\$600	0.4%	0.4% 0.0%	
Snow Rem			0.0%	0.0%	
Extermina Rubbish R			0.0%	0.0%	
Janitoria Extermina		\$300	0.2%	0.2%	
	nce/Ianitorial Payroll		0.0%	0.0%	
	Ion-Capitalized Repairs	\$3,850	2.4%	2.7%	;
Water & S			0.0%	0.0%	
Fuel			0.0%	0.0%	
Electricity	1	\$600	0.4%	0.4%	
ftilities	*	\$600	0.4%	0.4%	
Other:	. La companya de la companya de 🛶		0.0%	0.0%	
Other:	The state of the s		0.0%	0.0%	
General O			0.0%	0.0%	
Legal /Aca		\$1,000	0.6%	0.7%	
	g/Marketing	\$500	0.3%	0.3%	
	Vorker's Comp.		0.0%	0.0%	
Office Pay Payroll To			0.0%	0.0%	
				0.0%	
dministrative Monagen		\$1,500	1.0% 0.0%	1.0%	1

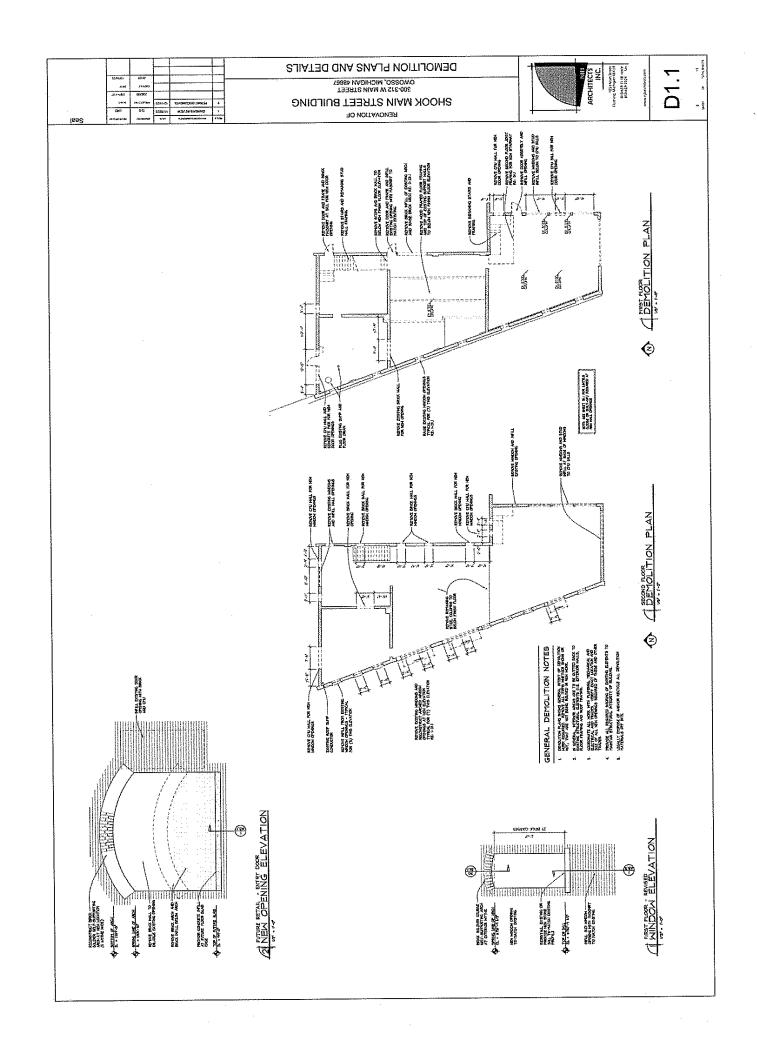
			Amort.	Interest	
LOAN TERMS	Loan Amount	Term Mos.	ivios.	Rate	Refi. Rate
Senior Lander	51,125,000	60	300	7.81%	7.81%
XXXX		60	240	4.00%	6.00%
XXX	1.	60	240	4.00%	6.00%
XXX		60	240	4,00%	6.00%
xxx	A	60		4,00%	6.00%
XXX	Total territor			4.00%	9.81%
XXX				4.00%	9.81%
	Override	0.000	Variation in the	S. C. Selfino	
	50	(if requesti	ng a grent ir	iput \$0)	
Other	\$0	60	240	1,00%	3.00X

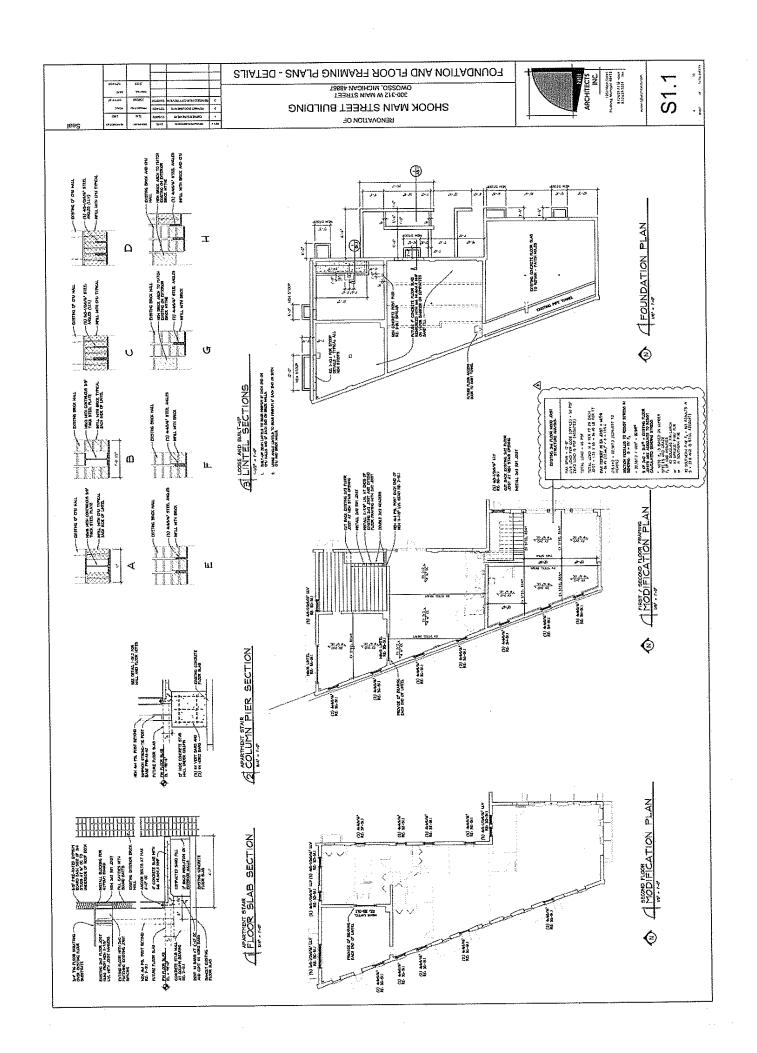
Debt Service Coverage Ratio

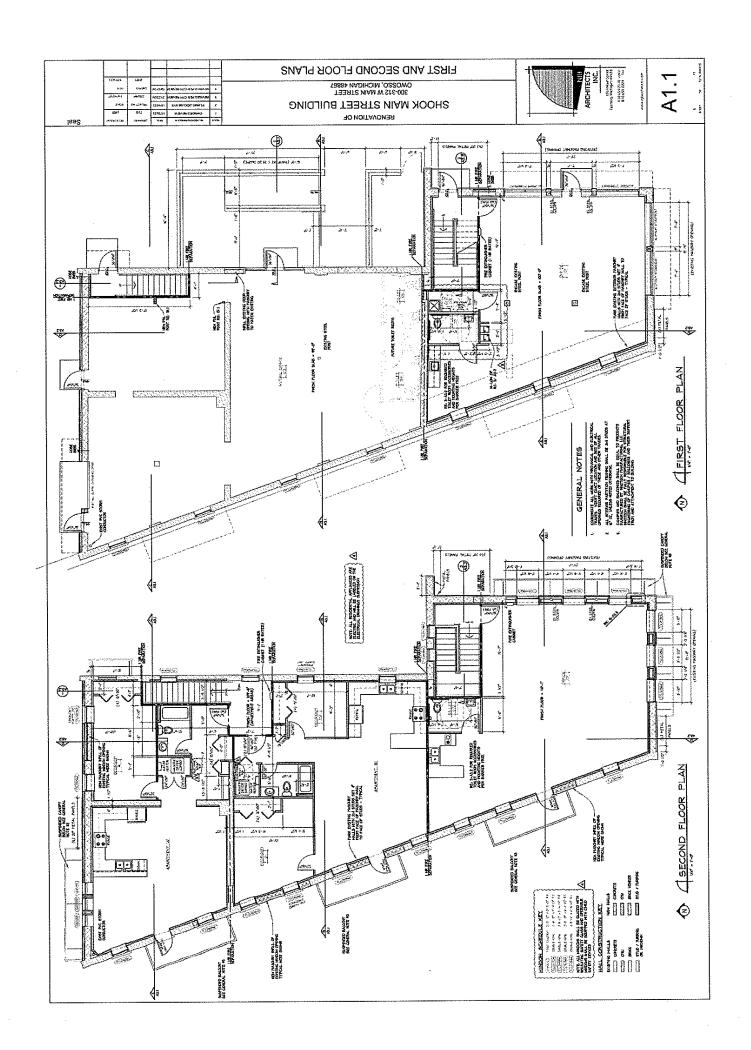
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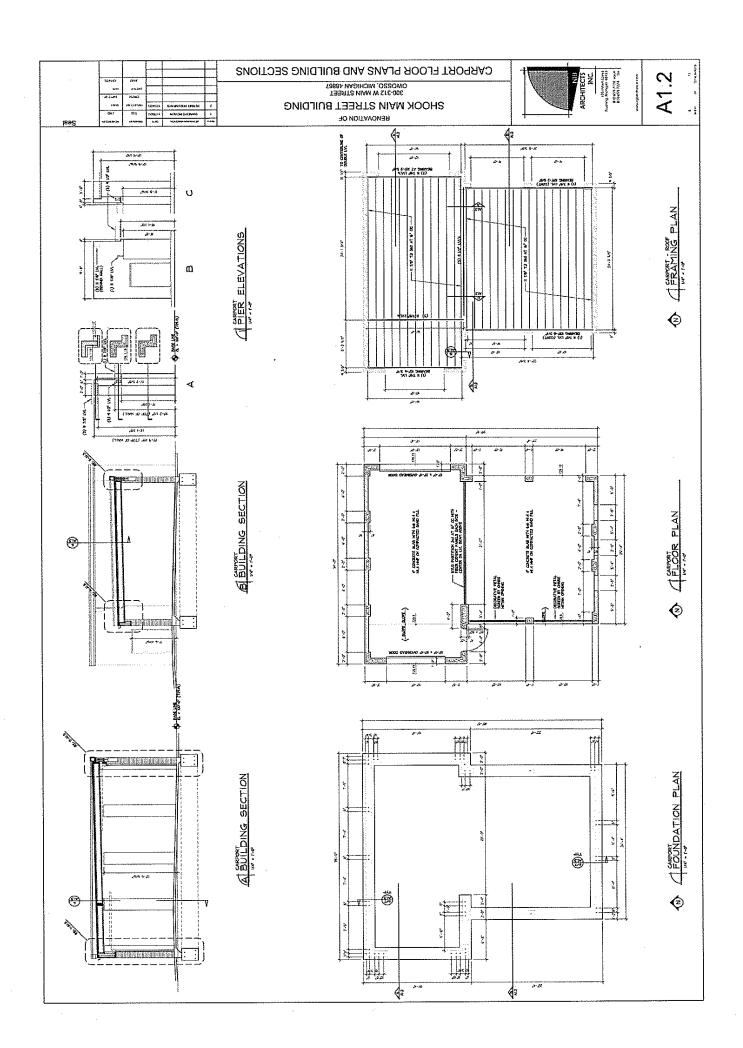


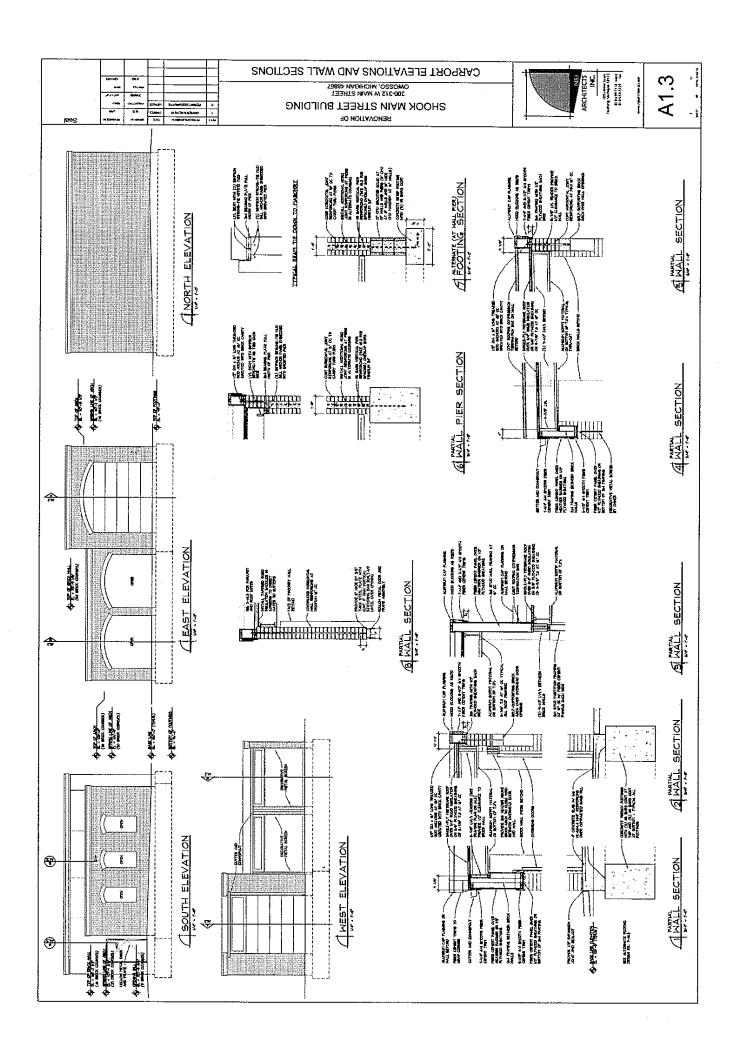


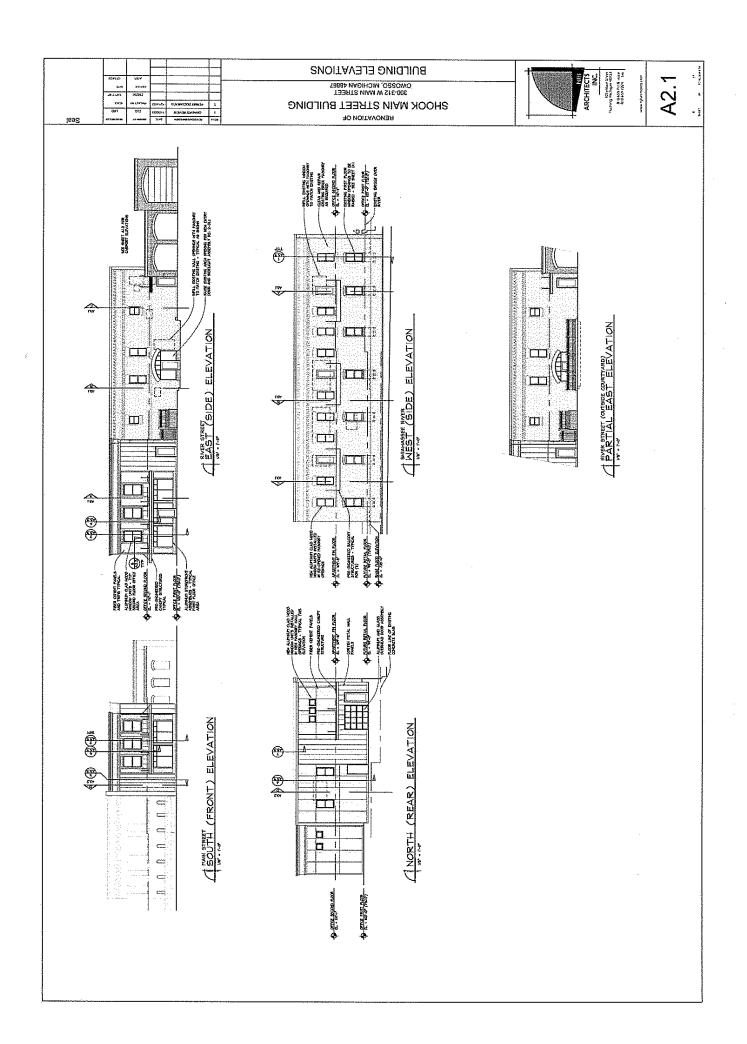


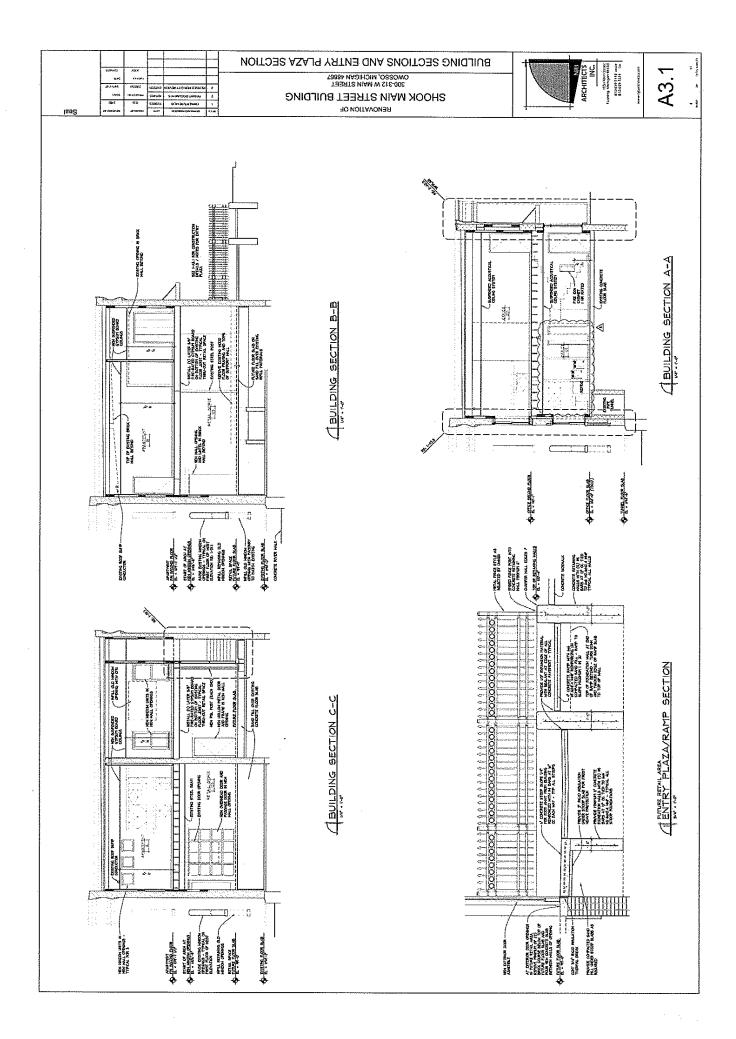


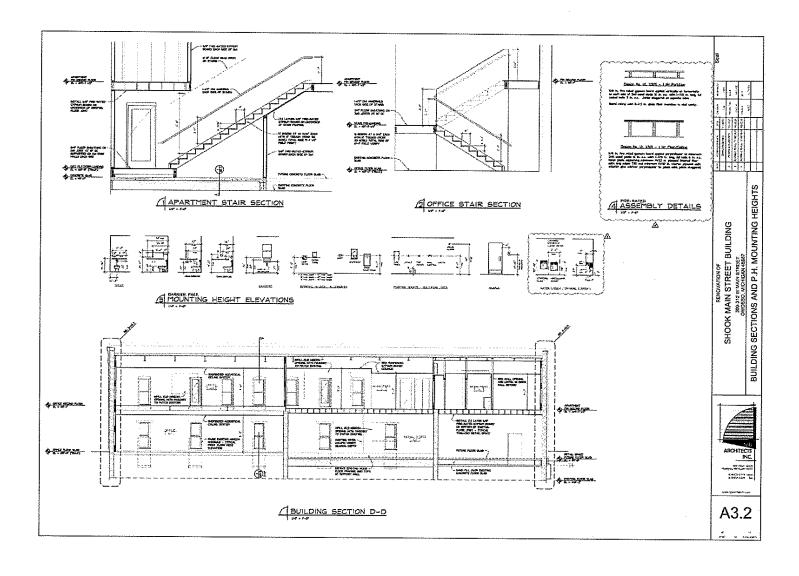


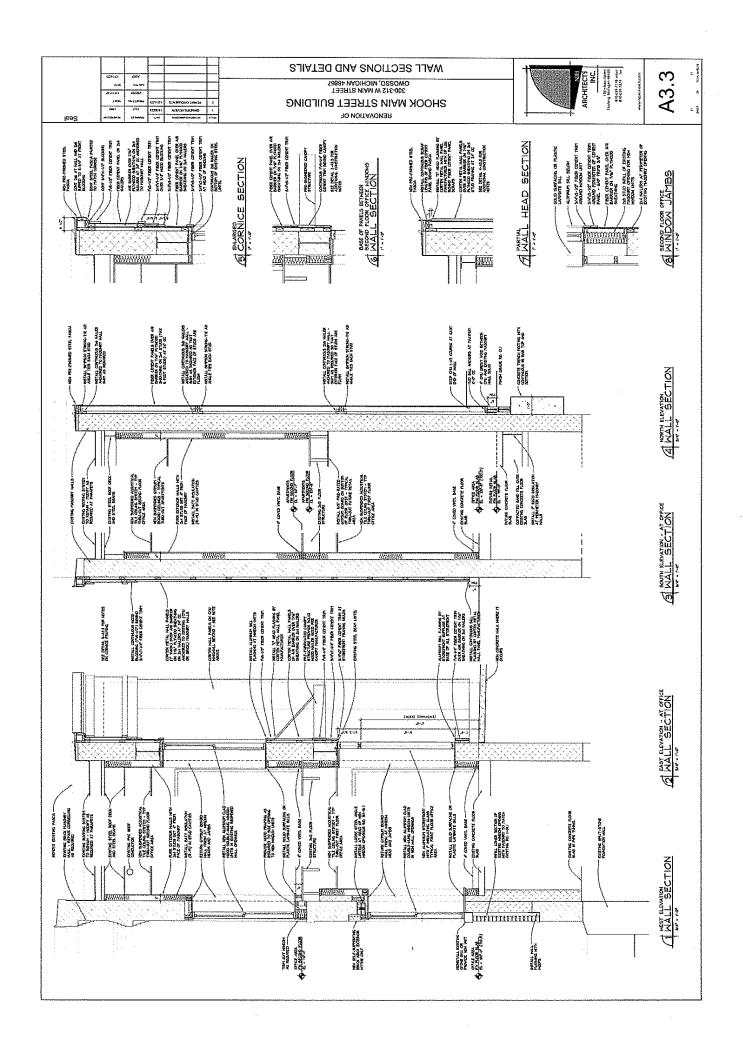












BUSINESS PLAN SHOOK RIVERSIDE DEVELOPMENT

Executive Summary

Experience Modern Living with Shook Riverside Development

Shook Riverside Development is a visionary real estate initiative located in Owosso, Michigan, dedicated to providing modern riverfront living spaces and vibrant business environments. The development features residential apartments that offer stunning river views, complemented by leased office and dining facilities to enhance local economic growth. With a carefully allocated development budget of \$1.75 million, this project aims to elevate community living standards while maintaining affordability.

Mission

To create vibrant, community-centric living and working spaces that blend natural beauty and urban accessibility, fostering an enhanced quality of life for residents and businesses.

Problem

There is a growing demand for affordable yet luxurious housing and business spaces in Owosso, Michigan, as young professionals and small families seek environments that offer both serene living and economic opportunities.

Solution

Shook Riverside Development addresses this need by providing one and two-bedroom apartments with river views, alongside leased office and restaurant spaces. This combination supports a community-focused lifestyle and a thriving local economy.

Primary Products & Services

- One-bedroom, one-bath apartments rented at \$1,450 per month
- Two-bedroom, one-bath apartments rented at \$1,750 per month
- Leased office space to Kori Shook & Associates at \$4,200 per month triple net lease
- Leased restaurant space at \$5,700 per month triple net lease

Primary Business Model

The business model revolves around developing and leasing residential and commercial spaces, generating rental income while maintaining the property to high standards to ensure long-term sustainability and community satisfaction.

Industry Overview

The residential and commercial real estate industry in Michigan is experiencing steady growth, driven by increasing urbanization and the demand for modern living spaces that offer both convenience and comfort. Shook Riverside Development is well-positioned to capitalize on these trends by offering uniquely located and competitively priced offerings.

Core Marketing Activities

- Targeted advertising focused on young professionals and families in Michigan
- Partnerships with local businesses to foster a sense of community
- Promotional events showcasing the lifestyle and business opportunities of living at Shook Riverside
 Development

High-level Financial Targets

- Achieve 90% occupancy within the first year of operations
- Generate an annual rental revenue of \$130,800 from residential leases
- Secure \$118,800 annually from office and restaurant leases
- Maintain operational costs at or below 20% of total revenue to ensure profitability

Core Offerings

Shook Riverside Development offers a unique blend of residential, commercial, and mixed-use spaces designed to enhance the community living experience in Owosso, Michigan. Our offerings cater to diverse needs, ensuring both residents and businesses enjoy premium facilities and services. Below are our core offerings, each designed to fulfill specific lifestyle and business needs.

Riverfront One-Bedroom Apartments

Modern one-bedroom apartments with scenic river views, designed for single occupants or couples seeking a luxurious yet affordable living space.

- Scenic river views
- Modern amenities
- Affordable luxury

② Target Audience

- Young professionals
- Couples without children
- Empty nesters

Marketing & Promotion

- Targeted social media campaigns
- Partnerships with local realtors
- Virtual tours on real estate platforms

⋈ Challenges

- Attracting the right demographic
- Managing occupancy rates
- Maintaining property standards

Pricing Strategy

- Rent set at \$1,450 per month
- Competitive pricing within the local market
- Flexible lease terms to attract long-term tenants

- High-quality, modern interior finishes
- Efficient property management services
- Maintenance support included for tenants

Riverfront Two-Bedroom Apartments

Spacious two-bedroom units perfect for small families or roommates, offering an inviting environment with riverfront access.

- Spacious living areas
- Family-friendly environment

⋈ Challenges

- Appeal to diverse family needs
- Balancing affordability and luxury

- Stunning views
- ② Target Audience
- Small families
- Roommates
- Relocating professionals
- Marketing & Promotion
- Family-focused community events
- Local newspaper listings
- Collaborations with moving services

- Retaining long-term tenants
- Pricing Strategy
- Rent set at \$1,750 per month
- Bundled utility packages available
- Discounts for early lease renewals
- **Execution Strategy**
- Family-friendly design and layout
- Regular community activities
- High-level security features

Leased Office Space

Professional office spaces leased to businesses, providing a prime location for corporate and small business operations.

- Prime business location
- Modern office facilities
- Flexible leasing options

② Target Audlence

- Small businesses
- Startups
- Professional service firms

Marketing & Promotion

- Networking events
- Advertisements in business journals
- Direct mail campaigns to local businesses

- Adjusting to market demand
- Competition with other office spaces
- Ensuring high occupancy rates

Pricing Strategy

- Leased at \$4,200 per month (triple net)
- Flexible lease lengths
- Customizable office layouts

⋨≣ Execution Strategy

- High-speed internet and IT support
- Professional meeting rooms
- Easy access to local amenities

Leased Restaurant Space

Well-positioned restaurant spaces leased to culinary businesses, fostering a vibrant dining scene along the riverside.

- Riverside dining appeal
- Fully equipped space
- High visibility location

② Target Audience

- Restaurateurs
- Cafes and bistros
- Specialty food vendors

Marketing & Promotion

- Partnership with food bloggers
- Local food festival participation
- Cross-promotions with other tenants

X Challenges

- Attracting diverse culinary offerings
- Managing operational costs
- Sustaining customer interest

Pricing Strategy

- Leased at \$5,700 per month (triple net)
- Revenue-sharing model options
- Seasonal lease adjustments

♯≣ Execution Strategy

- High foot traffic location
- Fully equipped kitchen facilities
- Support for restaurant marketing initiatives

Mixed-Use Development Spaces

Versatile spaces that combine residential and commercial uses, designed to support a seamless lifestyle for urban residents.

- Versatile living and working environment
- Community-focused design
- Modern urban amenities

② Target Audience

- Urban professionals
- Entrepreneurs
- Mixed-use developers

Marketing & Promotion

M Challenges

- Balancing residential and commercial needs
- Ensuring sustainable operations
- Attracting a mixed demographic

Pricing Strategy

- Competitive rental packages
- Multi-use incentives
- Variable pricing based on space use

- Community-centric advertising
- Urban living expos
- Incentives for multi-year leases

- Adaptive space design
- Integrated community services
- Sustainable building practices

Goals

- Achieve 90% occupancy for residential apartments within the first six months.
- Secure long-term lease agreements for office and restaurant spaces.
- Increase brand recognition and community engagement.
- Foster relationships with local businesses and residents.

Primary Channels

- Social Media: Utilize platforms like Facebook and Instagram to showcase lifestyle content and engage with potential residents.
- Local Advertising: Invest in local newspapers and community bulletin boards to reach residents and businesses in Owosso, Michigan.
- Partnerships: Collaborate with local businesses for cross-promotional opportunities.
- Events: Host open houses and community events to attract prospective tenants and foster community spirit.
- Online Listings: Leverage real estate platforms such as Zillow and Apartments.com to list available spaces.

Budget

Our marketing budget is allocated strategically to ensure maximum reach and impact. We will allocate 30% to digital advertising, 20% to local advertising, 25% to events and promotions, 15% to partnerships, and 10% to miscellaneous expenses. This balanced approach ensures that we capture a diverse audience while maintaining cost-effectiveness.

Community Engagement

Shook Riverside Development is committed to fostering a strong sense of community engagement in Owosso, Michigan. We believe that a successful development goes beyond construction and leasing; it should actively contribute to the local community's growth and vitality. Our approach to community engagement is multifaceted and aims to build lasting relationships with residents, local businesses, and community organizations.

Community Collaborations

We prioritize collaborations with local stakeholders to ensure that the development meets the needs and aspirations of the Owosso community. By partnering with local businesses and artisans, we aim to incorporate local talent and resources into our development projects, promoting economic growth and cultural diversity.

Resident Involvement

Our development encourages resident participation in community activities and decision-making processes. We plan to host regular town hall meetings and community events that provide platforms for residents to voice their opinions and contribute ideas for future improvements. This inclusive approach ensures that the living experience at Shook Riverside Development is continuously enhanced by the very people who reside there.

Supporting Local Initiatives

Shook Riverside Development is dedicated to supporting local initiatives that align with our values of sustainability and community well-being. We pledge to allocate a portion of our resources to sponsor local events, environmental projects, and educational programs. This commitment not only aids in community development but also strengthens our ties with the people of Owosso.

Open Communication

We maintain open lines of communication through various channels, ensuring that we remain accessible and responsive to the community's needs. Whether through social media, newsletters, or in-person interactions, we are dedicated to keeping our residents and partners informed and engaged with ongoing and upcoming projects.

Operations Plan

Shook Riverside Development operates with a strategic focus on ensuring smooth and efficient processes across all facets of its residential and commercial property management. Our operations plan details the mechanisms by which we will maintain and enhance the quality of our properties, engage with residents and business tenants, and manage our financial and human resources effectively.

Property Management

Our property management team will be responsible for maintaining the highest standards of living and working spaces. This includes regular maintenance checks, safety audits, and the swift resolution of any issues reported by tenants. We will establish a 24/7 emergency response line to address urgent matters and ensure tenant comfort and security.

Residential Operations

For the residential units, Shook Riverside Development will implement a comprehensive tenant onboarding process that includes orientation to the property amenities and services. We will use a digital portal for rent payment and communication, facilitating transparency and efficiency. Community engagement initiatives, such as monthly meet-and-greets or seasonal events, will foster a sense of community among residents and enhance tenant satisfaction and retention.

Commercial Leasing Management

In managing the commercial spaces, we will work closely with Kori Shook & Associates and the restaurant leaseholder to ensure their business needs are met and that they benefit from the location's unique advantages. This will include coordination for any necessary renovations or upgrades to keep the spaces conducive to business operations. Regular meetings with commercial tenants will be scheduled to discuss any operational concerns and future plans.

Human Resources

Our human resources strategy will focus on hiring skilled personnel who align with our core values of community enhancement and service excellence. We will provide ongoing training and professional development opportunities to ensure our team is equipped to handle the dynamic needs of a mixed-use development.

Financial Management

Financial prudence is key to our operational success. We will employ a robust financial management system to track expenses, revenue, and profitability. Monthly financial reviews will be conducted to ensure adherence to budgets and financial forecasts. Insights from these reviews will inform strategic decisions and investments in property improvements or community initiatives.

Sustainability and Environmental Considerations

A commitment to sustainability is embedded in our operations. We will adopt eco-friendly practices, such as energy-efficient lighting, water conservation measures, and waste reduction programs. Regular assessments will be carried out to monitor our environmental impact and identify areas for improvement.

Risks and Contingency Planning

Risk management will be integral to our operations, with a comprehensive risk assessment conducted annually. We will develop contingency plans to address potential challenges such as natural disasters, economic downturns, or changes in market demand. This proactive approach will minimize disruptions and ensure business continuity.

Through a well-structured operations plan, Shook Riverside Development aims to deliver exceptional living and working environments while achieving operational efficiency and financial sustainability.

				Business	Scoring Matrix				
					p 1: Eligibility Ver				
			1		Program Eligibility C	riteria	1		
Name	located within approved zones.	The business is headquartered in Michigan.	come from adult entertainment, marijuana, CDB, and/or tobacco.	they are applying for prior to the loan or grant approval. Excluding acquisition projects.	NOT received funds from the Revolving Loan & Grant Program within the last 24 months.	Owosso including but not limited to taxes, utilities, special assessment, invoices, permits and loan payments.	The applicant, or any LLC associated with the applicant, has NOT filed for bankruptcy.	Development Authority or City Council.	submited a completed application, including required documents, AND has identified an eligible project.
STAFF	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

								•	ng Matrix tality Committee C ee Eligibility Criteria								
Name		Local	t d Does this project help fulfill a goal within the City of Owosso Master Plan or Downtown Plan?	Owocco Main	Does this project help fulfill the Owosso Main Street Strategic Plan?	Will the project fulfill a want/need in the community based on the Pulse Poll Survey results?	creating an	Is the project going to bring people from outside the local community?		activate currently	tneir	Is the requested amount one- third or less of project costs?	What is the applicant's cash investment in the project?	loan or grant from	an active loan from	Does the applicant utilize the SBDC's services?	Has the applicant volunteered, sponsored or participated in Owosso Main Street programming, activities or events in the past 12 months?
EV Committee: layor Teich,																	
D. Howard, B. Meyer	Yes	No	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	16% to 20%	Yes	25% to 75%	Not Applicable	Yes

		Business	Scoring Matrix				
		nic Vitality Com	mittee Consideration	Step 4: Selected for Funding			
Name	Does this project include façade improvement?	Is this project for a full-service restaurant?	Does this project support downtown evening and weekend activation?	Meets Eligibility	Recommended for Funding		
EV Committee: Mayor Teich, D. Howard, B. Meyer	No	No	No	Yes	Yes		

OMS 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.

OMS 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.

OMS Transformation Strategies

Day-Tripper Tourism Residential Development

Fiscal Year 24-25 Economic Vitality Committee Priorities

Façade Improvement
Full Service Dining
Evening & Weekend Activation

OMS Strategic Plan Implementation Goal #1 Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers 1.8 - Assist in Redevelopment of Key Properties Short Term 3-5 years

	City of Owosso Master Plan
1.19 - Protect Health, Safety and	Cultivate an environment that demonstrates a committment
General Wellbeing of the	to the development of businesses, housing and community
Community	organizations in Downtown Owosso
2.3 - Provide Excellent Customer	Support a regulatory environment that demonstrates a
Service to Residents and	commitment to the development of businesses, housing, and
Investors	community organization in Downtown Owosso
5.11 - Increase Quality of Life	
and Quality of Place for All	Expand housing options
5.13 - Increase Quality of Life	
and Quality of Place for All	Encourage and support upper floor residential uses
	Encourage home-based businesses, live-work space, mixed
5.15- Increase Quality of Life	uses, and flexible commercial spaces to accommodate the
and Quality of Place for All	new economy worker and business

What would make Downtown O		Do you think housing downtown Downtown Owosso if you could?	nt and would you live in	What type of housing is m	What type of housing is missing in Downtown Owosso?			
More Dining	372	56.60%	Yes housing is important but I would not like to live downtown	302	46.00%	Senior Housing	150	22.80%
More Retail	257	39.10%	No housing is not important	111	16.90%	None	146	22.20%
Facades and Buildings rehabbed	233	35.50%	No answer	97	14.80%	2 Bedroom Apartment	123	18.70%
More Activities	172	26.20%	Yes housing is important and I would like to own housing downtown	79	12.00%	2 Bedroom Condo	100	15.20%
Public spaces improved	125	19.00%	Yes housing is important and I would like to rent housing downtown	68	10.40%	2 Bedroom Townhome	92	14.00%
ncreased business hours	122	18.60%				Other (please specify)	85	12.90%
ncreased pedestrian/bike afety	78	11.90%				Loft	73	11.10%
Other (please specify)	65	9.90%	1			1 Bedroom Apartment	67	10.20%
lower traffic	25	3.80%				Studio Apartment	66	10.00%
lone/Not Applicable	12	1.80%				1 Bedroom Townhome	46	7.00%
	•		_			1 Bedroom Condo	40	6.10%
						Live/Work Unit	39	5.90%



MEMORANDUM

DATE: March 6, 2024

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: OMS/DDA Work Plans

To maintain accreditation with Michigan Main Street (MMS) and Main Street America (MSA), the Board completed a self-assessment and on-site assessment visit. MMS and MSA provided a summary of their findings for the OMS program.

Main Street Accreditation Assessment Results

Needs Attention: Strategy Driven Programming

Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines and budgets.

Staff seeks discussion on presented work plans and the implementation of work plans for OMS/DDA programming.

Master Plan Implementation Goals:

2.2 – Continue the Main Street program in downtown.

Fiscal Impact:

None

Motion to Consider:

None

Attachments:

Business of the Month Work Plan Bridge Beautification Work Plan Downtown Owosso Chocolate Walk Work Plan

		Fiscal Year 2025-26 OMS Projects, Programs & Work Plans				
Committee	Program Name	Description	Budget	Strategic Plan Goal #	Master Plan Goal #	Timeline
Promotion	Advertisements	Downtown photos and ads	\$700.00	1.7, 2.2, 4.1	4.22	As needed
Promotion	Store Front Competition	TBD	\$500.00	2.4	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	TBD
Promotion	Misc. Promo Supplies	General event and marketing supplies	\$500.00		4.6, 4.16, 5.12	As needed
Promotion	Glow Owosso	A cherished holiday tradition that lights up downtown with a 5k, dazzling light parade and magical Christmas tree lighting celebration the day after Thanksgiving. This is Owosso Main Street's largest event of the year.	\$10,000.00		4.5, 4.6, 4.16, 5.9, 5.12, 5.17	November 202
Promotion	Owosso Vintage Motorcycle Days	Vintage Motorcycle Ride & Show	\$2,500.00		4.5, 4.6, 4.16, 5.9, 5.12, 5.17	August 2026
Promotion	Chocolate Walk	A delightful fundraising event, where participants explore downtown businesses and enjoy various chocolate treats, contributing to a beautification or public art project.	\$750.00	4.3	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	April 2026
Design	Community Cleanup	Trash bags, gloves, trash grabbers, etc.	\$100.00	3.1, 3.2, 3.6	3.18, 4.5, 5.2, 5.33, 7.1	As needed
Design	Wayfinding	Update to Social District Signage and Downtown Wayfinding	\$3,500.00	2.2, 3.6	3.18, 4.5, 5.1, 5.2, 5.26, 6.5	Fall 2025 & Spring 2026
Design	Seasonal Beautification	Holiday or seasonal vegetation, art installations or other decorative elements, creating a welcoming atmosphere for downtown visitors.	\$6,000.00	3.1, 3.2, 3.6	3.18, 4.5, 5.1, 5.2, 5.26, 6.5	Ongoing
Economic Vitality	Business of the Month Program	One downtown business will receive additional marketing exposure and tailored business support each month to help elevate their brand and drive growth.	\$900.00	1.2, 1.6	1.17, 1.19, 1.21, 4.22, 5.17	Ongoing
Economic Vitality	Business & Property Owner Meetings	Roundatbles, info sessions, trainings, networking events, and more	\$1,100.00	1.2, 1.4, 4.1	1.17, 1.19, 1.21, 4.22, 5.17	As needed
Economic Vitality	Revolving Loan & Grant Program	A public investment initiative, providing financial assistance for improvements that enhance economic growth, historic preservation, and business development.	Separate Fund		1.17, 1.19, 2.3, 5.11, 5.13, 5.15, 5.31	Ongoing
Economic Vitality	Match on Main	MEDC Grant Program	Separate Fund	1.6, 1.8, 4.1	1.17, 1.19, 1.21, 4.22, 5.17	TBD
Organization	Volunteer Supplies	Board & Committee Member Supplies + OMS provides water for volunteers at all events, project installations, etc.	\$150.00	4.4	1.19, 2.2, 5.17	Ongoing
Organization	Sponsorship Program	Sponsor Guide printing, sponsor signage, thank you cards	\$100.00	4.3	2.2, 3.16	Ongoing
Organization	2026 Board Workshop	Board Training + Annual Main Street Service	\$300.00	4.4	1.19, 2.2, 5.17	Fall 2025
Organization	Volunteer Rewards	TBD	\$300.00	4.4	1.19, 2.2, 5.17	TBD
Organization	2025 Volunteer Appreciation Event	A special gathering designed to express gratitude to Owosso Main Street volunteers, featuring special acknowledgements and giveaways to show appreciation for their contribution to the vitality of downtown.	\$800.00	4.1, 4.4	1.19, 2.2, 5.17	February 2026



OMS ORGANIZATION COMMITTEE

REGULAR MEETING

Tuesday, February 11, 2025, 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 supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Called to order at 2:00 p.m.

Present: J. Ardelean, D. Woodworth, and K. Parzych

Absent: B. Gilbert, J. Moore attended virtually

Staff: L. Fredrick

Organization Committee Budget

Fredrick reviewed the Fiscal Year 2024-2025 Organization Committee Budget and the Draft Fiscal Year 2025-2026 Organization Committee Budget.

Fredrick presented the options to include a volunteer rewards program and/or a merchandise program, as previously proposed by the Committee, in the upcoming fiscal year.

Ardelean and Parzych recommended prioritizing a volunteer rewards program before a merchandise program.

Committee agreed to wait on creating a merchandise program until the six-month budget amendment period or Fiscal Year 2026-2027 and pursue a volunteer rewards program for Fiscal Year 2025-2026.

Parzych noted that a volunteer rewards program could help the Committee identify preferred products and designs before investing in the inventory for a merchandise program.

Parzych suggested creating a volunteer survey.

Moore recommended the survey be generic enough to be shared with volunteers of all programs alleviating the need of create a new survey after each event or project.

Sponsorship Program

Committee reviewed the updated sponsorship webpage and provided feedback for revisions.

Fredrick confirmed she will work on establishing an online payment option.

Fredrick presented draft graphics for the sponsorship acknowledgment a-frame signs and the Committee provided feedback for revisions.

Ardelean recommended printing on both sides of the a-frame inserts to maximize their usage.

Committee agreed to finalize the sponsorship acknowledgement signage at the March meeting.

Volunteer Database

Moore and Fredrick provided updates on the Volunteer Database.

Committee discussed the importance of tracking volunteer contact information on program, project, and event work plans.

Director Updates:

None.

Committee Comments:

Moore suggested hosting a volunteer recruitment event.

Next Meeting:

Tuesday, March 11th at 2:00 p.m. at City Hall; 301 W. Main Street

Owosso Main Street Promotion Committee

REGULAR MEETING

Thursday, February 13, 2025, 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 supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Called to order at 8:04 a.m.

Present: J. Davis and B. Atkins

Absent:, P. Vreibel and S. Maginity

Staff: L. Fredrick

Promotion Committee Budget

Fredrick reviewed the Promotion Committee Budget for 2024-2025 and presented the Draft Promotion Committee Budget for the Fiscal Year 2025-2026.

Davis asked where leftover event funds are allocated.

Fredrick confirmed that event committees are required to spend any funds raised within the fiscal year and that the committees allocate raised funds exceeding their expenses towards supplies for future events.

Chocolate Walk

Fredrick introduced Emily Marrah, from the Michigan Small Business Development Center, who will be assisting with the March 6th Downtown Business Owner Meeting dedicated to discussing the Chocolate Walk event.

Davis noted that she received feedback from a portion of the downtown businesses regarding the quantity of tickets being sold for the event.

Committee discussed topics to cover at the business owner meeting and whether the event has potential for growth, revisions, or replacement.

Atkins noted that staffing is an additional barrier for small businesses to participate, on top of the cost of sponsoring 300 or more chocolate treats.

3rd Thursdays at the Fountain

Fredrick reviewed the Fountain Park Seasonal Expansion Presentation and asked for feedback, suggested revisions, or additional items to consider.

Director Updates:		
None.		
Committee Comments:		
None.		
Next Meeting:		

Marrah suggested creating directory signage that displays a visual map of downtown and categorizes

Thursday, March 13th at 8:00 a.m. at City Hall; 301 W. Main Street

nearby businesses.

Owosso Main Street Economic Vitality Committee

REGULAR MEETING

Tuesday, February 18, 2025, 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 supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Called to order at 1:04 p.m.

Present: B. Meyer, D. Howard and R. Teich. L. Omer arrived at 1:38 p.m.

Absent: None Staff: L. Fredrick

Shook Riverside Development Grant Application

Committee reviewed and scored the Shook Riverside Development LLC Fire Suppression Grant Application for 312 W. Main Street.

Fredrick noted that the application will be presented for the OMS & DDA Board's consideration at the March 5, 2025, meeting if approved.

Committee discussed potential revisions to the Revolving Loan & Grant Program for the next fiscal year.

MOVED BY TEICH, SUPPORTED BY MEYER TO RECOMMEND A REIMBURSEMENT GRANT AWARD OF \$25,000 TO SHOOK RIVERSIDE DEVELOPMENT LLC FROM THE REVOLVING LOAN & GRANT PROGRAM FOR FIRE SUPPRESSION AT 312 W. MAIN STREET. AYE: ALL MOTION CARRIED

Economic Vitality Committee Budget

Fredrick reviewed the Fiscal Year 2024-2025 Economic Vitality Committee Budget and presented the Fiscal Year 2025-2026 Draft Budget.

Fredrick noted that funding for the Business of the Month Program and Business & Property Owner Meetings will remain the same for the upcoming fiscal year.

Business of the Month Program

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

Director Updates:

Fredrick notified the Committee that Curwood Place LLC has submitted a grant application for their review asking for \$50,000 from the Revolving Loan & Grant Program for Fire Suppression and Elevator Installation at 344 W. Main Street.

Committee Comments:

None.

Next Meeting:

Tuesday, March 18th at 1:00 p.m. at City Hall; 301 W. Main Street

Owosso Main Street Design Committee

REGULAR MEETING

Wednesday, February 19, 2025, 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 supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Called to order at 8:30 a.m. Present: J. Ross and K. Parzych

Absent: L. Weckwert and D. Drenovsky

Staff: L. Fredrick

Design Committee Budget

Fredrick reviewed the Fiscal Year 2024-2025 Design Committee Budget and presented the Fiscal Year 2025-2026 Draft Budget.

Fredrick noted a consolidation of existing programming based on the Committee's capacity and volunteer involvement.

Fredrick highlighted Wayfinding and Seasonal Beautification as the Committee's initial programs for the 2025-2026 fiscal year.

Fountain Park Seasonal Expansion

Fredrick reviewed the Fountain Park Seasonal Expansion work plan.

Committee discussed the needs for the project to progress from the Committee to the Board for approval.

Lebowsky Public Art Project

Fredrick notified the Committee that the Lebowsky Public Art Project may qualify for the Michigan Main Street Vibrancy Grant.

Committee discussed asking for letters of support from the Shiawassee Arts Center and Lebowsky Center for Performing Arts.

Fredrick provided cost estimates for a new bench to go next to the projector and confirmed she will continue to work on securing quotes for sidewalk replacement and a placard.

Fredrick noted that the projector location is still under review by the Michigan Department of Transportation.

None
Committee Comments:
None
Next Meeting:
Wednesday March 19th at 8:30 a m at City Hall: 301 W Main Street

Director Updates: