

# **AGENDA**

*OWOSSO MAIN STREET & DDA*

## **REGULAR BOARD MEETING**

Wednesday, April 2, 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:** April 2, 2025

**Review and Approval of Minutes:** March 5, 2025

### **Public Comments:**

### **Reports:**

- Check Disbursement Report
- Revenue and Expenditure Report
- ChargePoint Report
- 2025 Market Snapshot
- 2025-2031 Capital Improvement Plan

### **Items of Business:**

- 1) FY25-26 Work Plans  
**Master Plan Implementation Goals: 2.2**
- 2) 2025 Summer Beautification  
**Master Plan Implementation Goals: 5.20**

### **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 or 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](http://www.ci.owosso.mi.us).]

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

**March 5, 2025, AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Chair Bill Gilbert at 7:35 A.M.

**ROLL CALL:** Taken by Lizzie Fredrick

**PRESENT:** Chair Bill Gilbert, Vice-Chair Lance Omer, Mayor Robert J. Teich Jr., and Commissioners, Jill Davis, and Josh Ardelean. Commissioner Daylen Howard arrived at 7:43 A.M. Commissioner Ardelean left at 8:10 A.M.

**ABSENT:** Commissioner Dakota Woodworth

**STAFF PRESENT:** Lizzie Fredrick, OMS & DDA Director

**AGENDA:**

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

**AYES: ALL  
MOTION CARRIED**

**MINUTES:**

**MOVED BY DAVIS, SUPPORTED BY TEICH TO APPROVE THE FEBRUARY 5, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**PUBLIC COMMENTS:** Camille Guillen from the Steam Railroading Institute introduced herself to the Board.

Glen Erdman, an Owosso resident, introduced himself to the Board and stated his interest in learning more about OMS & DDA.

**REPORTS:** Fredrick presented the monthly financial reports highlighting revenue and usage of the Electric Vehicle Charging Stations.

Omer noted the busiest dates in the month of February and asked what days of the week they occurred.

Fredrick confirmed that February 4<sup>th</sup> was a Tuesday and February 27<sup>th</sup> was a Thursday.

Fredrick reviewed the Main Street America and Michigan Main Street 2024 OMS Assessment Summary, which identified detailed work plans aligning with the selected Transformation Strategy that outlines programming across the Main Street Four Points is a baseline program requirement that needs attention.

**ITEMS OF BUSINESS:**

1. **Shook Riverside Development Grant Application:** Board reviewed the Shook Riverside Development Grant Application for the Revolving Loan & Grant Program.

Board discussed the importance of fire suppression installation in the downtown buildings and the difficulties insuring buildings without it.

**MOVED BY ARDELEAN, SUPPORTED BY HOWARD 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.**

**AYE: ALL**

**MOTION CARRIED**

- 2. Fiscal Year 2025-2026 OMS Work Plans:** Fredrick presented a breakdown of each committee's Fiscal Year 2025-2026 projects, programs, and work plans for the Board's review.

Fredrick summarized each item and highlighted how they support the OMS Strategic Plan and City of Owosso Master Plan.

Fredrick noted that the Promotion Committee's Storefront Competition and the Organization Committee's Volunteer Rewards Program do not currently have work plans or project scopes.

### **COMMITTEE UPDATES:**

- 1. Organization:** Ardelean reviewed the Committee's budget discussion which prioritized volunteer rewards and tabled plans for a merchandise program for a future year.

Ardelean provided updates on the Sponsorship Program including webpage updates and plans for sponsorship acknowledgement signage.

- 2. Promotion:** Davis noted that the Committee meeting centered on the Chocolate Walk event and March 6<sup>th</sup> downtown business meeting dedicated to discussing the future of the event.

Davis shared that she has received feedback from downtown businesses asking for the event to remain at a 300-attendee capacity due to the financial strain of providing additional chocolate and that the Committee has concerns regarding the event's ability to grow in attendance, transform, or be considered a unique offering to attract visitors when neighboring communities offer the same event.

- 3. Economic Vitality:** Howard reviewed the Committee's budget discussion for the upcoming fiscal year and announced that Holistic Beginnings is the March Business of the Month.

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

- 4. Design:** Fredrick confirmed that the Fountain Park Seasonal Expansion will remain in the Committee's planning stage unless it has a program chair and committee to oversee the project.

Fredrick notified the Board that the Lebowsky Center canceled the historic preservation public art installation that was going to be funded by the Chocolate Walk event proceeds.

**DIRECTOR UPDATES:** Fredrick reminded the Board that she will be out of state in early April for the national conference for Main Street America and that she'll bring information to each of the Committees on what she learned at the February Michigan Main Street conference.

**BOARD COMMENTS:** Gilbert thanked Omer for leading the February Board Meeting.

**ADJOURNMENT:**

**MOVED BY OMER, SUPPORTED BY TEICH TO ADJOURN AT 8:27 A.M.  
AYES: ALL  
MOTION CARRIED**

**NEXT MEETING APRIL 2, 2025.**

**DRAFT**

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
03/03/2025	1	138115	SIDELINE SPORTS BAR OWOSSO LLC	GIFT CARD FOR SOCIAL MEDIA GIVEAWAYS	818.000	707	75.00
03/14/2025	1	11560 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	459.57
03/14/2025	1	11587 (A)	REPUBLIC SERVICES INC	4YD DUMPSTER PICKED UP WEEKLY - DDA	818.000	200	169.34
03/14/2025	1	11596 (A)	VERIZON WIRELESS	DDA	920.300	200	0.00
				DDA	920.300	200	0.00
				DDA	920.300	200	0.00
				DDA	920.300	200	43.34
				CHECK 1 11596(A) TOTAL FOR FUND 248:			<u>43.34</u>
03/14/2025	1	11598 (E)	HUNTINGTON NATONAL BANK -	EDUCATION & TRAINING	956.000	200	526.84
03/14/2025	1	11599 (E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	17.00
03/14/2025	1	138128	BANGIN' BOWLS	50 PROTEIN BITES	818.000	707	65.00
				12 CANS FITAID ENERGY DRINK FOR SAMPLES	818.000	707	28.00
				CHECK 1 138128 TOTAL FOR FUND 248:			<u>93.00</u>
03/14/2025	1	138139	MCLAREN RENT ALL	REMOVAL	818.750	705	215.46
03/28/2025	1	11642 (A)	VERIZON WIRELESS	DDA	920.300	200	43.34
03/28/2025	1	138163	FOSTER COFFEE COMPANY LLC	1 GALLON OF COFFEE & SUPPLIES	818.000	707	28.00
03/28/2025	1	138167	MICHIGAN DOWNTOWN ASSOCIATION	ANNUAL MDA MEMEBRSHIP	955.000	200	250.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			1,920.89

PERIOD ENDING 06/30/2025

\*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	06/30/2025 (ABNORMAL)	MONTH 06/30/2025 INCREASE (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000 - REVENUE								
248-000-402.000	GENERAL PROPERTY TAX	37,641.00		31,982.59	0.00		5,658.41	84.97
248-000-402.100	TIF	237,912.00		237,912.19	0.00	(0.19)		100.00
248-000-540.000	STATE SOURCES	0.00		0.00	0.00	0.00		0.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	26,454.00		26,454.48	0.00	(0.48)		100.00
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00		0.00	0.00	0.00		0.00
248-000-665.000	INTEREST INCOME	8,000.00		5,060.00	0.00		2,940.00	63.25
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		1,167.14	0.00		409.86	74.01
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	INCOME-ORGANIZATION	0.00		1,000.00	0.00	(1,000.00)		100.00
248-000-674.600	INCOME-DESIGN	635.00		635.00	0.00	0.00		100.00
248-000-674.700	EV STATION REVENUE	5,000.00		6,459.67	0.00	(1,459.67)		129.19
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		336,387.39	0.00		25,964.61	92.83
TOTAL REVENUES		362,352.00		336,387.39	0.00		25,964.61	92.83
Expenditures								
Dept 200 - GEN SERVICES								
248-200-728.000	OPERATING SUPPLIES	2,200.00		2,041.19	0.00		158.81	92.78
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	3,021.00		3,020.71	0.00	0.29		99.99
248-200-818.000	CONTRACTUAL SERVICES	68,000.00		9,577.36	0.00		58,422.64	14.08
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		3,568.55	0.00		1,431.45	71.37
248-200-920.300	TELEPHONE	520.00		346.67	0.00		173.33	66.67
248-200-930.000	BUILDING MAINTENANCE - DPW	30,000.00		10,235.51	0.00		19,764.49	34.12
248-200-940.000	EQUIPMENT RENTAL - DPW	9,000.00		5,422.95	0.00		3,577.05	60.26
248-200-955.000	MEMBERSHIPS & DUES	800.00		250.00	0.00		550.00	31.25
248-200-956.000	EDUCATION & TRAINING	3,500.00		1,024.71	0.00		2,475.29	29.28
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
248-200-995.243	TRANSFER TO BROWNFIELDS	0.00		33,963.58	0.00		(33,963.58)	100.00
Total Dept 200 - GEN SERVICES		241,345.00		78,716.45	0.00		162,628.55	32.62
Dept 261 - GENERAL ADMIN								
248-261-702.100	SALARIES	66,608.00		47,353.09	0.00		19,254.91	71.09
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
248-261-715.000	SOCIAL SECURITY (FICA)	5,191.00		3,638.90	0.00		1,552.10	70.10

PERIOD ENDING 06/30/2025

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		AMENDED BUDGET	NORMAL	06/30/2025 (ABNORMAL)	MONTH 06/30/2025 INCREASE (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
248-261-716.100	HEALTH INSURANCE	7,703.00		5,776.70	0.00		1,926.30	74.99
248-261-716.200	DENTAL INSURANCE	369.00		269.73	0.00		99.27	73.10
248-261-716.300	OPTICAL INSURANCE	52.00		39.31	0.00		12.69	75.60
248-261-716.400	LIFE INSURANCE	526.00		393.03	0.00		132.97	74.72
248-261-716.500	DISABILITY INSURANCE	837.00		623.55	0.00		213.45	74.50
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		4,275.66	0.00		1,719.34	71.32
248-261-719.000	WORKERS' COMPENSATION	406.00		314.70	0.00		91.30	77.51
Total Dept 261 - GENERAL ADMIN		88,962.00		62,960.08	0.00		26,001.92	70.77
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 - ORGANIZATION		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		8,364.63	0.00		2,635.37	76.04
248-705-818.760	RETAIL EVENTS	0.00		0.00	0.00		0.00	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	300.00		102.76	0.00		197.24	34.25
248-705-818.790	NYE BLOCK PARTY	0.00		0.00	0.00		0.00	0.00
Total Dept 705 - PROMOTION		17,500.00		10,107.56	0.00		7,392.44	57.76
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 VITALITY								
248-707-818.000	WORK PLAN EXPENDITURES	2,000.00		601.00	0.00		1,399.00	30.05
Total Dept 707 - ECONOMIC VITALITY		2,000.00		601.00	0.00		1,399.00	30.05
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

PERIOD ENDING 06/30/2025

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GL NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2025	MONTH 06/30/2025	BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
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		361,057.00	155,550.43	0.00	205,506.57	43.08
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		362,352.00	336,387.39	0.00	25,964.61	92.83
TOTAL EXPENDITURES		361,057.00	155,550.43	0.00	205,506.57	43.08
NET OF REVENUES & EXPENDITURES		1,295.00	180,836.96	0.00	(179,541.96)	3,964.24

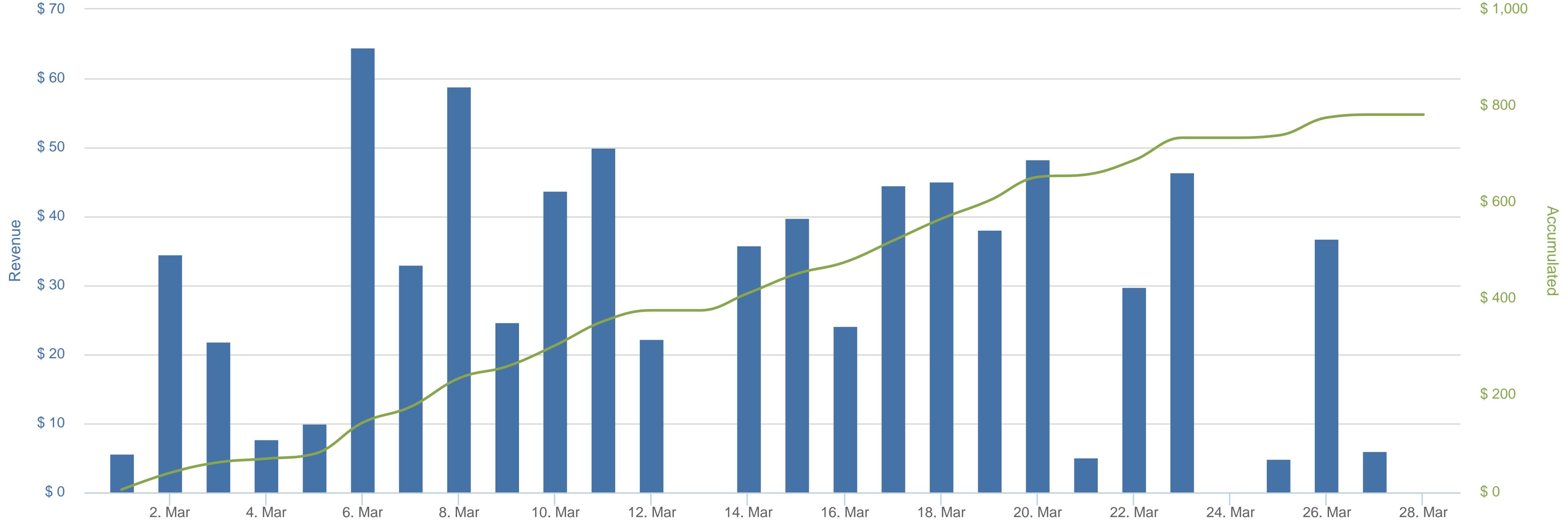
# EV Charging: Revenue 3/1/25 - 3/28/25

**This month: \$782.09**

**Last month: \$736.52**

Revenue

Accumulated

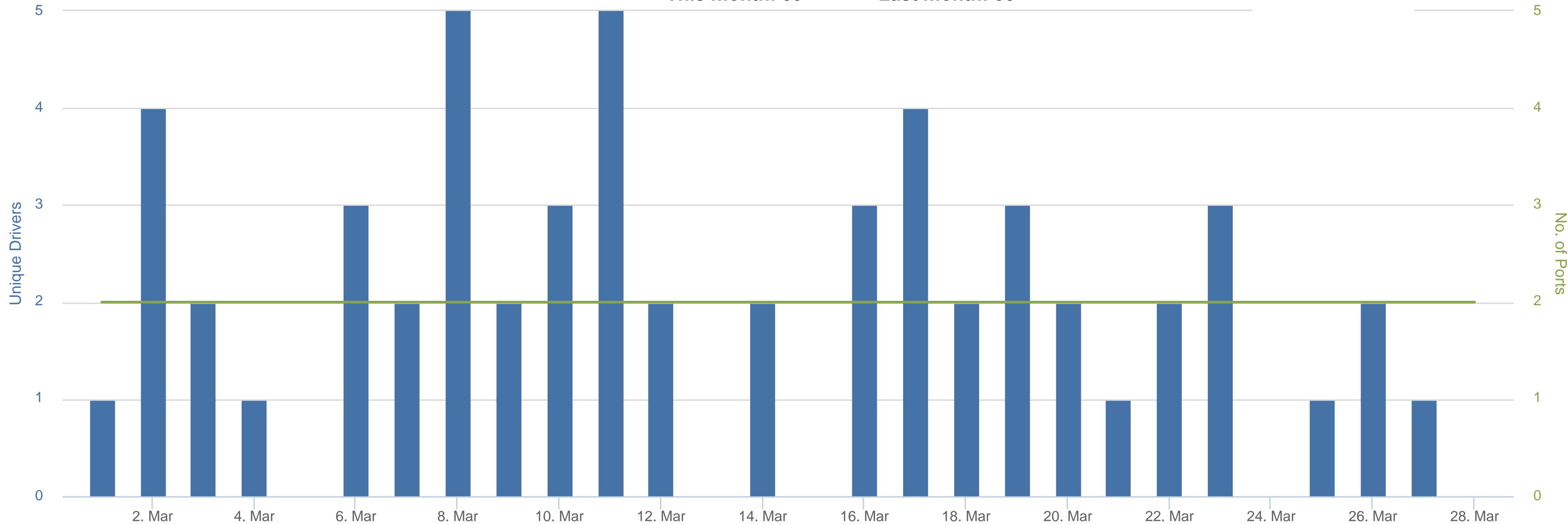


# EV Charging: Unique Drivers 3/1/25 - 3/28/25

**This month: 39**

**Last month: 33**

■ Unique Drivers  
— No. of Ports

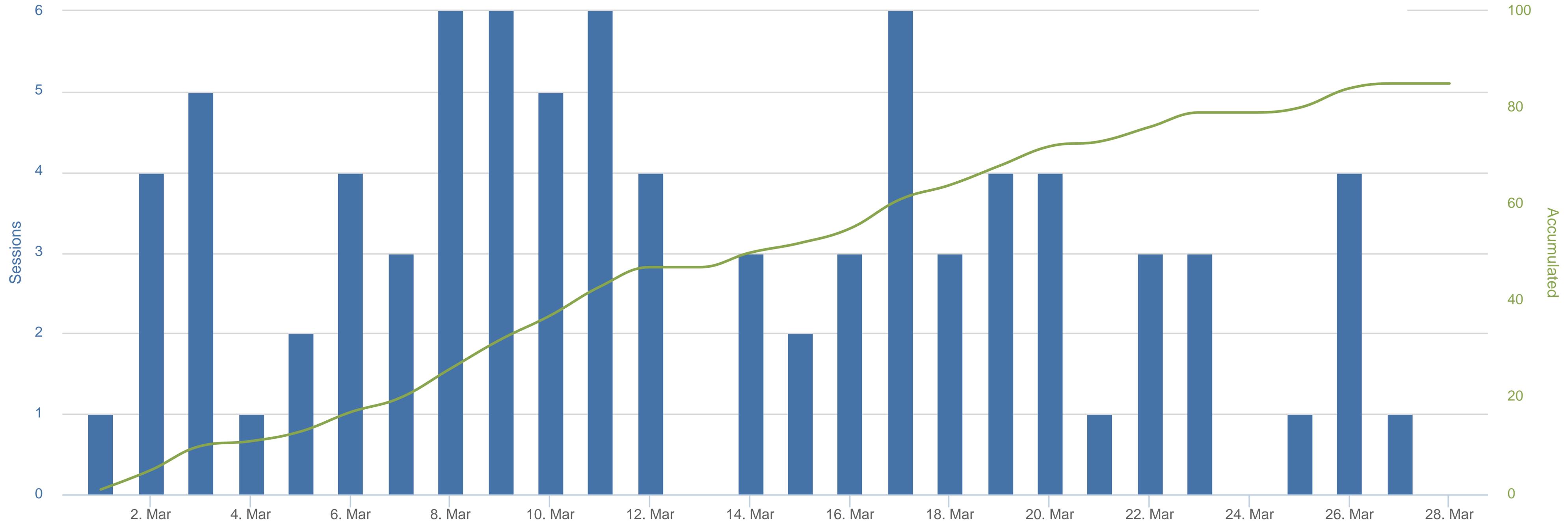


# EV Charging: Sessions 3/1/25 - 3/28/25

**This month: 85**

**Last month: 73**

**Sessions**  
**Accumulated**



# DOWNTOWN OWOSSO

OWOSSO, MICHIGAN



## MARKET SNAPSHOT

Owosso Main Street/DDA and community partners are taking a proactive approach to planning for the future prosperity of Downtown Owosso. Ongoing efforts are serving to heighten the appeal of Downtown Owosso as a place to work, visit, live, do business, and invest. A holistic approach to revitalization is sparking a new wave of activity and positioning Downtown Owosso as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information provides a starting point for evaluating the market, identifying potential opportunities, and assessing Owosso Main Street/DDA enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Owosso.



Owosso Main Street/DDA

(989) 725-0571

[downtownowosso.org](http://downtownowosso.org)



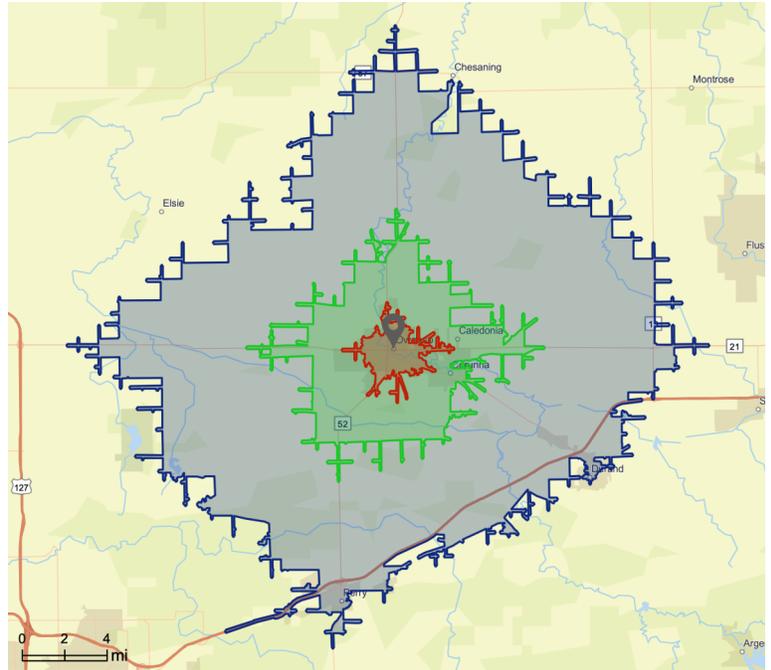
Owosso is a Michigan Main Street community.

Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts.

The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown’s history and identifying the unique assets of the community itself.

DOWNTOWN OWOSSO DRIVE TIME MARKET

## DEMOGRAPHIC FAST FACTS | SOURCE: ESRI 2024



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	15,199	27,442	55,671
2020 Total	14,614	26,384	53,557
2024 Estimate	14,457	26,061	53,110
2029 Projection	14,233	25,781	52,635
Growth (2024-29)	-1.5%	-1.1%	-0.9%
Projected State Population Growth (2024-29)			-0.4%



2024 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	14,881	27,414	47,383
Workers	7,342	13,469	19,349
Residents	7,539	13,945	28,034
Daytime Change	2.9%	5.2%	-10.8%



HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	6,172	11,101	21,785
2020 Total	6,236	11,221	22,054
2024 Estimate	6,214	11,229	22,127
2029 Projection	6,233	11,312	22,335
Growth (2024-29)	0.3%	0.7%	0.9%
Projected State Households Growth (2024-29)			1.4%



MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2024 Estimate	\$51,558	\$53,177	\$61,437
2029 Projection	\$56,569	\$59,548	\$70,921
Growth (2024-29)	9.7%	12.0%	15.4%
2024 State Median HH: \$71,476		2024-29 Growth: 15.0%	

# MARKET TRAITS

| SOURCE: ESRI 2024



HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2024 Estimate	6,697	12,039	23,748
- Owner Occupied	60.7%	64.1%	71.8%
- Renter Occupied	32.1%	29.2%	21.4%
- Vacant	7.2%	6.7%	6.8%

Estimated State Percent Vacant (2024) 11.3%



## POPULATION BY RACE/ETHNICITY—DIVERSITY

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	14.7	13.0	11.7
2020	23.0	21.1	19.5
2024	24.4	22.4	20.7
2029	26.1	24.0	22.2

State Diversity Index 2024: 50.5 2029: 52.3

The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



## 2024 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Education	5 Minutes	10 Minutes	20 Minutes
No High School Diploma	12.1%	9.7%	8.3%
High School Grad/GED	33.2%	34.4%	34.9%
Some College/Associate	36.3%	36.5%	37.5%
Bachelor/Grad/Prof	18.4%	19.4%	19.2%



## PER CAPITA INCOME

2024 ESTIMATE

5 Minutes	\$28,621
10 Minutes	\$29,738
20 Minutes	\$32,701
State	\$40,752



## MEDIAN AGE

2024 ESTIMATE

5 Minutes	38.8
10 Minutes	41.6
20 Minutes	43.2
State	40.5



## 2024 EMPLOYED

CIVILIAN POPULATION 16+

5 Minutes	95.0%
10 Minutes	95.2%
20 Minutes	95.2%
State	95.6%



## 2024 EMPLOYMENT BY OCCUPATION

2024 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	6,993	12,133	25,152
- White Collar	46.5%	48.7%	50.7%
- Services	21.3%	20.6%	18.8%
- Blue Collar	32.2%	30.7%	30.5%

# LIFESTYLE PROFILE

| SOURCE: ESRI 2024

Esri's Community Tapestry is a geodemographic segmentation system that combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (**Tapestry Segments**).

## PREVALENT TAPESTRY SEGMENTS

5 Minutes—HHs		10 Minutes—HHs		20 Minutes—HHs	
<a href="#">Traditional Living (12B)</a>	33%	<a href="#">Traditional Living (12B)</a>	24%	<a href="#">Salt of the Earth (6B)</a>	27%
<a href="#">Hometown Heritage (8G)</a>	22%	<a href="#">Heartland Communities (6F)</a>	18%	<a href="#">Traditional Living (12B)</a>	16%
<a href="#">Midlife Constants (5E)</a>	13%	<a href="#">Hometown Heritage (8G)</a>	18%	<a href="#">Heartland Communities (6F)</a>	15%

Tapestry's 14 **LifeMode groups**—groups of Tapestry segments that share similar demographic characteristics and consumer behavior patterns—offer a broader view of consumer behavior patterns.

## PREVALENT TAPESTRY LIFEMODE GROUPS



### HOMETOWN [LM12] | #1 in 5 Minute Drive Time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
2,587	41.6%	3,200	28.5%	4,158	18.8%

- Growing up and staying close to home; single householders.
- Close-knit urban communities of young singles (many with children).
- Owners of old, single-family houses, or renters in small multiunit buildings.
- Religion is the cornerstone of many of these communities.
- Visit discount stores and clip coupons.
- Purchase used vehicles to get to and from nearby jobs.



### COZY COUNTRY LIVING [LM6] | #1 in 10 Minute Drive

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
513	9.2%	3,329	29.6%	10,547	47.7%

- Empty nesters in bucolic settings.
- Largest Tapestry group, almost half of households located in the Midwest.
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans.
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs.
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online.
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns.
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching.

Learn more and view complete Tapestry descriptions at the Esri website: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

# RETAIL VIEW

| SOURCE: CLARITAS 2025

An understanding of area supply and demand for retail and food and drink establishments, infused with local insights on market forces influencing performance and opportunities in the marketplace, can yield a meaningful assessment of a retail market’s performance and possibilities for growth.

Data sourced from Claritas’ Retail Market Power® (RMP) reports provide a good starting point for:

- Assessing and tracking overall sales volumes and retail performance.
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.
- Detecting gaps in the business mix and possible repositioning, expansion, and recruitment opportunities.

Claritas RMP estimates provide a direct comparison between sales by businesses (supply) and consumer spending (potential sales or demand). The resulting difference between supply and demand is expressed as sales surplus or leakage.

## SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$250.6M	\$790.8M	\$959.7M
- Potential Sales (Demand)	\$248.2M	\$503.5M	\$886.1M
- Est. Surplus/(Leakage)	\$2.4M	\$287.4M	\$73.6M
<hr/>			
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$28.0M	\$94.8M	\$117.8M
- Potential Sales (Demand)	\$36.3M	\$75.1M	\$132.2M
- Est. Surplus/(Leakage)	(\$8.4M)	\$19.8M	(\$14.5M)
<hr/>			
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$278.6M	\$885.7M	\$1077.4M
- Potential Sales (Demand)	\$284.5M	\$578.5M	\$1018.4M
- Est. Surplus/(Leakage)	(\$6.0M)	\$307.1M	\$59.1M

Estimates shown in millions and rounded to nearest one hundred thousand dollars.



### SUPPLY IS GREATER THAN DEMAND = SALES SURPLUS

A surplus could signal the area is attractive to retailers and offer opportunities for complementary or niche establishments that capitalize on existing strengths, clusters and consumer patterns.



### SUPPLY IS LESS THAN DEMAND = SALES LEAKAGE

Sectors showing leakage may help to attract new establishments or reveal changes that could be made to an existing business’ menu or product mix to fill gaps and increase market share.

Source: Claritas Retail Market Power® 2025 by Retail Store Type.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

# TOTAL SALES

## DOWNTOWN OWOSSO DRIVE TIME AREAS

[Retail Trade (NAICS 44–45) + Food & Drink (NAICS 722)] | Source: Claritas 2025

**\$279**  
MILLION  
5 MINUTES

**\$886**  
MILLION  
10 MINUTES

**\$1.1**  
BILLION  
20 MINUTES

## PERFORMANCE BY CATEGORY

Sales gap factors offer a quick look means of assessing the relative strength of retail and food and drink categories for a defined area. The factor is a measure of the relationship between supply and demand that ranges from -100 (total leakage) to 100 (total surplus).

Sales Gap Factors provide a measure of relative strength



- + Categories with a positive factor have a surplus of sales. The higher the sales gap factor, the stronger the performance. Categories with the highest factors indicate market strengths.
- Categories with a negative factor have sales leakage. The lower the sales gap factor, the weaker the performance. Categories with the lowest factors could identify business gaps and possibilities for re-positioning or expansion.

## SALES GAP FACTORS | DOWNTOWN OWOSSO DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	31.3	57.9	38.1
Furniture / Home Furnishings Stores	(59.6)	7.5	(18.9)
Electronics and Appliance Stores	21.6	17.4	(9.8)
Building Materials, Garden & Supply	27.8	33.3	24.0
Food and Beverage Stores	5.3	15.4	(3.8)
Health and Personal Care Stores	(21.8)	(0.6)	(14.9)
Gasoline Stations	(19.3)	(18.5)	(21.3)
Clothing and Clothing Accessories	(72.1)	(77.9)	(84.3)
Sporting Goods, Hobby, Book, Music	(18.2)	(11.5)	(22.3)
General Merchandise Stores	1.5	20.3	14.2
Miscellaneous Store Retailers	15.1	15.3	(0.9)
Nonstore Retailers	(60.6)	(41.6)	(55.4)
Food Services and Drinking Places	(13.0)	11.6	(5.8)

Source: Claritas Retail Market Power® 2025 by Retail Store Type | Calculations by DPN

See the Categories Detail (provided as a supplement) for sales surplus and leakage figures for more than one hundred retail and food and drink categories and subcategories.

See the supplemental Categories Detail—Page 3 for other important notes, limitations and disclaimers.

# A USER'S GUIDE TO YOUR MARKET SNAPSHOT

## DATA SOURCES AND APPLICATIONS

### ESRI DEMOGRAPHICS DATA | MARKET PROFILE

Esri's demographics provide decision makers the most current information available to understand and track changes in the population, consumer behavior, and broader market area trends. Information can help inform market strategies by analyzing and assessing:

- How trends in population, households, income, and other variables might impact existing businesses and prospects for growth.
- How changes in daytime population effect commerce, opportunities, and the district's way of life.
- How housing unit numbers and occupancy trends might influence demand, housing styles, and price points for district housing.
- How changes in age, diversity, and other population traits could effect demand for products and services, menu items, amenities, events, etc.
- How education and employment levels might impact opportunities for business growth and the cost of doing business.

### ESRI SEGMENTATION DATA | TAPESTRY SEGMENTATION AREA PROFILE

Esri Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods among 67 distinct market segments. For a broader view of consumer markets, segments are summarized by 14 LifeMode groups — groups of Tapestry segments that share similar demographic characteristics and consumer behavior patterns. Information profiling concentrations of different groups and segments in the marketplace can offer insights useful for:

- Gauging the market's potential response to business concepts and features such as menu items, products, services, amenities, price points, merchandising techniques, etc.
- Fine-tuning messaging, marketing, and advertising strategies to resonate with and reach intended market segments.
- Programming activities and events that appeal to the lifestyles and preferences of targeted audience members.
- Assessing how current housing styles, preferences, and life stages of different segments could impact district housing opportunities.

### CLARITAS | RETAIL MARKET POWER (RMP) OPPORTUNITY GAP DATA

Claritas' Retail Market Power Opportunity Gap by Retail Store Types report enables users to assess growth strategies by depicting the sales gaps that exist in the marketplace. By using sales estimates to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand, Retail Market Power® enables an opportunity gap (sales surplus and leakage) analysis of the retail environment. The information provides a good starting point for:

- Assessing and tracking overall sales volumes and retail performance.
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.
- Detecting gaps in the business mix and possible business repositioning, expansion, and recruitment opportunities.

### DIGGING DEEPER | SOURCE REPORTS

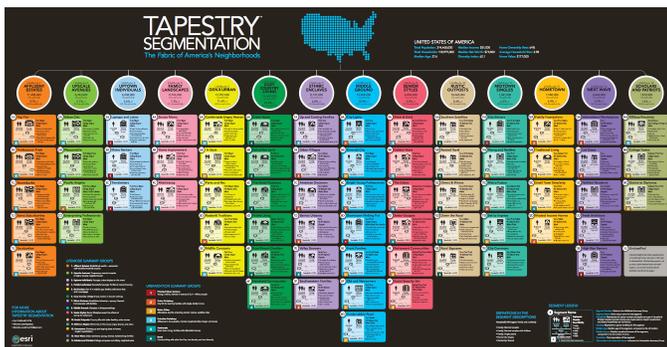
The Market Snapshot summarizes slices of more extensive data contained in source Esri and Claritas reports delivered with your snapshot. For example:

- Esri's Market Profile report contains in-depth demographic data for hundreds of variables, some dating back to the year 2000.
- Esri's Tapestry Segmentation Profile report shows the distribution of 67 Tapestry segments with links to detailed descriptions.
- Claritas' RMP Opportunity Gap data provides sales supply, demand, and opportunity gap/surplus estimates for more than 100 Retail and Food Services and Drinking Places categories and subcategories.



Esri's 2024/2029 release of Updated Demographics uses Census 2020–based geographic boundaries and the most current Census 2020 data available. Select Esri demographic update universes including population, housing, race, and ethnicity have now been rebased using the P.L.94-171 redistricting counts from the initial release of Census 2020 data.

View the [2024/2029 Esri Update Demographics Methodology Statement](#) for more information.



Esri's Tapestry is a market segmentation system designed specifically to understand customers' lifestyle choices—what they buy, how they spend their free time, etc. The system's 67 different segments are grouped into and generalized in 14 LifeMode Groups. Two of your area's most prevalent LifeMode Groups are displayed in your Snapshot. Information identifying and detailing other LifeMode Groups and which of the 67 segments are present in your study area can be accessed using the Esri source reports accompanying your Market Snapshot.

Visit Esri's website to learn more about the [Esri Tapestry Segmentation](#) system.



Your Market Snapshot shows overall sales surplus and leakage estimates derived from Claritas Retail Market Power (RMP) data for the retail and food & drink sectors. Claritas RMP compares Demand and Supply estimates to display an Opportunity Gap (Leakage) or Surplus.

Example	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
A.	10,000,000	18,000,000	- 8,000,000
B.	10,000,000	4,000,000	6,000,000

Claritas Retail Market Power Opportunity Gap Report Display Format

Example A shows an instance where Supply (\$18M) exceeds Demand (\$10M) resulting in a surplus of \$8 million (displayed as a negative amount in Claritas RMP reports). In Example B, Demand (\$10M) is greater than Supply (\$4M) resulting in an Opportunity Gap (or Leakage) of \$6 million (shown as a positive figure in Claritas RMP reports).

As indicated in your Snapshot's footnotes, the polarity of the resulting Opportunity Gap/Surplus figures shown in source Claritas RMP reports has been reversed so that your Market Snapshot shows a Surplus as a positive value, and Leakage as a negative value. The same information is used to calculate the Leakage/Surplus Factor displayed in your Market Snapshot, where leakage values are shown as negative, and surplus as positive.

View or download Environics' [Retail Market Power™ Release Notes](#).



# OWOSSO, MICHIGAN



Population

**14,562**



Households

**6,249**



Median Household Income

**\$51,801**



Median Age

**38.6 years**



Housing Units

**6,751**



**92.6%** Housing Units Occupied

**60.2%** Owner-occupied

**32.4%** Renter-occupied

## POPULATION BY RACE/ETHNICITY | 2024

Total	14,562
- White Alone	91.1%
- Black Alone	1.1%
- American Indian Alone	0.4%
- Asian Alone	0.4%
- Pacific Islander Alone	0.0%
- Some Other Race Alone	1.0%
- Two or More Races	6.0%
Hispanic Origin	4.7%
Diversity Index	24.2

## KEY HOUSING INDICATORS | 2024

Median Home Value	\$119,442
Average Spent on Mortgage & Basics	\$7,521
Percentage of Income for Mortgage	14.4%
Housing Affordability Index	163

A **Housing Affordability Index (HAI)** of 100 represents an area that on average has sufficient household income to qualify for a loan on a home valued at the median home price. An index greater than 100 suggests homes are easily afforded by the average area resident. An HAI less than 100 indicates homes are less affordable (and the median income is not enough to purchase a median valued home).

Source: Esri Market Profile | 08.24

## POPULATION BY GENERATION [SOURCE: ESRI 2024]



	GREATEST GEN BORN 1945 & EARLIER	BABY BOOMER BORN 1946 TO 1964	GENERATION X BORN 1965 TO 1980
Owosso	4.7%	19.5%	18.9%
Michigan	5.0%	21.3%	19.4%



	MILLENNIAL BORN 1981 TO 1998	GENERATION Z BORN 1999 TO 2016	ALPHA BORN 2017 TO PRESENT
Owosso	24.1%	22.9%	10.0%
Michigan	23.0%	22.5%	8.8%

## AVERAGE SALES PER HOUSEHOLD [SOURCE: CLARITAS 2025]

### Furniture and Home Furnishings

	Owosso	\$64
	Michigan	\$920

### Sporting Goods, Hobby, Book, Music

	Owosso	\$358
	Michigan	\$778

### Food and Beverage Stores

	Owosso	\$9,026
	Michigan	\$6,407

### General Merchandise Stores

	Owosso	\$4,190
	Michigan	\$9,608

### Health and Personal Care Stores

	Owosso	\$1,831
	Michigan	\$3,639

### Miscellaneous Store Retailers

	Owosso	\$1,226
	Michigan	\$1,336

### Clothing and Clothing Accessories

	Owosso	\$256
	Michigan	\$1,797

### Food Services and Drinking Places

	Owosso	\$4,220
	Michigan	\$7,531

Data Sources: Claritas and Environics 2025. Calculations performed by DPN using Claritas 2025 Pop-Facts Demographic Quick Facts households estimate and Retail Market Power by Retail Store Type supply (sales) estimates for businesses located within Owosso's city limits.

# SUPPLEMENT | SALES SURPLUS AND LEAKAGE CATEGORY ESTIMATES | SOURCE: CLARITAS 2025

## DOWNTOWN OWOSSO (MI) DRIVE TIME AREAS

		Estimated Sales Surplus/ (Leakage)					
NAICS	Totals	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
44,45,722	Total retail trade including food and drink	(5,956,613)	(1.1)	307,129,249	21.0	59,072,121	2.8
44,45	- Total retail trade	2,412,441	0.5	287,360,352	22.2	73,551,067	4.0
NAICS	Motor Vehicle and Parts Dealers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
441	Motor vehicle and parts dealers	46,326,580	31.3	285,351,106	57.9	227,664,236	38.1
4411	- Automobile dealers	49,390,306	36.5	280,616,643	61.5	224,765,951	41.8
44111	-- New car dealers	51,052,533	39.8	283,303,753	64.2	233,962,187	45.4
44112	-- Used car dealers	(1,662,227)	(23.7)	(2,687,109)	(17.9)	(9,196,237)	(41.0)
4412	- Other motor vehicle dealers	(1,927,138)	(50.8)	(1,823,488)	(17.8)	735,663	3.3
44121	-- Recreational vehicle dealers	(1,066,744)	(100.0)	(2,276,606)	(100.0)	(177,797)	(2.2)
44122	-- Motorcycle, boat, and other motor vehicle dealers	(860,394)	(31.6)	453,118	5.7	913,461	6.3
441222	--- Boat dealers	(637,205)	(100.0)	(1,359,094)	(100.0)	(2,459,440)	(100.0)
441228	--- Motorcycle, ATV, and all other motor vehicle dealers	(223,189)	(10.7)	1,812,211	27.4	3,372,901	28.2
4413	- Automotive parts, accessories, and tire stores	(1,136,588)	(12.9)	6,557,952	24.6	2,162,623	5.7
44131	-- Automotive parts and accessories stores	(980,668)	(18.5)	5,489,818	30.2	3,652,241	14.0
44132	-- Tire dealers	(155,919)	(4.4)	1,068,134	12.6	(1,489,619)	(12.8)
NAICS	Furniture and Home Furnishings Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
442	Furniture and home furnishings stores	(3,192,024)	(59.6)	1,432,269	7.5	(4,950,266)	(18.9)
4421	- Furniture stores	(1,795,839)	(62.0)	2,401,210	19.8	(965,473)	(6.0)
4422	- Home furnishings stores	(1,396,185)	(56.7)	(968,941)	(13.8)	(3,984,793)	(39.1)
44221	-- Floor covering stores	(518,802)	(52.1)	(235,709)	(8.0)	(1,464,636)	(34.6)
44229	-- Other home furnishings stores	(877,382)	(59.8)	(733,232)	(17.9)	(2,520,158)	(42.4)
442291	--- Window treatment stores	(56,682)	(100.0)	(115,676)	(100.0)	(204,450)	(100.0)
442299	--- All other home furnishings stores	(820,700)	(58.2)	(617,556)	(15.6)	(2,315,707)	(40.4)
NAICS	Electronics and Appliance Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
443	Electronics and appliance stores	1,704,070	21.6	2,639,103	17.4	(1,953,641)	(9.8)
443141	- Household appliance stores	671,663	31.6	3,719,575	55.8	2,607,330	33.5
443142	- Electronics stores	1,032,408	17.9	(1,080,472)	(12.8)	(4,560,970)	(37.5)
NAICS	Building Material and Garden Equipment and Supplies Dealers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
444	Building material and garden equipment and supplies dealers	12,467,805	27.8	33,091,515	33.3	36,980,264	24.0
4441	- Building material and supplies dealers	13,991,271	33.4	33,350,307	36.8	28,631,407	22.0
44411	-- Home centers	(3,503,623)	(30.5)	1,083,831	3.4	(1,018,452)	(1.9)
44412	-- Paint and wallpaper stores	656,042	36.5	7,037,317	74.7	7,992,712	65.4
44413	-- Hardware stores	3,368,574	54.6	2,728,261	32.1	1,726,351	14.5
44419	-- Other building material dealers	13,470,277	60.0	22,500,897	55.0	19,930,797	38.0
4442	- Lawn and garden equipment and supplies stores	(1,523,464)	(53.0)	(258,792)	(3.0)	8,348,857	34.4
44421	-- Outdoor power equipment stores	(60,172)	(7.8)	(301,679)	(21.2)	10,132,225	76.9
44422	-- Nursery, garden center, and farm supply stores	(1,463,294)	(69.6)	42,887	0.6	(1,783,369)	(16.1)
NAICS	Food and Beverage Stores	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
445	Food and beverage stores	3,711,929	5.3	24,134,757	15.4	(8,456,221)	(3.8)
4451	- Grocery stores	2,474,874	4.0	24,605,375	17.1	(3,523,539)	(1.7)
44511	-- Supermarkets and other grocery (except convenience) stores	979,975	1.7	21,303,107	15.8	(6,851,491)	(3.6)
44512	-- Convenience stores	1,494,899	34.6	3,302,268	36.9	3,327,952	25.2
4452	- Specialty food stores	763,323	29.5	726,848	16.5	(453,898)	(7.6)
44521	-- Meat markets	(274,342)	(100.0)	(552,638)	(100.0)	(967,319)	(100.0)
44522	-- Fish and seafood markets	807,381	78.9	698,080	61.6	535,153	41.3
44523	-- Fruit and vegetable markets	(65,662)	(20.7)	460,844	37.6	368,126	21.6
44529	-- Other specialty food stores	295,946	30.3	120,562	8.1	(389,856)	(19.5)
445299	--- All other specialty food stores	203,442	39.1	209,324	24.7	(30,093)	(2.8)
4453	- Beer, wine, and liquor stores	473,733	9.1	(1,197,466)	(14.2)	(4,478,783)	(35.8)

**SUPPLEMENT | SALES SURPLUS AND LEAKAGE CATEGORY ESTIMATES | DOWNTOWN OWOSSO (MI) DRIVE TIME AREAS**

		Estimated Sales Surplus/ (Leakage)					
NAICS		5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
<b>NAICS</b>	<b>Health and Personal Care Stores</b>						
446	Health and personal care stores	(5,879,213)	(21.8)	(414,093)	(0.6)	(15,079,809)	(14.9)
44611	- Pharmacies and drug stores	(5,147,644)	(22.9)	100,115	0.2	(11,384,177)	(13.2)
44612	- Cosmetics, beauty supplies, and perfume stores	(889,118)	(63.1)	(569,330)	(14.0)	(1,915,770)	(30.9)
44613	- Optical goods stores	(420,339)	(58.5)	(142,572)	(6.6)	(703,203)	(21.4)
44619	- Other health and personal care stores	577,888	23.9	197,693	5.1	(1,076,658)	(19.9)
446191	-- Food (health) supplement stores	54,885	7.8	(273,011)	(26.5)	(728,014)	(46.8)
446199	-- All other health and personal care stores	523,003	30.5	470,703	16.4	(348,643)	(9.0)
<b>NAICS</b>	<b>Gasoline Stations</b>						
447	Gasoline Stations	(7,101,321)	(19.3)	(13,819,088)	(18.5)	(27,225,138)	(21.3)
<b>NAICS</b>	<b>Clothing and Clothing Accessories Stores</b>						
448	Clothing and clothing accessories stores	(8,404,856)	(72.1)	(17,975,763)	(77.9)	(32,914,424)	(84.3)
4481	- Clothing stores	(6,654,115)	(88.6)	(13,737,676)	(90.0)	(24,317,866)	(91.6)
44811	-- Men's clothing stores	(306,803)	(100.0)	(631,657)	(100.0)	(1,028,637)	(86.9)
44812	-- Women's clothing stores	(735,453)	(49.9)	(1,886,893)	(71.9)	(3,580,320)	(82.9)
44813	-- Children's and infants' clothing stores	(257,884)	(100.0)	(526,357)	(100.0)	(935,318)	(100.0)
44814	-- Family clothing stores	(4,328,101)	(97.3)	(8,591,453)	(91.5)	(15,272,987)	(94.0)
44815	-- Clothing accessories stores	(418,233)	(100.0)	(857,666)	(100.0)	(1,501,511)	(100.0)
44819	-- Other clothing stores	(607,641)	(100.0)	(1,243,650)	(100.0)	(1,999,094)	(84.8)
4482	- Shoe stores	(9,749)	(0.4)	(674,593)	(15.9)	(2,359,193)	(37.8)
4483	- Jewelry, luggage, and leather goods stores	(1,740,991)	(100.0)	(3,563,495)	(100.0)	(6,237,364)	(100.0)
44831	-- Jewelry stores	(985,519)	(100.0)	(2,015,410)	(100.0)	(3,527,467)	(100.0)
44832	-- Luggage and leather goods stores	(755,472)	(100.0)	(1,548,085)	(100.0)	(2,709,897)	(100.0)
<b>NAICS</b>	<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>						
451	Sporting goods, hobby, musical instrument, and book stores	(1,007,951)	(18.2)	(1,377,325)	(11.5)	(4,301,913)	(22.3)
4511	- Sporting goods, hobby, and musical instrument stores	(1,272,696)	(28.7)	(1,215,680)	(11.6)	(3,518,007)	(20.6)
45111	-- Sporting goods stores	(763,192)	(24.2)	(74,374)	(0.9)	(1,628,269)	(12.9)
45112	-- Hobby, toy, and game stores	(665,525)	(93.5)	(1,233,858)	(79.8)	(2,246,825)	(85.4)
45113	-- Sewing, needlework, and piece goods stores	168,477	49.5	94,431	21.2	516,642	45.5
45114	-- Musical instrument and supplies stores	(12,457)	(5.4)	(1,879)	(0.4)	(159,553)	(23.5)
4512	- Book stores and news dealers	264,745	24.3	(161,645)	(10.7)	(783,906)	(36.1)
451211	-- Book stores	285,652	26.7	(119,530)	(8.1)	(710,055)	(33.8)
451212	-- News dealers and newsstands	(20,907)	(100.0)	(42,114)	(100.0)	(73,851)	(100.0)
<b>NAICS</b>	<b>General Merchandise Stores</b>						
452	General merchandise stores	956,239	1.5	31,949,525	20.3	36,425,299	14.2
4522	- Department stores	(1,197,091)	(48.1)	627,713	7.7	(1,230,386)	(10.3)
4523	- Other general merchandise stores	2,153,331	3.6	31,321,814	21.0	37,655,685	15.4
452311	-- Warehouse clubs and supercenters	2,285,145	4.1	29,637,813	21.5	36,524,414	16.2
452319	-- All other general merchandise stores	(131,814)	(2.8)	1,684,000	14.8	1,131,271	6.2
<b>NAICS</b>	<b>Miscellaneous Store Retailers</b>						
453	Miscellaneous store retailers	2,124,358	15.1	4,396,927	15.3	(390,023)	(0.9)
4531	- Florists	(246,295)	(82.7)	(339,355)	(43.4)	(179,250)	(9.9)
4532	- Office supplies, stationery, and gift stores	229,088	11.4	(475,160)	(15.0)	(943,752)	(17.3)
45321	-- Office supplies and stationery stores	423,749	46.3	171,044	14.6	703,410	28.7
45322	-- Gift, novelty, and souvenir stores	(194,661)	(17.8)	(646,205)	(32.3)	(1,647,162)	(54.9)
4533	- Used merchandise stores	(615,768)	(60.0)	1,453,379	30.3	1,130,873	16.2
4539	- Other miscellaneous store retailers	2,757,334	25.7	3,758,063	18.9	(397,895)	(1.4)
45391	-- Pet and pet supplies stores	887,006	25.1	1,262,545	19.1	354,561	3.7
45392	-- Art dealers	(537,758)	(100.0)	(1,096,506)	(100.0)	(1,917,367)	(100.0)
45393	-- Manufactured (mobile) home dealers	(305,668)	(100.0)	(652,715)	(100.0)	(1,070,561)	(82.8)
45399	-- All other miscellaneous store retailers	2,713,753	42.7	4,244,738	36.7	2,235,472	14.9
453991	--- Tobacco stores	2,075,781	60.3	3,772,873	58.5	3,351,758	42.0
453998	--- All other miscellaneous store retailers (except tobacco stores)	637,973	21.9	471,864	9.2	(1,116,287)	(15.9)

		Estimated Sales Surplus/ (Leakage)					
NAICS	Non-store Retailers	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
454	Non-store retailers	(39,293,176)	(60.6)	(62,048,580)	(41.6)	(132,247,299)	(55.4)
4541	- Electronic shopping and mail-order houses	(36,766,885)	(60.1)	(59,206,884)	(42.4)	(126,745,315)	(57.0)
4542	- Vending machine operators	(297,041)	(100.0)	(594,459)	(100.0)	(992,211)	(91.4)
4543	- Direct selling establishments	(2,229,249)	(65.2)	(2,247,237)	(24.6)	(4,509,774)	(29.1)
45431	- - Fuel dealers	(1,620,951)	(73.7)	(2,163,017)	(39.3)	(3,884,497)	(40.5)
45439	- - Other direct selling establishments	(608,299)	(49.8)	(84,219)	(2.3)	(625,278)	(10.6)
NAICS	Food Services and Drinking Places	5 Minutes	Factor	10 Minutes	Factor	20 Minutes	Factor
722	Food services and drinking places	(8,369,055)	(13.0)	19,768,897	11.6	(14,478,947)	(5.8)
7223	- Special food services	(1,674,693)	(50.6)	(4,288,596)	(71.2)	(7,976,458)	(78.2)
72231	- - Food service contractors	(1,157,711)	(41.4)	(3,274,129)	(66.7)	(6,395,141)	(79.6)
72232	- - Caterers	(466,643)	(100.0)	(910,833)	(90.0)	(1,398,906)	(70.4)
72233	- - Mobile food services	(50,338)	(100.0)	(103,634)	(100.0)	(182,411)	(100.0)
7224	- Drinking places (alcoholic beverages)	(241,982)	(11.0)	(1,510,327)	(41.8)	(2,017,523)	(28.6)
7225	- Restaurants and other eating places	(6,452,382)	(11.0)	25,567,819	16.0	(4,484,966)	(1.9)
722511	- - Full-service restaurants	(2,119,998)	(6.9)	(4,904,538)	(7.8)	(25,375,204)	(27.0)
722513	- - Limited-service restaurants	(5,006,568)	(22.2)	30,467,888	34.9	23,605,340	19.1
722514	- - Cafeterias, grill buffets, and buffets	(351,311)	(100.0)	(723,563)	(100.0)	(1,148,004)	(82.0)
722515	- - Snack and non-alcoholic beverage bars	1,025,496	19.5	728,032	7.7	(1,567,098)	(11.4)

Source: Claritas 2025 Retail Market Power® by Retail Store Type  
 Provider: Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle  
 Sales Gap Factor calculations by DPN

**Retail Market Power (RMP):** RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. RMP can help retailers and real estate analysts understand the supply and demand characteristics of any area. Using supply estimates derived from retail sales data and demand estimates derived from consumer expenditures, the database presents a net gap between supply and demand to assess opportunities in your current or potential new trade areas. Developed using the Census of Retail Trade from the U.S. Census Bureau and the Consumer Expenditure Survey from the U.S. Bureau of Labor Statistics, the database offers current-year supply and demand estimates, as well as five-year demand projections, for all standard census, postal, marketing geographies or custom trade areas such as radii or drive times. The 2025 update transitioned to a model that fully aligns with Monthly Retail Trade Survey (MRTS) data, and consistent with projected controls for Consumer Buying Power (CBP), for better transparency and accuracy. This model improvement eliminates the blending of multiple data sources that was previously used. View or download Environics' [Retail Market Power™ Release Notes](#).

**Sales Surplus and Leakage Estimates:** The polarity of surplus/leakage estimates shown in this summary document (as compared to those shown in source Claritas Retail Market Power by Retail Stores reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply).

- A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.
- Conversely, in categories where demand exceeds supply, an opportunity gap - or sales leakage - exists and could indicate possibilities for attracting new retail operations or informing what changes need to be made to a store's product mix to increase market share.

**Factors:** Sales gap factors (sometimes referred to as Pull Factors) provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor displayed in this instance is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

- A positive value factor represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets.
- Likewise, categories with negative value factors indicate sales leakage is occurring and might offer an initial indication of gaps in the business mix and potential targets for re-positioning, expansion, or recruitment.





**CAPITAL**

**IMPROVEMENT**

**PLAN**

**CITY OF OWOSSO**

**2025-2031**

### **City Council**

Robert Teich, Mayor  
Jerry Haber, Mayor Pro-Tem  
Janae Fear  
Rachel Osmer  
Carl Ludington  
Emily Olson  
Chris Owens

### **Planning Commission**

Francis Livingston, Chair  
Linda Robertson, Vice Chair  
Janae Fear, Secretary  
Daniel Law  
Thomas Taylor  
Stephen Schlaack  
Carl Ludington  
Nicholas Albertson  
Susan Osika

### **Capital Improvement Review Committee**

Lizzie Fredrick, Main Street, DDA  
Amy Fuller, Assistant City Manager  
Ryan Suchanek, Director of Public Services  
Brad Barrett, Finance Director  
Nathan Henne, City Manager  
Amy Kirkland, City Clerk  
Kevin Lenkart, Director of Public Safety  
Jessica Unangst, Human Resources & IT Director

## CAPITAL IMPROVEMENT PLAN (CIP) OVERVIEW

### WHAT IS A CIP?

The Capital Improvement Plan (CIP) serves as the city's multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. Preparation of the CIP is performed under the authority of the Michigan Planning Enabling Act:

*"The capital improvements program shall show those public structures and improvements, in the general order of their priority that in the commission's judgment will be needed or desirable and can be undertaken within the ensuing 6-year period. The capital improvements program shall be based upon the requirements of the local unit of government for all types of public structures and improvements. Consequently, each agency or department of the local unit of government with authority for public structures or improvements shall upon request furnish the planning commission with lists, plans, and estimates of time and cost of those public structures and improvements."*

A comprehensive CIP is an essential tool for the planning and development of the social, physical, and economic wellbeing of the community. This process is a necessary step in an organized effort to strengthen the quality of public facilities and services; provide a framework for the realization of community goals and objectives; and provide a sound basis on which to build a healthy and vibrant community.

Some of the many benefits that the CIP provides the residents and stakeholders include:

- Use as a tool to optimize the use of revenue
- Focus attention on community goals, needs, and capabilities
- Guide future growth and development
- Encourage efficient government
- Improve intergovernmental and regional cooperation
- Help maintain a sound and stable financial program
- Enhance opportunities for the participation in federal and/or state grant programs

A CIP project is defined as a major expenditure that includes one or more of the following:

1. Any construction of a new facility (i.e. public building, water/sewer mains, storm sewers, roads, and recreation facilities), an addition to, or an extension of such a facility, provided that the cost is \$20,000 or more and will have a useful life of one year or more.
2. Any rehabilitation of all or a part of a building, its grounds, a facility, or equipment, provided that the cost is \$20,000 or more and will have a useful life of one year or more.
3. Any purchase or replacement of major equipment to support community programs provided that the cost is \$20,000 or more, will have a useful life of one year or more and will be considered a capital asset
4. Any planning, feasibility, engineering, or design study provided that the cost is \$20,000 or more.
5. Any acquisition of land for a public purpose.

## CIP AND BUDGET PROCESS

The CIP process precedes the budget process and is used by City Council when developing the annual budget. Recommending approval of the CIP by the Planning Commission does not mean that they grant final approval of all projects contained within the plan. Rather by recommending approval of the CIP, the Planning Commission acknowledges that these projects represent a reasonable interpretation of the upcoming needs for the community and that projects contained in the first year of the plan are suitable for inclusion in the upcoming budget, if funding is available.

Priority rankings do not necessarily correspond to funding sequence. For example, a road project which is ranked lower than a park project may be funded before the park project because the road project has access to a road millage revenue source, whereas a park project may have to compete for funding from other revenue sources, like grants or general fund dollars.

It is important to keep in mind that the CIP is a planning tool, a guide that deals with physical condition and improvements throughout the City over a six year period of time. It is subject to changing priorities based on needs, wants reflected in our community and its citizenry.

## CIP DEVELOPMENT PROCESS

In the fall, the CIP Plan Group members submitted proposed projects for the CIP. A draft list of projects was then created by the CIP Project Lead. The list of projects was then reviewed by the CIP Plan Group and the Year 1 projects were ranked based on the following:

1. Is the proposed project already in process due to its inclusion in the current budget year? Is the project under construction, under contract, and is there a continuing debt obligation payable?
2. Is the project mandated by law or court action?
3. Is there a relationship between the proposed project and the City's goals and objectives and/or the goals and objectives of the appropriate board or commission?
4. Is alternative funding available? Is funding available through other sources or is funding available through land contract or bonding to minimize annual cost requirement?
5. Does the proposed project generate revenue for the general fund and/or other funds? This item should be determined based upon an annual forecast and the schedule of revenues should be designated by the appropriate fund.
6. Does the proposed project result in the use of supplementary funds for "leverage" using matching funds with other funding sources.

Once the Committee members ranked the Year 1 projects, the list was then forwarded to the Administrative Team for final scoring of the projects requested prior to the draft CIP being created. Once the draft CIP document is compiled, it is forwarded on to Planning Commission for adoption after review during an open meeting. City Council adopts the CIP after the Planning Commission and prior to the budget adoption. CIP should be used as a tool by City Council during the budget process.

## FUNDING

Each year during the Budget process City Council will review the CIP Year 1 projects and evaluate the available revenue to determine the feasibility of funding projects. While recommended funding sources are listed in the CIP, those may change during the budget process. Some Year 1 projects may also remain unfunded during the Budget process.

Below you will find a brief description of the possible funding sources for the six year CIP:

**Major and Local Street Fund** – The major and local street funds are considered special revenue funds which utilize state and weight tax revenues for the maintenance and improvements to city streets.

**Bond** - When the City sells bonds, purchasers are, in effect, lending the community money. The money is repaid, with interest, from taxes or fees over the years. The logic behind issuing bonds (or “floating a bond issue”) for capital projects is that the citizens who benefit from the capital improvements over a period of time should help the community pay for them.

**Grants/Other** - The federal and state governments make funds available to communities through numerous grants and aid programs. The City has no direct control over the amount of grant money awarded to the City or if a grant is awarded. MMRMA, our liability/property insurer, also offers grants. These are risk avoidance grants, as well as, some training grants.

**Special Assessment District** - Capital improvements that benefit particular properties, rather than the community as a whole, may be financed more equitably by a special assessment, i.e., by those who directly benefit. Local improvements often financed by this method include street improvements (including pavement, curb and gutter, sidewalks, etc.).

**General Fund** – The general fund is the City’s primary operating fund. The general fund is a government fund that generates revenues to cover general operational expenses and is accounted for on the modified accrual basis. Modified accrual basis of accounting is a blend of both cash and full accrual. Revenue is recognized when it is considered available and measurable, while expenses are recognized when the liability has occurred.

**Motor Pool/Fleet** - This fund operates like a business by purchasing and maintaining much of the city vehicles and equipment. When other funds require the use of this equipment or vehicles, they are charged rental income.

**Sewer Fund** – The sewer fund collects user fees to operate and maintain the city’s sewer system.

**Water Fund** – The water fund collects user fees to operate and maintain the city’s water system.

**Wastewater Treatment Fund** – This fund accounts for the treatment of waste water utilizing user fees from the city’s water fund and user fees from the Mid-County service area participants.

**Downtown Development Authority (DDA) Fund** – The DDA collects revenues from taxes generated by a 2-mil levy and a tax increment financing district. Proceeds from these revenues are used as operating monies and as debt service for physical improvements and other activities in the DDA boundary.

**Donations & Private Sponsorship** – This funding source is based on dollars or in-kind donations received from individuals or businesses for specific projects or to specific organizations.

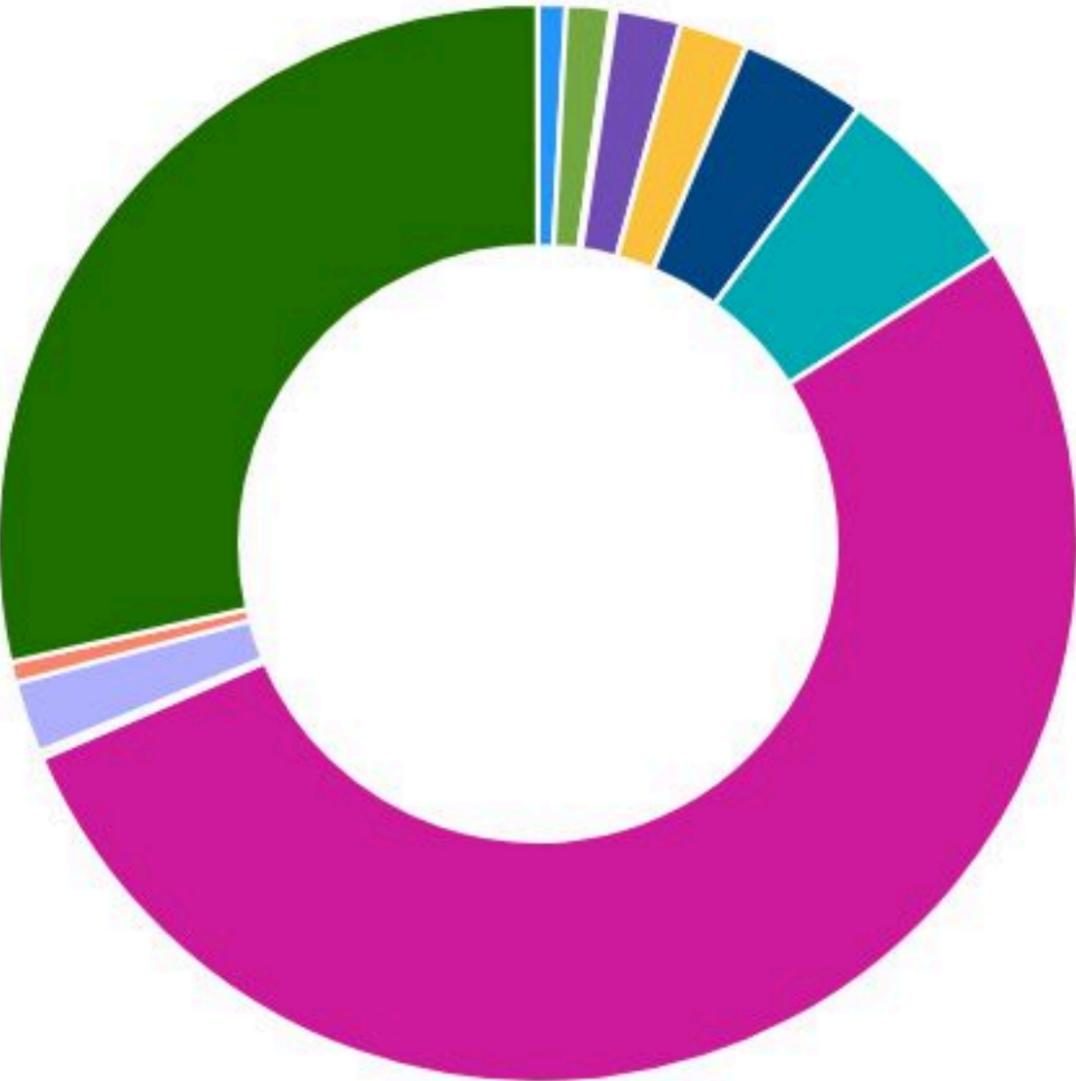
**American Rescue Plan Act (ARPA)** – This funding source comes from the United States government in response to the COVID-19 pandemic’s effects on local services. There are rules for the appropriation of these funds that limit spending to government services listed in the US Department of Treasury Final ARPA Rule.

**CIP COMPONENTS**

The components of the CIP have been established as follows:

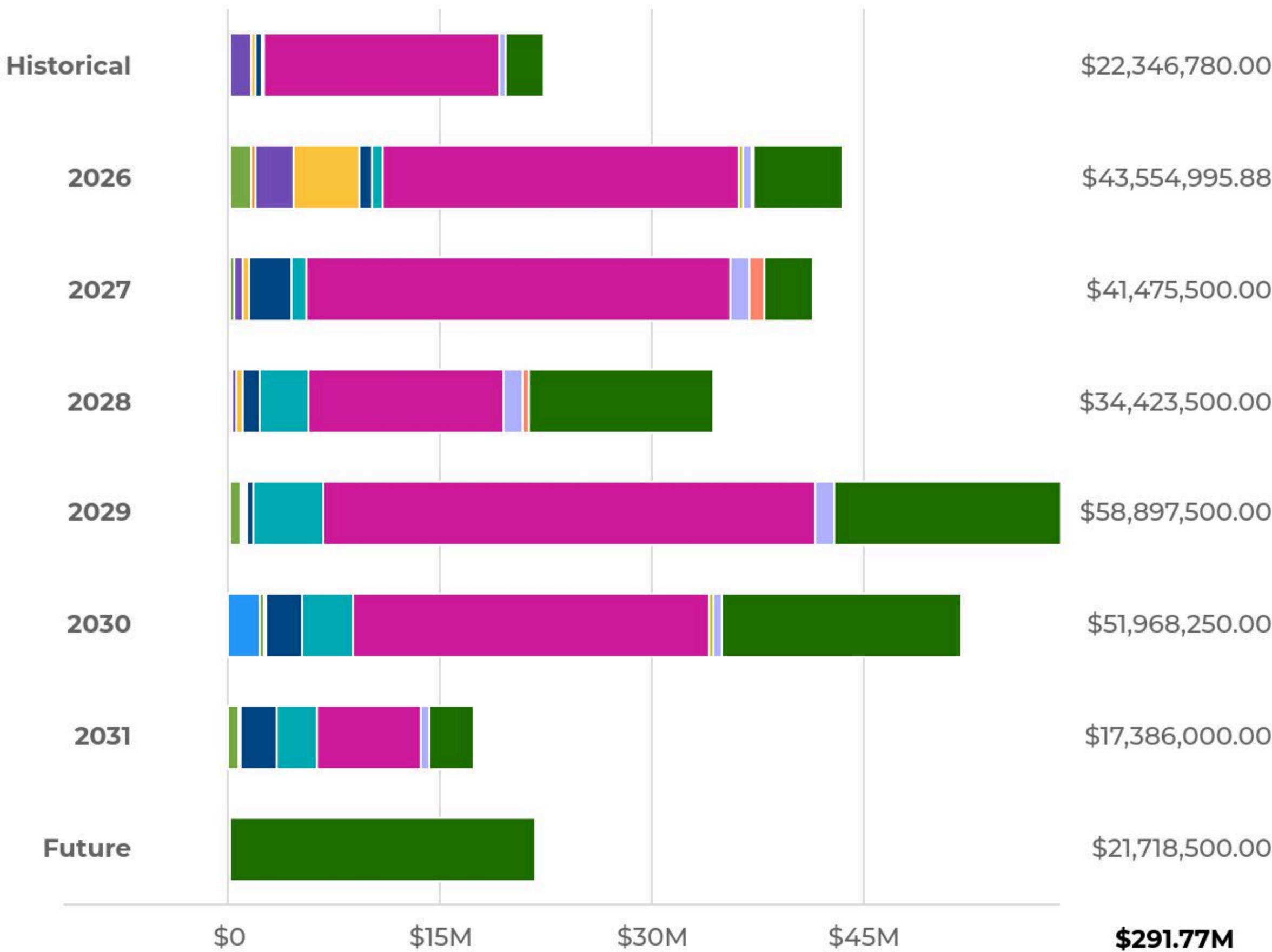
FUNDING CATEGORY
DDA Fund
Fleet Fund
General Fund
Grant
Local Streets
Major Streets
Other (Loan/SRF)
Park Millage
Sewer Collection
Waste Water Treatment Plant
Water Fund

# Funding Source



DDA Fund (1%)	\$2,430,200.00
Fleet (1%)	\$3,922,500.00
General (0%)	\$432,403.88
General Fund (2%)	\$5,664,586.00
Grant (2%)	\$5,973,661.00
Local Streets (4%)	\$11,073,606.00
Major Streets (6%)	\$17,000,450.00
Other (53%)	\$153,348,573.00
Park Millage (0%)	\$570,000.00
Sewer (2%)	\$6,323,800.00
Waste Water Treatment (1%)	\$1,785,100.00
Water (29%)	\$83,246,146.00
<b>TOTAL</b>	<b>\$291,771,025.88</b>

# Funding Source By Year



- DDA Fund
- Fleet
- General
- General Fund
- Grant
- Local Streets
- Major Streets
- Other
- Park Millage
- Sewer
- Waste Water Treatment
- Water

Funding Source	Request Title	Project Total	Historical	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	Future	Total
<b>DDA Fund</b>	General IT Upgrades	\$5,200.00	\$2,600.00				\$2,600.00				\$5,200.00
	Main Street Plaza Masonry Repair 2.0	\$25,000.00	\$15,000.00	\$10,000.00							\$25,000.00
	Parking Lot #9 Reconstruction	\$500,000.00						\$500,000.00			\$500,000.00
	Downtown Streetlight Replacement Project	\$1,900,000.00		\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$1,780,000.00			\$1,900,000.00
<b>Total DDA Fund</b>		<b>\$2,430,200.00</b>	<b>\$17,600.00</b>	<b>\$40,000.00</b>	<b>\$30,000.00</b>	<b>\$30,000.00</b>	<b>\$32,600.00</b>	<b>\$2,280,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$2,430,200.00</b>
<b>Fleet</b>	JG Gator for sidewalk clearing	\$45,000.00					\$45,000.00				\$45,000.00
	Heavy Service Truck with Vactor capability	\$600,000.00					\$600,000.00				\$600,000.00
	Valve Turner - Unit# 600-604	\$150,000.00					\$150,000.00				\$150,000.00
	Tink Claw - Front End Loader Accessory - Unit# 345B	\$40,000.00				\$40,000.00					\$40,000.00
	1/2 Ton Pickup - Unit# 751	\$50,000.00						\$50,000.00			\$50,000.00
	Purchase Vactor Truck - Unit# 238	\$1,000,000.00		\$1,000,000.00							\$1,000,000.00
	Purchase 1 Ton Pickup (2) - Unit# 340-341	\$125,000.00		\$125,000.00							\$125,000.00
	Trailer and Trench Box	\$50,000.00	\$25,000.00	\$25,000.00							\$50,000.00
	Purchase 3/4 Ton Pickups (2)	\$175,000.00						\$175,000.00			\$175,000.00
	Meter Truck Replacement	\$100,000.00	\$50,000.00	\$50,000.00							\$100,000.00
	Purchase Two 3/4 DPW pickups	\$150,000.00				\$150,000.00					\$150,000.00
	DPW Vactor Truck - Unit# 438	\$750,000.00							\$750,000.00		\$750,000.00
	Public Works Building Improvements	\$37,500.00			\$37,500.00						\$37,500.00
	Street Sweeper	\$300,000.00		\$300,000.00							\$300,000.00
	Purchase Leaf Truck	\$350,000.00			\$350,000.00						\$350,000.00
<b>Total Fleet</b>		<b>\$3,922,500.00</b>	<b>\$75,000.00</b>	<b>\$1,500,000.00</b>	<b>\$387,500.00</b>	<b>\$190,000.00</b>	<b>\$795,000.00</b>	<b>\$225,000.00</b>	<b>\$750,000.00</b>	<b>\$0.00</b>	<b>\$3,922,500.00</b>
<b>General</b>	Magnegrip	\$22,813.00		\$22,813.00							\$22,813.00
	Stryker LP35	\$263,340.88		\$263,340.88							\$263,340.88
	Council Chamber Audio/Video Management System	\$26,250.00		\$26,250.00							\$26,250.00
	Election Equipment Replacement	\$120,000.00					\$120,000.00				\$120,000.00
<b>Total General</b>		<b>\$432,403.88</b>	<b>\$0.00</b>	<b>\$312,403.88</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$120,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$432,403.88</b>
<b>General Fund</b>	DPW Main Garage Roof	\$24,000.00		\$24,000.00							\$24,000.00
	Website upgrade	\$20,000.00		\$20,000.00							\$20,000.00
	Replace and Consolidate City Hall Electrical Service Panel	\$55,000.00	\$27,500.00	\$27,500.00							\$55,000.00
	Replace City Hall Front Steps and Straighten Flag Pole	\$400,000.00	\$150,000.00	\$250,000.00							\$400,000.00
	Replace City Hall HVAC System	\$300,000.00	\$150,000.00	\$150,000.00							\$300,000.00
	Public Works Building Improvements	\$37,500.00			\$37,500.00						\$37,500.00
	Replace Library Heating Pipes	\$75,000.00		\$75,000.00							\$75,000.00
	Repair City Hall Basement Storage Room - West	\$110,000.00	\$55,000.00	\$55,000.00							\$110,000.00
	Replace City Hall Generator	\$85,000.00	\$42,500.00	\$42,500.00							\$85,000.00
	Pickleball Court Improvements	\$60,000.00		\$60,000.00							\$60,000.00
	Repave Grove Holman Parking Lot	\$150,000.00				\$150,000.00					\$150,000.00
	Barrier Free Kayak/Canoe Landing at Oakwood Bridge	\$100,000.00			\$50,000.00		\$50,000.00				\$100,000.00
	Rosevear to Collamer Park Connection Path	\$350,000.00			\$350,000.00						\$350,000.00
	Rosevear Parking Lot	\$40,000.00				\$40,000.00					\$40,000.00
	Park Entrance Signage	\$30,000.00		\$15,000.00	\$15,000.00						\$30,000.00
	Hugh Parker Field Improvements	\$10,000.00		\$10,000.00							\$10,000.00
	Replacement servers with a new San	\$94,000.00		\$44,000.00				\$50,000.00			\$94,000.00
	Cameras for Public Safety Building	\$11,000.00		\$11,000.00							\$11,000.00
	General IT Upgrades	\$163,800.00	\$10,400.00	\$16,000.00	\$30,000.00	\$30,000.00	\$14,400.00	\$17,000.00	\$23,000.00	\$23,000.00	\$163,800.00
	Cyber Security Intrusion Detection and Prevention	\$241,000.00	\$31,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$241,000.00
	WIFI Improvement - Phase 2	\$26,100.00	\$20,000.00	\$6,100.00							\$26,100.00
	Backup Automation	\$42,000.00	\$18,000.00	\$12,000.00			\$12,000.00				\$42,000.00
	Patrol Vehicle Replacements	\$504,000.00	\$112,000.00	\$98,000.00	\$98,000.00	\$98,000.00	\$98,000.00				\$504,000.00
	Replace computer room central battery back-up	\$61,000.00	\$30,000.00	\$25,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$61,000.00
	HME Fire Truck	\$1,612,742.00	\$806,371.00	\$806,371.00							\$1,612,742.00
	Detective Vehicle	\$62,444.00	\$31,222.00	\$31,222.00							\$62,444.00
	Public Safety Building Replacement	\$1,000,000.00		\$1,000,000.00							\$1,000,000.00
<b>Total General Fund</b>		<b>\$5,664,586.00</b>	<b>\$1,483,993.00</b>	<b>\$2,808,693.00</b>	<b>\$611,500.00</b>	<b>\$349,000.00</b>	<b>\$205,400.00</b>	<b>\$98,000.00</b>	<b>\$54,000.00</b>	<b>\$54,000.00</b>	<b>\$5,664,586.00</b>



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# MEMORANDUM

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DATE: April 2, 2025  
TO: Owosso Main Street & Downtown Development Authority  
FROM: Lizzie Fredrick, OMS & DDA Executive Director  
SUBJECT: Owosso Main Street 2025-2026 Work Plans

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## BACKGROUND:

To maintain accreditation with Michigan Main Street (MMS) and Main Street America (MSA), OMS is required to utilize detailed work plans for 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, timeliness, and budgets.

Attached is a breakdown of OMS 2025-2026 projects, programs, and work plans for the Board's approval. Below is a breakdown of year-to-date funding sources from the current fiscal year that exclude the TIF, DDA Mileage (property tax), and Transfer from the General Fund.

FY24-25 as of 3/27/25 (fiscal year ends 6/30/25)

Interest Revenue: \$6,227.14  
+Fundraising Revenue: \$15,583  
+EV Charging Station Revenue: \$6,459.67  
- EV Charging Station Expenses: \$3,568.55  
\$24,701.26

## FISCAL IMPACT:

Budget request of \$28,600.00 for OMS programming.

## MOTION TO CONSIDER:

To approve the Fiscal Year 2025-2026 projects, programs, and work plans as presented.

## ATTACHMENTS:

OMS 2025-2026 Projects, Programs & Work Plans

### 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 2025
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	<a href="#">Wayfinding</a>	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	<a href="#">Seasonal Beautification</a>	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
Design	Misc. Design Supplies	General supplies for downtown maintenance, landscaping, placemaking, etc.	\$400.00	3.1, 3.2, 3.6	3.18, 4.5, 5.2, 5.26	As needed
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	<a href="#">Business &amp; Property Owner Meetings</a>	Roundtables, 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	<a href="#">Revolving Loan &amp; Grant Program</a>	A public investment initiative, providing financial assistance for improvements that enhance economic growth, historic preservation, and business development.	Separate Fund	1.5, 1.6, 1.8	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	<a href="#">2025 Volunteer Appreciation Event</a>	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
<b>TOTAL</b>			<b>\$28,600.00</b>			



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# MEMORANDUM

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DATE: April 2, 2025

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2025 Summer Beautification

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## **BACKGROUND:**

The Owosso Main Street Design Committee has \$5,000 allocated towards Summer Beautification. With Committee member turnover and attendance fluctuating over the past year, beautification plans have not been solidified for the summer. Staff seeks the Board's decision for 2025 Summer Beautification plans. Historical information for the past two years and potential options for 2025 have been provided below.

### 2023

- 92 16" hanging baskets and 44 bridge baskets of petunias from Farmers Garden
- Mulch for Main Street
- Watering Vendor: Peterson's Landscaping

### 2024

- 30 hanging baskets and 31 bridge baskets of petunias from Farmers Garden
- West Main Street Welcome Sign Landscaping
- Main Street Plaza + Exchange Street Pocket Park Flowers
- Watering Vendor: Smith Lawnsapes (once a week)
- Watering Volunteers: City Staff and 8 community members (twice a week)

### 2025 Status

- Flower type, quantity, vendor, and location have not been solidified
- Watering Vendor: None
- Irrigation: Washington Street and Exchange Street
- Landscaping project scheduled for Main Street Plaza
- Construction: 3 Washington Street planters, Main Street Plaza & M-71

## 2025 Options

- Adopt-a-Planter Program
- Flowers for Main Street & Washington Street Intersection
- Prioritize Washington Street
- Mulch for Main Street
- Reserve Funding for 2026 Concrete
- 30-gallon Reservoir Planters: location and size approval required by MDOT for Main Street
- Other

### *Owosso Main Street Strategic Plan Implementation Goal #3*

Ensure downtown is an attractive place where infrastructure is maintained and enhanced to improve the aesthetics and functionality

- 3.1 - Weed Public Spaces, Painting Curbs, etc., Planting/Trees
- 3.2 - Consistently Improve Landscape and Streetscape (Consistent with Master Plan, Capital Improvement Plan, and TIF Plan)

### *City of Owosso Master Plan Implementation Goal #5*

Increase quality of life and quality of place for all

- 5.20 - Enhance all downtown gateways with beautification and wayfinding.

## **FISCAL IMPACT:**

Expenses for irrigation services and vegetation maintenance such as mowing, weeding, pruning, and watering fall under Contractual Services, 248.200.818.000.

Expenses associated with Summer Beautification such as flowers, dirt, mulch, or planters fall under Design Work Plan Expenditures, 248.706.818.000.

## **MOTION TO CONSIDER:**

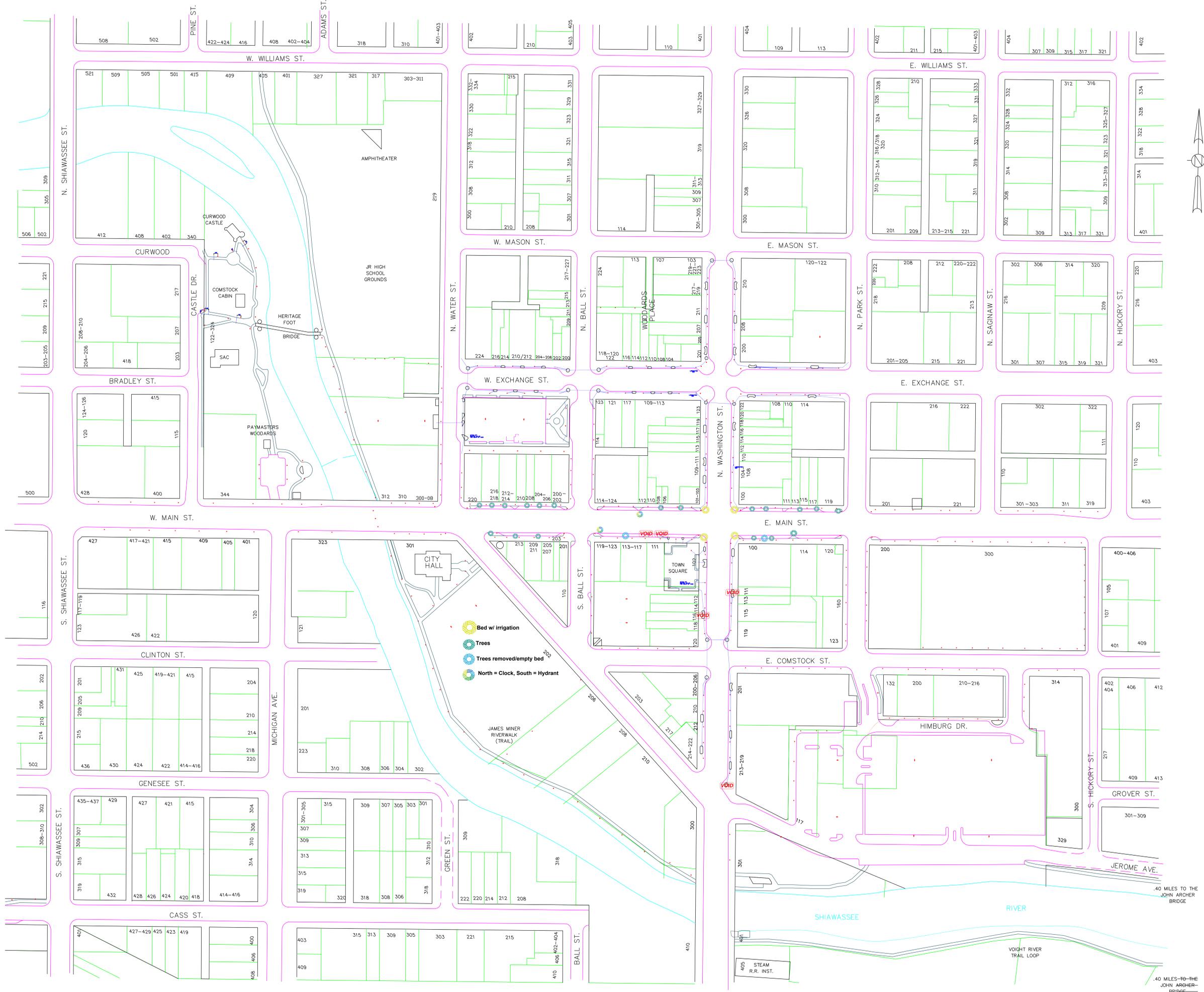
None

## **ATTACHMENTS:**

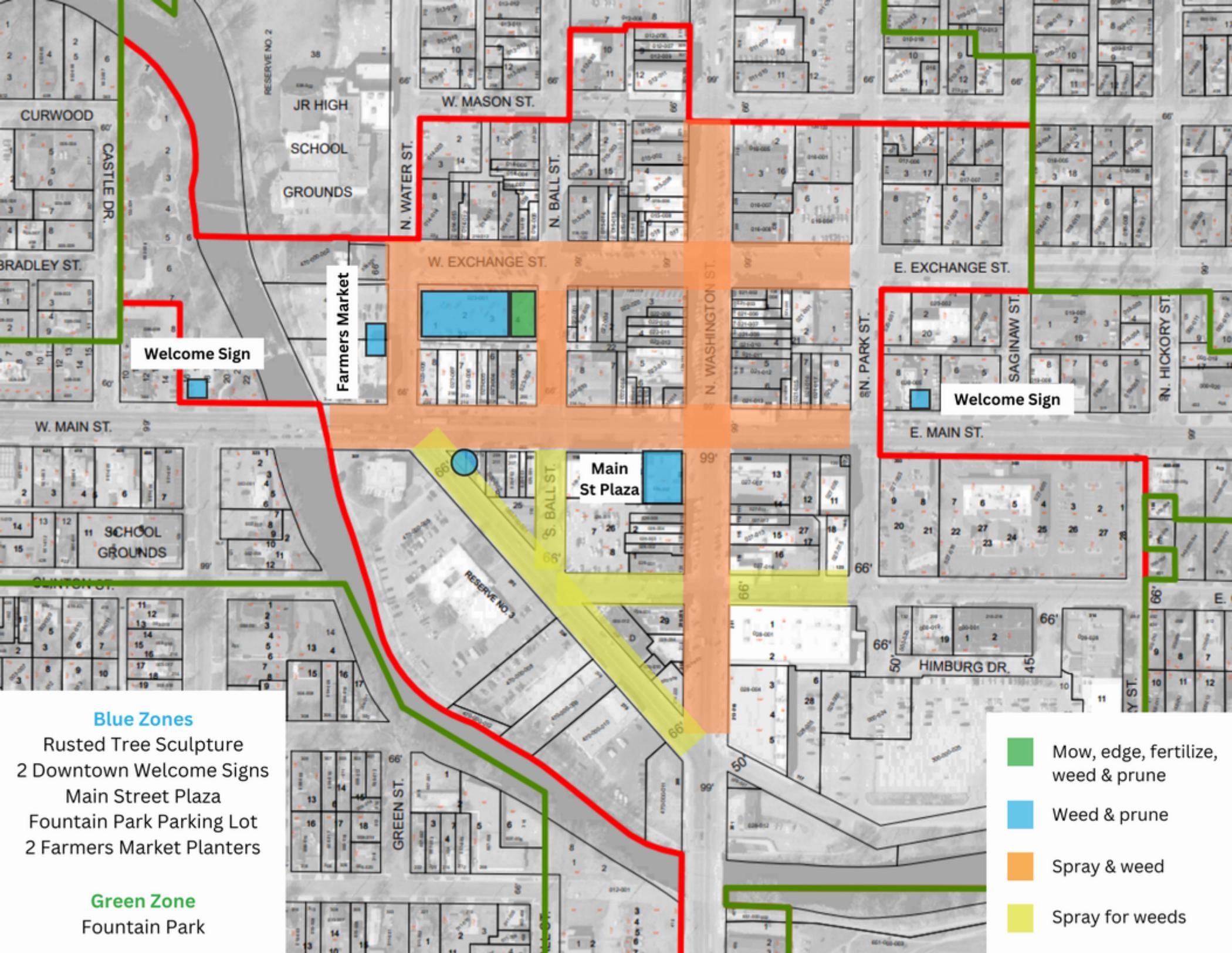
Downtown Irrigation, Planters & Flower Beds

Landscaping Services Map

Earth Planter Specs, Photos & Quote



40 MILES TO THE JOHN ARCHER BRIDGE



Welcome Sign

Farmers Market

Main St Plaza

Welcome Sign

**Blue Zones**

- Rusted Tree Sculpture
- 2 Downtown Welcome Signs
- Main Street Plaza
- Fountain Park Parking Lot
- 2 Farmers Market Planters

**Green Zone**

- Fountain Park

-  Mow, edge, fertilize, weed & prune
-  Weed & prune
-  Spray & weed
-  Spray for weeds

## Model: EPMTR40- *Metropolitan Tapered Rectangle*



**Metropolitan  
Tapered Rectangle**



### Key Features

- **Arrives Fully Assembled:** No separate parts, no wicks or additional wicking material to install
- **Industry Leading Wicking System:** Takes the guesswork out of over and/or underwatering your plants & delivers superior results in the toughest commercial environments
- **Industry Exclusive Water Overflow:** Internal assembly provides superior protection from over-watering while eliminating unsightly holes, insect intrusion and potential clogging.
- **Industry-Exclusive Draining:** Easy-Access Drain Plug is included on all ground models.
- **Colors:** Highest quality stone effect colors are included at no additional charge
- **Unmatched Warranty:** Lifetime Warranty on Planter, 5 Years on Wick

### Specifications

- Dimensions:
  - 40" L x 22" W x 24"H
  - Bottom Diameter : 36"
- Planting Tray Depth: 12"
- Water Capacity: 30 Gallons
- Soil Capacity: 3.0 Cubic Feet– Pro Mix BX or equivalent soil required
- Product Weight:
  - 45 lbs. (ship weight)
  - 400+ lbs. with water and wet soil
- Max Planters per pallet: up to 6
- Top Water Fill Ports: 2 (street and curb side)
- Watering Cycle: once every 2-3 weeks
- Material: LLDPE, Linear Low-Density Polyethylene. Embedded with UV Inhibitors to protect against sun fade.
- Manufacturing: Rotational Molded for strength & durability
- Sidewall Expansion & Contraction: 0% Visible
- Colors: Brownstone, Sandstone, Millstone, Gray Granite, Blackstone, Rich Terra Cotta
- Stackable: Yes
- Winterized: Yes
- 100% Made in the USA

[www.EarthPlanter.com](http://www.EarthPlanter.com)

\* Phone: 877.815.9276 \* Email: [sales@earthplanter.com](mailto:sales@earthplanter.com)

## Model: EPPS22- Pro-Series 22 Self Watering Hanging Basket



### Key Features

- **EarthPlanter Quality** – thermoformed construction ensures years of outstanding performance in the toughest commercial environments
- **Industry Leading Wicking System:** Takes the guesswork out of over and/or underwatering your plants & delivers superior results in the toughest commercial environments
- **User-Friendly Side Fill Port** – provides easy access and allows workers to hook into the port with most commercial sprayer heads
- **Unmatched Warranty** – Lifetime Warranty on Planter, 5 Years on Wick

### Specifications

- Dimensions: 22" Top Outside Diameter x 16 ½" H
- Planting Tray Depth: 8"
- Water Capacity: 4 Gallons
- Soil Capacity: approx. 1.0 Cubic Feet – Pro Mix BX or equivalent soil required
- Product Weight:
  - 11 lbs. (ship weight)
  - Approx. 80-85 lbs. with Full Reservoir, & Wet Soil
- Max Baskets per pallet: up to 24
- Watering Cycle: 2-3 times per week (varies based on location and weather conditions).
- Material: Thermoformed High-Density Polyethylene (HDPE)
- Chains: 20" Stainless Powder Coated Black 200 lb. capacity per chain
- Color: Black UV Protected
- Stackable: Yes
- Includes: Basket, Planting Tray with Integrated Wick, (4) Chains, (4) U-Hooks with Plates & Bolts, (1) S-Hook Powder Coated per basket
- 100% Made in the USA.

[www.EarthPlanter.com](http://www.EarthPlanter.com)

Phone: 877.815.9276 \* Email: [sales@earthplanter.com](mailto:sales@earthplanter.com)

**Metropolitan Tapered Rectangle**  
Color: Blackstone





## Earth Planter Quote

### 6 Metropolitan Tapered Rectangle

- 40" L x 22" W x 24" H
- Water Capacity: 30 Gal
- \$529 each w/ a minimum order of 6

### 1 Complimentary Hanging Basket - Black

- 22" Top Diameter x 16.5" H
- Water Capacity: 4 Gal

\$349 Shipping

**TOTAL = \$3,523.00**

[www.EarthPlanter.com](http://www.EarthPlanter.com)

# **MINUTES**

*OMS ORGANIZATION COMMITTEE*

## **REGULAR MEETING**

Tuesday, March 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, J. Moore, and K. Parzych

**Absent:** None

**Staff:** L. Fredrick

### **Sponsorship Program**

Fredrick presented the updated Sponsor Guide without 3<sup>rd</sup> Thursdays at the Fountain listed.

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

Fredrick confirmed that an online payment option would not be available without an invoice process at this time.

Fredrick presented the graphic for the sponsorship acknowledgment a-frame sign and pricing for printing options.

Committee approved the graphic and printing a new a-frame insert in March and September to include any new sponsor names and logos.

Committee asked Fredrick to get pricing for printing on both sides of the a-frame insert allowing the back to display generic event or downtown signage needs when not in use for sponsor acknowledgement.

Fredrick reviewed the OMS Sponsor Database.

Committee asked Fredrick to create a sponsorship inquiry email that the Committee, Board, and volunteers can use as a template when asking for sponsorships.

Committee scheduled an additional meeting in March dedicated to contacting potential sponsors.

### **Volunteer Program**

Fredrick reviewed the OMS Volunteer Database.

Moore noted that the Volunteer Signup Day could also be another opportunity to ask for sponsors.

Committee discussed OMS work plans being executed by the four committees or needing a program lead and the importance of program leads having enough volunteers secured to help coordinate and execute necessary tasks.

Woodworth volunteered to lead the February 2026 Volunteer Appreciation Event.

**Director Updates:**

None

**Committee Comments:**

None

**Next Meeting:**

Tuesday, April 8<sup>th</sup> at 2:00 p.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OWOSSO MAIN STREET  
PROMOTION COMMITTEE*

## **REGULAR MEETING**

Thursday, March 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, B. Atkins, P. Vreibel and S. Maginity

**Absent:** None

**Staff:** L. Fredrick

### **Chocolate Walk**

Fredrick presented Chocolate Walk feedback from the March 6<sup>th</sup> downtown business owner meeting.

Committee created an incentive program to help offset costs for participating businesses and agreed on a ticket quantity of 325 for the event.

### **Downtown Photos**

Fredrick presented photo package pricing from The Mattesons Photography.

Committee agreed to move forward with a photo package that leaves the Committee with room in the budget to put towards social media adds or drone photos from The Mattesons.

### **Director Updates:**

Fredrick updated the Committee on upcoming event dates including the Volunteer Signup Event on May 3<sup>rd</sup>, opening day of the Downtown Owosso Farmers Market on May 3<sup>rd</sup>, a potential Flower Planting Day, the Spring Cleanup Event on May 30<sup>th</sup> and 31<sup>st</sup>, Yoga on the Lawn, and Owosso Vintage Motorcycle Days on August 22<sup>nd</sup> and 23<sup>rd</sup>.

### **Committee Comments:**

None.

### **Next Meeting:**

TBD at City Hall; 301 W. Main Street

# **MINUTES**

*OWOSSO MAIN STREET  
ECONOMIC VITALITY COMMITTEE*

## **REGULAR MEETING**

Tuesday, March 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 1:00 p.m.**

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

**Absent:** None

**Staff:** L. Fredrick

### **Match on Main**

Committee reviewed and scored Match on Main grant applications from Nail Boutique, Foster Coffee Company, and Amy's Place.

Howard confirmed Amy's Place and Nail Boutique received the highest scores qualifying them to move on to the next round for consideration by the Michigan Economic Development Corporation.

### **Business of the Month Program**

Committee presented their nominees for the April Business of the Month and discussed revisions for the program to be implemented in May with the one-year anniversary of the program launch.

Fredrick noted the benefits of the program and that the main challenge she encounters in executing the program is the time spent encouraging the businesses to select and utilize the free, \$75 value service from the Business Support Service Menu.

Howard suggested creating a 90-day deadline for the service to be utilized and a deadline for the service to be selected, such as the date of the photo op.

Meyer recommended adding a section to the scoring rubric that establishes values related to meeting Owosso Main Street's strategic goals.

### **Downtown Business Meetups**

Committee discussed hosting a networking event for the downtown businesses at The Sideline in May.

Fredrick suggested hosting a drawing for an attendee to receive a selection from the Business Support Service Menu.

Howard volunteered to curate a gift basket for a giveaway.

**Director Updates:**

Fredrick presented the 2025 Owosso Main Street Market Snapshot and reviewed the Revolving Loan Fund Interest History Report.

**Committee Comments:**

None.

**Next Meeting:**

Tuesday, April 15th at 1:00 p.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OWOSSO MAIN STREET*

*DESIGN COMMITTEE*

## **REGULAR MEETING**

Wednesday, March 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:** L. Weckwert, D. Drenovsky, and C. Guillen

**Absent:** J. Ross and B. Gilbert

**Staff:** L. Fredrick

### **Summer Beautification**

Committee discussed what type of vegetation to be planted on Main Street for 2025 and the locations.

Weckwert recommended planting only in flower beds and planters that have irrigation.

Fredrick confirmed the only flower beds on Main Street with irrigation are the four at the intersection of Main Street and Washington Street.

Committee agreed to plant coleus at the intersection of Main Street and Washington Street.

Committee discussed revisiting plans to purchase reservoir planters to minimize watering frequency.

Fredrick provided cost estimates for planters presented to the Committee when they considered reservoir planters in 2024.

Committee agreed to continue seeking volunteers to adopt planters on Washington Street.

### **Director Updates:**

Fredrick provided updates on plans for 2025 landscaping services and the Main Street Plaza masonry repairs.

### **Committee Comments:**

None

### **Next Meeting:**

TBD at City Hall; 301 W. Main Street