



Downtown Howell: Where Local Charm Meets Unforgettable Experiences

Experience a unique blend of locally-owned dining, vibrant entertainment, and distinctive shopping that defines the charm of downtown Howell.

2025 EDITION

HOWELL MAIN STREET INC.

517.545.4240

downtownhowell.org



State of DOWNTOWN

13 Blocks

219 Parcels

856 Public parking spaces

85 First-floor storefronts

124 Residential units

18 Restaurants

28 Retail stores

384.1k Visitors

1.8% Storefront vacancy rate

Howell Main Street is making a BIG difference

Howell Main Street Inc. drives downtown Howell's transformation into a dynamic, inclusive community where visitors and residents can experience unique local shops, diverse dining, and engaging events. By fostering innovation and sustainability, it creates welcoming public spaces that promote a strong sense of belonging, making downtown Howell a cherished destination for all generations.

Downtown's Goals

- Preserve historic assets while enhancing community vibrancy through thoughtful development and engaging public spaces
- Support a diverse range of locally owned commercial ventures that cater to both residents and visitors.
- Foster and fortify lasting, mutually rewarding partnerships and connections with all stakeholders to drive shared success.



TRANSFORMING HOWELL'S DOWNTOWN



Art in the Garden in downtown Howell invites kids of all ages to unleash their creativity with hands-on art activities, engaging demonstrations, and interactive installations in a beautiful garden setting.



The Commiskey Building (Dairy Queen) earns prestigious AIA Award for stunning façade restoration excellence.



Howell's Oktoberfest evolved into Rocktoberfest in 2024, bringing a dynamic twist with rock music, lively entertainment, traditional Bavarian festivities, and exciting new experiences for all to enjoy.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$1,248,083

Program to date: \$30,673,967



9

Façade & Building Improvements

Program to date: 372



4

New Businesses

Program to date: 205

Community Profile

City of Howell | 2024



Population

9,969



Households

4,544



Median HH Income

\$57,913



Median Age

38.9 years



Housing Units

4,813



94% Housing is occupied

55% Owner-occupied

40% Renter-occupied

Main Street is Helping Businesses Thrive

- Sign Incentive Grants
- Match on Main assistance
- Ribbon cutting and grand opening ceremonies
- Pre-development assistance
- Small Business Saturday Champion
- Downtown merchant meetings
- Façade Improvement Grant opportunities
- Block Captain program
- Downtown marketing program
- Networking opportunities

"The Howell Main Street program plays a vital role in inviting and keeping patrons engaged in our downtown, which in turn helps our small businesses prosper. Owning multiple businesses, I've noticed the human connection the HMS program has provided between the business owners and their patrons. The variety of activities provided have become a canvas backdrop for me to connect with past, present, and future clientele."

—Jen Webb, owner, Louie's Muffler & Automotive Services

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,855	39,296	150,090
Households	7,304	15,991	58,510
Median HH Income	\$72,156	\$90,913	\$103,484

In-demand Businesses

Food & Drink

- Breakfast/brunch spot
- Casual dining eatery
- Ethnic restaurant
- Mexican restaurant
- Deli/sandwich shop

Shopping & Retail

- Bookstore
- Arts, crafts, and hobbies
- Specialty foods
- General/variety store
- Wine and specialty foods shop

Downtown Howell Wins Prestigious Award

Winning the “Best Main Street Award” from *USA Today* is a remarkable achievement that shines a national spotlight on our vibrant downtown community. This honor recognizes the hard work and dedication of local leaders, businesses, and volunteers committed to preserving and enhancing Howell’s historic charm while fostering a thriving, inclusive environment. Such recognition boosts local pride, attracts tourism, and drives economic vitality, ensuring Howell remains a cherished destination for generations to come.



Best Main Street: Howell, Michigan

Grand River Avenue, the main street in Howell, is home to numerous historic buildings that now house a variety of unique shops and local eateries. This street is where you'll find the Howell Opera House, as well as the popular 2FOG's Pub.



VOLUNTEER SPOTLIGHT

“I enjoy volunteering because it allows me to connect with my neighbors and make a positive impact on our shared environment.”

—Shannon Harvey, 2024 Howell Main Street Volunteer of the Year



2024 Pulse of Downtown



- 75%** Visit downtown Howell most often for dining
- 43%** Described recent trends in downtown Howell as improving or making progress.
- 23%** Said the frequency of their visits to downtown Howell increased during the past year.

Social Connection



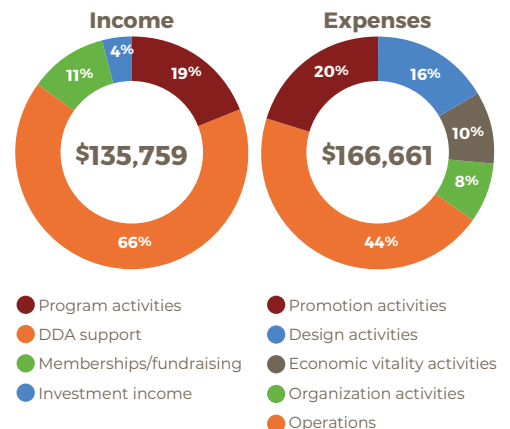
- 16,965+** Facebook Followers
- 2,565+** Instagram Followers
- 1,005+** TikTok Followers

Volunteer Connection



- 1,619** Volunteer hours in 2023–2024
- 62,379** Volunteer hours (Program to date)
- \$51,144** Volunteer value in 2023–2024
- \$1,970,553** Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Howell Main Street Events 2023-24

15,155

Est. event attendance

- Food Truck Rally
- Rock the Block
- Art in the Garden
- Small Business Saturday
- Small Business Saturday
- Food Truck Tuesdays
- Applause Awards
- Food Truck Rally
- Ribbon Cutting Ceremonies
- Holiday Girls Night Out



Happy volunteers celebrate 2024 Rock the Block season



Howell Western Wear wins "Best Downtown Business" award



Betty James Pretty Things opens on State Street



Beer stein holding competition at Rocktoberfest

"The Main Street program is vital to downtown Howell, driving economic growth, preserving historic character, and fostering a strong sense of community. It attracts businesses, enhances public spaces, and ensures a lively, welcoming environment for all."

—Kate Litwin, Howell Main Street Executive Director and COO

Howell's Board of Directors

President: Marc Harlow

Secretary: Richard Lim

Member: David McDonald

Vice President: Kim Schafer

Member: Clark Gill

Outreach Coordinator:

Treasurer: Don Maiolatesi

Member: Shannon Harvey

Lexie Wilcox

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total Public Investment

\$152,552,988

Program to date



30,094

2023-24 Volunteer Hours

922,796

Program to date



136

2023-24 New Businesses

2,033

Program to date



117

2023-24 Façade & Building Improvements

2,934

Program to date

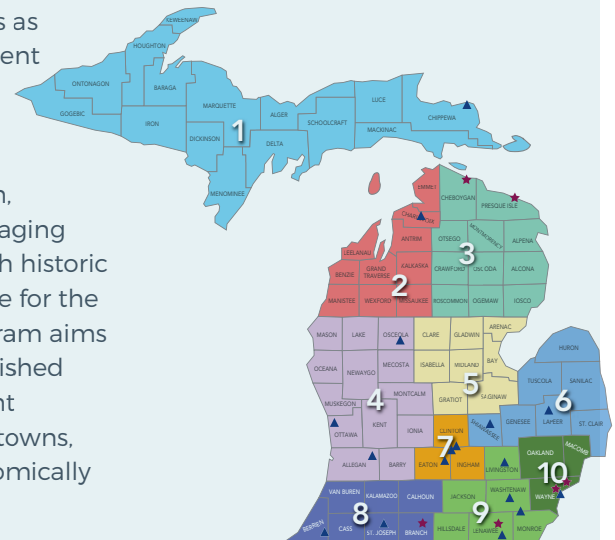


Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

★ Select Level

▲ Master Level

www.miplace.org