

DOWNTOWN OWOSSO

Discover the Charm of Downtown Owosso

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

2025 EDITION

OWOSSO MAIN STREET

989.725.0571

downtownowosso.org



State of DOWNTOWN

18 Blocks

108 Acres

249 Parcels

1,731 Public parking spaces

117 First-floor storefronts

100 Residential units

10 Restaurants

32 Retail stores

221.7k Visitors

9.6% Increase in property values (2023-2024)

Owosso Main Street is making a real difference.

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

Downtown’s Goals

- Day-trip destination
- Increase upper-floor residential development/density
- Cultivate an environment that demonstrates a commitment to the development of businesses, housing and community organizations in downtown Owosso.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of downtown Owosso
- Expand and sustain a model of “coopetition” among downtown Owosso businesses, organizations and attractions

OWOSSO
MAIN STREET

TRANSFORMING OWOSSO'S DOWNTOWN



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



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



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

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$1,756,767

Program to date: \$24,898,558



9

Façade & Building Improvements

Program to date: 414



12

New Businesses

Program to date: 104

Community Profile

City of Owosso | 2024



Population

14,562



Households

6,249



Median HH Income

\$51,801



Median Age

38.6 years



Housing Units

6,751



92% Housing is occupied

60% Owner-occupied

32% Renter-occupied

Main Street is Helping Businesses Thrive

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

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

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

Downtown Drive Time Markets

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

In-demand Businesses

Food & Drink

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

Shopping & Retail

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

#ExploreOwosso: A Passport Adventure

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



2024 Pulse of Downtown



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

Social Connection



12,005+
Facebook Followers

1,945+
Instagram Followers

Volunteer Connection



1,620
Volunteer hours in 2023–2024

37,567
Volunteer hours
(Program to date)

\$51,176
Volunteer value in 2023–2024

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



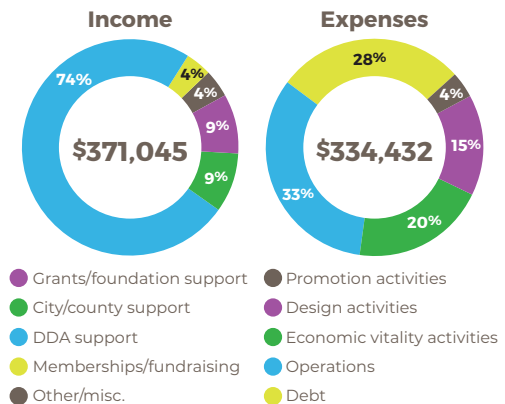
VOLUNTEER SPOTLIGHT

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

—Levi Perry, owner, Studio Seven Twenty



In the Numbers



DOWNTOWN ALIVE

Owosso Main Street Events 2023-24

11,341

Est. event attendance

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



OatFest



Owosso Vintage Motorcycle Days



Mini Golf Madness



Glow Owosso

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

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

Owosso’s Board of Directors

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

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total Public Investment

\$152,552,988

Program to date



30,094

2023-24 Volunteer Hours

922,796

Program to date



136

2023-24 New Businesses

2,033

Program to date



117

2023-24 Façade & Building Improvements

2,934

Program to date

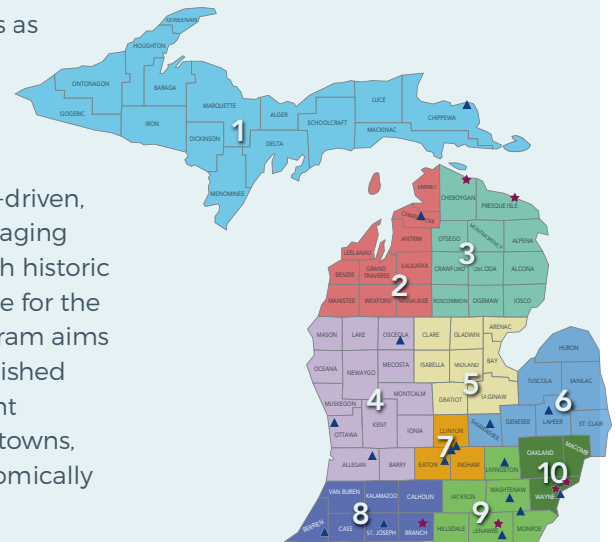


Michigan Main Street

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

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

Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org