OWOSSO MAIN STREET

City of Owosso
Downtown Development Authority
Informational Meeting
July 10, 2024



PA 57 of 2018

Informational Meetings Sec. 910 (4)

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

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

legislature.mi.gov/



OWOSSO MAIN STREET

Board of Directors

Bill Gilbert, Chair
Lance Omer, Vice Chair
Mayor Robert J. Teich, Jr.
Josh Ardelean
Emily Olson
Daylen Howard
Allié McGuire
Dakota Woodworth
Jill Davis



OWOSSO MAIN STREET

TIF and Development Plan

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

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

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



OWOSSO MAIN STREET

Goals and Direction

City of Owosso Master Plan

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

City of Owosso Capital Improvement Plan

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

OMS Transformation Strategies

Day Tripper Tourism & Residential Development



OWOSSO MAIN STREET

Recap

Impact Report for Fiscal Year 2022-23

https://www.ci.owosso.mi.us/Portals/0/Files/Forms/2024-DDA-Impact-Report-FINAL.pdf

Owosso Main Street 2023 Visitor Profile

221.7K Visitors

1.5M Visits

Busiest Month: June
Quietest Month: September

Peak Days:
- Saturday 6/3/23 – 16,477 visits
- Friday 6/2/23 – 13,710 visits
- Friday 11/24/23 – 11,238 visits
- Friday 7/21/23 – 9,590 visits



OWOSSO MAIN STREET

Design Projects

- Summer Hanging & Bridge Baskets
- Welcome Sign Landscaping
- Main Street Plaza Beautification
- Fountain Sculpture Refurbishment
- Exchange Street Pocket Park Updates
- Red Piano Project



OWOSSO MAIN STREET

Events Hosted by OMS/DDA

- Downtown Owosso Chocolate Walk
- Downtown Spring Cleanup
- Yoga on the Lawn



OWOSSO MAIN STREET

Economic Vitality

Business of the Month Program

May – Home Field Michigan Real Estate Consultants

June – Rollin' Blooms Studio

July – Norm Henry Shoes



Grants

Revitalization and Placemaking 2.0 – $300,000

- Downtown Streetlight Project

OWOSSO MAIN STREET

Educational Training

Retail Merchandising Training

Webinar series facilitated by RetailWorks, Inc.

- Creating a Branded Customer Experience
- Creating Attention-Getting, Cost Effective Window Displays
- Creating Focal Point Displays Inside Your Business
- Creating Signs That Your Customers Will Actually Read
- Selecting Lighting that Will Make Your Store and Product Lines Come Alive
- Turning Vacant Storefronts into Vibrant Opportunities



OWOSSO MAIN STREET

New Businesses

- Glitter Glam Kid's Play Spa
- Silver Harvest
- Rooted Merchant
- Drizzle Cakes and Bakes
- Youth Skate Co.
- Northern Cove
- Hollow Games
- Callisto Photos
- Rivet Lifestyle Consulting & The Rural Hub Psychiatry Services



OWOSSO MAIN STREET

Communications

Community Newsletter
https://downtownowosso.org/#newsletter

Event Calendar
https://downtownowosso.org/events/

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

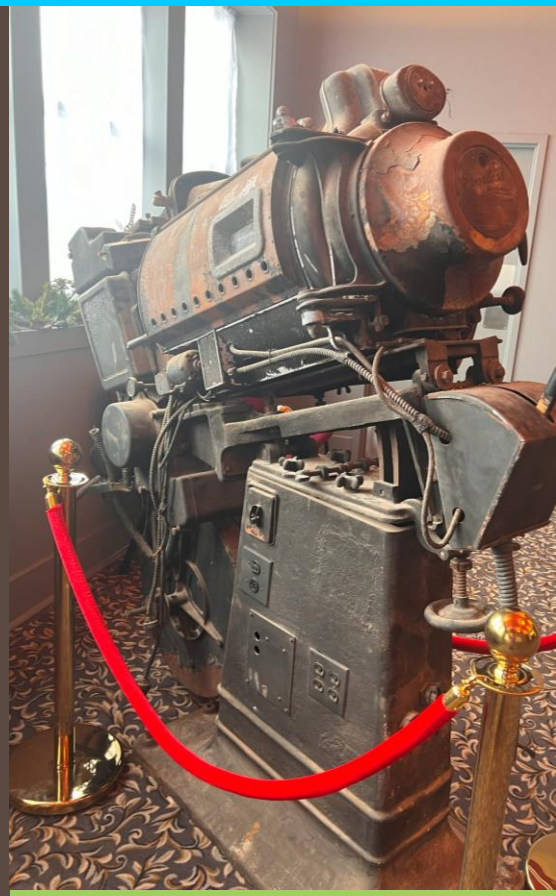
Instagram
https://www.instagram.com/downtownowosso/



OWOSSO
MAIN STREET

Future Projects

- Downtown Streetlight Project
- Revolving Loan & Grant Program Relaunch
- Transformation Strategy Update and Strategic Planning Workshop
- Volunteer Appreciation Event
- Business Owner Meetup
- Lebowsky Sculpture Project
- Fountain Park Summer Expansion
- Main Street Plaza Masonry Repair 2.0



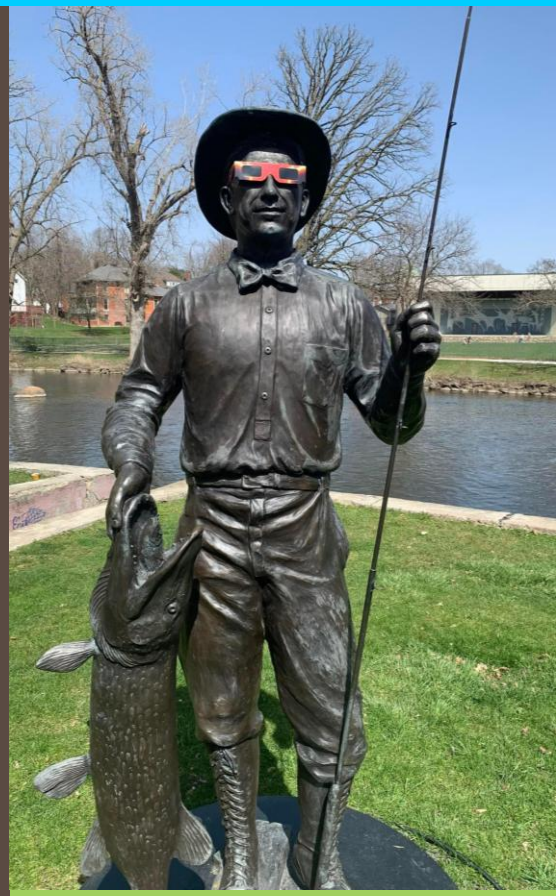
OWOSSO MAIN STREET

Questions?

Contact:
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Owosso Main Street
Downtown Development Authority
City of Owosso
lizzie.fredrick@ci.owosso.mi.us

For more information, visit:
www.downtownowosso.org

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



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