OWOSSO MAIN STREET

City of Owosso
Downtown Development Authority
Informational Meeting
January 8, 2025



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
Daylen Howard
Jill Davis
Dakota Woodworth
Vacancy
Vacancy



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

https://www.ci.owosso.mi.us/Portals/0/DDA-TIF%20Plan.pdf



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

2024 Main Street Technical Service
2025-2029 Strategic Plan



OWOSSO
MAIN STREET

Recap

Impact Report for Fiscal Year 2024

https://www.ci.owosso.mi.us/Portals/0/Files/Documents/MMS_IMPACT_2025-Owosso_FINAL.pdf

TIF Report for Fiscal Year 2024

https://www.ci.owosso.mi.us/Portals/0/Files/Documents/Owosso%20FY24%20TIF%20District%20PA%2057%20Annual%20Report.pdf



OWOSSO MAIN STREET

Design Projects

- Flower Hanging & Bridge Baskets
- Main Street Plaza & Pocket Park Beautification
- Streetlight & Sidewalk Replacements
  - Washington, Comstock, Park, and Main Street
- Irrigation, Weeding, Pruning & Tree Trimming Services
- Fall & Winter Décor
- Holiday Light Installation



OWOSSO MAIN STREET

Owosso Main Street Events

- Yoga on the Lawn Series
- Owosso Vintage Motorcycle Days
- Downtown Fall Cleanup
- Mini Golf Madness
- Volunteer Appreciation Party
- Glow Owosso



OWOSSO MAIN STREET

Economic Vitality

Business of the Month Program

August – Fitness Coliseum
September – Blu Ashe
October – MI Favorite Store
November – Lebowsky Center for Performing Arts
December – Rooted Merchant
January – The Sideline Sports Bar

Grants

Match on Main - $24,830.71

- Oak and Ivory Clothing Co.

Revolving Loan & Grant Program

Lapeer Development Corporation Partnership Program Relaunch



OWOSSO MAIN STREET

Educational Training

Digital Trainings for Main Street Businesses

Webinar series facilitated by the Main Street America Small Biz Digital Trainers

- Building Your Digital Footprint
- Managing Your Online Presence & Developing a Marketing Plan
- Cultivating the Entrepreneurial Mindset
- How to Master Soft Skills for Small Business Success

Match on Main Info Session

https://downtownowosso.org/business-development-resources



OWOSSO MAIN STREET

New Businesses

- The Mattesons Photography
- Sakura Japanese, Thai and Spirit
- Marketplace on Washington
- Etcetera
- MI Turning Point Thrift Store



https://downtownowosso.org/main-street-directory

OWOSSO MAIN STREET

Communications

Websites
https://downtownowosso.org

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

Downtown Construction Updates
https://downtownowosso.org/construction

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

Business Owner Newsletter

Event Calendar
https://downtownowosso.org/events

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

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



Future Projects

- Transformation Strategy Update
- Main Street Plaza Masonry Repair 2.0
- Main Street Plaza Landscaping Project
- Business Owner Meetups & Info Sessions
- Lebowsky Public Art Project
- Fountain Park Seasonal Expansion
- 3rd Thursdays at the Fountain
- Irrigation Repairs
- Ground Flowers & Planter Removals



OWOSSO MAIN STREET

Questions?

Contact:

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Owosso Main Street &
Downtown Development Authority
City of Owosso
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For more information, visit: www.downtownowosso.org

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



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