OWOSSO MAIN STREET

City of Owosso
Downtown Development Authority
Informational Meeting
January 7, 2026



PA 57 of 2018

Informational Meetings Sec. 910 (4)

The State of Michigan 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

Daylen Howard, Chair

Lance Omer, Vice Chair

Mayor Robert J. Teich, Jr.

Josh Ardelean

Bill Gilbert

Jill Davis

Jon Moore

Karen Parzych

Colin McCallum

DowntownOwosso.org/about



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.

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

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



OWOSSO MAIN STREET

Goals and Direction

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

2025 – 2031 City of Owosso Capital Improvement Plan
www.ci.owosso.mi.us/Portals/0/Files/Documents/CIP%20Document_25-26%20Expanded.pdf

OMS Transformation Strategy: Downtown Renaissance
https://downtownowosso.org/wp-content/uploads/Transformation-Strategy-Development-Plan-2025-WebV.pdf

2025 – 2029 OMS Strategic Plan
https://downtownowosso.org/wp-content/uploads/ATTACH-Final-OMS-Strategic-Plan.pdf



OWOSSO MAIN STREET

Report Recap

Fiscal Year 2025 Impact Report
DowntownOwosso.org/wp-content/uploads/MMS_IMPACT_2025-Owosso_FINAL.pdf

Fiscal Year 2025 TIF Report
www.ci.owosso.mi.us/Portals/0/Files/Documents/Owosso%20FY25%20TIF%20District%20PA%2057%20Annual%20Report.pdf

2025 Market Snapshot
DowntownOwosso.org/wp-content/uploads/2025-MI-Owosso-Market-Snapshot.pdf

2025 Main Street Service: Transformation Strategy Update
https://downtownowosso.org/wp-content/uploads/Transformation-Strategy-Development-Plan-2025-WebV.pdf



OWOSSO MAIN STREET

Design Projects

Landscaping Maintenance
- Bi-Monthly Weeding
- Seasonal Pruning
- Mowing & Tree Trimming

Summer Beautification
- Flower Adoption Program
- 6 Reservoir Flower Planters

Main Street Plaza
- Landscaping Project
- Planter Repair

South Washington Street
- Welcome Sign Repair
- 2 Planter Removals & Sidewalk Replacement

South Irrigation System Repairs

Fall & Winter/Holiday Décor

Main Street Winter Wreath-Off



OWOSSO MAIN STREET

Events

National Night Out (collaboration with Public Safety)

Owosso Vintage Motorcycle Days

Volunteer Signup Day

Downtown Fall Cleanup

Downtown Owosso Trick or Treat

- Golden Pumpkin Hunt

Glow Owosso

Small Business Saturday

DowntownOwosso.org/events



OWOSSO MAIN STREET

Economic Vitality

Business of the Month Program

July – Drizzle Cakes and Bakes
August – Amy's Place
September – CLH Insurance Agency
October – Owosso Floral & Gifts
November – Great Lakes Apparel Co.
December – J's Tux & Bridal Boutique
January – Rustic Owl Furnishings

Main Street Meetups

- Downtown Owosso Trick or Treat
- Revolving Loan & Grant Program

Electric Vehicle Charging

North American Charging Standard (NACS) Cable Upgrade

DowntownOwosso.org/business-development-resources



OWOSSO MAIN STREET

Small Business Support

Downtown Business Directory

DowntownOwosso.org/add-business-listing

Downtown Event Calendar

DowntownOwosso.org/events/community/add

Match on Main Grant

Amy's Place - $25,000

Revolving Loan & Grant Program

Shook Riverside Development - $25,000 Grant

- Fire Suppression at 312 W. Main Street



OWOSSO MAIN STREET

New Businesses

- Crucible Games
- Big Lake Barbell
- Rollin’ Blooms Studio (retail hours)
- Big Brothers Big Sisters
- PC Guys
- Rack’s & Rattles Boutique
- Vintage Vibes & More
- The Soul Place
- Great Lakes Apparel Co.

DowntownOwosso.org/main-street-directory



OWOSSO MAIN STREET

Communications

Websites

DowntownOwosso.org

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

Downtown Construction Updates

DowntownOwosso.org/construction

Monthly Newsletters

Community Newsletter

- Subscribe at: DowntownOwosso.org/#newsletter

Business Newsletter

- Contact lizzie.fredrick@ci.owosso.mi.us to subscribe

Social Media

Facebook.com/DowntownOwosso

Instagram.com/DowntownOwosso



OWOSSO
MAIN STREET

Future Projects

Main Street Meetups

- Business Owner Updates/Q&A
- Summer Beautification
- Spring Social

Volunteer Appreciation Party

Social District Signage

Downtown Owosso Chocolate Walk

Main Street Plaza Landscaping Project 2.0

Ground Bed Concrete Project

Steam Railroading Institute (SRI) Historical Marker

Wayfinding & Arch Refurbishment



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: DowntownOwosso.org

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



OWOSSO MAIN STREET