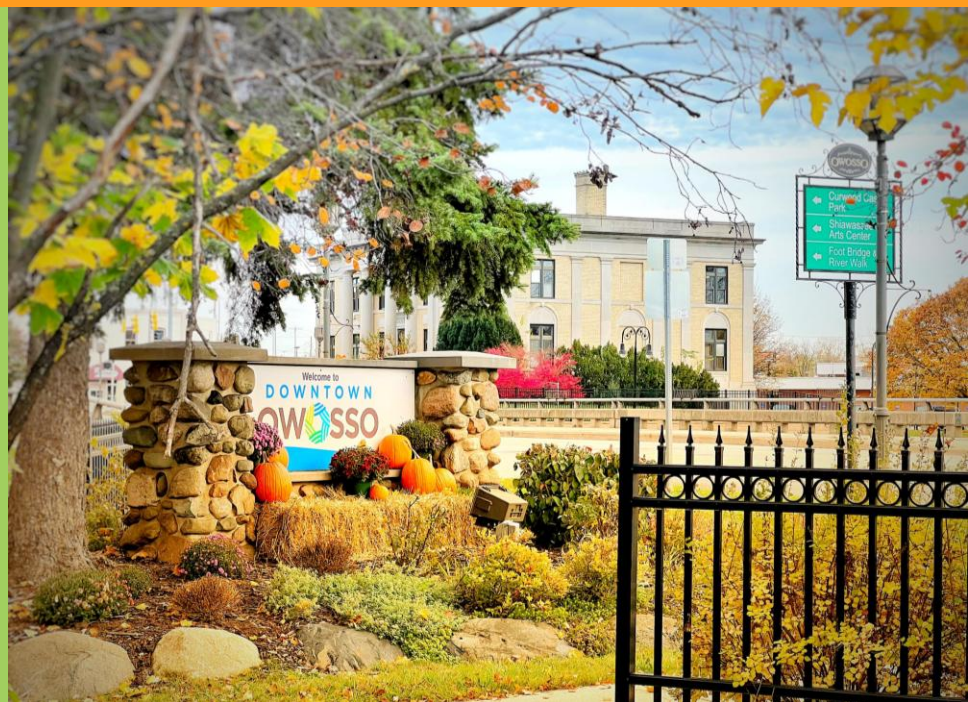
OWOSSO MAIN STREET

City of Owosso
Downtown Development Authority
Informational Meeting
February 7, 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

Jon Moore, Chair
Lance Omer, Vice Chair
Mayor Robert J. Teich, Jr.
Bill Gilbert
Daylen Howard
Nicole Reyna
Allié McGuire
Josh Ardelean
Emily Olson



OWOSSO MAIN STREET

TIF and Development Plan

- The goals and direction of the Owosso DDA are defined by the TIF and Development Plan first created in 1984 and amended in 2003.
- The full document is available on our website, as required by law. Find it here: 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%2023-29.pdf



OWOSSO MAIN STREET

2023 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

Design Projects

- Main Street Plaza Masonry Repair
- Red Phone Booth Refurbishment
- Summer Flower Program
- Fall Beautification
- Holiday Light Display
- Bridge Basket Program



OWOSSO MAIN STREET

Events Hosted by OMS/DDA

- Downtown Owosso Chocolate Walk
- Summer Community Cleanup
- Summer Sidewalk Sales
- Michigan OatFest
- Owosso Vintage Motorcycle Days
- Yoga on the Lawn
- Mini Golf Madness
- Fall Community Cleanup
- Glow Owosso
- NYE Block Party



OWOSSO MAIN STREET

Educational Trainings

Grow with Google

10 in-person workshops with a Google Marketing Coach, one-on-one coaching, virtual trainings and more.

- Get Your Local Business on Google Search and Maps
- Make Your Website Work for You
- Make Better Business Decisions with Analytics
- Sell Online with E-Commerce Tools
- Increase Your Sales with Google Tools
- Reach Customers Online with Google
- Launch Your Business with Customer-Focused Marketing
- Use YouTube to Grow Your Business
- Coach Your Team to Success
- Cybersecurity and Your Small Business



OWOSSO MAIN STREET

Grants

Revitalization and Placemaking 2.0 – $300,000
- Downtown Streetlight Project

Match on Main – $25,000
- Taphouse Specialty Meat Market

Vibrancy Grant – $20,000
- Rotating Retail Program
  - SAC & J's Tux and Bridal Boutique
- Day Trip Destination GLAM Campaign
- #ExploreOwosso Passport Program
- Downtown Owosso Hype Team

Optimize Main Street – $2,500 each
- Oliver Paper Co. & Penguin Resale

Revolving Loan and Grant Program – $20,745
- Barrister Brewing Co



OWOSSO MAIN STREET

Future Projects

- Transformation Strategy Update and Strategic Planning Workshop
- Monthly Community Newsletter
- Business of the Month Program
- Downtown Streetlight Project
- Fountain Park Fountain Refurbishment
- Main Street Plaza Masonry Repair 2.0
- Revolving Loan and Grant Program Relaunch



OWOSSO MAIN STREET

Questions?

Contact:
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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



OWOSSO MAIN STREET