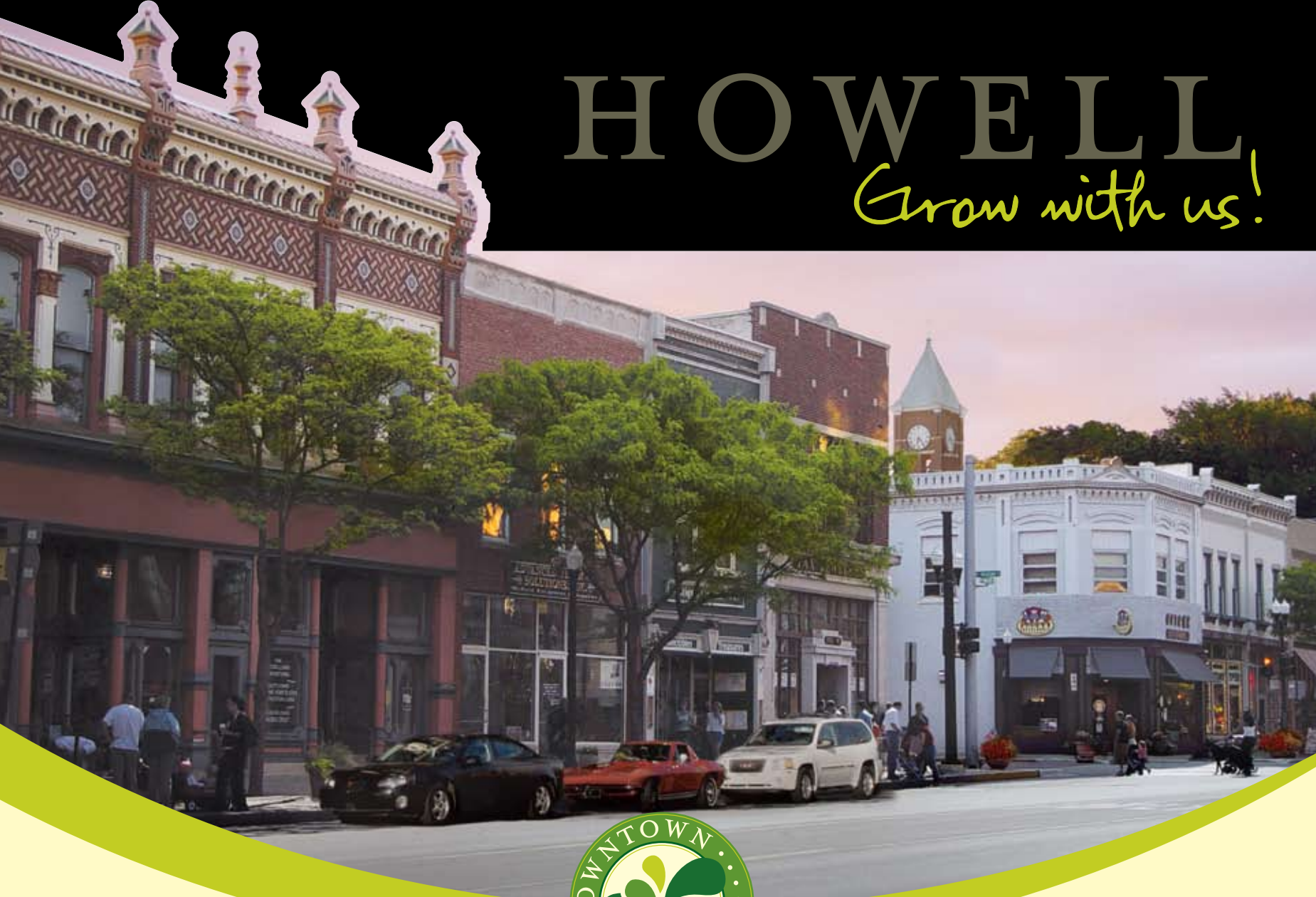


# HOWELL

*Grow with us!*



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As the county seat, the City of Howell is centrally located within Livingston County. The city was first known as Livingston Center. It was platted in 1835 by a group of settlers from Detroit, and it was later incorporated in 1863. The City of Howell is known for its fine architecture including a Richardsonian Romanesque style courthouse that is on both the State and National Registers of Historic Places, a Carnegie Library and beautiful homes of many different architectural styles. The population of the City of Howell according to the 2009 SEMCOG estimate was 9,707.

The City of Howell's Historic Downtown, named a National Register Historic District, is a treasure trove of 19th century architecture, much of it restored and preserved for the future. Visitors can choose from a variety of shops, including an eclectic mix of quality clothing, accessories, outdoor apparel, fun and funky specialty retail, restaurants, home goods and decor and personal service establishments. From May through October, the Howell Sunday Farmers' Market offers the best locally grown produce at its State and Clinton street location.

The City of Howell is also the location of four popular festivals: the Michigan Challenge Balloonfest held in June, Melon Festival in August, the Legend of Sleepy Howell in October and the Fantasy of Lights Parade held in November kicks off the downtown Christmas season.



## TopTen

### REASONS TO BUILD YOUR BUSINESS IN DOWNTOWN HOWELL

- 1 Fastest Growing County in Michigan**  
Livingston County has a residential base of over 180,000 which will exceed 200,000 by 2025. Downtown Howell's primary trade area has over 110,000 residents.
- 2 Upscale, Affluent Population**  
The primary trade area has a median household income of \$71,148. The Median home value is \$229,179, and over 60% of the trade area workforce is professional.
- 3 Great Access and High Traffic Counts**  
Downtown Howell is easily accessible from I-96 and M-59. Over 20,000 vehicles travel through Downtown Howell daily. Howell is within one-hour driving time from Detroit, Flint, Lansing and Ann Arbor.
- 4 Pro-Business Environment**  
With free downtown parking, walkable streets and continuous public investment, Downtown Howell is great for business. Storefront and office space is available and an active Business Development Committee can provide relocation assistance.





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Photo courtesy of the City of Howell



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## TOP 10 REASONS TO BUILD YOUR

## BUSINESS IN DOWNTOWN HOWELL

- 5 Area Retail and Restaurants Expanding**  
Nearby Tanger Outlet Center attracts 3.5 million customers annually. Major chain retailers are targeting outlying areas. There are currently eleven successful restaurants in downtown.
- 6 Active Chamber of Commerce and Convention and Visitors Bureau**  
The Howell Area Chamber of Commerce hosts the Sunday Farmers' Market from May through October and promotes Downtown Howell as a destination on an on-going basis. They also hold outstanding business development programs and networking events.
- 7 Strong Main Street and Downtown Development Authority**  
The DDA was organized in 1991 and Howell became a Main Street community through the Cool Cities initiative in 2005. Downtown Howell's Main Street program gained state and national accreditation in 2008. Main Street is a proven downtown revitalization approach that provides for extensive grassroots business involvement in sales promotions, business retention programs and broad-based community support for downtown and DDA programs.

- 8 Historic Central Business District**  
Downtown Howell is listed on the National Register of Historic Places. The Central Business District features many newly renovated Victorian buildings. Design guidelines and a knowledgeable Design Committee help business owners make cost effective improvements. Sign and facade grant programs are available for property and business owners.
- 9 Festivals Attract Over 150,000 Visitors Annually**  
Howell has many events that attract visitors including: Howell History Days, Michigan Challenge Balloonfest, Howell Melon Festival, Concerts at the Courthouse, Fantasy of Lights Holiday Parade and Legend of Sleepy Howell. The Opera House also hosts numerous special events such as live music, art exhibits and private receptions.
- 10 Sense of Community and Quality of Life**  
Howell has over 200 downtown residents and growing. The vibrant downtown features specialty coffee, retail and restaurants, all of which are local independents. The Historic Opera House is becoming Livingston County's center for culture, music and art and the city has an active civic life.



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## BUSINESSES WANTED

In 2007, the City of Howell Downtown Development Authority commissioned Anderson Economic Group to complete a comprehensive downtown market strategy. Trade areas for the Howell Downtown Market were studied and it was determined that several business types would be supported and successful in Downtown Howell, given our considerable trade area growth.

Downtown Howell currently has a large number of high quality, skillfully run businesses. The business types targeted for recruitment are intended to ensure that Downtown Howell captures additional market share within the trade area.

### We are currently seeking:

**Restaurants and Bars** Two or three additional restaurants totaling 10,000-12,000 square feet. The restaurants will range between upscale and casual and appeal to patrons such as professionals transacting business in Downtown Howell and families looking for a downtown experience.

**Clothing and Accessories** Additional clothing stores of approximately 1,000 – 3,000 square feet each. Stores should be unique and serve as true destination tenants.

**Sporting Goods, Hobby and Miscellaneous** Unique, independent operator for specialty stores of approximately 1,500 square feet and above.

**Miscellaneous Retail** Multiple unique stores, totaling between 1,000 – 4,000 square feet. These businesses could offer giftware, dance apparel, women's fashion and accessories, furniture or home and garden supplies.

**Health and Personal Care** One store of 1,000 square feet or above, such as a vitamin or health food store, or a store selling specialty soaps, lotions and bath products.

**Food and Liquor** Specialty stores, such as a gourmet food market, specialty baker, meat market, etc.





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## HOWELL AREA DEMOGRAPHICS

### Census Category Total Trade Area

2005 Population	190,032
2010 Population	217,254
2005-2010 rate of growth	+2.7%
2005 Households	68,568
2005 Average Household size	2.8
2010 Households	79,219
2010 Average Household size	2.7
2005-2010 rate of growth	+2.9%
2010 Housing Units	71,654
Owner Occupied Units	84.2%

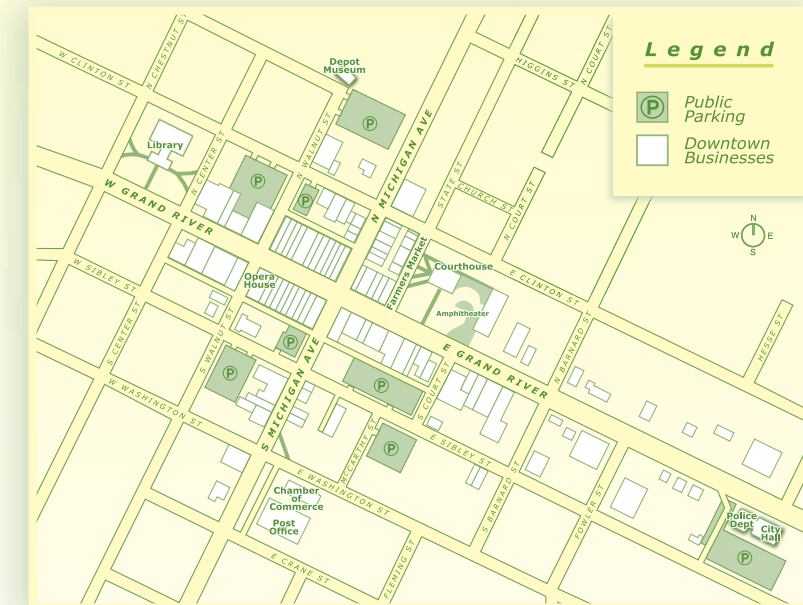
### Census Category Total Trade Area

2005 Median Household Income	\$73,274
2010 Median Household Income	\$82,719
2005 Median Home Value	\$229,179
2010 Median Home Value	\$298,327*
2005 Per Capita Income	\$32,201
2010 Per Capita Income	\$37,755

\* 2006 projection

### Major Local Employers Employees

St. Joseph Mercy Livingston Hospital	875
Citizen's Insurance	850
Howell Public Schools	848
Ogihara America Corporation	556
Livingston County Government	544
Pepsi	273



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Photo courtesy of the City of Howell

## QUALITY OF LIFE

### Government

Howell City Hall – 611 E. Grand River Avenue • Howell, MI 48843 • 517.546.3500 • [cityofhowell.org](http://cityofhowell.org)

Geraldine Moen, Mayor

Shea Charles, City Manager

Howell Downtown Development Authority – 122 State Street • Howell, MI 48843 • 517.545.4240 • [downtownhowell.org](http://downtownhowell.org)

Nathan Voght, Howell Main Street/DDA Director

### Howell Public Schools

The largest district in the County serving over 8,400 students. There are 12 school facilities featuring 7 award winning elementaries and 2 state exemplary middle schools along with 2 high schools. Twenty three advanced placement courses are offered to a high school population of 2,438 students.

2008-09 Conference Champions – Football

2008-09 State Championship Runner-Ups – Hockey

2008-09 State 1st place Small Varsity High Kick – Poms

2008-09 State District Champions – Equestrian

2008-09 Team District Champions – Wrestling

2008-09 Top Ten Team in the State – Boys Swim & Dive

### Local Attractions and Civic Groups

- Howell City Park at Thompson Lake, with swimming beach, boating, BBQ
- Island Lake State Park
- Kensington Metro Park
- Numerous lakes and public golf courses
- Howell Nature Center
- Home to the Melon 5k and Fantasy 5k runs
- Howell Independence Aquathlon: a 4k run and 1k swim
- Howell Aquatic Center: lap swimming, lessons, water aerobics, yoga

- Howell Historic Society's Depot Museum
- Howell Carnegie District Library
- The Opera House, Home of the Livingston Arts Council
- Howell Senior Center
- Community Theater of Howell
- Many active community groups: Lions, Rotary, Masonic Temple
- Teen Center and Internet Cafe
- Skate Park
- Cycle Howell providing organized local bike rides for all ages and abilities





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Photo courtesy of the City of Howell



Photo courtesy of Above

## EVENTS AND PROMOTIONS

**JANUARY–  
MARCH**

### **Acoustic Cafe Series**

The Opera House presents musical performances on Friday evenings January through March.

**APRIL**

### **Livingston County Home Show *since 1964***

A weekend showcase for builders and home improvement companies. The Home Show will have over 200 exhibit spaces and expects more than 10,000 area residents to attend. The Taste of Livingston adds samples from dozens of the county's finest restaurants, caterers and delis. The Golf & Recreation Show on Sunday provides an opportunity for sports enthusiasts to explore equipment, golf courses and activities.

**MAY**

### **Howell History Days**

A weekend of education and fun, celebrating the history of Howell in conjunction with National Historic Preservation Month. Activities include architectural and historic building tours, historic reenactments, kids activities, live entertainment and vintage baseball.

**MAY–  
OCTOBER**

### **Howell Sunday Farmers' Market**

A traditional Sunday destination for those in search of locally-grown produce, plants, flowers and more. Local craftsmen, as well as live entertainment round out the downtown ambience.

**JUNE**

### **Michigan Challenge Balloonfest *since 1984***

The state championship of hot-air ballooning! This event attracts over 80,000 spectators. A weekend of uplifting adventure includes stunt kites, K-9 dog show, family fun tent, custom car show, skydivers, arts and crafts show, plus more than 50 hot air balloons in five scheduled launches and an evening balloon glow.

**JULY–  
AUGUST**

### **Concerts At The Courthouse**

Presented by The Opera House, home of the Livingston Arts Council, a variety of entertainers perform live at the Courthouse amphitheater every Friday evening. Bring a blanket or chair and enjoy!

**AUGUST**

### **Howell Melon Festival**

This event has celebrated Howell melons in downtown Howell for 50 years! The weekend starts with a 5K Melon Run, and continues with evening entertainment, Farmers' Market, sidewalk sales, kids activities on the Courthouse lawn, and "genuine" Howell melons for sale. Come downtown and buy a famous Howell melon and enjoy the festivities!

**OCTOBER**

### **Legend of Sleepy Howell**

Kids of all ages will not want to miss the premier Halloween event in Livingston County! A haunted alley, broom ball, creepy campfire, hayrides, scary story telling, lots of games with prizes, trick-or-treating, a costume contest, live entertainment and more. This event brings thousands downtown.



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## EVENTS AND PROMOTIONS

**NOVEMBER-  
APRIL** **Winter Marketplace at The Opera House**  
The Opera House opens its first floor to vendors every other Sunday throughout the winter.

**NOVEMBER** **Holiday Shopping in Downtown Howell**  
SHOP EAT DRINK AND BE MERRY! This is the official kick-off to the holiday shopping season. Enjoy holiday shopping promotions throughout downtown, grab a bite to eat and then enjoy the Fantasy of Lights Parade.

**Fantasy of Lights Parade** *since 1983*  
Up to 60 floats and marching bands dazzle and delight the crowded streets of Downtown Howell. Each lighted float has a minimum of 5,000 lights used to provide a breathtaking display.

**DECEMBER** **Holiday in the Park**  
Drive through Howell City Park for a dazzling holiday Christmas tree light display. Everyday in December.

**Merry Tuba Christmas**  
A festive holiday tuba concert held in the Courthouse Amphitheater.

**Holiday Retail Promotions and Events**  
The Howell DDA working with downtown merchants organizes holiday promotions including Victorian carriage rides, Charles Dickens Day, caroling and a shopping contest.







**Howell Main Street and Downtown Development Authority**

122 State Street

Howell, Michigan 48843

517.545.4240

517.548.1068 fax

[info@DowntownHowell.org](mailto:info@DowntownHowell.org)

[DowntownHowell.org](http://DowntownHowell.org)



Downtown Howell is a Nationally Accredited Main Street Program.