

# COMMUNITY PROFILE

## Downtown Owosso, MI



## ABOUT US

Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike. Showcasing a green and thriving environment of beautiful, walkable boulevards and unique attractions, residential, shopping, and dining experiences. Downtown Owosso is the small town-downtown with appeal!



### DOWNTOWN STATS:

**2019 Numbers:**  
 Private Investment = **\$897,891**  
 Facade Improvements = **17**  
 New Businesses = **2**

### DOWNTOWN DRIVE-TIME MARKETS:

Distance (minutes)	5	10	20
Population:	<b>26,625</b>	<b>41,882</b>	<b>175,992</b>
Households:	<b>11,618</b>	<b>17,725</b>	<b>73,008</b>
Median HH Income:	<b>\$57,800</b>	<b>\$64,409</b>	<b>\$77,303</b>

### KEY FACTS:



Population  
**14,450**



Residential Units  
(Downtown)  
**100**



Median Age  
**35 years**



Retail Stores  
**24**



Households (City)  
**6,257**



Median HH Income  
**\$53,865**



1st Floor Storefronts  
**117**



Restaurants  
**7**



Downtown Blocks  
**18**



Parking Spaces  
**1,731**







# OWOSSO MAIN STREET

## Owosso Main Street/DDA Goals:

- Cultivate an Environment that demonstrates a commitment to the development of business, housing, and community organizations in Downtown Owosso.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.
- Expand and sustain a model of "coopetition" among Downtown Owosso Businesses, organizations and attractions.

## BUSINESS RESOURCES:

 <b>Revolving Loan Fund</b>	 <b>Monthly Business Owners Meetings</b>	 <b>Market Data Information</b>	 <b>Small Business Saturday Champion</b>
 <b>Online Store/Sales Program</b>	 <b>Educational Workshops</b>	 <b>Match on Main Program</b>	 <b>Residential Development Grants</b>

## BUSINESSES IN-DEMAND:

TOP PROSPECT SURVEY RESULTS

### Top 3 Retail Results

Specialty Foods

**28.4%**

Butcher Shop

**25.7%**

Woman's Clothing

**18.4%**

### Top 3 Eating & Drinking Results

Brewery/Brewpub

**21.9%**

Steakhouse

**21.6%**

Breakfast/Brunch

**15.9%**

*"Owosso Main Street/DDA is the accelerant that propels & sustains our collaborative spirit to work together and make a unified positive impact in our downtown for our residents and visitors."*

*-Nicholas Pidek  
Co-Owner  
Foster Coffee Co.*



**WE'RE SOCIAL!**

@downtownowosso

