



Mission Statement Worksheet

CURRENT MISSION STATEMENT

The mission of Owosso Main Street is to actively revitalize the Downtown Owosso District. Owosso Main Street will promote an atmosphere of cooperation throughout the community, with downtown acting as a gathering place and focal point for community engagement through volunteerism. Our organization will work to promote economic development by attracting new businesses, shoppers and residents to the district and act as a resource for downtown merchants.

DRAFT REVISIONS (IDEAS ONLY)

#1: Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community and draws both local residents and visitors from other communities.

#2: Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community, drawing both local residents and visitors to our City.

#3: Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community through cooperation, community engagement, volunteerism, and economic revitalization.

#4: Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community, attracting new businesses, shoppers and residents to the district and act as a resource for downtown stakeholders.

#5: Owosso Main Street's mission is to foster an active and revitalized downtown that is the center of our community, promoting an atmosphere of cooperation through community engagement and economic development.



Vision Statement Worksheet

CURRENT VISION STATEMENT

In the year 2020, Downtown Owosso is known as a community located at the intersection of art and entrepreneurial innovation. It is at once a business district, an arts incubator and home to a variety of residents. These residents choose to live in downtown because it is a community that values and promotes creativity and independence. These qualities have attracted entrepreneurs, performing and fine artists and entertainment seekers to live, work and play in Downtown Owosso.

Looking at Downtown Owosso, it's clearly a small city with a big agenda. Streets lined with coordinated trees, gardens and hanging flower baskets compliment our well-maintained historic buildings. Many have been rehabilitated in recent years and reflect the pride property owners take in their downtown. Decorative banners and the wide, well-lit, pedestrian-friendly sidewalks invite visitors to stroll through the neighborhood and spend time in the stores, green-space and along the river.

In Downtown Owosso you'll experience a wide range of year-round activities. The ten-year anniversaries of the Glow Owosso winter celebration and the summertime Artisan Market saw record-breaking attendance and success. More than 50 participants entered the Glow Parade, and businesses reported record sales and expanded business hours due to the crowds generated by the well-known Glow Show in Main Street Plaza throughout December. The Artisan Market hosts more than 50 vendors each week of the 12-week market, expanding from Main Street Plaza into neighboring parking lots. The weekly event acts as not only a market, but a gathering place for the community and an entertainment venue attracting top-quality entertainers.

Another popular activity in Downtown Owosso is the semi-annual Artwalk event. Twice a year, more than 75 artists set up shop inside Downtown Owosso storefronts. Participants enjoy a night of fun, shopping and artistic exploration. Before and after their tour of the artists, visitors gather in Main Street Plaza for the Artwalk Bistro where they enjoy local food vendors, live music and redeem Artwalk prizes. The night is one of Owosso's oldest and most-loved activities, attracting thousands of visitors on every occasion.

Families always enjoy a fun night of Halloween activities for local children in Downtown Owosso. In addition to readily-available candy, kids have fun exploring the Halloween Trail through Main Street Plaza, which is full of surprises! Merchants hand out candy throughout downtown and each have a special Halloween feature for shoppers to enjoy.

A strong partnership between Owosso Main Street and the Curwood Festival has resulted in the addition of high-class family events during the annual celebration. Wine-tastings, silent auctions and kids' games are just a few of the rotating activities in Main Street Plaza throughout the festival. From small to large, from music to performing arts to special events, there is always something going on in Downtown Owosso. The full list of annual activities includes:

- Car Show
- Spring Artwalk
- Artisan Market – Every Thursday throughout summer
- Sidewalk Celebration
- Trojan Homecoming Downtown Celebration
- Fall Artwalk
- Halloween Trail
- Glow Owosso Kick-off, including:
 - The Glow Show
 - Glow Parade
 - Windows Aglow
 - Glow Shopping
 - Tree Aglow

On any day of the week, shoppers, visitors and residents can enjoy a variety of dining and entertainment experiences among the local merchants, including a microbrewery, ethnic cuisines and a number of classy nightlife options. Among the regular patrons of these businesses are college-aged adults from Baker College and nearby Lansing- and Flint area colleges.

In addition to dining, these visitors can find ample shopping opportunities, movies, art galleries and live performances of music and acting in Downtown Owosso any night of the week. Working in Downtown Owosso is more fun than anyone expects work to be. With plenty of outdoor eating options for lunch, and businesses within walking distance to service every errand, employees love to spend their workdays here. Business owners enjoy these perks and more with frequent educational opportunities, property improvement incentives and other benefits. Storefronts rarely have an opening and are quickly filled when they become available. Many locations in Downtown Owosso have a waiting list for leasing.

The Downtown Owosso business community is built on independently owned, locally-cultivated businesses with distinct personality. The ventures of our free-thinking merchants were born as ideas and matured into successes by their tenacity and hard work. These qualities manifest themselves behind each storefront through a unique and compelling variety of products, services and people. Being a part of Owosso Main Street as a merchant, board member, committee member, project volunteer or staff member is as exciting as it is satisfying. The organization is a well-run, quasi-governmental board that utilizes a large number of volunteers to make

great strides toward continued downtown development. Committees have a waiting list of volunteers wanting to join and board members consistently apply for new terms.

Owosso Main Street partners with all local non-profits, businesses and government and is viewed as an umbrella for community engagement. The Owosso community recognizes the crucial role a healthy downtown plays in an economically stable city and supports the organization's activities. The Downtown Owosso community realizes that there is always room to grow and provides continual involvement and support for Owosso Main Street in its effort to revitalize the district. The more successful Downtown Owosso becomes, the more people want to be a part of the excitement. The cycle toward economic prosperity has begun and all signs point toward the momentum continuing on indefinitely.

DRAFT REVISIONS (IDEAS ONLY)

#1: Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work and play. Downtown Owosso is rich with opportunities in art, entertainment, business, and learning. Owosso Main Street unites individuals, businesses, and local government to revitalize the historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.

#2: We envision a revitalized downtown Owosso that, drawing on its unique and genuine sense of place, fosters economic opportunity, creative endeavors, and community vitality.

We envision a downtown that enhances the quality of life for residents and visitors alike by offering a safe, clean, and green setting and by providing a comfortable and attractive environment of accessible, pedestrian friendly streets, outstanding public spaces.

We envision a downtown that protects, preserves, and promotes its heritage, historical assets, and wealth of fine architecture for the enjoyment of current and future generations.

We envision a downtown that is conducive to business enterprises, employment opportunities and stores that offer special and distinctive merchandise with a personal touch that creates a pleasant shopping experience.

Our vision is achieved and maintained through a strong public-private partnership among local government, businesses, educational institutions, non-profit community based organizations, and the residents of Owosso. This partnership is devoted to constantly working together to make downtown Owosso an attraction, an asset, and a success as both a business district and thriving neighborhood.

#3: Owosso Main Street will lead efforts to strengthen the role and reputation of downtown Owosso. With an eye toward preserving and celebrating the community's history, OMS will strengthen downtown's place as the heart of the community by fostering:

- a strong retail and professional environment
- recreational opportunities
- tourism amenities and attractions
- an image of vitality and growth
- a creative, exciting and appropriate mix of stores, offices, housing and public facilities
- a friendly service atmosphere
- an attractive streetscape
- a clean and safe environment
- an image of Owosso as a great place to call home, return home and make a new home.

Owosso Main Street is an organization that serves as a catalyst for private development and public partnerships. With a strong mix of volunteer development, marketing, design and business retention efforts, OMS will be seen as an organization that has:

- visionary leadership
- a broad base of volunteers
- a reputation for integrity
- a leadership role in defining the local quality of life
- an appreciation for history
- an image as the primary source for information about downtown.
- a friendly, welcoming atmosphere
- an understanding of the power of technology
- accountability
- a recognized role in community betterment
- growing financial support



Tag-line Worksheet

NO CURRENT TAG-LINE

DRAFT IDEAS (IDEAS ONLY)

#1: Creating a thriving downtown.

#2: Bringing people together.

#3: Celebrating Owosso.

#4: Living life together. (Derived from the famous Curwood quote, "The greatest thrill is not to kill, but to let live.").

#5: Eat. Play. Stay. & Shop.



Comprehensive Work Plan Strategy *Design Committee*

HISTORIC PRESERVATION EDUCATION/AWARENESS

- Historical Drinking Glasses
- Geocaching Program *
- “I spy” Game/Downtown Treasure Hunt *
- Downtown Coloring Book *
- Downtown Historical Photo Contest *

DESIGN ASSISTANCE/BEST PRACTICES

- Façade Program
- Rental Rehab Program

PHYSICAL IMPROVEMENTS – BUILDINGS, PUBLIC SPACE

- Downtown Flower Program
- Way-finding Program
- Downtown Banner Program (Collaboration w/ Promotion) *
- Downtown Bike Rack *
- Downtown Christmas Décor

* = Has yet to be implemented



Comprehensive Work Plan Strategy *Economic Restructuring Committee*

SUPPORT EXISTING ECONOMIC BASE

- Downtown Ap or Earnest Marketing loyalty program *
- Welcome Packets *

BUSINESS DEVELOPMENT/REAL ESTATE DEVELOPMENT STRATEGIES

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ASSEMBLING ECONOMIC PARTNERSHIPS & RESOURCES

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* = Has yet to be implemented



Comprehensive Work Plan Strategy *Organization Committee*

PROMOTING REVITALIZATION - COMMUNICATION

- OMS Meeting Series
- New Website
- Facebook Campaign *
- Newsletter *
- OMS Magazine *

PROMOTING ENGAGEMENT – VOLUNTEERS/PARTNERSHIPS

- Decorate Downtown
- Downtown Cleanup
- Expo Event (Chamber)
- IB Volunteer Program *
- Volunteer Database (needs updated & restructuring)

PROMOTING INVESTMENT IN REVITALIZATION – FUNDRAISING

- Front Yard Gardner fund generation *
- Main Street Partner Program *
- Summer Water Festival *
- Fund Generation Coordination (at the Committee level) *

* = Has yet to be implemented



Comprehensive Work Plan Strategy *Promotion Committee*

POSITIONING DOWNTOWN – SPECIAL EVENTS

- Art Walk
- Owossopalooza
- Glow Owosso
- Wednesday Night Car Cruise
- Cruise to the Castle

MARKETING ASSETS – RETAIL PROMOTION

- Success Stories (create as they are found)
- Evening Shopping Events

IMAGE/BRANDING DOWNTOWN

- Tour Our Town
- Downtown Cleanup

* = Has yet to be implemented