

AGENDA

OWOSSO MAIN STREET/DDA

REGULAR BOARD MEETING

Wednesday, October 5, 2022 7:30 a.m.

Owosso City Hall; Council Chambers; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

7:30 to 7:45

Call to order and roll call:

Review and approval of agenda: October 5, 2022

Review and approval of minutes: September 14, 2022

Public Comments:

7:45 to 8:25

Items of Business:

- 1) Check Register.....(Resolution)
- 2) Budget Report.....(Discussion)
- 3) Credit Card Reconciliation.....(Discussion)
- 4) ShiaCash Reports.....(Discussion)
- 5) ChargePoint Reports.....(Discussion)
- 6) Pulse Report Survey(Discussion)
- 7) 2022 Impact Report..... (Discussion)
- 8) Community Assessment.....(Discussion)

Committee Updates

- 1) Design
- 2) Promotion
- 3) Organization
- 4) Economic Vitality

Board Continuing Education/Information:

Downtown Lansing – Storytelling Series

2022-23 Service Application_Master Level

Director Updates:

Nick Bruckman – AmeriCorps Service Member

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO

September 14, 2022, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chairman Jon Moore at 7:37 A.M.

ROLL CALL: Taken by Molly Hier

MEMBERS PRESENT: Chairman Jon Moore, Vice-Chairman Brianna Marrah, Commissioners: Josh Ardelean (7:47am), Sue Osika, and Melissa Wheeler

MEMBERS ABSENT: Commissioners Lance Omer, Nicole Reyna and Bill Gilbert

OTHERS PRESENT: Beth Kuiper, Director

AGENDA:

IT WAS MOVED BY COMMISSIONER ARDELEAN AND SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE AGENDA WITH CHANGES TO TABLE DISCUSSIONS OF THE PULSE REPORT SURVEY AND COMMUNITY SELF-ASSESSMENT TO THE NEXT SCHEDULED MEETING.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY VICE-CHAIR MARRAH AND SUPPORTED BY COMMISSIONER ARDELEAN TO APPROVE THE MINUTES AS PRESENTED FOR THE REGULAR MEETING HELD JULY 20, 2022.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY COMMISSIONER ARDELEAN AND SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE MINUTES AS PRESENTED FOR THE SPECIAL MEETING HELD AUGUST 9, 2022.

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS:

Kim Springsdorf, Executive Director of the County Visitor's Bureau addressed the Board regarding the Artwalk. She expressed concerns that some business downtown possibly did not have proper notice of the event and would've liked to have seen a better layout of the Artists. She raised questions if a Promotions Committee would be revamped to help with planning future events.

Director Kuiper advised finding participants for the volunteer groups associated with events such as the Artwalk has proven to be difficult but will continue trying to recruit for the future.

Director of Public Safety, Kevin Lenkart and Officer Mike Olsey addressed the Board about vandalism that had taken place over the weekend downtown. Security footage was obtained and contact will be made with the minor individuals involved.

ITEMS OF BUSINESS:

1. **CHECK REGISTER JULY 2022:** Brief update provided regarding expenses.

MOTION BY VICE-CHAIR MARRAH, SUPPORTED BY COMMISSIONER ARDELEAN TO APPROVE THE CHECK REGISTER AS PRESENTED FOR JULY 2022.

AYES: ALL. MOTION CARRIED.

2. **BUDGET REPORT:** Short update provided and closure of the Huntington Bank account is pending.
3. **CREDIT CARD RECONCILIATION:** It was noted that two accounts do not accept ACH. Discussion was held to cancel usage of Notions and switch to Google Drive that is more widely used and a cheaper cost.
4. **SHIACASH REPORT:** Future events to be held to help push Shiacash.
5. **CHARGEPOINT REPORT:** Both units are up and working, a Grand Opening will be planned at a later date.
6. **WESNER REIMBURSEMENT AGREEMENT AMENDMENT:** A change in the repayment plan has been set up for monthly payments instead of quarterly. The monthly payment is set at \$512.99 and the agreement is pushed out through December 2029.

MOTION BY COMMISSIONER ARDELEAN, SUPPORTED BY VICE-CHAIR MARRAH TO APPROVE THE PROPOSED AMENDMENT AND AUTHORIZE THE NECESSARY AGREEMENT CHANGES.

AYES: ALL. MOTION CARRIED.

7. **SHI-SPORTSPLEX RLF LOAN APPLICATION:** Discussion held over the proposed floor plan and reviewed the projected income/profits provided by the developers.

MOTION BY VICE-CHAIR MARRAH, SUPPORTED BY COMMISSIONER WHEELER TO APPROVE THE SUBMITTED RLF LOAN APPLICATION.

AYES: ALL. MOTION CARRIED.

8. **BARRISTER BREWERY GRANT APPLICATION:** The grant application was discussed and if awarded will be used for Architecture updates and Fire Suppression. Director Kuiper noted that applying for local grants is a requirement for the MEDC-CRP Grant the Brewery also plans to apply for. The Board expressed interest in meeting the applicants.

MOTION BY VICE-CHAIR MARRAH, SUPPORTED BY COMMISSIONER WHEELER TO APPROVE THE GRANT APPLICATION AS SUBMITTED.

9. **PULSE REPORT SURVEY:** Tabled.
10. **COMMUNITY SELF-ASSESSMENT:** Tabled.

COMMITTEE UPDATES:

1. **Design:** Commissioner Wheeler stated the committee discussed the interest in removing ground plant beds in the downtown sidewalks. There is no uniformity or designated caretakers.
2. **Promotion:** More focus to be aimed at advertising on the local Business owners Facebook page for events in the future. Discussion was held for the downtown businesses to be grouped up dependent on location and each assigned a liaison to be a bridge for communication for future events to ensure they run smoothly.
3. **Organization:** Discussion held to develop a website where changes can be readily made and not having to outsource that task.
4. **Economic Vitality:** Director Kuiper stated she gets a lot of interest in RLF Applications but believes the paperwork deters applicants. Match on Main returns soon.

BOARD CONTINUING EDUCATION/INFORMATION:

Director Kuiper will have RRC training and will provide the Board with a packet for their own review.

DIRECTOR UPDATES:

Financial meeting to be held when all Board members are in attendance to prepare for the audit.

PUBLIC COMMENTS:

NONE

BOARD COMMENTS:

NONE

ADJOURNMENT:

**IT WAS MOVED BY VICE-CHAIR MARRAH AND SUPPORTED BY COMMISSIONER ARDELEAN TO
ADJOURN AT 9:17 A.M.**

AYES: ALL. MOTION CARRIED.

NEXT MEETING OCTOBER 5, 2022.

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
 CHECK DATE FROM 09/01/2021 - 09/30/2022

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
12/22/2021	1	7439 (A)	GOULD LAW PC	CONTRACTUAL SERVICES	818.000	200	875.00
12/22/2021	1	7446 (A)	LOGICALIS INC	NETWORK/ENGINEERING SERVICES	818.000	200	220.50
01/07/2022	1	134529	WIN'S ELECTRICAL SUPPLY OF OWOSSO	OPERATING SUPPLIES	728.000	200	44.56
				OPERATING SUPPLIES	728.000	200	210.55
				OPERATING SUPPLIES	728.000	200	230.17
				OPERATING SUPPLIES	728.000	200	168.96
				CHECK 1 134529 TOTAL FOR FUND 248:			654.24
01/07/2022	1	7487 (A)	LUDINGTON ELECTRIC, INC.	CONTRACTUAL SERVICES	818.000	200	90.00
				CONTRACTUAL SERVICES	818.000	200	116.85
				CHECK 1 7487(A) TOTAL FOR FUND 248:			206.85
01/07/2022	1	7490 (A)	MICHIGAN MUNICIPAL RISK MANAGEMENT INSURANCE & BONDS		810.000	200	3,000.00
01/21/2022	1	134550	MICHIGAN MUNICIPAL LEAGUE	UNEMPLOYMENT INSURANCE	717.000	261	29.21
01/21/2022	1	7523 (A)	GABRIDGE & COMPANY PLC	DDA AUDIT SERVICES	818.000	200	3,500.00
01/21/2022	1	7524 (A)	GOULD LAW PC	DDA	818.000	200	187.50
01/21/2022	1	7553 (A)	VERIZON WIRELESS	TELEPHONE	920.300	200	195.84
02/04/2022	1	134567	BRONNER'S COMMERICAL DISPLAY	OPERATING SUPPLIES	728.000	200	236.86
02/04/2022	1	7583 (A)	LUDINGTON ELECTRIC, INC.	CONTRACTUAL SERVICES	818.000	200	792.48
02/18/2022	1	7627 (A)	LOGICALIS INC	CONTRACTUAL SERVICES	818.000	200	50.00
				CONTRACTUAL SERVICES	818.000	200	50.00
				CHECK 1 7627(A) TOTAL FOR FUND 248:			100.00
02/18/2022	1	7651 (A)	VERIZON WIRELESS	TELEPHONE	920.300	200	33.29
03/03/2022	1	7676 (A)	GOULD LAW PC	CONTRACTUAL SERVICES	818.000	200	75.00
03/03/2022	1	7685 (A)	MICHIGAN MUNICIPAL LEAGUE WORKERS'	WORKERS' COMPENSATION	719.000	261	440.00
03/03/2022	1	7694 (A)	QUADIENT FINANCE USA INC	OPERATING SUPPLIES	728.000	200	10.73

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
03/04/2022	1	134685	WIN'S ELECTRICAL SUPPLY OF OWOSSO	OPERATING SUPPLIES	728.000	200	709.80
03/18/2022	1	7754 (A)	VERIZON WIRELESS	TELEPHONE	920.300	200	33.29
04/01/2022	1	7770 (A)	GOULD LAW PC	EXPENSES	818.000	200	75.00
				PROFESSIONAL SERVICES	818.000	200	150.00
				CHECK 1 7770 (A) TOTAL FOR FUND 248:			225.00
04/01/2022	1	7775 (A)	LUDINGTON ELECTRIC, INC.	CONTRACTUAL SERVICES	818.000	200	164.26
04/14/2022	1	7840 (A)	VERIZON WIRELESS	TELEPHONE	920.300	200	33.28
04/29/2022	1	134792	MICHIGAN MUNICIPAL LEAGUE	UNEMPLOYMENT INSURANCE	717.000	261	46.55
04/29/2022	1	134800	WIN'S ELECTRICAL SUPPLY OF OWOSSO	OPERATING SUPPLIES	728.000	200	111.20
				OPERATING SUPPLIES	728.000	200	41.60
				CHECK 1 134800 TOTAL FOR FUND 248:			152.80
04/29/2022	1	7858 (A)	GOULD LAW PC	EXPENSES	818.000	200	36.18
				PROFESSIONAL SERVICES	818.000	200	37.50
				CHECK 1 7858 (A) TOTAL FOR FUND 248:			73.68
05/13/2022	1	134816	LJ INC	CONTRACTUAL SERVICES	818.000	200	400.00
05/13/2022	1	7916 (A)	GILBERT'S DO IT BEST HARDWARE &	OPERATING SUPPLIES	728.000	200	3.87
				OPERATING SUPPLIES	728.000	200	32.97
				CHECK 1 7916 (A) TOTAL FOR FUND 248:			36.84
05/13/2022	1	7917 (A)	GOULD LAW PC	PROFESSIONAL SERVICES	818.000	200	375.00
05/13/2022	1	7947 (A)	VERIZON WIRELESS	TELEPHONE	920.300	200	33.28
05/27/2022	1	7960 (A)	LUDINGTON ELECTRIC, INC.	CONTRACTUAL SERVICES	818.000	200	180.00
06/13/2022	1	8016 (A)	LOGICALIS INC	PROFESSIONAL SERVICES: ADMINISTRATIVE	801.000	200	100.00
06/24/2022	1	8063 (A)	QUADIENT FINANCE USA INC	OPERATING SUPPLIES	728.000	200	2.65
06/24/2022	1	8072 (A)	VERIZON WIRELESS	DDA	920.300	200	33.25

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07/08/2022	1	8090 (A)	GOULD LAW PC	CONTRACTUAL SERVICES DDA	818.000	200	475.00
07/22/2022	1	8170 (A)	VERIZON WIRELESS	DDA	920.300	200	33.33
08/05/2022	1	135021	AMERICAN SPEEDY PRINTING	CAR CRUISE	818.760	705	30.00
08/05/2022	1	135048	CITY OF OWOSSO	PRINCIPAL	991.100	905	385.79
				INTEREST	993.000	905	66.86
				CHECK 1 135048 TOTAL FOR FUND 248:			452.65
08/05/2022	1	135066	OWOSSO MASTER TENANT	BUILDING MAINTENANCE	930.000	200	3,000.00
08/05/2022	1	135069	PETERSON'S LANDSCAPING	CONTRACTUAL SERVICES	818.000	200	1,822.33
				CONTRACTUAL SERVICES	818.000	200	1,290.00
				CHECK 1 135069 TOTAL FOR FUND 248:			3,112.33
08/05/2022	1	135075	SLOAN'S SEPTIC TANK SERVICE INC	CAR CRUISE	818.760	705	105.00
08/19/2022	1	135147	OWOSSO-WATER FUND	UTILITIES	920.000	200	70.40
08/19/2022	1	8251 (A)	GOULD LAW PC	DDA	818.000	200	62.50
08/19/2022	1	8263 (A)	MICHIGAN MUNICIPAL LEAGUE WORKERS'	WORKERS' COMPENSATION	719.000	261	83.67
08/19/2022	1	8279 (A)	VERIZON WIRELESS	DDA	920.300	200	33.33
09/02/2022	1	135169	H K ALLEN PAPER CO	OPERATING SUPPLIES	728.000	200	152.00
09/02/2022	1	135180	PETERSON'S LANDSCAPING	CONTRACTUAL SERVICES	818.000	200	1,290.00
09/02/2022	1	135186	INDEPENDENT NEWSPAPERS	ADVERTISING	802.000	705	250.00
09/02/2022	1	135195	OWOSSO DOWNTOWN DEVELOPMENT	BUILDING MAINTENANCE	930.000	200	594.40
09/02/2022	1	8284 (A)	QUADIENT FINANCE USA INC	OPERATING SUPPLIES	728.000	200	2.65
09/02/2022	1	8286 (A)	THE ARGUS-PRESS	ADVERTISING	802.000	705	200.00
09/02/2022	1	8315 (A)	GILBERT'S DO IT BEST HARDWARE &	BUILDING MAINTENANCE	930.000	200	62.94
09/02/2022	1	8328 (A)	PHP INSURANCE COMPANY	HEALTH INSURANCE	716.100	261	5.64

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
09/16/2022	1	135650	AMERICAN SPEEDY PRINTING	ART WALK	818.730	705	183.00
09/16/2022	1	135653	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	387.73
				PRINCIPAL PAID	991.100	905	388.69
				INTEREST PAID	993.000	905	64.92
				INTEREST PAID	993.000	905	63.96
				CHECK 1 135653 TOTAL FOR FUND 248:			905.30
09/16/2022	1	135657	DARLA DUNN	WORK PLAN EXPENDITURES	818.000	706	58.42
09/16/2022	1	135660	FAITH ROGERS	ART WALK	818.730	705	50.00
09/16/2022	1	135664	HANNAH SEELEY	ART WALK	818.730	705	100.00
09/16/2022	1	135665	HAT TRICK TENTS & EVENTS	ART WALK	818.730	705	144.00
09/16/2022	1	135668	IVAN BROWN	ART WALK	818.730	705	25.00
09/16/2022	1	135683	PETERSON'S LANDSCAPING	BUILDING MAINTENANCE	930.000	200	960.00
09/16/2022	1	8345 (A)	B S & A SOFTWARE	CONTRACTUAL SERVICES	818.000	200	259.52
09/16/2022	1	8352 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	148.49
09/16/2022	1	8366 (A)	GILBERT'S DO IT BEST HARDWARE &	BUILDING MAINTENANCE	930.000	200	105.82
09/16/2022	1	8382 (A)	MICHIGAN MUNICIPAL RISK MANAGEMENT	LIABILITY INSURANCE	810.000	200	1,500.00
09/16/2022	1	8393 (A)	SUNBURST GARDENS, INC.	ANNUAL IRRIGATION DRIPLINE WORK	930.000	200	2,191.00
09/16/2022	1	8398 (A)	VERIZON WIRELESS	DDA	920.300	200	33.25
09/30/2022	1	135212	AMERICAN SPEEDY PRINTING	ADVERTISING	802.000	705	25.00
09/30/2022	1	135215	BETH KUIPER	WORK PLAN EXPENDITURES	818.000	705	18.03
				WORK PLAN EXPENDITURES	818.000	705	200.00
				WORK PLAN EXPENDITURES	818.000	705	200.00
				CHECK 1 135215 TOTAL FOR FUND 248:			418.03
09/30/2022	1	135218	BRUCKMAN'S MOVING & STORAGE	ANNUAL RENTAL CHARGE FOR STORAGE UNIT	930.000	200	2,400.00
09/30/2022	1	135231	ERIN R. W. POWELL	BUILDING MAINTENANCE	930.000	200	500.00

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Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
09/30/2022	1	135241	JIM STAFF	WORK PLAN EXPENDITURES	818.000	705	200.00
09/30/2022	1	135242	KELLY'S REFUSE	DOWNTOWN TRASH CAN PICK UP	930.000	200	2,000.00
				LATE FEE	930.000	200	10.00
				CHECK 1 135242 TOTAL FOR FUND 248:			<u>2,010.00</u>
09/30/2022	1	135243	LOGAN HOPE	ART WALK	818.730	705	100.00
09/30/2022	1	135251	OWOSSO DOWNTOWN DEVELOPMENT	BUILDING MAINTENANCE	930.000	200	44.29
09/30/2022	1	135254	PETERSON'S LANDSCAPING	WATERING	818.000	200	1,290.00
09/30/2022	1	135257	SHATTUCK SPECIALTY ADVERTISING	CRUISE TO CASTLE	818.770	705	119.00
09/30/2022	1	135270	BETH KUIPER	WORK PLAN EXPENDITURES	818.000	705	342.78
09/30/2022	1	8431 (A)	DELL MARKETING LP	OPERATING SUPPLIES	728.000	200	1,213.00
09/30/2022	1	8445 (A)	GOULD LAW PC	DDA	818.000	200	875.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			39,373.92

PERIOD ENDING 09/30/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

		2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 09/30/2022 INCREASE (DECREASE)	NORMAL (ABNORMAL) BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	33,655.00	23,835.40	12,089.17	9,819.60	70.82
248-000-402.100	TIF	185,108.00	0.00	0.00	185,108.00	0.00
248-000-540.000	STATE SOURCES	0.00	20,000.00	0.00	(20,000.00)	100.00
248-000-665.000	INTEREST INCOME	1,800.00	7.44	0.00	1,792.56	0.41
248-000-670.000	LOAN PRINCIPAL	0.00	992.70	332.55	(992.70)	100.00
248-000-670.100	LOAN INTEREST	0.00	544.27	180.44	(544.27)	100.00
248-000-674.200	DONATIONS	5,432.00	500.00	0.00	4,932.00	9.20
248-000-674.300	INCOME-ECNMC RESTRUCTING	20,000.00	0.00	0.00	20,000.00	0.00
248-000-674.400	INCOME-PROMOTION	17,600.00	3,110.00	1,910.00	14,490.00	17.67
248-000-674.500	INCOME-ORGANIZATION	10,000.00	0.00	0.00	10,000.00	0.00
248-000-675.000	MISCELLANEOUS	0.00	80,350.00	350.00	(80,350.00)	100.00
248-000-699.101	GENERAL FUND TRANSFER	37,952.00	0.00	0.00	37,952.00	0.00
Total Dept 000 - REVENUE		311,547.00	129,339.81	14,862.16	182,207.19	41.52
TOTAL REVENUES		311,547.00	129,339.81	14,862.16	182,207.19	41.52
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	3,450.00	1,367.65	1,367.65	2,082.35	39.64
248-200-810.000	INSURANCE & BONDS	3,000.00	1,500.00	1,500.00	1,500.00	50.00
248-200-818.000	CONTRACTUAL SERVICES	6,500.00	6,889.35	3,714.52	(389.35)	105.99
248-200-920.000	UTILITIES	0.00	70.40	0.00	(70.40)	100.00
248-200-920.100	ELECTRICITY-EV STATION	0.00	148.49	148.49	(148.49)	100.00
248-200-920.300	TELEPHONE	500.00	66.58	33.25	433.42	13.32
248-200-930.000	BUILDING MAINTENANCE	58,200.00	12,495.52	8,868.45	45,704.48	21.47
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	0.00	0.00	1,000.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	9,279.00	0.00	0.00	9,279.00	0.00
Total Dept 200 - GEN SERVICES		81,929.00	22,537.99	15,632.36	59,391.01	27.51
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	62,000.00	13,830.78	4,960.00	48,169.22	22.31
248-261-702.200	WAGES	0.00	147.00	98.00	(147.00)	100.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,743.00	1,070.77	387.46	3,672.23	22.58
248-261-716.100	HEALTH INSURANCE	19,920.00	4,791.06	1,600.78	15,128.94	24.05
248-261-716.200	DENTAL INSURANCE	785.00	181.98	59.83	603.02	23.18
248-261-716.300	OPTICAL INSURANCE	116.00	27.72	9.24	88.28	23.90
248-261-716.400	LIFE INSURANCE	491.00	122.76	40.92	368.24	25.00
248-261-716.500	DISABILITY INSURANCE	796.00	219.42	65.19	576.58	27.57
248-261-717.000	UNEMPLOYMENT INSURANCE	47.00	0.00	0.00	47.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	5,580.00	1,258.01	455.22	4,321.99	22.54
248-261-719.000	WORKERS' COMPENSATION	403.00	167.34	0.00	235.66	41.52
Total Dept 261 - GENERAL ADMIN		94,881.00	21,816.84	7,676.64	73,064.16	22.99
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	700.00	0.00	0.00	700.00	0.00
248-704-818.000	WORK PLAN EXPENDITURES	9,300.00	0.00	0.00	9,300.00	0.00

PERIOD ENDING 09/30/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 09/30/2022 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 09/30/2022 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 704 - ORGANIZATION		10,000.00	0.00	0.00	10,000.00	0.00
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISING	0.00	475.00	475.00	(475.00)	100.00
248-705-818.000	WORK PLAN EXPENDITURES	19,000.00	960.81	960.81	18,039.19	5.06
248-705-818.730	ART WALK	0.00	602.00	602.00	(602.00)	100.00
248-705-818.760	CAR CRUISE	0.00	135.00	0.00	(135.00)	100.00
248-705-818.770	CRUISE TO CASTLE	0.00	119.00	119.00	(119.00)	100.00
Total Dept 705 - PROMOTION		19,000.00	2,291.81	2,156.81	16,708.19	12.06
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	11,600.00	58.42	58.42	11,541.58	0.50
Total Dept 706 - DESIGN		11,600.00	58.42	58.42	11,541.58	0.50
Dept 707 - ECONOMIC RESTRUCTURING						
248-707-818.000	WORK PLAN EXPENDITURES	20,000.00	0.00	0.00	20,000.00	0.00
Total Dept 707 - ECONOMIC RESTRUCTURING		20,000.00	0.00	0.00	20,000.00	0.00
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-PARKING	1,900.00	0.00	0.00	1,900.00	0.00
Total Dept 901 - CAPITAL OUTLAY		1,900.00	0.00	0.00	1,900.00	0.00
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	60,694.00	1,162.21	776.42	59,531.79	1.91
248-905-993.000	INTEREST	17,738.00	195.74	128.88	17,542.26	1.10
Total Dept 905 - DEBT SERVICE		78,432.00	1,357.95	905.30	77,074.05	1.73
TOTAL EXPENDITURES		317,742.00	48,063.01	26,429.53	269,678.99	15.13
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		311,547.00	129,339.81	14,862.16	182,207.19	41.52
TOTAL EXPENDITURES		317,742.00	48,063.01	26,429.53	269,678.99	15.13
NET OF REVENUES & EXPENDITURES		(6,195.00)	81,276.80	(11,567.37)	(87,471.80)	1,311.97

Fund Account	Description	Beginning Balance 09/01/2022	Total Debits	Total Credits	Ending Balance 09/30/2022
Fund 248	DOWNTOWN DEVELOPMENT AUTHORITY				
001.200	POOLED CASH (HUNTINGTON BANK)	80,814.61	14,862.16	26,429.53	69,247.24



CHANGE PASSWORD

home / dashboard

HELP PORTAL

GIFTING

Send Gifts Now

ACTIVITY

View Orders

Process Payments

Orders to Approve

REPORTING

Dashboard

Merchant Redemptions

Payment History

Data Export

PROMOTIONS

Fundraising

BOGO

Discounts

ADMINISTRATION

My Organization Profile

Cert Templates

Cert Denominations

Manage Users

Manage Merchants

Manage Ads

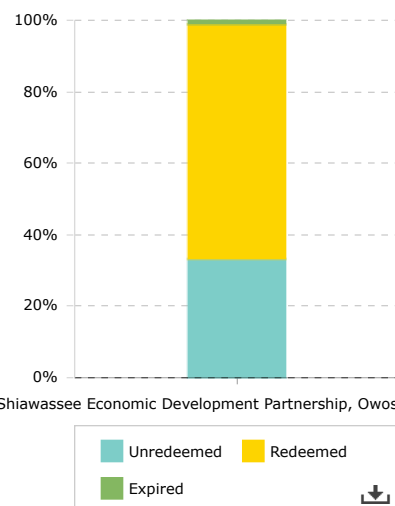
	Issued	Redeemed	Purchasers	Recipients
Total	\$73,005	\$47,970	158	165
YTD	\$1,485	\$20,280	7	7
In Circulation	\$24,285	Payments Owed		
		\$46.00		

Start Date Issued: 01/01/2022

End Date Issued: 12/31/2022

SEARCH

Total Currency Circulation

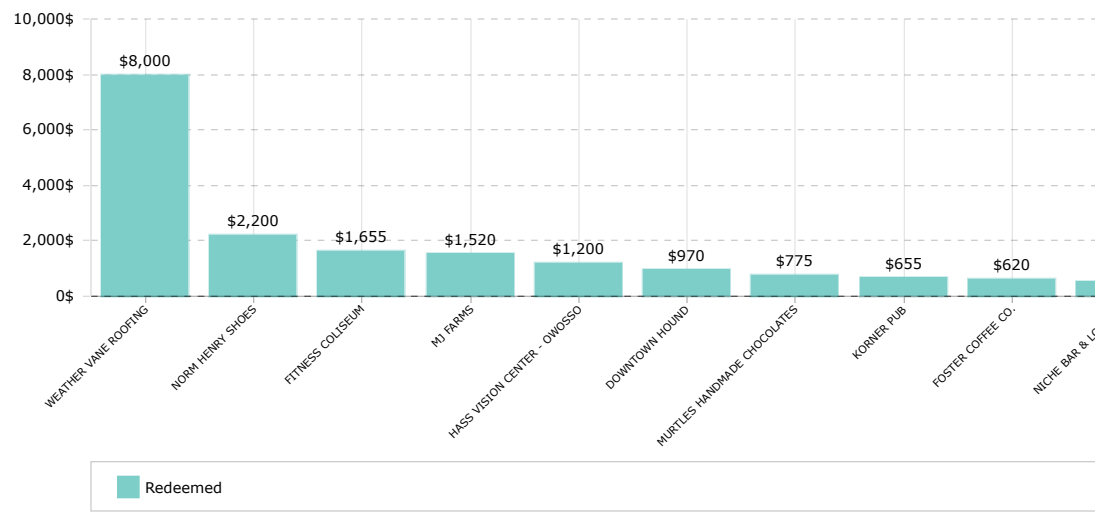


Shiawassee Economic Development Partnership, Owosso MI

Currency Issued By Month



Top 10 Merchant Redemptions



Please note: **This is not an invoice.** Please do not remit these funds back to ChargePoint.

This is a notification that Flex Billing revenue earned from your electric vehicle charging stations is being remitted to you for the respective period(s) listed below.



ChargePoint, Inc.
254 East Hacienda Avenue
Campbell CA 95008
United States
1-408-841-4500

Flex Billing Remittance

Paid To

Owosso Main Street
301 W Main Street
Owosso MI 48867
United States

Remittance Note

Payment will be credited to your bank account after 2 - 3 banking days.

Amount

\$143.08

Reference Number	Payment Date	Currency
ACH43320363	9/15/2022	USD

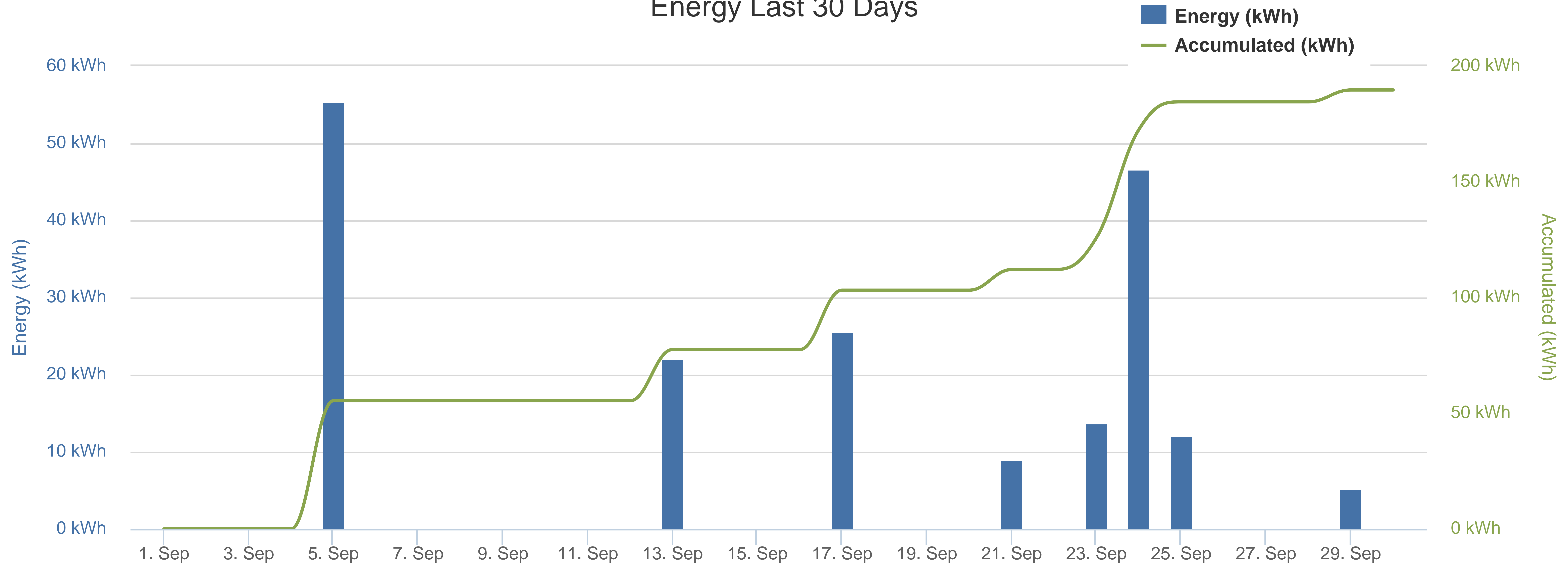
Activity Period	Payment Method	Description	Payment Amount
July, 2022	ACH	JUL 22 - FLEXBILL ORG141801FB01	\$32.31
Aug, 2022	ACH	AUG 22 - FLEXBILL ORG141801FB01	\$110.77
Total Amount			\$143.08

If you would like to view or make any changes to your account setup, please log into your ChargePoint portal at Chargepoint.com and navigate to the Organizations tab.

If you have any questions or run into any issues, please email Flexbilling@chargepoint.com.

If you have other questions regarding your account or need help with your stations, please contact [Chargepoint Owner Support](#).

Energy Last 30 Days





The Owosso 2022 Pulse Poll Survey was taken to help gauge what community residents and stakeholders wish to see. There were 196 responses to this survey. We have taken the results of the survey and distilled it into the most pertinent information.

For most questions, only the top , allowing us to focus on the most important data.

1. For which of the following activities or purposes do you visit Downtown Owosso most often? (Choose Top 3)

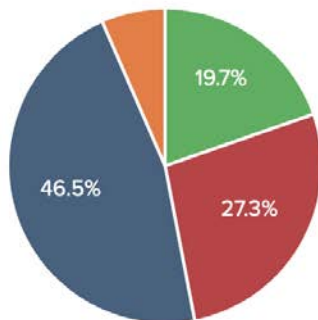
1) Shopping 49%	2) Dining 45%	3) Farmer's Market (40.3%)	4) Festivals/Events (39.6%)
-----------------	---------------	----------------------------	-----------------------------





2. Which of the following downtown festivals and events did you attend or participate in during the past year? (Select all the apply)

1) Curwood Festival (46.2%)	2) Amphitheater Concerts (29.6%)	3) Glow Parade (26.5%)	4) Sidwalk Sales (26.5%)
-----------------------------	----------------------------------	------------------------	--------------------------

3. Thinking about all the reasons you visit Downtown Owosso, which of the following best describes how the frequency of your visits has changed during the past year?

Thinking about all the reasons you visit Downtown Owosso, which of the following best describes how the frequency of your visits has changed during the past year?



	The frequency of my visits to Downtown Owosso has increased during the past year.	39	19.7%
	The frequency of my visits to Downtown Owosso has decreased during the past year.	54	27.3%
	The frequency of my visits to Downtown Owosso has stayed about the same during the past year.	92	46.5%
	No answer	13	6.6%

4. What would make Downtown Owosso better? (Select up to three)

1) More Dining (61.2%)	2) More Retail (38.3%)	3) Façades and Buildings Rehabbed (30.6%)	4) Improvements to the River Walk (28.1%)
------------------------	------------------------	---	---

5. What activities would you like to have in Downtown Owosso? (Select up to three)

1) Music & live entertainment (46.9%)	2) Events/Festivals (44.9%)	3) Kayak/Canoe Rentals (32.1%)	4) Social District (22.4%)
---------------------------------------	-----------------------------	--------------------------------	----------------------------

6. Which of the following types of new or expanded eating and drinking establishments would make you visit Downtown Owosso more often? (Select up to three)

1) Brewery/Brewpub (38.8%)	2) Farm to Table (24%)	3) Steakhouse (24%)	4) Breakfast/Brunch Restaurant (23.5%)
----------------------------	------------------------	---------------------	--

7. Which of the following types of new or expanded retail establishments would make you visit Downtown Owosso more often? (Select up to three)

1) Specialty Foods (29.6%)	2) Grocery Store (24.5%)	3) Arts/Crafts/Hobbies (23.5%)	4) Vintage/Repurposed Goods (22.4%)
----------------------------	--------------------------	--------------------------------	-------------------------------------

8. Other than for work, what day during the week would you be most likely to visit Downtown Owosso?

1) Friday (51%)

9. Other than for work, what time of day during the week would you be most likely to visit Downtown Owosso?

1) After 5 p.m. (44.4%)

10. What day during the weekend would you be most likely to visit Downtown Owosso?

1) Saturday (81.1%)

11. What time of day during the weekend would you be most likely to visit Downtown Owosso?

1) 11-1 p.m. (31.1%)	2) 1-5 p.m. (26.5%)
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12. Do you think housing downtown is important and would you live in Downtown Owosso if you could?

“Yes, Housing is important but I would not like to live downtown.” (49%)
--

13. What type of housing is missing in Downtown Owosso?

1) 2 Bedroom Apartment (20.9%)	2) Senior Housing (17.9%)	3) None (17.9%)
--------------------------------	---------------------------	-----------------

14. What is the mortgage or rent payment you would be willing or able to pay for housing in Downtown Owosso?

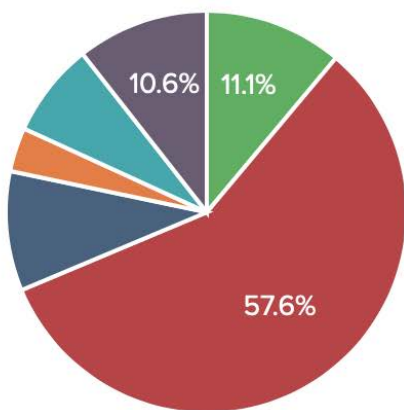
1) Less than \$800.00 (40.3%)	2) 800-999 (26%)
-------------------------------	------------------

15. Which of the following best describes recent trends in Downtown Owosso?

1) Steady or holding its own (31.1%)	2) Improving or Making Progress (28.1%)
--------------------------------------	---

16. Where do you live?

Where do you live?



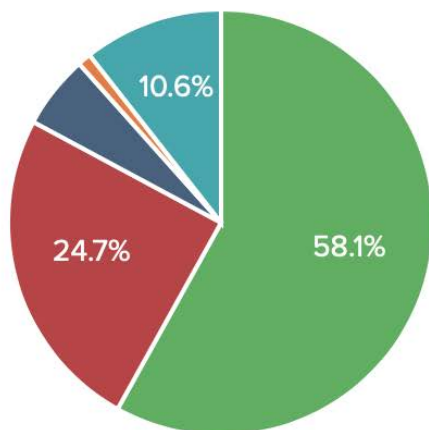
In Downtown Owosso	22	11.1%
Elsewhere in Community	114	57.6%
Elsewhere in County	19	9.6%
Outside of County	7	3.5%
Other (please specify)	15	7.6%
No answer	21	10.6%

17. Which of the following statements below describe your current occupation/employment? (Please select all that apply.)

1) "I work full-time" (50%)

18. What is your gender?

What is your gender?



Female	115	58.1%
Male	49	24.7%
Prefer not to say	11	5.6%
Prefer to self-describe:	2	1.0%
No answer	21	10.6%

19. Age

1) 35-44 (18.9%)	2) 45-54 (18.4%)
------------------	------------------

20. What is your annual household income? (For all earners in the household, before taxes and deductions)

1) \$50,000-\$74,999 (17.9%)	2) Prefer not to say (16.8%)
------------------------------	------------------------------



FourEyes (/admin/)

[New Survey](#)[Surveys \(/admin/\)](#)[Help \(/admin/?p=p.support\)](#)**Owosso 2022 Pulse Poll Survey (/adm...**

Created on July 6, 2022

196 Responses

Builder ▾

[\(/admin/survey/?surveyID=118698&p=s.builder.questions\)](/admin/survey/?surveyID=118698&p=s.builder.questions)

Theme

[\(/admin/survey/?surveyID=118698&p=s.theme.customize\)](/admin/survey/?surveyID=118698&p=s.theme.customize)

Settings ▾

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Distribute ▾

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Preview

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PRO

[Show Filters](#)[Owosso 2022 Pulse Poll Survey \(/admin/survey/?surveyID=118698&p=s.builder.questions\)](/admin/survey/?surveyID=118698&p=s.builder.questions)[/ Reports \(/admin/survey/?surveyID=118698&p=s.report\)](/admin/survey/?surveyID=118698&p=s.report)[/ Visual Report \(/admin/survey/?surveyID=118698&p=s.report\)](/admin/survey/?surveyID=118698&p=s.report)

Question 1 — Multiple Choice



For which of the following activities or purposes do you visit Downtown Owosso most often? (Select up to three)

2.	Work	36	18.4%
	Dining	89	45.4%
1.	Shopping	96	49.0%
	Entertainment	37	18.9%
	Recreation	25	12.8%
4.	Festivals and Events	58	29.6%
	Banking/Financial Services	25	12.8%
	Office Visits	14	7.1%
	Personal Services	16	8.2%
3.	Farmer's Market	79	40.3%
	None/Not Applicable	5	2.6%

Other (please specify)

5 2.6%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845965&subID=1106654)

- 1 Go to lume cannibiss and to pick up paychecks at H&R Block Hemingway
- 2 Driving through town
- 3 Drive thru used to live there
- 4 Driving through
- 5 Kids Baseball/ Softball practice

Question 2 — Multiple Choice



Which of the following downtown festivals and events did you attend or participate in during the past year? (Select all the apply)

	New Year's Eve Block Party	40	20.4%
	Chocolate Walk	25	12.8%
	Bunny Hop	4	2.0%
	Community Cleanup	13	6.6%
1.	Curwood Festival	92	46.9%
	Classic Car Show	39	19.9%
	Cruise the Pits	37	18.9%
4.	Sidewalk Sales	52	26.5%
2.	Amphitheater Concerts	58	29.6%
	Vintage Motorcycle Days	11	5.6%
	Artwalk	39	19.9%
	Oktoberfest	36	18.4%
	Pere Marquette Train Ride	11	5.6%
3.	Glow Parade	52	26.5%
	Glow 5K	9	4.6%
	Small Business Saturday	36	18.4%
	ShiaTri	7	3.6%

Other	19	9.7%
None	37	18.9%

Question 3 — Multiple Choice



Thinking about all the reasons you visit Downtown Owosso, which of the following best describes how the frequency of your visits has changed during the past year?

The frequency of my visits to Downtown Owosso has increased during the past year.	39	19.9%
The frequency of my visits to Downtown Owosso has decreased during the past year.	52	26.5%
The frequency of my visits to Downtown Owosso has stayed about the same during the past year.	92	46.9%
No answer	13	6.6%

Question 4 — Multiple Choice



What would make Downtown Owosso better? (Select up to three)

2. More Retail	75	38.3%
1. More Dining	120	61.2%
More Activities	52	26.5%
3. Facades and Buildings rehabbed	60	30.6%
Public spaces improved	26	13.3%
Slower traffic	12	6.1%
Increased pedestrian/bike safety	22	11.2%
5G	7	3.6%
Enhanced lighting	7	3.6%
Large scale public art	11	5.6%
4. Improvements to the River Walk	55	28.1%
None/Not Applicable	4	2.0%
Other (please specify)	21	10.7%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845974&subID=1106662)

- 1 Redevelopment of vacant lots
- 2 Parking
- 3 Lower prices; no golf carts; no open alcohol consumption
- 4 Businesses not staying open past 5pm daily, and no extended hours on weekends makes downtown a bit boring for drawing in out of towners
- 5 Get rid of the LGTQ garbage.

Question 5 — Multiple Choice



What activities would you like to have in Downtown Owosso? (Select up to three)

2.	Events & festivals	88	44.9%
	Drive-in Movies	49	25.0%
1.	Music & live entertainment	92	46.9%
	Games	12	6.1%
	Sporting events	9	4.6%
	Art	33	16.8%
	Sculptures	18	9.2%
3.	Kayak and canoe rentals	63	32.1%
	Bike rentals	14	7.1%
	Shared transportation options eg: Uber & Lime	22	11.2%
4	Social District activities	44	22.4%
	None/Not Applicable	7	3.6%
	Other (please specify)	10	5.1%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845975&subID=1106656)

- 1 I would love to shop downtown, but prices are ridiculously high. Keep the streets clean and well maintained.
- 2 Lectures
- 3 Less booze and pot

4 Kids activities

5 swimming pool

Question 6 — Multiple Choice



Which of the following types of new or expanded eating and drinking establishments would make you visit Downtown Owosso more often? (Select up to three)

	Asian Restaurant	19	9.7%
	Bakery	13	6.6%
4.	Breakfast/Brunch Restaurant	46	23.5%
1.	Brewery or Brewpub	76	38.8%
	Brick Oven Pizzeria	38	19.4%
	Casual Dining Eatery	43	21.9%
	Coffee Shop	4	2.0%
	Deli/Sandwich Shop	9	4.6%
2.	Farm to Table	47	24.0%
	Food Trucks	27	13.8%
	Healthy Menu Eatery	23	11.7%
	Ice Cream and Sweets Shop	5	2.6%
	Italian Restaurant	22	11.2%
	Mediterranean Restaurant	39	19.9%
	Mexican Restaurant	20	10.2%
3.	Steakhouse	47	24.0%
	None	3	1.5%
	Other (please specify)	20	10.2%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845978&subID=1106657)

1 Upscale dining such as Bridge Street Social in Dewitt.

2 A Jumbo's style friendly & entertainment environment

- 3 Indian restaurant
- 4 Seafood restaurant
- 5 Bees donuts reopening

Question 7 — Multiple Choice



Which of the following types of new or expanded retail establishments would make you visit Downtown Owosso more often? (Select up to three)

3.	Arts, Crafts and Hobbies	46	23.5%
	Bikes & Bike Repair	5	2.6%
	Bookstore	37	18.9%
	Cards and Gifts	21	10.7%
	Children's Clothing	11	5.6%
2.	Grocery store	48	24.5%
	Health and Beauty	15	7.7%
	Home Furnishings	22	11.2%
	Men's Clothing	29	14.8%
1.	Specialty Foods	58	29.6%
	Sporting Goods/Outdoors	28	14.3%
	General/Variety Store	32	16.3%
4.	Vintage/Repurposed Goods	44	22.4%
	Women's Clothing	40	20.4%
	Maker's studio	11	5.6%
	None	10	5.1%
	Other (please specify)	14	7.1%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845981&subID=1106658)

- 1 A quality second hand shop
- 2 Don't need more marijuana establishments!

- 3 I would love to see large name brand stores alongside our own local stores. Make downtown Owosso a shopping destination. An experience. Owosso has something large towns like Rochester and birch run don't have. We have shopping along a river and a beautiful castle. This is a beautiful walk with amazing shops. This could and should be an all season destination.
- 4 Health food
- 5 Hallmark store

Question 8 — Multiple Choice



Other than for work, what day during the week would you be most likely to visit Downtown Owosso?

Monday	19	9.7%
Tuesday	16	8.2%
Wednesday	13	6.6%
Thursday	32	16.3%
Friday	101	51.5%
No answer	15	7.7%

Question 9 — Multiple Choice



Other than for work, what time of day during the week would you be most likely to visit Downtown Owosso?

7am - 9am	6	3.1%
9am - 11am	21	10.7%
11am - 1pm	22	11.2%
1pm - 5pm	45	23.0%
After 5pm	87	44.4%
No answer	15	7.7%

Question 10 — Multiple Choice



What day during the weekend would you be most likely to visit Downtown Owosso?

Saturday	159	81.1%
Sunday	22	11.2%
No answer	15	7.7%

Question 11 — Multiple Choice



What time of day during the weekend would you be most likely to visit Downtown Owosso?

7am - 9am	4	2.0%
9am - 11am	37	18.9%
11am - 1pm	61	31.1%
1pm - 5pm	52	26.5%
After 5pm	27	13.8%
No answer	15	7.7%

Question 12 — Multiple Choice



Do you think housing downtown is important and would you live in Downtown Owosso if you could?

Yes housing is important and I would like to own housing downtown	27	13.8%
Yes housing is important and I would like to rent housing downtown	23	11.7%
Yes housing is important but I would not like to live downtown	96	49.0%
No housing is not important	32	16.3%
No answer	18	9.2%

Question 13 — Multiple Choice



What type of housing is missing in Downtown Owosso?

2 Bedroom Condo	30	15.3%
-----------------	----	-------

1	2 Bedroom Townhome	30	15.3%
1	2 Bedroom Apartment	41	20.9%
	1 Bedroom Condo	18	9.2%
	1 Bedroom Townhome	13	6.6%
	1 Bedroom Apartment	20	10.2%
	Studio Apartment	29	14.8%
	Loft	28	14.3%
2	Senior Housing	35	17.9%
	Live/Work Unit	14	7.1%
	Short term such as VRBO or AirBnB	17	8.7%
	Luxury living	15	7.7%
2	None	35	17.9%
	Other (please specify)	24	12.2%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845991&subID=1106660)

- 1 I really don't know what is currently available
- 2 While we desperately need more housing in Owosso, the price of any unit downtown would be counter-productive
- 3 Affordable low income
- 4 Not really sure!
- 5 Three bedroom apartment would be nice or two bedrooms with an office send more and more people are working from home

Question 14 — Multiple Choice



What is the mortgage or rent payment you would be willing or able to pay for housing in Downtown Owosso?

Less than \$800	79	40.3%
\$800 - \$999	51	26.0%
\$1,000 - \$1,199	27	13.8%
\$1,200 - \$1,399	15	7.7%

\$1,400 - \$1,599	4	2.0%
\$1,600 - \$1,799	0	0.0%
\$1,800 - \$1,999	0	0.0%
\$2,000 or more	0	0.0%
No answer	20	10.2%

Question 15 — Multiple Choice



Which of the following best describes recent trends in Downtown Owosso?

Improving or making progress	55	28.1%
Steady or holding it's own	61	31.3%
Declining or losing ground	60	30.6%
No answer	20	10.2%

Question 16 — Multiple Choice



Where do you live?

In Downtown Owosso	22	11.2%
Elsewhere in Community	113	57.7%
Elsewhere in County	19	9.7%
Outside of County	6	3.1%
Other (please specify)	15	7.7%
No answer	21	10.7%

Sample of text responses for choice **Other (please specify)**, showing up to 5:
[Review all responses → \(/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845998&subID=1086908\)](/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845998&subID=1086908)

1	Very close to downtown
2	Owosso City but not downtown
3	Bennington township
4	Historical area

5 By Bentley park

Question 17 — Multiple Choice



Which of the following statements below describe your current occupation/employment? (Please select all that apply.)

I work full-time	98	50.0%
I work part-time	16	8.2%
I have multiple jobs that provide me income	11	5.6%
I work in Downtown Owosso	25	12.8%
I work elsewhere in Community	23	11.7%
I work elsewhere in County	8	4.1%
I work outside of County	17	8.7%
I work at home	25	12.8%
I am a student	3	1.5%
I'm fully retired	26	13.3%
I'm semi-retired but sometimes earn income through work	4	2.0%
I volunteer regularly	18	9.2%
I'm unemployed	1	0.5%
I'm unable to work	5	2.6%
Prefer not to answer	4	2.0%
Other (please specify)	10	5.1%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses ➔ (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=845999&subID=1106661)

- 1 Seasonal Resident (retired)
- 2 Self employed
- 3 I can use downtown for photography
- 4 I am a full time stay at home mom, I'd hardly call it unemployed!
- 5 Homemaker

Question 18 — Multiple Choice



What is your gender?

Female	115	58.7%
Male	48	24.5%
Prefer not to say	10	5.1%
Prefer to self-describe:	2	1.0%
No answer	21	10.7%

Sample of text responses for choice **Prefer to self-describe:**, showing up to 5:

Review all responses → (/admin/?p=s.report.subfield.view&surveyID=118698&elementID=846000&subID=1086912)

1 Does it really matter

2 X

Question 19 — Multiple Choice



What is your age?

19 or younger	2	1.0%
20 to 24	7	3.6%
25 to 34	32	16.3%
1 35 to 44	37	18.9%
2 45 to 54	36	18.4%
55 to 64	23	11.7%
65 to 74	29	14.8%
75 or older	2	1.0%
Prefer not to answer	7	3.6%
No answer	21	10.7%

Question 20 — Multiple Choice



What is your annual household income? (For all earners in the household, before taxes and deductions)

Less than \$15,000	3	1.5%
\$15,000 to \$24,999	9	4.6%
\$25,000 to \$34,999	6	3.1%
\$35,000 to \$49,999	19	9.7%
\$50,000 to \$74,999	35	17.9%
\$75,000 to \$99,999	27	13.8%
\$100,000 to \$149,999	22	11.2%
\$150,000 to \$199,999	12	6.1%
\$200,000 or greater	9	4.6%
Prefer not to answer	33	16.8%
No answer	21	10.7%



From boutique shopping to green boulevards, downtown Owosso welcomes you.

Budding entrepreneurs, organic products, and colorful personalities highlight our city's abundance of historic preservation for residents and visitors alike.

2022 EDITION

OWOSSO MAIN STREET/DDA

989.277.1705

downtownowosso.org



State of DOWNTOWN

18 Blocks

108 Acres

1,731 Public parking spaces

117 First-floor storefronts

100 Residential units

11 Restaurants

25 Retail stores

Owosso Main Street is making a real difference.

Owosso Main Street collaborates with all stakeholders to implement transformation strategies. Downtown Owosso is a perfect balance of history mixed with future visions, company cultures with backbone and charm, and community-driven events designed for our ever-growing diverse population.

Downtown's Goals

- Cultivate an environment that demonstrates a commitment to the development of businesses, 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.



TRANSFORMING OWOSSO'S DOWNTOWN



The Owosso Main Street provides upper-level loft lifestyle resources. We connect contractors, funding avenues, and professional services to secure our strategic transformation goals.



Beautification is bountiful in downtown Owosso! A record number of volunteers showcased their commitment to our environment as they assisted with our streetscape and beautification committee.



A new family-focused venue welcomed our economic vitality committee. After a year of instability, downtown Owosso business owners were tenacious and leveraged creative marketing practices.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT
\$562,500

Program to date: \$22,116,728

 **26** Façade & Building Improvements
Program to date: 346

 **3** New Businesses
Program to date: 74

Community Profile

Owosso | 2021


 Population
14,450

 Households
6,648

 Median HH Income
\$57,692

 Median Age
35 years

 Housing Units
6,634

 **94%** Housing is occupied
62% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner's meetings
- MEDC/state façade program
- Match on Main funding program
- Small Business Saturday champion
- Design assistance
- Business recruitment team
- Shiawassee Safe Program

"We chose to move our business downtown not only for the visibility, but to be more involved with downtown Owosso. We are excited about the downtown space, events, and overall direction downtown Owosso is heading."

—Brianna Carroll, Owner, Fitness Coliseum

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	15,472	28,203	60,386
Households	6,321	11,530	23,829
Median HH Income	\$40,219	\$45,090	\$52,224

In-demand Businesses

Shopping & Retail

Butcher/meat market
Arts, crafts, and hobbies
Specialty foods/grocery store
Women's clothing
Mercantile store

Food & Drink

Breakfast/brunch restaurant
Brewery or brewpub
Casual eatery
Ethnic restaurant
Steakhouse

Building FAST Charging EV Stations

Downtown Owosso is the city to watch now and over the next decade, due to our progressive infrastructure and technological advancements. Owosso Main Street partnered with multiple companies and non-profits to bring economic efficient programs that draw vibrancy to our downtown. Fast EV charging stations, located in our Main Street plaza, allow flexible commuting throughout Shiawassee County and remains in front of the curve as green initiatives increase.



Social Connection



9,980+
Facebook Followers



1,555+
Instagram Followers

Volunteer Connection



1,591
Volunteer hours in 2020–2021



32,748
Volunteer hours
(Program to date)

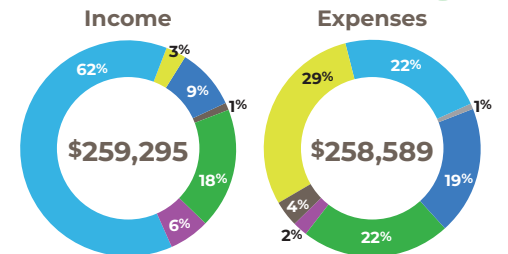


\$42,846
Volunteer value in 2020–2021



\$881,904
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- City/county support
- DDA support
- Memberships/fundraising
- RLF
- Interest income
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Bonds
- Development

Owosso's Board of Directors

Chair: Dave Acton
Vice-chair: Jon Moore
Treasurer: Bill Gilbert
Member: Josh Ardelean
Member: Brianna Carroll
Member: Lance Omer
Member: Susan Osika
Member: Melissa Wheeler

VOLUNTEER SPOTLIGHT

"I chose to volunteer and join the OMS/DDA board because I plan to be involved in downtown for the rest of my life. I want to be a part of what makes downtown Owosso great!"

—Josh Ardelean, VP of Agency Operations, CLH Insurance



DOWNTOWN ALIVE

Owosso Main Street
Events 2020-21

5,345

Est. event attendance

- Glow Owosso (Parade and 5K)
- NYE Block Party and Ball Drop
- ArtWalk Owosso
- Vintage Motorcycle Days
- Downtown trick-or-treat
- Film at the Fountain
- Moonlight Market (collaboration)
- Cruise the Pits (collaboration)
- Friday Nights Live (collaboration)
- Oktoberfest (collaboration)



Amphitheater Concert



Downtown Owosso farmers market



Glow Owosso



Vintage Motorcycle Days

Michigan Main Street

The Leader in Grassroots Economic Development

Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

“The Main Street model is a cohesive way for our downtown businesses and residents to come together in pursuit of a common movement.”

—Jon Moore, Vice-chair, Owosso DDA/Main Street

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total
Private Investment

\$346,519,759

Program to date



\$12,929,313

2020-21 Total
Public Investment

\$128,919,620

Program to date



37,197

2020-21 Volunteer Hours

810,704

Program to date



127

2020-21 New Businesses

1,622 Program to date

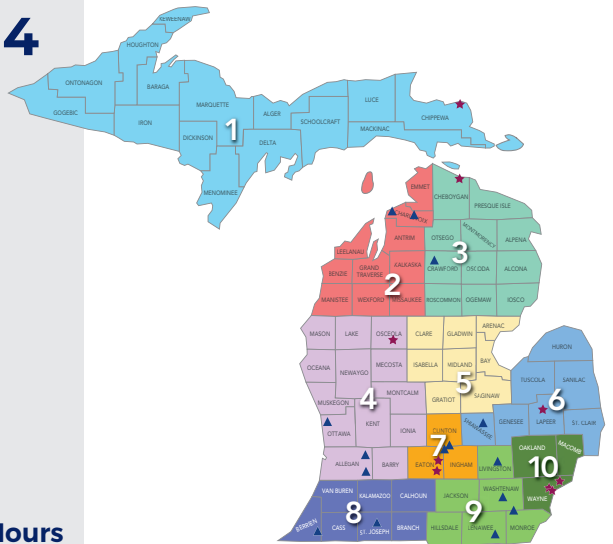


143

2020-21 Façade &
Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL - *Version 1.0 - January 2022*

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COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Accredited and Affiliate Main Street programs have created lasting impact for their local economies and communities as a whole.

AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following Self-Assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs and opportunities.

We encourage you to look at this tool as a working model – one that will adapt and grow as we test it in the field before full implementation at the end of 2023. We invite you to be in close communication with Main Street America staff and your Coordinating Program to explore how these new standards and measures are working for your organization, what might be missing or unclear, and how Main Street America can support your efforts. Once you've spent time with the new standards and the self-assessment tool, **we invite you to submit feedback [here](#).**

WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs
- Affiliate-level programs wanting to become Accredited in the future
- New communities could also consider the content of the self-assessment as a guide to establish a strong foundation for their revitalization programs with the vision of becoming Accredited or Affiliate in the future.

WHEN TO USE THIS TOOL

- Get started now! There's a lot of content to dig in to, but you also have plenty of time to familiarize yourself with these new Standards and Indicators before we move to full integration by the end of 2023.
- Understanding that communities are working hard at implementing their program's efforts, consider dedicating time at each of your board and committees' meetings to become more familiar with the new standards (we'll be providing discussion guides to help frame these conversations).

HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, you will be able to score yourself on the indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

For each indicator, we encourage communities to explore areas of strength and opportunities for growth by discussing (1) What actions and next steps can you take to strengthen your efforts? (2) How can you build upon your work or take it to the next level?

Ultimately, when these new standards are implemented, your Coordinator will review your self-assessment and provide their own score and feedback. **Communities will need to average at least three (3) points per standard to achieve accreditation.**

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. In later iterations of the standards, we expect there will be additional minimum requirements. The current requirements are:

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind, and philosophical support.
- Reinvestment statistics reported as required by Coordinating program (monthly, quarterly, or annually.)
- Be a member in good standing with Main Street America and use the Main Street America logo on its web-page and/or social media as well as the coordinating program logo.

Programs that do not meet these baseline requirements are not eligible for Accreditation, though they may qualify for designation at the Affiliate status.

Please submit feedback [here](#).

STANDARD I

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Partnerships and Collaborations, II) District and Community Outreach, and III) Communication and Public Relations.**

KEY INDICATORS

The following indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each indicator serves as an example of how your Main Street program is effectively meeting the Standard of building and fostering a broad community commitment to revitalization.

I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
- e. Promoting the district revitalization and their partnership with Main Street.

Score 1 - 5: _____

INDICATOR II: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.

- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement with the Main Street program Board and committees.
- e. Promoting district revitalization and their partnership with Main Street.

Score 1 - 5: _____

II. COMMUNITY OUTREACH

INDICATOR I: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents). Examples of how outreach efforts are demonstrated include:

- a. A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- b. Workplans that outline how activities planned intend to reach the diverse make-up of the community.

Score 1 - 5: _____

III. COMMUNICATION AND PUBLIC RELATIONS

INDICATOR I: Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. The program's external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.
- b. Main Street's leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.
- c. Main Street highlights positive stories about the district through a variety of media tools.

Score 1 - 5: _____

INDICATOR II: Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Main Street meets with local government officials or attends council meetings to share progress and impact (at least every quarter).
- b. Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.
- c. Main Street promotes the impact of local government investments and participation.

Score 1 - 5: _____

INDICATOR III: Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include:

- a. A distinctive brand has been created and implemented for the district.
- b. A distinctive brand has been created and implemented for the organization.
- c. Social media platforms are used to promote the value of the district and the Main Street program.
- d. An annual report is produced noting successes across the Four Points.

Score 1 - 5: _____

STANDARD II

INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Inclusive Organizational Culture and Diverse Volunteer Engagement, II) Active Board Leadership and Supporting Volunteer Base, III) Professional Staff Management, and IV) Effective Operational Structure**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can become proactive and effective agents for inclusive community engagement and leadership development, ensuring that the investment of time and talents is a rewarding experience. Each indicator serves as an example of how a Main Street program is effectively meeting the Standard of building and fostering broad community commitment to revitalization.

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

INDICATOR I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include:

- a. The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.
- b. Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.
- c. Work plans and programming activities address accessibility and inclusive design for all community members.
- d. The organization's policies address equitable access for all district and community stakeholders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

Score 1 - 5: _____

INDICATOR II: The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district. Examples of how these efforts are demonstrated include:

- a. Clearly outlined volunteer needs for approved work plans or programming activities are in place and promoted broadly.
- b. A proactive effort to recruit diverse volunteers representing the entire community in a culturally competent way.
- c. Active volunteer coordination throughout the year that ensures attention to thoughtful placement, rotation, and retention of new and existing volunteers within the organization.
- d. Initiatives, activities, or events are taking place throughout the year to recognize and/or demonstrate appreciation for Main Street volunteers.
- e. Volunteers at all levels have access to and receive appropriate orientation, trainings, and leadership development throughout the year.

Score 1 - 5: _____

INDICATOR III: The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders. The following participation is recommended:

- a. District business owners
- b. District property owners
- c. District and community residents
- d. Community businesses/corporations
- e. Institutions (schools, universities, foundations, nonprofits, government)

Score 1 - 5: _____

INDICATOR IV: The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base.

- a. Looking at the community's most recent population data, Main Street leadership base reflects a balanced level of participation of all age groups.
- b. Looking at the community's most recent population data, the Main Street leadership base reflects the racial and ethnic diversity of the community,
- c. Looking at the community's most recent population data, the Main Street leadership base reflects gender balance.

- d. Considering the Main Street Approach, the organization's leadership base demonstrates a wide range of skills, experiences, and perspectives.

Score 1 - 5: _____

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR I*: Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Attended Board meetings 75 percent of the time throughout the year.
- b. New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating program.
- c. Played an active role on the Board by leading a committee, a task force, or key initiative.
- d. Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II*: Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Made a personal financial investment in the program.
- b. Participated in the development of fundraising goals.
- c. Led or participated in a key fundraising activity of the organization.
- d. Made direct solicitations.
- e. Supported donor relationship, retention, and/or recruitment.

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Examples of how these efforts are demonstrated include:

- a. Established committees or teams that follow the program's selected Transformation Strategies, Board's outlined priorities, and/or the Main Street Four Points.
- b. Each volunteer committee or team has an active leader, chair, or co-chairs.
- c. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.

- d. Committees or teams participate in trainings that support their roles at least annually.

Score 1 - 5: _____

III. PROFESSIONAL STAFF MANAGEMENT

INDICATOR I*: The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfillment of all the following:

- a. The Main Street program meets the minimum staffing requirements established by the Coordinating program. At a minimum, Main Street America requires part-time staffing for cities under 5,000 population and 1 FTE for cities over 5,000 population.
- b. Main Street staff have job descriptions and defined performance expectations.
- c. Main Street staff participates in trainings required by the Coordinating program.
- d. Main Street staff participates in professional development offerings provided by Main Street America, Coordinating Program, etc.
- e. Main Street staff communicates regularly with the Board and specifically with the Board Chair and offers regular monthly reports to the Board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II: The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year. Understanding that organizational formats vary, this is demonstrated by:

- a. The Board, through its Board chair or president provides regular guidance and feedback to the program's director.
- b. A formal performance review process is conducted at least once annually. The Board Executive Committee, with participation of Board members, leads the director's performance review.
- c. The Board ensures that the annual budget provides a competitive compensation package (pay and benefits) and opportunity for appropriate merit increases.
- d. The Board ensures that the annual budget offers staff with professional development and trainings, including travel.
- e. Staff management policies and procedures are in place and reviewed annually. Appropriate procedures ensure clearly established communication lines and roles and responsibilities between Board and staff.
- f. The Board has developed a plan to manage succession or the director's transition and recruitment.

Score 1 - 5: _____

IV. EFFECTIVE OPERATIONAL STRUCTURE

INDICATOR I*: The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:

- a. A clearly defined mission statement that confirms the purpose of the organization.
- b. Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
- c. Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.
- d. Appropriate insurance for the organization, Board/staff, and its programming.
- e. Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

STANDARD III

DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Balanced Funding Structure, II) Strategic Revenue Development and Fundraising, III) Budget and Work Plan Alignment and IV) Financial Management and Best Practices**

KEY INDICATORS

Understanding that funding is an essential resource to accomplish the work of revitalization, the following indicators included under this Standard can guide Main Street programs in building, growing, and sustaining diverse and balanced mix of investment in the revitalization efforts and the Main Street program from the start and throughout the years.

I. BALANCED FUNDING STRUCTURE

INDICATOR I: The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources. Examples of how these efforts are demonstrated include:

- a. Contributions from private sector: e.g., businesses, community members and/or partner organizations.
- b. Special taxing district.
- c. Sponsorships.
- d. Earned revenues.
- e. Memberships.
- f. Local Government.
- g. Grants.

Score 1 - 5: _____

INDICATOR II: The private sector is investing in the district's revitalization efforts and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Fundraising activities such as event sponsorships, marketing initiatives, and/or special project funding.
- b. Main Street program's earned incomes, such as rents, merchandise sales, etc.
- c. Investor programs such as memberships, Friends of, annual donations, etc.
- d. In-kind services.
- e. A special tax self-assessment mechanism(s) approved by district property and/or business owners, such as BIDs, CIDs, DDAs, SSMID, etc.

Score 1 - 5: _____

INDICATOR III: The public sector is investing in the district's revitalization and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Annual contribution to the Main Street.
- b. Service agreements with the Main Street.
- c. Supports through the employment of the Main Street Director.
- d. Direct funding for event sponsorships & marketing initiatives.
- e. In-kind Services.

Score 1 - 5: _____

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING

INDICATOR I: The Main Street program demonstrates commitment to strategic revenue development process and oversight. Examples of how these efforts are demonstrated include:

- a. The Board reviews fund-development plans, goals, and progress at least quarterly.
- b. A designated Board member provides active financial oversight for the program and is engaged in revenue development planning and reporting.
- c. A fund-development committee, organization committee, or team is in place to lead fund-development planning and implementation.
- d. Committees are engaged in seeking funding to support projects.

Score 1 - 5: _____

II. FINANCIAL MANAGEMENT AND BEST PRACTICES

INDICATOR I: The Main Street organization demonstrates sound financial management outlined by processes and procedures. Examples of how these efforts are demonstrated include:

- a. Financial tracking systems and reporting practices are in place. (QuickBooks or other software)
- b. The organization's monthly financial statements are reviewed by the Treasurer.
- c. The organization has a third party financial professional compile and reconcile monthly financial statements.
- d. The organization has had a third party financial professional review, reconcile and/or audit the program's finances at a minimum every two years.

Score 1 - 5: _____

INDICATOR II: The Main Street organization's financial management has clear leadership and oversight. Examples of how these efforts are demonstrated include:

- a. Leadership roles and responsibilities relating to budgeting, fund-development, and financial reporting are clearly outlined through Board, committee and/or Treasurer job descriptions.
- b. The Main Street Board of directors conducts monthly reviews of the organization's finances to ensure appropriate accountability and alignment with programming.

Score 1 - 5: _____

STANDARD IV

STRATEGY-DRIVEN PROGRAMMING

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Planning Guided by Inclusive Community and Market-informed Inputs, II) Defining Direction through Transformation Strategy Identification and Development, and III) Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can develop a community and market informed strategy-driven planning and implementation process.

I. PLANNING GUIDED BY INCLUSIVE COMMUNITY AND MARKET-INFORMED INPUTS

INDICATOR I: The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation. Examples of how these are demonstrated include:

- a. Inclusive district and community input is gathered at a minimum of every three years to keep the pulse on the district's needs through focus group events, online surveys, and/or other strategies.
- b. Market research and analysis has been conducted for the district's trade area within an appropriate time interval, depending on the local economy. This is recommended at least every three to five years.
- c. Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.
- d. Building inventory is up to date and reflective of the district's property ownership, condition, uses and status (for sale, for lease, occupied).
- e. The organization maintains an asset map that recognizes distinctive place-based assets within the district that highlight unique and competitive advantages and market opportunities.
- f. Strategy reflects opportunities driven by local and national trends.

Score 1 - 5: _____

II. DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT

INDICATOR I: Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include:

- a. Using a comprehensive set of inputs, the board has identified a consumer-based or industry-, product-, or service-based strategy(s) that can best respond to the district and community vision, needs and market opportunities.
- b. The board formally adopts a Transformation Strategy(s).
- c. Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy.
- d. The Strategy(s) have measurable benchmarks.

Score 1 - 5: _____

III. STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING AND IMPLEMENTATION ACROSS ALL FOUR POINTS

INDICATOR I: The Main Street board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming. Examples of how these are demonstrated include:

- a. Board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.
- b. Projects, events, or initiatives are aligned with selected Transformation Strategy(s).
- c. The Transformation Strategy(s) are reflected comprehensively across all Four Points.
- d. Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who's responsible, etc.
- e. Annual fund-development goals and allocations are guided by the Transformation Strategy(s)

Score 1 - 5: _____

PRESERVATION-BASED ECONOMIC DEVELOPMENT

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Preservation Ethics and Education on Historic and Cultural Assets, II) Standards and Best Practices for Place-based, People-focused Design AND II) Promotion of Historic, Heritage, and Cultural Assets**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build a strong foundation for revitalization through the preservation of building and cultural assets, educating the public on their value to economic growth, and enlisting businesses and property owners in redevelopment efforts.

I. PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL ASSETS

INDICATOR I: Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include:

- a. The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.
- b. The community is a Certified Local Government (CLG).
- c. The district has received cultural, arts, or other special designations or recognitions.
- d. Main Street advocates for a local preservation ordinance or the community has one.
- e. Main Street has developed or supported the development of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
- f. Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., façade grant, sign grant, low interest loan, design assistance)
- g. Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets as economic development priorities.

Score 1 - 5: _____

INDICATOR II: Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large. Examples of how these are demonstrated include:

- a. Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
- b. Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
- c. Attending staff and volunteer trainings provided by the Coordinating program, Main Street America, or other organizations.
- d. Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets.

Score 1 - 5: _____

II. STANDARDS AND BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

INDICATOR I: Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets. Examples of how these are demonstrated include:

- a. Partnered with local government, commissions, and community groups to assess and incorporate heritage and cultural assets into economic development and marketing priorities and initiatives.
- b. Provided or connected district property owners with assistance in redevelopment that is aligned with the district's strategy(s).
- c. Provided guidance that educates property and business owners and developers on state and local ordinances, incentives, and other redevelopment tools.
- d. Provided guidance to projects that leveraged preservation and/or economic development funding tools to support building improvements (TIF, Historic Tax Credits, CLG, USDA grants, etc.)
- e. Advocated for threatened historic properties, and worked to acquire, attract new ownerships and/or worked with city leaders to enforce requirement maintenance standards.

Score 1 - 5: _____

III. PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

INDICATOR I: The Main Street program actively promotes the district's historic and cultural assets. Examples of how these are demonstrated include:

- a. Activities/programming that interpret, celebrate, and recognize local heritage and cultural resources.

- b. Working with media to promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth.
- c. Conducts activities that educate property owners on the benefits of rehabbing historic properties to increase the economic value of the property.

Score 1 - 5: _____

DEMONSTRATED IMPACT AND RESULTS

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Demonstrating the Value of Main Street, II) Measuring and Packaging Quantitative and Qualitative Outcomes and III) Promoting Progress and Demonstrating Impact and Results**

KEY INDICATORS

The following indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts.

I. DEMONSTRATING THE VALUE OF MAIN STREET

INDICATOR I: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include:

- a. District revitalization and physical and economic improvements are included in recent regional, or citywide master plans, economic development plans, comprehensive plans, etc.
- b. Main Street participates in ongoing local planning efforts that involve the district.
- c. Main Street participates in guest presentations to local community organizations and institutions.
- d. Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, marketing support on the Main Street program's website and social media, etc.)
- e. District stakeholders advocate for the program when requested.
- f. The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.
- g. Main Street's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.
- h. Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

Score 1 - 5: _____

II. MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES

INDICATOR I: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include:

- a. Number of businesses operating in the district.
- b. Number of businesses operating in the district that are women-owned.
- c. Number of businesses operating in the district that are minority-owned.
- d. Number of businesses operating in the district that are veteran-owned.
- e. Number of employees/jobs based in the district.
- f. Number of new businesses launched in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs added in a district in a given period.
- g. Number of business closures in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs lost in a district in a given period.
- h. Number of local businesses participating as vendors in district events, festivals, etc.
- i. Number of housing units added or lost in the district over a given period (monthly, quarterly, or annually), broken out by housing type (loft, apartment, duplex, single family detached home, etc.), tenure type (for lease or for sale), and sale/rent amount relative to area median income (i.e., affordability).
- j. Number of properties in the district renovated, including details about the capital invested in the renovations and any financial incentives programs leveraged in the renovation (e.g., historic tax credits, low-income housing tax credits, etc.).
- k. Number of public improvement projects in the district that were launched/completed, including overall price tag, public dollars invested, and any secondary sources of capital invested.

Score 1 - 5: _____

INDICATOR II: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include:

- a. Board annually reviews broad performance goals established within the organization's work plan.
- b. Board annually reviews metrics established to analyze the progress of selected Transformation Strategies.
- c. Number of volunteer hours contributed.
- d. Financial value of volunteer contribution (using Independentsector.org formula).
- e. Number of volunteers participating.

- f. Testimonial reports from small business owners, property owners, and government officials about the value of the Main Street program.
- g. Conversion of volunteer hours to in-kind dollars (\$) contributed.
- h. Financial (\$) contributions made to Main Street by the public sector.
- i. Financial (\$) contributions made to Main Street by the private sector.
- j. Number of responses and analysis of response data from a survey that seeks to understand the community's growing knowledge about Main Street, the importance of Main Street, etc., as well as stakeholder attitudes about Main Street organization.
- k. Impact surveys of promotional events.
- l. Impact surveys of education programming attendees.
- m. Number of media impressions.

Score 1 - 5: _____

III. PROMOTING PROGRESS AND DEMONSTRATING IMPACT AND RESULTS

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

- a. Sharing through the Coordinating program reporting system according to the timeline outlined in annual agreements.
- b. Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- c. Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- d. Publishing and distributing an annual report and summary of revitalization statistics.
- e. Highlighting key statistics and testimonials on website and other marketing materials.

Score 1 - 5: _____

Community Self-Assessment

Owosso Main Street

1 = Not being addressed

2 = Minimal effort but needs more effort

3 = Evidence of satisfactory progress

4 = Has achieved success within this indicator

5 = Outstanding achievement. One that other programs could replicate

L.O. B.M. B.G. N.R. S.O. J.M. A.F. B.K.

STANDARD 1 - BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

I. PARTNERSHIPS AND COLLABORATIONS

Indicator I 5 4 4 4 2 4 5 3

Indicator II 5 3 4 4 1 4 4 3

II. COMMUNITY OUTREACH

Indicator I 5 4 3 3 2 4 3 4

III. COMMUNICATION AND PUBLIC RELATIONS

Indicator I 5 3 3 4 2 3 2 3

Indicator II 5 4 4 4 2 4 4 3

Indicator III 5 3.5 4 4 2 5 3 4

STANDARD II - INCLUSIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

I. INCLUSIVE ORGANIZATIONAL CULTURE & DIVERSE VOLUNTEER ENGAGEMENT

Indicator I 5 4 4 3 2 3 3 4

Indicator II 5 3 3 3 2 3 2 4

Indicator III 5 4 5 3 1 4 4 4

Indicator IV 5 4 5 3 2 5 4 4

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

Indicator I

Indicator II - - - - - - - -

Indicator III 4 3 4 5 2 4 3 3

III. PROFESSIONAL STAFF MANAGEMENT

Indicator I

Indicator II 5 4 4 4 3 5 3 5

IV. EFFECTIVE OPERATIONAL STRUCTURE

Indicator I

STANDARD III - DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS**I. BALANCED FUNDING STRUCTURE**

Indicator I	5	3	4	5	2	4	4	4
Indicator II	4	3	3	5	2	4	4	4
Indicator III	5	3	4	4	3	4	3	4

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING

Indicator I	4	3	3	4	2	4	3	3
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III. FINANCIAL MANAGEMENT AND BEST PRACTICES

Indicator I	5	5	5	5	3	5	5	4
Indicator II	5	5	5	5	4	4	4	4

STANDARD IV - STRATEGY-DRIVEN PROGRAMMING**I. PLANNING GUIDED BY INCLUSIVE COMMUNITY & MARKET-INFORMED INPUTS**

Indicator I	5	4	3	4	2	4	4	4
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II. DEFINING DIRECTION THROUGH T/S IDENTIFICATION & DEVELOPMENT

Indicator I	5	5	4	4	3	5	4	5
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III. STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING & IMPLEMENTATION ACROSS ALL FOUR POINTS

Indicator I	5	5	4	4	3	5	4	4
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STANDARD V - PRESERVATION-BASED ECONOMIC DEVELOPMENT**I. PRESERVATION ETHICS & EDUCATION ON HISTORIC & CULTURAL ASSETS**

Indicator I	5	5	4	5	4	5	5	4
Indicator II	5	5	4	4	3	4	3	3

II. STANDARDS & BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

Indicator I	5	4	4	4	3	3	4	3
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III. PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

Indicator I	5	5	4	4	2	4	3	3
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STANDARD VI - DEMONSTRATED IMPACT AND RESULTS**I. DEMONSTRATING THE VALUE OF MAIN STREET**

Indicator I	5	4	4	4	2	4	4	4
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II. MEASURING & PACKAGING QUANTITATIVE & QUALITATIVE OUTCOMES

Indicator I	5	5	3	4	3	4	3	5
Indicator II	5	5	3	4	2	4	4	5

III. PROMOTING PROGRESS & DEMONSTRATING IMPACT & RESULTS

Indicator I	4	4	3	3	2	4	3	3
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Median
score

3.9
3.5

3.5

3.1
3.8
3.8

3.5
3.1
3.8
4.0

-

3.5

4.1

3.9
3.6
3.8

3.3

4.6
4.5

3.8

4.4

4.3

4.6
3.9

3.8

3.8

3.9

4.0
4.0

3.3



TECHNICAL ASSISTANCE SERVICE REQUEST FORM

Description

The Michigan Main Street program is a technical assistance program designed to assist communities interested in revitalizing and preserving their traditional downtown or commercial district. The program exists to develop main street districts that attract both residents and businesses, promote commercial investment, and spur economic growth.

The Main Street program provides technical assistance service and training in a variety of downtown and district revitalization areas. Technical assistance services are provided at two levels: Select and Master. Each level is designed to assist the community in tackling increasingly sophisticated downtown revitalization efforts. Services are customized to each community and performed in each community. Services are facilitated by experts from the National Main Street Center (NMSC), Michigan Economic Development Corporation (MEDC) and other consultants with specialized expertise.

Michigan Main Street Suite of Services

MASTER LEVEL SERVICES

The Master Level is the most prestigious of the levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Select Level program and achieved National Main Street Accreditation. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. MMS continues to develop sophisticated technical assistance to assist communities at the Master Level.

Select Level Services

Master Level communities can choose from the Select Level technical assistance offerings:

- **Asset Mapping** - This service is a 2-hour workshop in which the community completes an exercise of identifying key assets, development opportunities and challenges to the success of district revitalization efforts. It also provides an analysis of existing business clusters. The intent of the service is to identify possible programming to help the community further implement its transformation strategy.
- **Branding Service** - This service consists of a 3-day site visit with a series of focus group meetings, consultant work time and a summary presentation that provides a community with a comprehensive Brand Package that includes a Downtown Destination Brand/Logo, Main Street Organization Brand/Logo, font types, color scheme, logos for all Main Street Events and/or initiatives, and ideas for marketing and advertising collateral.
- **Business Recruitment Primer** - This service consists of a 2-hour virtual meeting and a series of 3 virtual check-ins prepare the community for a recruitment test service through providing resources and action items the community will need to implement to be successful in identifying available properties, marketing the community, and recruiting new businesses.
- **Business Recruitment Challenge** - This service is meant to take place following the Business Recruitment Primer Service. It consists of three virtual recruitment test prep sessions and a 1-day site visit in the community to provide training and services designed to help communities develop

and enhance business expansion and recruitment efforts. Communities will be provided an analysis of market data and will conduct a top business prospects survey to determine the types of businesses that have the potential to succeed. Communities will also develop business recruitment materials in preparation for the on-site visit. The on-site visit will be highlighted by a real “test” of the community’s business recruitment strategy and process. The consultant will play the role of “prospect.” A local recruitment team in each community will be responsible for recruiting the mock prospect, extending the invitation, conducting the recruiting visit, etc. Following the community’s recruitment effort, the consulting team will deliver a critique with specific example and recommendations for improvements that could enhance the community’s prospects for recruitment success.

- **Fund Development Plan Service** – This service is a 1-day site visit that will examine an organization’s current financial status and provide recommendations for improvement in topic areas including: financial health and sustainability, accounting systems, budgeting and financial planning, and financial assets and access to capital.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.

Additional Master Level Services

Master Level communities can also choose from the following additional technical assistance offerings based on the unique needs of the community annually:

- **Downtown Futures Service** - The Downtown Futures service is a new Michigan Main Street Program service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood commercial districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make Downtown a special place. A pro-active planning approach is used to apply sound market principles, community engagement practices and creative thinking to guide future development, redevelopment, and downtown enhancement initiatives. The service consists of 2 virtual meetings as well as the deployment of a community survey to prepare for the 3-day on-site design series which consists of focus group meetings and team work sessions that will culminate in design recommendations that can help guide future development within the community’s Main Street area.
- **Entrepreneurial Ecosystem Service** - Entrepreneurial Ecosystems align a variety of public and private efforts, networks, and other factors to foster an environment that supports inclusive, local entrepreneurship. This service will provide a community with an evaluation of their existing ecosystem as it relates to the critical factors in developing and supporting strong entrepreneurship. In addition, the community will be provided with an in-depth feasibility study or analysis related to implementing one key initiative or recommendation that is a result of their entrepreneurial ecosystem evaluation. The service consists of the deployment of a survey of local entrepreneurs, utilizing the entrepreneurial ecosystem audit tool, and 6 focus group meetings that can be done virtually or on-site, and a 7th meeting that will provide the community with a summary of recommendations for building a strong entrepreneurial ecosystem.

- **Storyville Social Storytelling Blitz** – Building off from the previous Storytelling Service from Phil Eich of Storyville Social, the Storytelling Blitz is a two-day service in which Phil would conduct interviews and collect photos from approximately 20 business owners or stakeholders within your community and provide short stories and photo content for each business or stakeholder interviewed. The content could then be used for a robust social media campaign as well as content for your downtown website and other promotional materials.
- **Additional Technical Assistance Opportunities** – Master Level communities can request the development of new technical assistance opportunities to help meet the unique challenges that arise with increasingly sophisticated downtown revitalization efforts.

Community Eligibility

To be considered for services, eligible local Main Street organizations must apply using the attached application. Applications will be reviewed by MMS staff.

The successful applicant for the Main Street technical assistance services will demonstrate the following:

- A. Is an active Master Level Main Street community in good standing with the program agreement and not implementing a remediation plan.
- B. The local Main Street organization must actively participate in the consultation process, including assigning a local team (including the director, board members and committee members) that will participate and lead the implementation of the service at the local level, scheduling focus group meetings and actively promoting meetings, providing data requested by consultant and potentially conducting surveys within the MSA.
- C. Relevant electronic materials that will inform the technical assistance service consultant or process must be immediately available and organized into clearly labeled files.
- D. The local Main Street organization must commit to covering any extra costs due to missing deadlines at the local level, costs related to workshops or presentations (such as beverages and food), publicity (flyers, brochures, posters and public notices in the newspaper), etc.
- E. The local Main Street organization will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of the technical assistance service process through such measures as public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.
- F. The local Main Street organization can demonstrate that they have resources and capacity to successfully utilize the technical assistance service resources provided to fully implement the plans and incorporate materials into subsequent workplans at the committee level.

Preliminary Schedule for Main Street Technical Assistance Services

Deadline for request forms: Friday, December 16, 2022, by 4:00pm

- Email application to youngl11@michigan.org

- Evaluation and selection of community. MMS staff will review applications and select communities to receive technical assistance services for FY 22-23 by the week of January 2, 2023.

Once the local Main Street organization has been selected to receive the service, the MMSC will work with the local Main Street program to outline a more detailed timeline for the technical assistance service process. For preliminary planning purposes, the MMSC anticipates the following timeline:

Submission of associated materials

- To be eligible for the technical assistance service, relevant electronic materials, organized into clearly labeled files, must be immediately available. (Do not send these files to MMS; please hold for the service consultant.) Materials must be ready and available in an electronic format for delivery to the service consultant.

Pre-Service Virtual Meeting with Local Main Street Organization Team

- The service consultant will conduct a pre-service meeting virtually to discuss goals and objectives for the service as well as provide a detailed explanation of the technical assistance service process. The local team will be left with action items to complete prior to the date of service.

Technical Assistance Service Process completed by consultant (virtually or on-site)

Finalization of Main Street technical assistance service report/materials

Delivery of the technical assistance service report/materials to the community

Implementation of technical assistance service report/materials by the community through integration into local work plans at the committee level

TECHNICAL ASSISTANCE SERVICE REQUEST FORM

Please answer the questions on this request form accurately and to the best of your ability. ***Please email completed application to youngl11@michigan.org by 4:00 PM on Friday, December 16, 2022.***

NOTE: To be eligible for the technical assistance services, community must meet eligibility criteria stated above.

Community Information

- 1) Name of Local Main Street Organization:
- 2) Primary Contact:
 - Phone:
 - Email:
- 3) Composition of Local Technical Assistance Team (indicate affiliation with local Main Street organization: director, board, volunteer, committee, etc.):

Technical Assistance Service Information

- 4) Name of Technical Assistance Service organization is requesting:
- 5) What is the biggest reason your organization is requesting the technical assistance service? Describe the benefits of the technical assistance service to your organization.
- 6) Explain how the technical assistance service resources/materials will assist the local Main Street Organization with the implementation of the organization's transformation strategy to further the goals and measures of success for the district.
- 7) Provide an outline of a work plan for the implementation of the technical assistance service and how it will be incorporated into one of the organization's Committees for implementation.
- 8) What other Technical Assistance Services have you been provided in the past 3 years and what actions have been taken locally to implement the service?
- 9) When is the ideal time of the year for your community to go through the technical assistance service?



DISTRICT LIAISON PROGRAM

Our goals in creating the **District Liaison Program**:

- Alleviate gaps in communication between the OMS/DDA and Businesses via face-to-face interactions.
- Encourage community and participation through cooperation.

RESPONSIBILITIES

- **Communicate pertinent OMS/DDA information** to business owners / managers on their block.
- **Be a point of contact** between OMS/DDA and the business owners of your block.
- **Communicate** events, opportunities, etc.
- **Direct individuals to the OMS/DDA** director for questions/information they aren't privy to, or are unsure of.
- **Make it clear that this is not their only way of receiving information.**
- **Make all communication inclusive** for every business.
- **Update OMS Director Kuiper** of any communication issues, such as changes in email or point of contact for each business.
- **Recommend another person** to be the District Liaison if too busy to complete duties.

NOT RESPONSIBLE FOR

- **Please don't spread misinformation**, personal, or private information with other businesses.
- **Please do not intentionally hold public information** from anyone in their "block."
- **Liaisons do not need to "persuade people"** to engage; their role is to communicate.
- **Liaisons do not "gatekeep"** or decide who can/cannot be involved.
- **The Liaison does not delegate work** to businesses.
- **A Liaison does not play "telephone"** between OMS/DDA director and business owner; individuals should be encouraged to directly contact the OMS/DDA.

QUESTIONS?

- Never hesitate to reach out and ask questions. We may be reached at:
 - OMS/DDA Executive Director Beth Kuiper: beth.kuiper@ci.owosso.mi.us
 - Education and Outreach Americorps Service Member Nick Bruckman: DowntownOwosso@gmail.com

DISTRICT LIAISON PROGRAM

NEXT STEPS

Thank you for agreeing to become a District Liaison for your block! Your role is absolutely vital to the success and solidarity of OMS/DDA programs, Owosso businesses and the community at large.

MEETING YOUR NEIGHBORS

Introductions and Contact Info

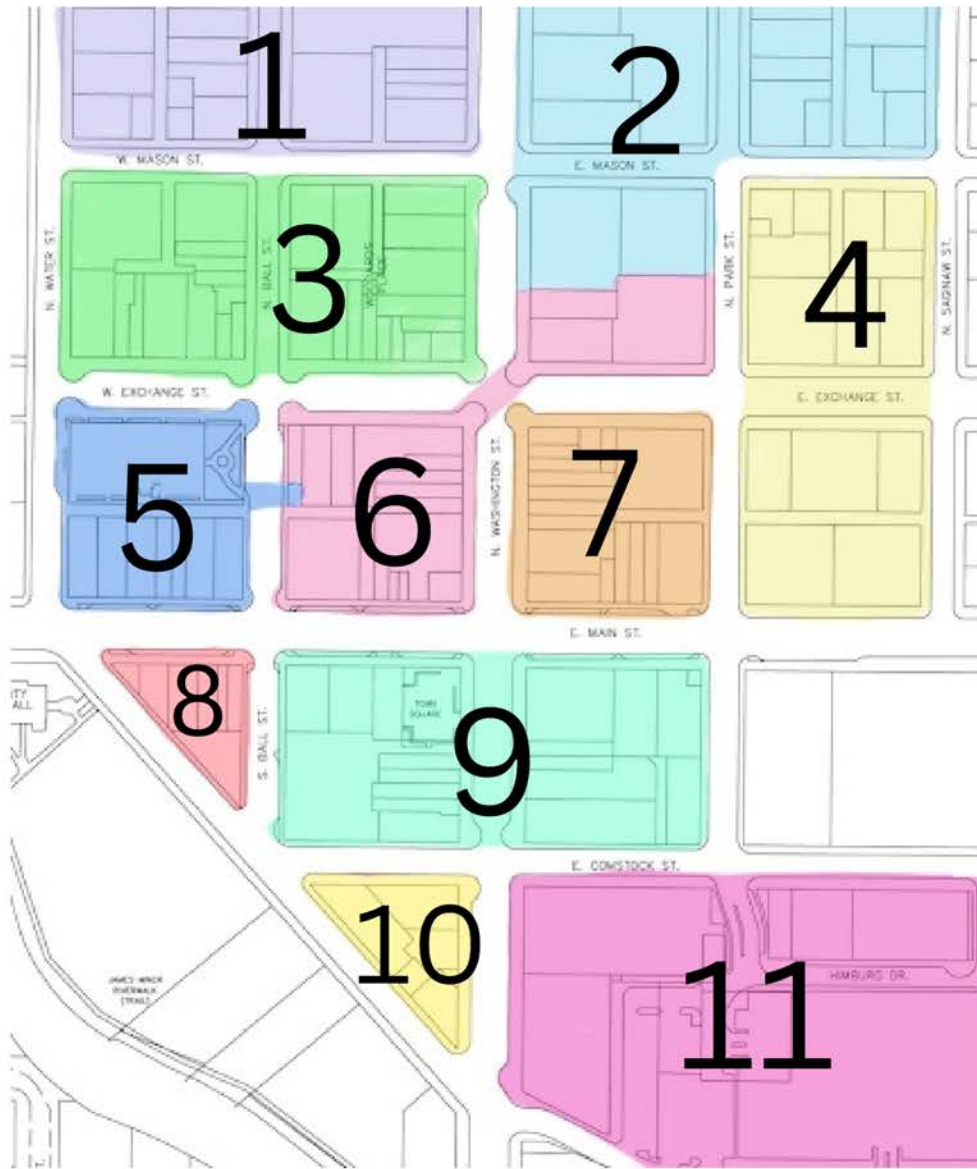
Here are the next things you can do to ensure clear communication and build new relationships.

- Go around to businesses in your “block” or “district” to introduce yourself as the new District Liaison. **This is also a good moment to briefly speak to each business about what your responsibilities are / are not.**
- Ask each business for their contact information. This includes:
 - Business Name
 - Point of Contact
 - Phone Number
 - Email Address
 - Any other useful contact information

You are welcome to collect this information in any way that works best for you, though we also have a form that may be helpful.

When possible, please share this information with the OMS/DDA! This is important for us to be able to keep updated information about our local businesses.

DOWNTOWN OWOSSO LIAISON DISTRICTS



District 1: Contact Name

Contact Phone # Contact Email

District 3: Contact Name

Contact Phone # Contact Email

District 5: Contact Name

Contact Phone # Contact Email

District 7: Contact Name

Contact Phone # Contact Email

District 9: Contact Name

Contact Phone # Contact Email

District 11: Contact Name

Contact Phone # Contact Email

District 2: Contact Name

Contact Phone # Contact Email

District 4: Contact Name

Contact Phone # Contact Email

District 6: Contact Name

Contact Phone # Contact Email

District 8: Contact Name

Contact Phone # Contact Email

District 10: Contact Name

Contact Phone # Contact Email