



**HOWELL DOWNTOWN DEVELOPMENT
AUTHORITY MEETING AGENDA**
City Council Chambers, Lower Level – 6:30 P.M.
611 E. Grand River, Howell, MI 48843



Visit the City of Howell website at www.CityofHowell.org
or download the My Howell MI app

Wednesday, January 25, 2023

Members and other
officials normally in
attendance:

1. Robert Ellis
Mayor
 2. Marc Harlow
President
 3. Heather KS Nalley
Vice President
 4. Blythe Patterson
Treasurer
 5. Jennifer Webb
Secretary
 6. Kathryn Tuck
 7. Kevin Hinkley

Kate Litwin
Director

Lexie Wilcox
*HMS Outreach
Coordinator*
1. Regular Meeting Called to Order
 2. Citizens' Comments (items not on the agenda)
 3. Approval of DDA Minutes
 - A. Regular Meeting Minutes, December 7, 2022
 - B. Executive Committee Minutes, January 9, 2023
 4. Correspondence
 5. Officers' Reports:
 - A. Director's Report: Kate Litwin
 - B. President's Report: Marc Harlow
 - C. Treasurer's Report: Blythe Patterson
(Motion required to place reports on file.)
 6. Payment of Bills
Motion to pay the bills in the amount of \$4081.54, plus payroll for December, 2022.
 7. Presentation: HMS IMPACT Report by Kim Schafer, HMS Vice President
 8. Discussion: Budget Workshop Planning
 9. Discussion: Depot Lot Update
 10. Business Updates
 11. Old Business
 12. New Business
 13. Absences
 14. Closed Session: Director Review & Compensation
(Motion required to enter into closed session)
 15. Adjournment

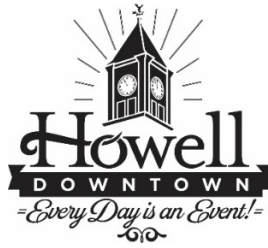
(Motion required for adjournment)

Public Comment Guidelines

Members of the public are permitted to address a meeting of the DDA upon recognition by the Chairperson. Each person shall begin by stating their name and address and shall be permitted to speak once on each agenda item for three (3) minutes. Agenda item 2 allows for Citizens' Comments on any non-agenda item. The Chairperson may allow additional time at his/her discretion.

All remarks shall be addressed to the DDA Board as a body, and not to any member. No person, other than members of the DDA Board and the person having the floor, shall be permitted to enter into any discussion, either directly or through the members of the Council. No questions shall be asked to the Board Members, except through the Chairperson. Any person making personal, impertinent, or slanderous remarks, or who shall become boisterous, while addressing the DDA Board may be requested to leave the lectern.

Interested parties, or their authorized representatives, may address the DDA Board by written communication in regard to any matter concerning the DDA's business or over which the DDA has control at any time by direct mail or by addressing the DDA Director, and copies will be distributed to Board Members.



**HOWELL DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING
WEDNESDAY, DECEMBER 7th, 2022
CITY COUNCIL CHAMBER**

MISSION STATEMENT:

The Howell DDA is a volunteer-led organization focused on creating a vibrant, strong, and economically viable downtown. Our mission is accomplished throughout our commitment to historic preservation, infrastructure improvements, quality events, and promoting downtown Howell as the heart and hub of the community.

Members in Attendance: Mayor Bob Ellis, Marc Harlow, Jennifer Webb, Blythe Patterson, Kevin Hinkley, Kathryn Tuck

Not Present: Heather Nalley

Staff: Kate Litwin, Lexie Wilcox

MEETING CALLED TO ORDER: Marc Harlow called the meeting to order at 6:30 PM

CITIZENS COMMENTS: None

APPROVAL OF MEETING MINUTES:

Approval of regular meeting minutes tabled until next meeting.

**MOTION by B. Ellis SUPPORT from J. Webb to approve October 26th, 2022 DDA Board meeting minutes
MOTION CARRIED.**

**MOTION by B. Ellis SUPPORT from J. Webb to approve October 26th, 2022 Executive meeting minutes
MOTION CARRIED.**

**MOTION by K. Hinkley SUPPORT from K. Tuck to approve November 14th, 2022 Information Session meeting minutes
MOTION CARRIED.**

CORRESPONDENCE: None

REPORTS:

1. *President's Report*

a. None

2. *Director's Report*

a. HMS recently approved two sign grants for Vibology and Stitch in Time. The new signs are on display.

- b. HMS recently approved a façade grant for the Van Winkle building and construction has begun.
- c. HMS approved a façade grant for the Commiskey Building (Dairy Queen) to assist in the rehabilitation of their façade.
- d. National Main Street conference will be held in Boston at the end of March 2023. Board members should notify K. Litwin if they would like to attend. DDA budget has room to cover trip expenses.
- e. The City of Howell will release a new app this month for visitors and residents to receive notifications about road closures, events, etc. K. Litwin attended training with City staff.
- f. Impact report will be printed within the next few weeks.
- g. Small Business Saturday was successful. Multiple Cash Mob certificates were passed out and nearly \$2,000 worth of certificates were spent.

3. *Treasurer's Report*

- a. \$25,000 remaining on project cost for COVID recovery
- b. Bathroom payment not yet made; original invoice was incorrect.

MOTION by K. Tuck SUPPORT from B. Patterson to place reports on file. MOTION CARRIED.

MOTION by B. Patterson SUPPORT from J. Webb to pay bills in the amount of Three-Thousand Two-Hundred Thirty-Three Dollars and Eighty-Nine Cents (\$3,233.89) plus payroll. MOTION CARRIED.

DISCUSSION/ACTION ITEMS:

- 1. **TIF Master Plan Committee:** Needs to be rewritten in 2024. Committee will consist of K. Litwin, L. Wilcox, and 3 board members.

BUSINESS UPDATES: Quartz and Company held a grand re-opening event. Artisan bakery is moving into the old Marcy's Barbershop building and has begun renovations. Below Wholesale Discounts opened by the Historic Howell Theater. Lighting Heart and Home is continuing renovations and will open in 2023. 202 S. Michigan Avenue has interested buyers.

MOTION by B. Ellis, SUPPORT from B. Patterson to excuse the absence of H. Nalley from the meeting (reason stated). MOTION CARRIED.

MOTION by K. Hinkley, SUPPORT from B. Patterson to move to closed session to discuss the DDA director review. MOTION CARRIED.

Roll Call Vote – B. Ellis (Aye), M. Harlow (Aye), J. Webb (Aye), B. Patterson (Aye), K. Hinkley (Aye), K. Tuck (Aye)

CLOSED SESSION CALLED TO ORDER AT 7:08 PM

CLOSED SESSION ADJOURNED AT 7:47 PM

OPEN MEETING CALLED TO ORDER AT 7:48 PM

MOTION by B. Patterson, SUPPORT from J. Webb to revise the DDA Director's MLU evaluation period from calendar year to fiscal year MOTION CARRIED.

MOTION by K. Hinkley, SUPPORT from B. Patterson to adjourn meeting at 7:54 PM. MOTION CARRIED.



**DOWNTOWN DEVELOPMENT AUTHORITY
EXECUTIVE COMMITTEE MEETING
DDA BOARD MEETING
January 9, 2023 at 4:00 pm**

Committee Members Present: President, Marc Harlow; Treasurer, Blythe Patterson; Secretary, Jen Webb; Director, Kate Litwin.

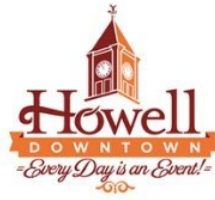
Meeting called to order at 3:55p.

This Executive Session was held to determine the agenda for the January 25, 2023, DDA Board of Directors meeting. Topics covered included:

- Director's Review (closed session requested by Director)
- Budget Workshop date
- HMS IMPACT Report presentation
- Depot Lot Update

Meeting adjourned at 4:07 p.m.

Minutes as recorded by K. Litwin



Howell DDA Director's Update January 2023

City Council Strategic Session: A joint session was held between City Council and staff/department heads on Saturday, January 21 from 8a-3p. Discussion took place regarding many downtown topics including parking enforcement, the Depot parking lot reconstruction, and other visions for the city as a whole. Parking enforcement has been very effective in helping with turnover in the DDA district, however the group discussed other possible options as well, including increasing parking fines. This will be an ongoing discussion between staff, Council, HPS, and code enforcement, so I'll provide updates as they become available.

HMS News/Updates:

Website redesign service: Howell Main Street will receive grant funding through Main Street America to cover up to \$8,000 in website redesign services. The downtownhowell.org site is outdated, cumbersome for staff to manage, and needs a modernized feel to maximize our effectiveness and outreach potential. Staff is in the process of receiving quotes from vendors and the project will be led by the HMS Outreach committee.

For Your Calendar:

Downtown Bathroom Ribbon Cutting Ceremony: Thursday, January 26 at 3:30p.

Chamber Dinner (for those who requested tickets): Wednesday, February 1 at 5:00p, at Cleary University (don't go to Crystal Gardens on accident!)

Perfect Lashes Ribbon Cutting Ceremony, Simply Cherry Grand Re-Opening: Saturday, February 4. Ribbon cutting ceremony at 12:30p

Galentine's Day: merchant retail event on Saturday, February 11 from 11:00a-4:00p

Next Regular DDA Meeting: Wednesday, February 22 6:30p in Council Chambers

Take care,

PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 12/31/2022	ACTIVITY FOR MONTH 12/31/2022	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Revenues						
Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY						
248-728-404.000	CAPTURED REAL PROPERTY TAX	495,400.00	0.00	0.00	495,400.00	0.00
248-728-404.100	PPT REIMBURSEMENT	9,000.00	0.00	0.00	9,000.00	0.00
248-728-665.000	INVESTMENT INTEREST	0.00	906.36	268.03	(906.36)	100.00
248-728-667.000	RENTAL INCOME	22,100.00	8,970.00	4,485.00	13,130.00	40.59
Total Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY		526,500.00	9,876.36	4,753.03	516,623.64	1.88
TOTAL REVENUES		526,500.00	9,876.36	4,753.03	516,623.64	1.88
Expenditures						
Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY						
248-728-702.000	SAL & WAGES	0.00	170.10	0.00	(170.10)	100.00
248-728-702.001	SAL & WAGES ADMINISTRATION	72,600.00	30,665.34	5,054.86	41,934.66	42.24
248-728-702.002	SAL & WAGES OVERTIME	0.00	151.88	0.00	(151.88)	100.00
248-728-702.004	SAL & WAGES DPS	45,000.00	30,992.03	2,713.98	14,007.97	68.87
248-728-713.000	EMPLOYER SHARE FICA	5,600.00	1,959.21	386.70	3,640.79	34.99
248-728-714.000	EMPLOYEE MEDICAL INSURANCE	17,700.00	8,702.65	1,591.45	8,997.35	49.17
248-728-714.002	EMP DISABILITY /LIFE INSURANCE	800.00	402.30	0.00	397.70	50.29
248-728-714.003	WORKER COMPENSATION PREM	500.00	0.00	0.00	500.00	0.00
248-728-714.004	ICMA RETIREMENT	6,700.00	3,038.64	500.48	3,661.36	45.35
248-728-714.006	HEALTH INSURANCE PAYOUT	0.00	(1,605.33)	(1,872.96)	1,605.33	100.00
248-728-717.000	FRINGE BENEFITS	17,000.00	8,003.93	974.85	8,996.07	47.08
248-728-727.000	OFFICE SUPPLIES	6,000.00	159.27	159.27	5,840.73	2.65
248-728-730.000	POSTAGE	100.00	0.00	0.00	100.00	0.00
248-728-740.000	OPERATING SUPPLIES	200.00	0.00	0.00	200.00	0.00
248-728-740.019	OPER SUPP/SMALL EQUIPMENT	0.00	1.98	0.00	(1.98)	100.00
248-728-804.000	CONTRACTUAL SERVICES	1,500.00	575.11	0.00	924.89	38.34
248-728-804.001	CONTRACT SERV - JANITOR	2,000.00	645.00	360.00	1,355.00	32.25
248-728-807.000	AUDITOR	2,500.00	2,500.00	0.00	0.00	100.00
248-728-840.000	DUES & MEMBERSHIPS	1,000.00	436.00	0.00	564.00	43.60
248-728-850.000	COMMUNICATIONS - TELEPHONES	400.00	188.42	74.34	211.58	47.11
248-728-850.008	COMMUNICATIONS - INTERNET	300.00	0.00	0.00	300.00	0.00
248-728-860.000	CONFERENCE /TRANSPORTATION	5,000.00	3,229.44	299.16	1,770.56	64.59
248-728-880.000	HOLIDAY DECORATIONS	10,000.00	2,226.48	576.48	7,773.52	22.26
248-728-881.000	COMMUNITY PROMOTION	5,000.00	521.16	521.16	4,478.84	10.42
248-728-881.001	BEAUTIFICATION SUPPLIES	15,000.00	0.00	0.00	15,000.00	0.00
248-728-900.000	PRINTING & PUBLISHING	1,500.00	213.23	213.23	1,286.77	14.22
248-728-918.000	PROPERTY TAX PAYMENTS	3,700.00	3,583.68	375.93	116.32	96.86
248-728-920.000	UTILITIES - ELECTRICITY	3,300.00	2,451.98	372.96	848.02	74.30
248-728-920.001	UTILITIES - GAS	1,000.00	220.86	126.01	779.14	22.09
248-728-920.002	UTILITIES - WAT / SEW	500.00	85.35	74.30	414.65	17.07
248-728-920.011	UTILITIES - OTHER	1,100.00	80.19	0.00	1,019.81	7.29
248-728-930.012	REPAIRS - 118 W CLINTON	23,000.00	0.00	0.00	23,000.00	0.00
248-728-940.000	EQUIPMENT RENTAL	2,800.00	1,390.68	231.78	1,409.32	49.67
248-728-940.003	EQUIPMENT RENTAL - HOURLY	15,000.00	13,233.15	822.85	1,766.85	88.22
248-728-957.000	EDUCATION / TRAINING	4,000.00	225.00	0.00	3,775.00	5.63
248-728-967.017	PROJECT COST COVID 19 RECOVERY	25,000.00	0.00	0.00	25,000.00	0.00
248-728-980.004	EQUIP /COMPUTER HARDWARE	1,500.00	102.95	0.00	1,397.05	6.86
248-728-980.005	EQUIP / COMPUTER SOFTWARE	1,000.00	300.00	0.00	700.00	30.00
Total Dept 728 - ECONOMIC DEVELOPMENT ACTIVITY		298,300.00	114,850.68	13,556.83	183,449.32	38.50
Dept 729 - MAIN STREET PROGRAM						
248-729-804.040	CONTRACT SERV - MAIN STREET	90,000.00	45,000.00	0.00	45,000.00	50.00

PERIOD ENDING 12/31/2022

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 12/31/2022	ACTIVITY FOR MONTH 12/31/2022	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Expenditures						
<hr/>						
Total Dept 729 - MAIN STREET PROGRAM		90,000.00	45,000.00	0.00	45,000.00	50.00
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Dept 906 - DEBT SERVICE						
248-906-991.000	PRINCIPAL	78,000.00	74,683.00	0.00	3,317.00	95.75
248-906-995.000	INTEREST	24,700.00	26,155.64	12,330.64	(1,455.64)	105.89
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Total Dept 906 - DEBT SERVICE		102,700.00	100,838.64	12,330.64	1,861.36	98.19
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Dept 966 - TRANSFERS IN/OUT						
248-966-999.013	TRANS OUT / GENERAL FUND	32,500.00	0.00	0.00	32,500.00	0.00
248-966-999.101	TRANS OUT / GENERAL FUND	0.00	16,249.98	2,708.33	(16,249.98)	100.00
248-966-999.228	TRANS OUT IT REPLACEMENT FUND	3,000.00	1,500.00	250.00	1,500.00	50.00
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Total Dept 966 - TRANSFERS IN/OUT		35,500.00	17,749.98	2,958.33	17,750.02	50.00
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TOTAL EXPENDITURES		526,500.00	278,439.30	28,845.80	248,060.70	52.88
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Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND:						
TOTAL REVENUES		526,500.00	9,876.36	4,753.03	516,623.64	1.88
TOTAL EXPENDITURES		526,500.00	278,439.30	28,845.80	248,060.70	52.88
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NET OF REVENUES & EXPENDITURES		0.00	(268,562.94)	(24,092.77)	268,562.94	100.00

**DDA
WARRANT COVER
January 2023**

<u>NAME</u>	<u>AMOUNT</u>	<u>DESCRIPTION</u>
Accounts Payable	\$ 4,081.54	VISA, Community Promotion Holiday Decorations
TOTAL	<u><u>\$ 4,081.54</u></u>	

GL Number	Invoice Date	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY FUND							
Dept 728 ECONOMIC DEVELOPMENT ACTIVITY							
248-728-714.000	12/28/22	BLUE CARE NETWORK OF MICHIGAN	BCN - ACTIVE EMPLOYEE - JANUARY 202	JAN 2023	01/09/23	1,417.85	
248-728-714.000	12/28/22	DELTA DENTAL OF MICHIGAN	DENTAL INSURANCE - ACTIVE & RETIREE	JAN 2023	01/09/23	146.82	
248-728-714.000	12/18/22	VSP INSURANCE CO. (CT)	VISION INSURANCE - ACTIVE EMPLOYEE	JAN 2023	01/09/23	26.78	
248-728-727.000	12/01/22	VISA	VISA - DDA CREDIT CARD CHARGES - NO	12012022	01/09/23	159.27	
248-728-804.001	11/30/22	T & M CLEANING SERVICE	JANITORIAL SERVICES - SEPTEMBER, OC	0014775	01/09/23	270.00	
248-728-860.000	12/01/22	VISA	VISA - DDA CREDIT CARD CHARGES - NO	12012022	01/09/23	299.16	
248-728-880.000	12/01/22	VISA	VISA - DDA CREDIT CARD CHARGES - NO	12012022	01/09/23	576.48	
248-728-881.000	12/01/22	VISA	VISA - DDA CREDIT CARD CHARGES - NO	12012022	01/09/23	521.16	
248-728-900.000	12/06/22	APPLIED INNOVATION	COPIER CONTRACT	2099955	01/09/23	213.23	
248-728-920.000	12/02/22	DTE ENERGY	CITY UTILITIES - 118 W. CLINTON - 1	Multiple	01/09/23	372.96	
248-728-920.001	12/19/22	CONSUMERS ENERGY	CITY UTILITIES - GAS - 118 W. CLINT	400012192022	01/09/23	77.83	
Total For Dept 728 ECONOMIC DEVELOPMENT ACTIVITY						4,081.54	
Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY						4,081.54	
Total For All Funds:						4,081.54	
--- TOTALS BY GL DISTRIBUTION ---							
248-728-714.000		EMPLOYEE MEDICAL INSURANCE				1,591.45	
248-728-727.000		OFFICE SUPPLIES				159.27	
248-728-804.001		CONTRACT SERV - JANITOR				270.00	
248-728-860.000		CONFERENCE /TRANSPORTATION				299.16	
248-728-880.000		HOLIDAY DECORATIONS				576.48	
248-728-881.000		COMMUNITY PROMOTION				521.16	
248-728-900.000		PRINTING & PUBLISHING				213.23	
248-728-920.000		UTILITIES - ELECTRICITY				372.96	
248-728-920.001		UTILITIES - GAS				77.83	
--- FUND TOTALS BY VENDOR ---							
Fund 248 DOWNTOWN DEVE							
APPLIED IM - APPLIED INNOVATION						213.23	
BANK AA - VISA						1,556.07	
BLUE CARE - BLUE CARE NETWORK OF MICHIGAN						1,417.85	
CONSUMERS - CONSUMERS ENERGY						77.83	
DELTA DNTL - DELTA DENTAL OF MICHIGAN						146.82	
DTE - DTE ENERGY						372.96	
T & M CLEA - T & M CLEANING SERVICE						270.00	
VSP - VSP INSURANCE CO. (CT)						26.78	
TOTAL FUND 248 DOWNTOW						4,081.54	

DDA
BANK OF ANN ARBOR
CREDIT CARD DETAIL NOVEMBER 2022

Vendor	Acct No	Amount	Description
TARGET	248-728-880.000	\$ 439.90	HOLIDAY DÉCOR
ABERRANT ALES	248-728-881.000	\$ 408.60	JOINT MEETING FOOD
LOWE'S	248-728-880.000	\$ 127.16	HOLIDAY DÉCOR
RUSS RESTAURANT	248-728-881.000	\$ 22.81	LUNCH MDA CONFERENCE
DOMINO'S	248-728-860.000	\$ 25.46	DINNER MDA CONFERENCE
DELTA HOTELS	248-728-860.000	\$ 273.70	MDA CONFERENCE
DR. ROLF'S BBQ	248-728-880.000	\$ 9.42	LUNCH MDA CONFERENCE
WALMART	248-728-880-000	\$ 159.27	HOLIDAY DÉCOR
APPLEBEE'S	248-728-881.000	\$ 28.68	REIMBURSED BY HOWELL MAIN STREET CK.#1514
LEFTY'S	248-728-881.000	\$ 26.01	REIMBURSED BY HOWELL MAIN STREET CK.#1514
JONNA'S BAR	248-728-881.000	\$ 23.68	REIMBURSED BY HOWELL MAIN STREET CK.#1514
BLACK IRON	248-728-881.000	\$ 11.38	MEETING WITH CVB
		<u>\$ 1,556.07</u>	



Be our guest and experience downtown Howell for yourself!

Explore our unique mix of independent dining, entertainment, and "shoppportunity" options that you simply won't find anywhere else.

2023 EDITION

HOWELL MAIN STREET INC.

517.540.4240

downtownhowell.org



State of DOWNTOWN

13 Blocks

108 Parcels

856 Public parking spaces

85 First-floor storefronts

51 Residential units

17 Restaurants

25 Retail stores

1.4% Storefront vacancy rate

Howell Main Street is making a BIG difference

Howell Main Street Inc. is at the heart of a movement to develop downtown Howell as an entrepreneurial, innovative, and environmentally sustainable community that exists for everyone. Downtown Howell is a place where residents and visitors of all ages experience an array of diverse, locally owned shopping and dining establishments; a place to engage in many inclusive events and gathering spaces; a place where memories are made; and a place that feels like home.

Downtown's Goals

- Expand the physical environment and sense of place in downtown Howell to reflect environmental sustainability and inclusive, sustainable community gathering spaces
- Support and strengthen long-term, mutually beneficial partnerships and relationships with all stakeholders
- Target a mix of locally owned commercial "shoppertunities" that serve local residents



TRANSFORMING HOWELL'S DOWNTOWN



Rock the Block returned to State Street, treating residents and guests to free live music for all ages.



A brand new event, Oktoberfest, was introduced this year, bringing more than 400 guests to downtown Howell!



Guests of all ages were able to celebrate public art and creativity during Art in the Garden.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT
\$282,250

Program to date: \$26,255,301



9 Façade & Building Improvements
Program to date: 343



6 New Businesses
Program to date: 185

Community Profile

City of Howell | 2022



Population
10,172



Households
4,586



Median HH Income
\$54,802



Median Age
37.4 years



Housing Units
4,873



94% Housing is occupied
44% Owner-occupied
50% Renter-occupied

Main Street is Helping Businesses Thrive

- #cashmobhowell Covid-19 program
- Local and state façade programs
- Ribbon cutting and grand opening ceremonies
- Pre-development Assistance Team
- Sign incentive grants
- Downtown merchant meetings
- Match on Main funding program
- Small Business Saturday Champion

“Being part of a Main Street community helps my store thrive! The events and programming facilitated by Howell Main Street bring thousands of visitors downtown year-round and provide business support, especially after rough years due to the Covid-19 pandemic.”

—Cathy Boaz, Owner, Kokopelli's Korner

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	16,299	39,198	148,542
Households	7,033	15,806	57,541
Median HH Income	\$62,828	\$78,836	\$91,154

In-demand Businesses

Food & Drink

Breakfast/brunch restaurant
Farm-to-table restaurant
Deli/sandwich shop
Ethnic restaurant
Casual dining eatery

Shopping & Retail

Bookstore
Arts, crafts, and hobbies
Wine and specialty foods store
Women's clothing
Home furnishings

Oktoberfest Brings Residents & Guests Downtown

In 2022, Howell Main Street Inc. added a new event to programming, helping achieve its mission of bringing residents and guests to Howell, year-round. Hundreds of attendees celebrated on our festival street, toasting the beginning of the fall harvest season with authentic German dancers, an oomp band, traditional food like bratwurst and pretzels, and enjoyed German-style beers. Due to the popularity of the event, a second Annual Oktoberfest is planned for 2023, with even more fun for all ages.



2022 Pulse of Downtown



- 83%** Visit downtown Howell most often for dining
- 37%** Described recent trends in downtown Howell as improving or making progress.
- 28%** Said the frequency of their visits to downtown Howell increased during the past year.

Social Connection



- 14,735+** Facebook Followers
- 2,045+** Instagram Followers
- 2,500+** Twitter Followers
- 160+** TikTok Followers

Volunteer Connection



- 1,940** Volunteer hours in 2021–2022
- 58,706** Volunteer hours (Program to date)
- \$55,000** Volunteer value in 2021–2022
- \$1,664,315** Volunteer value (Program to date)

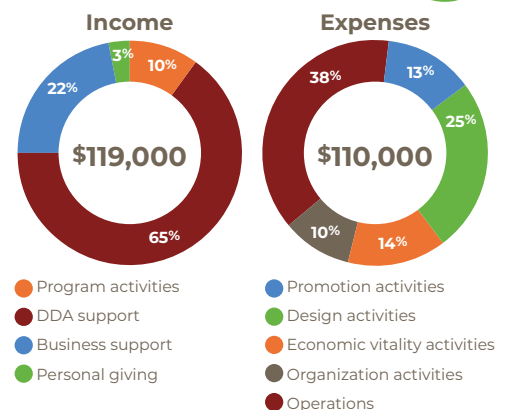
VOLUNTEER SPOTLIGHT

“Volunteering for the Howell Main Street Inc. organization is an investment in our community and the people who live in it. Building camaraderie with people from different backgrounds and working towards a common goal has had a profound effect on my sense of purpose.”

—Clark Gill, Aberrant Ales owner/operator, 2022 Volunteer of the Year



In the Numbers



DOWNTOWN ALIVE

Howell Main Street Events 2021-22

11,856

Est. event attendance

- Food Truck Tuesdays
- Applause Awards
- Holiday Storefront Decorating Contest
- CornHowell Tournament
- Ribbon Cutting Ceremonies
- Small Business Saturday
- Christmas in July Scavenger Hunt
- Rock the Block
- Witches Night Out
- Art in the Garden



New Community Mural



Downtown Howell Dressed for Fall



Holiday Storefront Decorating Contest Winners



Holiday Gift Wrapping Service

“Comprehensive support provided by the Michigan Main Street Network, including customized strategic services, educational sessions and workshops, and state-wide community-to-community networking opportunities, are vital to the success of downtown Howell and communities throughout the state of Michigan.”

—Kate Litwin, Howell Main Street Executive Director and COO

Howell's Board of Directors

President: Marc Harlow

Member: Jeff Humphries

Executive Director/COO:

Vice President: Kim Schafer

Member: Clark Gill

Kate Litwin

Treasurer: Don Maiolatesi

Member: David McDonald

Outreach Coordinator:

Secretary: Richard Lim

Lexie Wilcox

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total Public Investment

\$137,057,816

Program to date



41,186

2021-22 Volunteer Hours

851,890

Program to date



131

2021-22 New Businesses

1,753

Program to date



174

2021-22 Façade & Building Improvements

2,673

Program to date

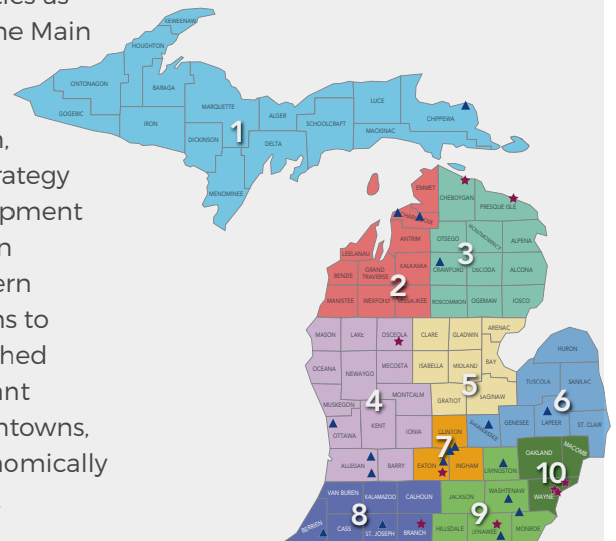


Michigan Main Street

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.

Our MMS Communities



Select Level



Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org