



Kahler Sweeney
Main Street Manager
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See our scenic riverfront and vibrant downtown businesses in downtown Otsego!

With shopping and dining opportunities for all ages, you can meet, greet, and grow in a welcoming downtown community.

2021 EDITION

OTSEGO MAIN STREET

269.692.2336

otsegomainstreet.org



State of DOWNTOWN

145	Employed in district
5	Blocks
20	Acres
60	Parcels
45	Parcel owners
56	First-floor storefronts
18%	Storefront vacancy rate
9	Residential units
6	Restaurants
9	Retail stores
437	Public parking spaces
20%	Property value increase (est. one-year increase 2019-20)

Otsego Main Street is making a real difference.

Otsego Main Street is working to enhance the social and economic heart of Otsego. Downtown Otsego is where families and individuals of all ages can come together for a variety of locally owned dining and shopping experiences. With our scenic Riverfront Park adjacent to the downtown, you will find that Otsego is the place to be.

Downtown's Goals

- Attract new businesses through innovative incentives and retain current businesses through training and placemaking opportunities that fit our downtown priorities.
- Develop unique amenities to serve the public and support downtown businesses.
- Create and implement special events that feature activities for all ages to support our organization and downtown businesses.
- Continue to develop and implement strategies to ensure downtown businesses survive the Covid-19 pandemic.



TRANSFORMING OTSEGO'S DOWNTOWN



Otsego Main Street continues to work through Covid-19 delays to build the riverfront pavilion in 2020, and create an outdoor gathering space that is badly needed during Covid-19 restrictions on indoor space.



Starting a business during 2020 is a challenge, and we were excited to have the opportunity to promote and welcome these new entrepreneurs from Studio 120!



In an effort to promote businesses virtually, Main Street recruited volunteers from around the community for a photo shoot to show off businesses in the downtown.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$345,009

Program to date: \$3,476,313



14

Façade & Building Improvements
Program to date: 99



4

New Businesses
Program to date: 32

Community Profile

Otsego | 2019



Population
3,856



Households
1,591



Median HH Income
\$64,586



Median Age
37.6 years



Housing Units
1,661



96% Housing is occupied
73% Owner-occupied
27% Renter-occupied

Main Street is Helping Businesses Thrive

- Annual training workshops
- Special events
- Market data
- State façade programs
- Match on Main business grant
- Business promotions
- Communicate Covid-19 relief resources to businesses

“As co-owner of the Blue Nose Shop, I experienced a very warm welcome from the community! The city made the best of a difficult situation (the pandemic) by continuing to strive to provide a sense of community for Otsego business owners and residents!”

—Diana Lewis, Business Owner, Blue Nose Shop

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,999	9,802	18,925
Households	1,217	4,102	7,749
Median HH Income	\$65,347	\$60,698	\$71,528

In-demand Businesses

Shopping & Retail

Bookstore
General/variety store
Arts, crafts, and hobbies
Specialty foods
Women's clothing

Food & Drink

Full bakery
Deli/sandwich shop
Asian restaurant
Steakhouse
Ice cream/sweets shop

Engaging Volunteers during Covid-19

Covid-19 has made it challenging for the Otsego Main Street program to engage volunteers and hold special events. For example, flower beds in the city were typically planted in one day in May with a large group of volunteers. This wasn't possible this year due to Covid-19 restrictions. However, with a little extra work, we recruited more volunteers than ever before to "adopt" flower beds throughout the city of Otsego, by allowing individuals and small groups to pick up their flowers and plant them on their own time over the course of a week.



VOLUNTEER SPOTLIGHT

"I had the opportunity to volunteer with the Otsego pet mayor event this year and it was great to see how this community comes together. Otsego is a great place to live!"

—Diana Lewis, Business Owner,
Blue Nose Shop



2019 Pulse of Downtown



- 67%** Visit downtown Otsego most often for dining
- 19%** Described recent trends in downtown Otsego as improving or making progress.
- 23%** Said the frequency of their visits to downtown Otsego increased during the past year.

Social Connection



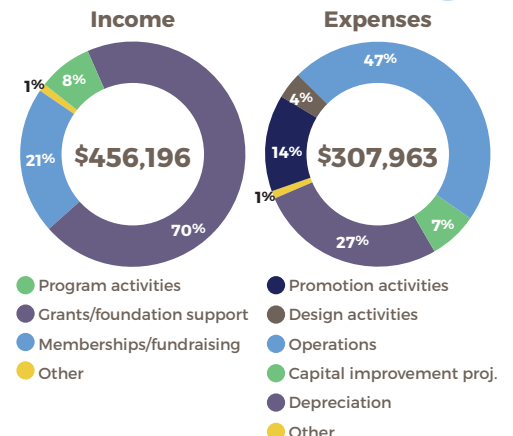
- 3,800+** Facebook followers
- 200+** Instagram followers
- 210+** Twitter followers
- 600+** e-Newsletter subscribers

Volunteer Connection



- 678** Volunteer hours in 2018-2019
- 20,895** Volunteer hours (Program to date)
- \$17,473** Volunteer value in 2018-2019
- \$538,882** Volunteer value (Program to date)

In the Numbers



DOWNTOWN ALIVE

Otsego Main Street
Events 2019-20

1,350

Est. event attendance

- Gus Macker Tournament
- Pet Mayor Election
- Hometown Christmas
- Fall Decorating
- Mud Volleyball
- Small Business Saturday



Gus Macker Tournament



Pet Mayor Election



Hometown Christmas



Mud Volleyball

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade &
Building Improvements

2,356

Program to date

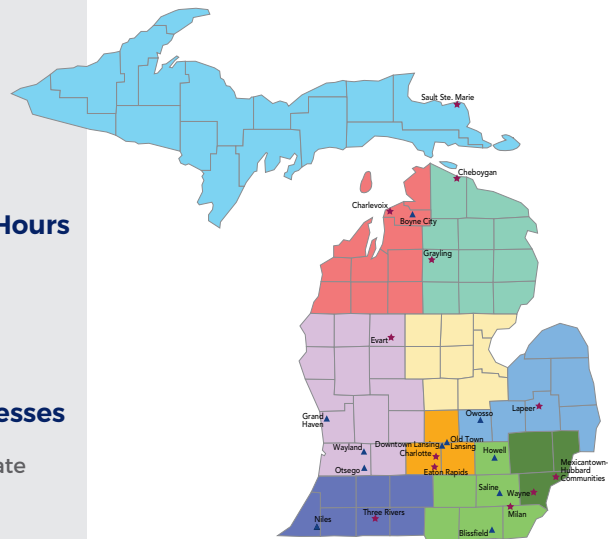
Otsego's Board of Directors

Chair: Marty Bennett
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Member: Susan Cramer
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Member: Stacey Withee

"I have been the Otsego Main Street/DDA chairperson for the past six years, as well as a local business owner. 2020 has been challenging to say the least, but we have remained on task best we can with volunteer opportunities, several events, and support of our local businesses. We are all looking forward to 2021!"

—Marty Bennett, DDA/Main Street Chairman

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

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