

**Building Community at the Core.
Love Otsego!**

Otsego Main Street is a community supported and volunteer-driven organization for people from all walks of life who are working together to revitalize our downtown. We are united in our efforts to build a special place that future generations will be proud to call their own. We share a deep-rooted love for Otsego, an affection for its history, and a passion for creating a fun, economically vibrant and visually compelling downtown at the heart of this place we call home.

Join the Cause!



LEND A HAND

Volunteer on a project of your choice. We have opportunities for every interest!



INVEST A DOLLAR

Every investment, large or small, helps create a vibrant downtown.



LOVE DOWNTOWN

Shop and dine at local businesses. Participate in events and spread the word!

Rookie of the Year!



Otsego was named Gus Macker Rookie of the Year! The organization was honored last month during Gus Macker's national conference. Otsego was asked to give a presentation about hosting the basketball tournament last year. The tournament was recognized by the Gus Macker staff as a model for how Gus Macker Tournaments should be run. In the crowd was many first and second year tournament hosts who will look to Otsego as an example of how to put together a successful tournament. Otsego Main

Street is happy to be able to host the 3on3 Tournament again this year. Contact Main Street @ 269-692-2336 if you want to be involved with our award winning tournament.

February Calendar

Monday, Feb. 1st—Promotion Committee Meeting

6-7 p.m. at Suzie's Dogs

Wednesday, Feb. 3rd—Organization Committee Meeting

4-5 p.m. at Main Street Office

Wednesday, Feb. 3rd—Gus Macker All Committee Meeting

7-8 p.m. at Main Street Office

Monday, Feb. 8th—DDA Meeting

7:30 a.m. at City Hall

Monday, Feb. 8th—Economic Restructuring Committee Meeting

6-7 p.m. at Main Street Office

Monday, Feb. 15th—Design Committee Meeting

6-7 p.m. at Main Street Office



Ice Rink Now Open!!!

(weather permitting)



Get plugged-in for all the latest
Downtown Otsego and Otsego Main
Street news, events and happenings.

Board Members

Marty Bennett
Kathy Misner
Scott Reitenour
Bruce Meles
Ben Pobocik
Tom Gilmer
Kim Rayburn
Casie Dussia
Sherry Cunningham

Support Staff

Angela Cronen
City Clerk
Matthew Storbeck
Finance Director/Treasurer
Thad Beard
City Manager

Main Street DDA Director

Josh Owens

218 N Farmer Street, Suite A
Otsego, Michigan 49078

269.692.2336

otsegomainstreet@gmail.com



Support the Cause—Lend a Hand!

Volunteer on a project of your choice. We have opportunities for every interest. Call us at (269) 692-2336 or visit otsegomainstreet.org to explore volunteer opportunities and join the OMS Team.

Design Committee!

Enhancing the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes and landscaping. The Main Street program also focuses on instilling good maintenance practices in the commercial district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and integrating long-term planning.

Economic Restructuring Committee!

Strengthening a community's existing economic base while also expanding and diversifying it. By helping existing businesses expand and recruiting new businesses to respond to today's market, the Main Street program helps convert unused spaces into productive properties and sharpens the competitiveness of business enterprises.

Organization Committee!

Involving all of the community's stakeholders, getting everyone working toward a common goal and driving the volunteer-based Main Street program. The fundamental organizational structure consists of a governing board and four standing committees. Volunteers are coordinated and supported by a paid program director or Main Street manager. This structure not only divides the workload and clearly defines responsibilities, it builds consensus and cooperation among the various stakeholders.

Promotion Committee!

Marketing a downtown's unique characteristics to residents, visitors, investors and business owners. The Main Street program develops a positive, promotional strategy through advertising, retail activities, special events and marketing campaigns to encourage commercial activity and investment in the area.