HOW TO GET STARTED OPENING A BUSINESS IN DOWNTOWN HOWELL:

Please note, this is meant as a brief informational tool to help you get started. For more detailed information and instructions to help your business on the road to success, please contact the appropriate departments as listed above.

Phase One – Thinking of starting a business
- Come and talk to the knowledgeable staff at the Downtown Development Authority (DDA)
  - They can provide Market Study Information to find out if your business fits within the community’s needs.
  - Discuss available Real Estate for Lease or Purchase - (You can view available real estate at www.downtownhowell.org)
- Building Permit Process & Site Review – City of Howell
  - Research appropriate licensing needed for your type of business
  - Zoning/Special Land Use
  - Architectural drawings and layout of facilities mapped out
  - Identify funding needs and meet with appropriate funding sources (Banks, VC, Angel, etc.) (DDA and Chamber)

Phase Two – Planning & working toward starting a business
- Buildout of appropriate space (City of Howell and DDA)
- Façade Grants (Howell Main Street Inc.)
- Sign Incentive Information (Howell Main Street Inc.)
- Sign Permits (City of Howell)
- Zoning (City of Howell)
- Inspections (City of Howell)
- Rental Registrations (City of Howell)
- Contact different county licensing authorities for appropriate licensing (City of Howell or Liv. County offices)
- Funding secured (DDA and Chamber)
- Create marketing plan (Chamber, SBDC, SCORE)
- Personnel needs identified, interviewed and secured (Chamber, SBDC)

Phase Three – Ready to Open!
- Coordinate A Grand Opening, Press Release, marketing, ribbon cuttings, anniversaries and other celebrations. (DDA/Howell Main Street/Chamber)
- Execute a marketing strategy (DDA, Chamber)
- Proper licensing secured (City of Howell, Liv. County)

Phase Four – Open for business and existing business support
- Yearly ongoing inspections and licensing (City of Howell, Liv. County Offices)
- Marketing your business in the district (Chamber, DDA)

Howell
DOWNTOWN
Every Day is an Event!
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