



# Come downtown and explore the sights and sounds of momentum on Main Street in downtown Cheboygan!

Enjoy a unique mix of handcrafted meals, locally sourced goods, and outdoor adventures you won't find anywhere else.

2021 EDITION

CHEBOYGAN MAIN STREET DDA

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cheboygan.org



## State of DOWNTOWN

- 25** Blocks
- 159** Parcels
- 489** Public parking spaces
- 97** First-floor storefronts
- 45** Residential units
- 492** Employed workers
- 12** Restaurants
- 20** Retail stores
- 12%** Storefront vacancy rate
- 8%** Property Value Increase (Est. one-year increase 2018–20)

## Cheboygan Main Street is making a real difference.

**Cheboygan Main Street DDA** is at the heart of a movement to develop downtown Cheboygan as a vibrant community with colorful activity all year long; the infinite flow of the Cheboygan River a lyrical background to creative and family-friendly storefronts, parks and greenspaces, and activities that are inviting and welcoming to everyone—residents and visitors alike. Our wayfaring and trading history and heritage will be evident in thoughtfully restored buildings, public art and landmarks, and our well-lit and walkable streets will offer a treasure trove of sights and sounds waiting to be discovered.

### Downtown's Goals

- Expand and enhance opportunities to interact and engage with arts and recreation, year-round, and throughout the downtown.
- Increase variety and options of downtown businesses and activities that attract and appeal to all residents and visitors alike.
- Further develop the unique, distinctive and historic built environment of downtown Cheboygan.



# TRANSFORMING CHEBOYGAN'S DOWNTOWN



Five \$500 vibrancy microgrants were awarded to Williams Office Equipment, the Coop Floral Shop, National Office Supply, Life Balance Acupuncture & Herbs, and the Queen's Head, to complete projects that will bring vibrancy to downtown and hopefully inspire others.



To help protect the green spaces we all love, four recycling bins have been added downtown. Materials are collected, sorted, and tracked by local volunteers.



Twelve metal planters have been installed at Festival Square. They will remain outside year-round, displaying seasonal greenery and flowers. An additional eight planters will be added in the spring of 2021.

## REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT

**\$1,100,501**

Program to date: \$1,100,501



**5**

**Façade & Building Improvements**

Program to date: 5



**4**

**New Businesses**

Program to date: 4

## Community Profile

City of Cheboygan | 2020



Population

**4,662**



Households

**2,136**



Median HH Income

**\$42,538**



Median Age

**44.53** years



Housing Units

**2,499**



85% Housing is occupied

62% Owner-occupied

38% Renter-occupied

## Main Street is Helping Businesses Thrive

- Vibrancy microgrants
- Façade grants
- "We are OPEN" posters
- Match on Main funding program
- Downtown Cheboygan map
- Business roundtable
- Downtown Cheboygan social media
- Design guidelines

"As new business owners and long time residents, we are excited about the changes in our downtown. It's exciting to see old places with new faces! There is a lot of creativity and thought being put into creating a space that is welcoming to visitors, but still a place where long time locals can feel at home. We lived near downtown for years, our kids worked downtown, and we were able to walk to the movie theater or to buy an ice cream. That's all still there, but with Cheboygan's changes and growth, there is even more: more music, more green space, more shopping. We're excited about the changes and glad to be a part of it."

—Sam and Christine King, Owners, Hive North

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	4,095	6,084	9,528
Households	1,890	2,804	4,359
Median HH Income	\$59,065	\$56,389	\$57,914

## In-demand Businesses

### Shopping & Retail

Arts, crafts, and hobbies  
Women's clothing  
General/variety store  
Bikes/bike repair/sporting goods/outdoors store  
Bookstore

### Food & Drink

Mexican restaurant  
Casual dining eatery  
Italian restaurant  
Steakhouse  
Bakery

# Connecting with community during Covid-19: Scarecrow Stroll

Downtown Cheboygan came alive with an abundance of festive décor during the October Scarecrow Stroll. Residents and visitors alike strolled the streets during this family-friendly event and voted on their favorite scarecrows, which were displayed at over 20 businesses throughout the community. Members of Art Vision Cheboygan volunteered as jurors to select the “Judges’ Choice” winner and hundreds of people submitted votes for the “People’s Choice.”



## 2020 Pulse of Downtown



**68%** Visit downtown Cheboygan most often for dining.

**78%** Visited Cheboygan’s downtown farmers market.

**71%** Described recent trends in downtown Cheboygan as improving or making progress.

## Social Connection



**3,995+**  
Facebook Followers

**145+**  
Instagram Followers

## Volunteer Connection



**1,532**  
Volunteer hours in 2019-2020

**1,532**  
Volunteer hours (Program to date)

**\$39,510**  
Volunteer value in 2019-2020

**\$39,510**  
Volunteer value (Program to date)

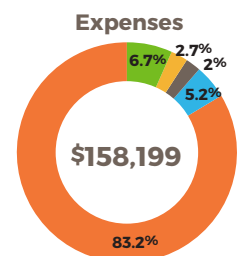
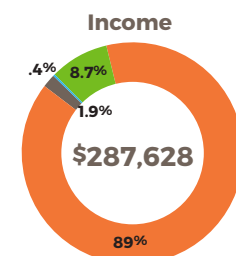
## VOLUNTEER SPOTLIGHT

“As a retiree, I feel the need to continue to be a productive member of society. I volunteer because it is good for me and good for my community. I volunteer because I want to give to others as I have been given by others.”

—Connie Rieger



## In the Numbers



- Program activities
- City/county support
- DDA support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

# DOWNTOWN ALIVE

Cheboygan Main Street Events 2019-20

# 5,347

Est. event attendance

- Summer Concert Series
- Farmers Market
- Cheboygan Summer Passport
- Scarecrow Stroll
- Downtown trick-or-treating
- Girls' night out



Summer Concert Series in Washington Park



Farmers Market at Festival Square



Cheboygan Summer Passport



Scarecrow Stroll

# 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

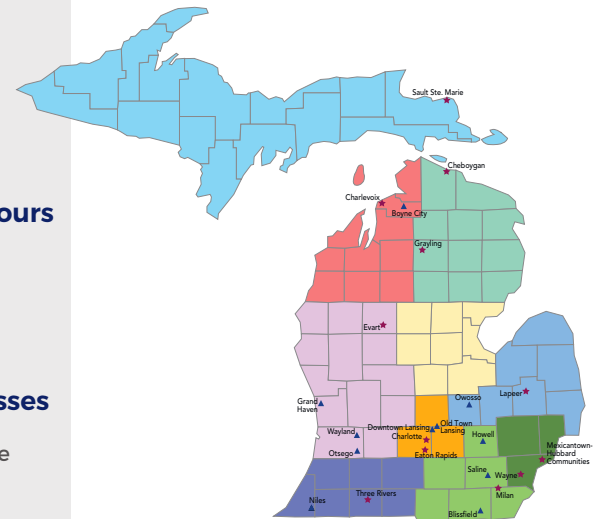
### 2,356

Program to date

"As we continue to learn and grow during our first year as a Select Level Michigan Main Street community, our theme has been 'Momentum on Main Street.' During an unprecedented year, with so many unforeseen obstacles, the positive energy and positive momentum in downtown Cheboygan has continued."

—Katie Duczowski,  
Main Street DDA Interim Director

## Our Communities



★ Select Level

▲ Master Level



## Cheboygan's Board of Directors

Chair: Emily Eckhart  
Vice Chair: Christy Stempky  
Treasurer: Bobie Crongeyer  
Mayor: Mark Bronson  
Member: Brett Mallory  
Member: David Bishop

Member: John Costin  
Member: Scott Herceg  
Member: Vincent Hillesheim  
Member: Dennis Lindeman  
Member: Christine Khan-King