




DOWNTOWN CHEBOYGAN

Michigan Main Street Transformation Strategy Identification Visit

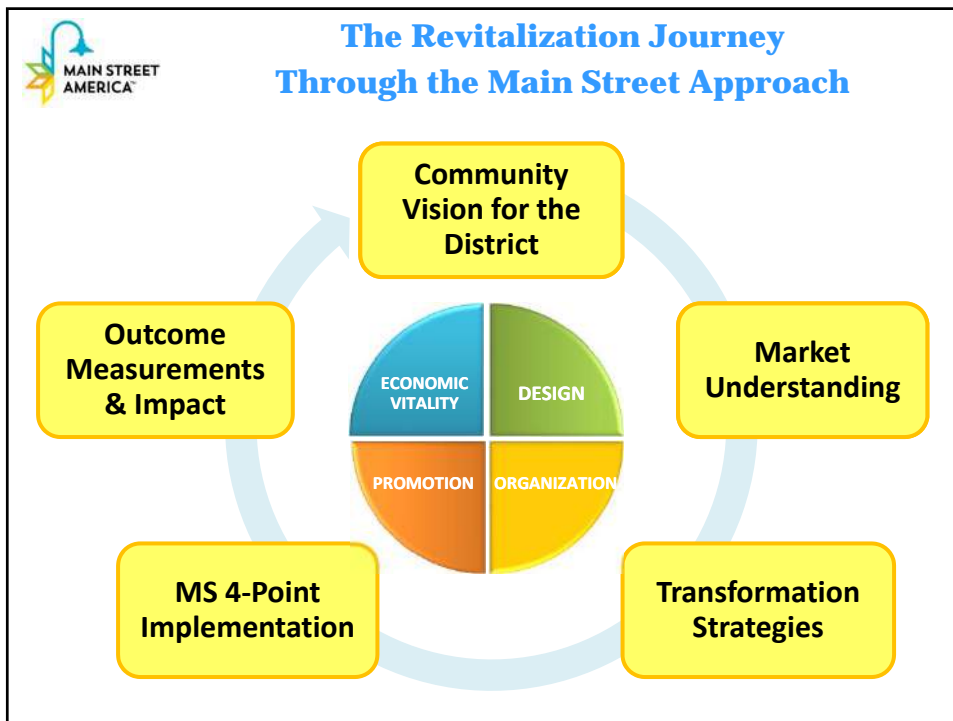


DOWNTOWN CHEBOYGAN Transformation Strategy Identification Visit

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Michigan Main Street

Aug 13, 2019



Conducted by the National Main Street Center & the Michigan Main Street Program at MEDC
August 13-14, 2019

DOWNTOWN CHEBOYGAN

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Community Survey: Downtown would be better if...?

ECON/VITALITY

VACANCY

- STOREFRONTS - #1
- Downtown Living

MORE BUSINESSES & MIX

- RESTAURANTS - #1 – family friendly, farm-to-table,
- MIX / variety of stores / Variety in products & services, prices
- Family businesses, Kid related stores
- Affordable for Locals
- non-seasonal, winter
- Activity-based

EXISTING BUSINESSES

- **HOURS** – open, posted, regular & after 5, night time, weekends, winter
- **Family-friendly**
- Cater to everyone
- Outside eating
- Cleaned up, improve storefronts
- Owners rental control

DOWNTOWN PLANNING needed – feels hodgepodge, place-meal. Redevelopment, master plan

DESIGN

RIVER AS AN ASSET -

- More public access, views, frontage
- A river walk, walkable
- Park area - more, larger maintained
- Better utilized - events
- Connection -downtown, restaurants, retail, park.

COMMERCIAL BUILDINGS -

- APPEARANCE - historic preservation promoted instead of taking down, stop getting rid of everything old, kept small town vibe, maintain buildings, paint improved, filled vacant buildings, store fronts,
- SIGNAGE – stop signs, projecting signs to see businesses

DOWNTOWN STREETScape –

- CONDITIONS - kept up, weeds, water trees,
- FEATURES - lights, sidewalks condition, designated crosswalks, more flora, vibrant green spaces, water fountain, benches, bike lines, winter fire-warmth areas, parks for Kids downtown
- PARKING- – more, better

Community Survey: Downtown would be better if...?

PROMOTION

MORE FAMILY-FRIENDLY ACTIVITY / RECREATION

- More things to do – fun activities, entertainment
- Activities to do **for kids, youth, and adults**. affordable or free youth activities especially for teens.
- more **family friendly** activities
- **concert venue** (different genres/people)
- **entertainment** stage with nightly local bands/ musicians
- more **recreation** opportunities for **families**
- more **kid/family** events
- More to do for **young couples** (20s-40s)
- It was **busier**, events less spread out. More people
- More **attractions for all ages / everyone**
- More **people** downtown

MORE BUSINESS-BASED “EXPERIENCES”

- more **activity based businesses**
- more kid friendly stores and family restaurants
- stores stayed open longer, weekends.
- **nightlife** - art galleries, bookstores / more energy in the evening hours.

MORE PHYSICAL AMENITIES...

- more **art** in downtown
- a **park for kids** right downtown, a splash pad.

MORE LOCAL SHOPPING –

- more locals shopped/dined/cultured downtown and promoted it instead of talking it down
- More people shopped local

CONNECTION TO RIVERFRONT -

- incorporated riverfront with events, restaurants, retail / the river were better incorporated into "downtown"

PERCEPTIONS -

- It seemed more welcoming
- Muffler noise were reduced
- It focused more on providing for the people who live there instead of looking good for tourists
- less complaining
- The current renaissance & development continues

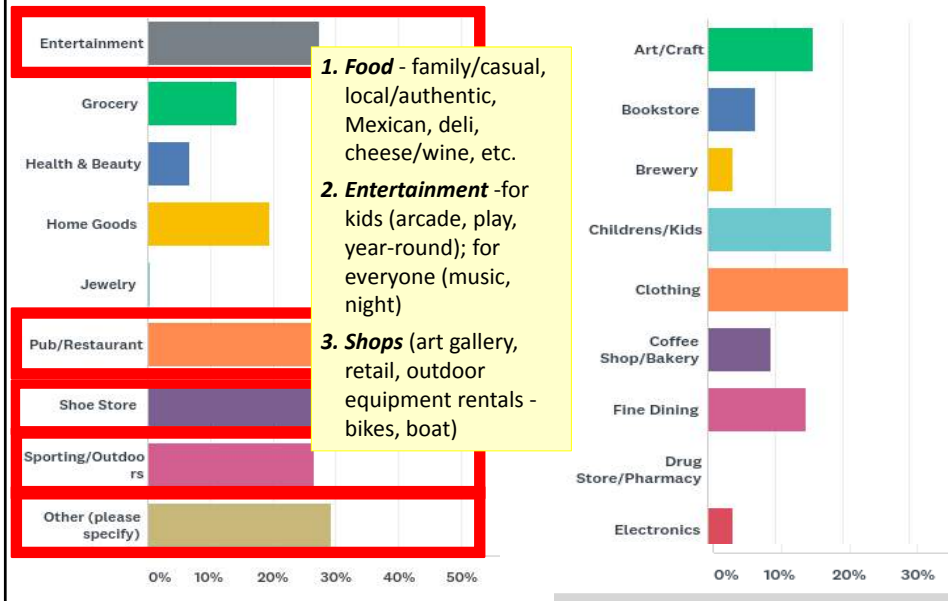
ORGANIZATION

- We all worked together
- There was a consistent vision
- Government roles
- Younger people

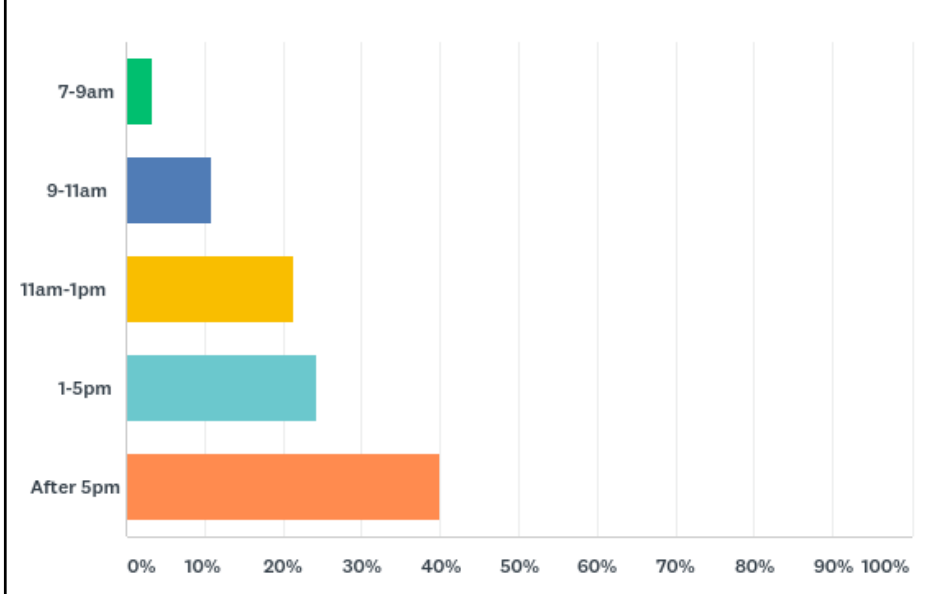
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Community Survey: What 3 business types would you like to see within Downtown that are not currently present?



Community Survey: What time of day do you typically shop (not just downtown)?

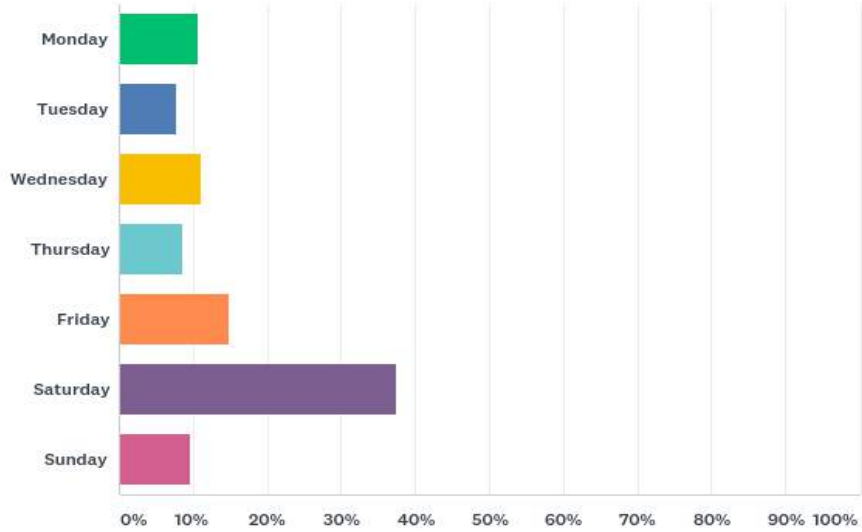


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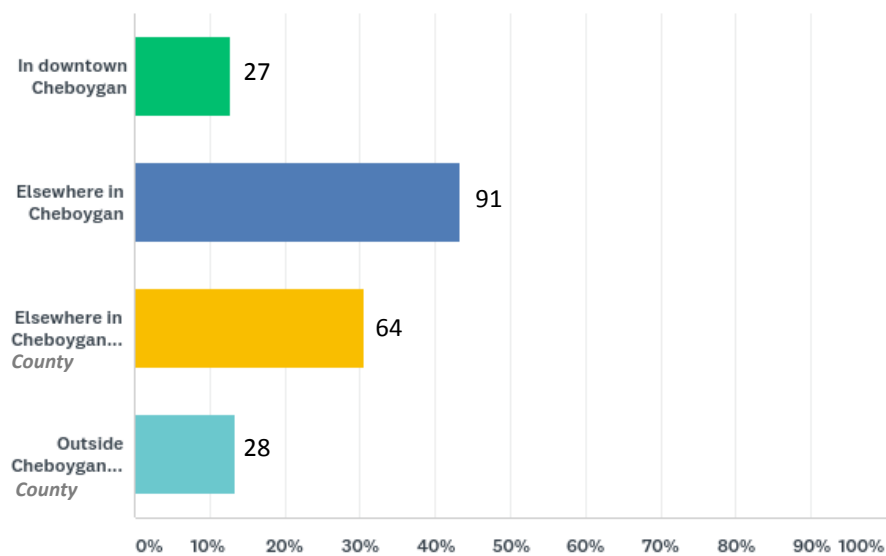
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Community Survey: What day of the week do you most frequently shop (not just downtown)?



Community Survey: Where do you live?

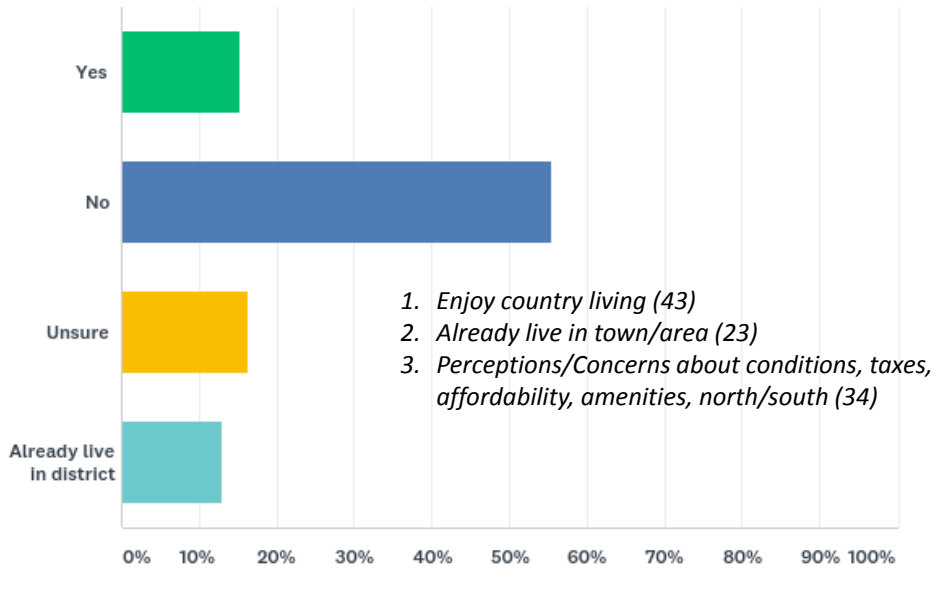


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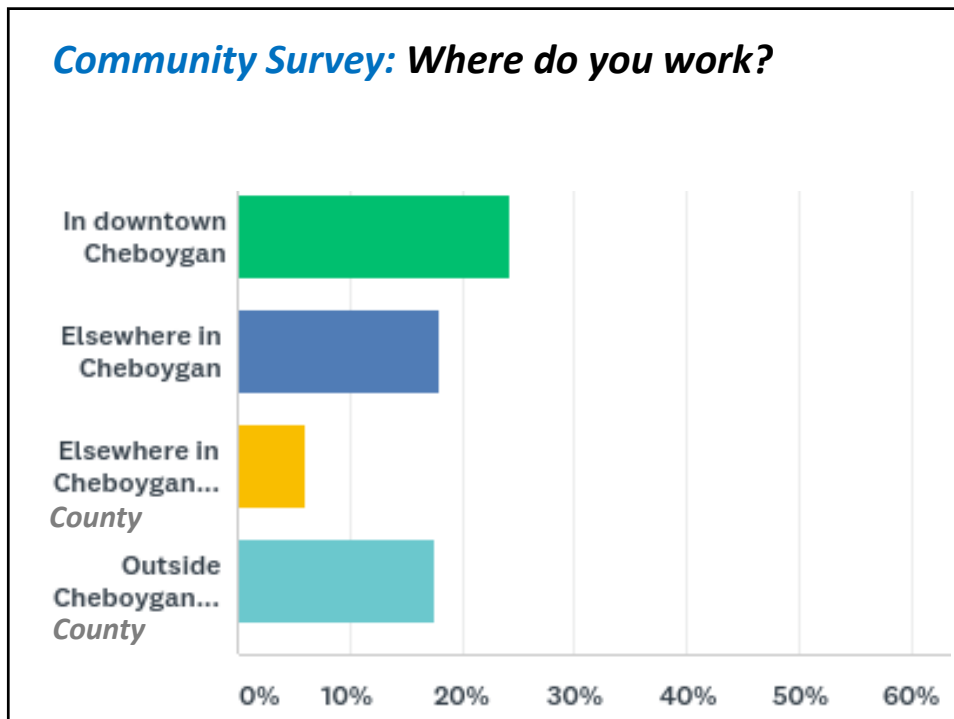
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Community Survey: Would you live in downtown if you could?



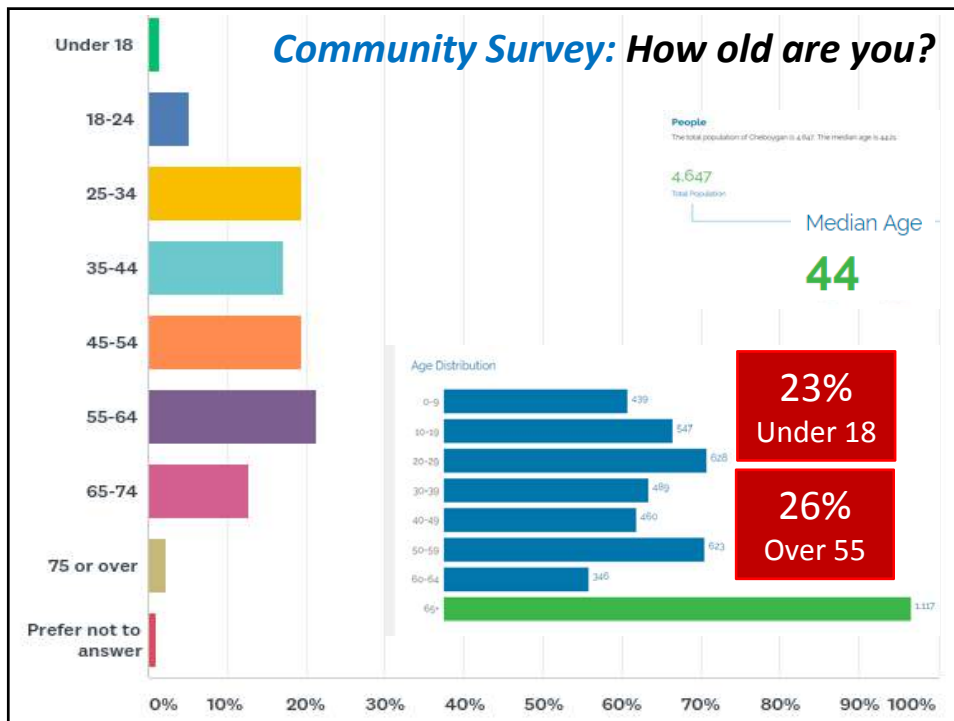
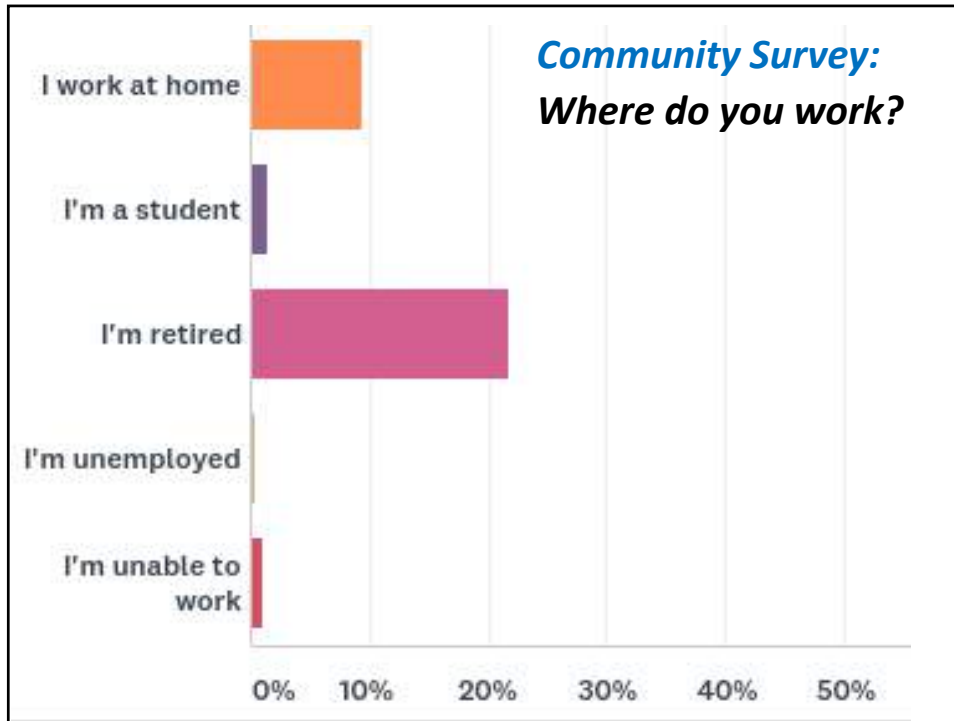
Community Survey: Where do you work?



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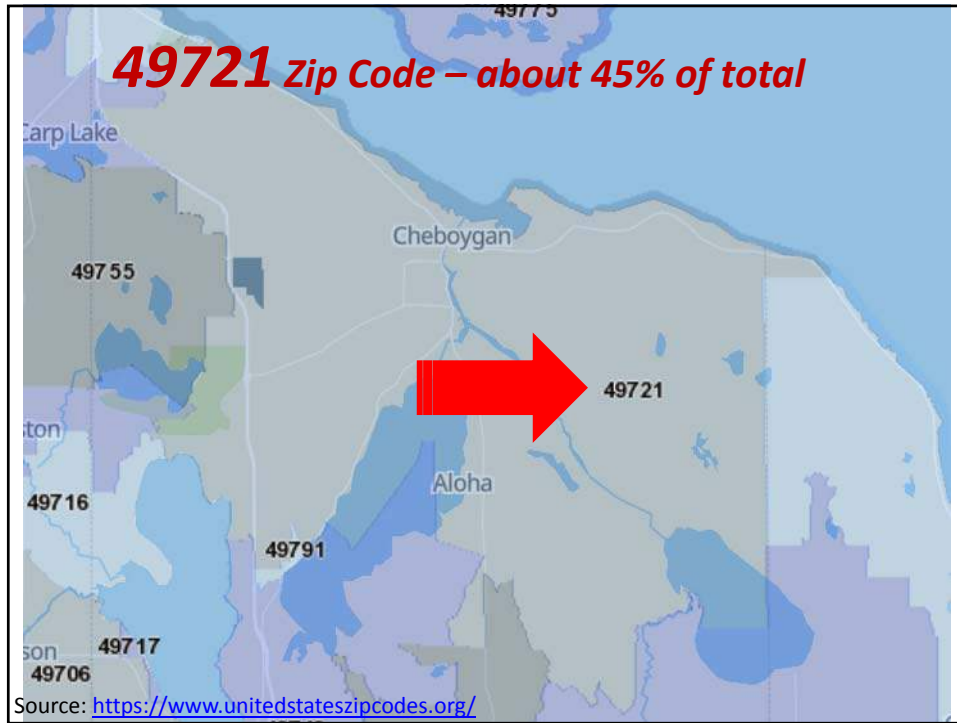
Demographic and Income Comparison Profile						
	1 minute	5 minutes	10 minutes	15 minutes	20 minutes	30 minutes
Census 2010 Summary						
Population	435	4,379	7,601	11,488	14,169	24,296
Households	196	1,798	3,170	4,776	6,006	10,368
Families	114	1,079	1,968	3,092	3,939	6,903
Average Household Size	2.14	2.33	2.29	2.31	2.30	2.31
Owner Occupied Housing Units	127	1,140	2,226	3,641	4,732	8,407
Renter Occupied Housing Units	72	658	944	1,137	1,274	1,961
Median Age	40.8	41.8	44.3	45.4	46.7	47.2
2019 Summary						
Population	416	4,319	7,504	11,294	13,937	24,298
Households	191	1,779	3,141	4,717	5,937	10,426
Families	107	1,046	1,911	2,997	3,825	6,823
Average Household Size	2.11	2.32	2.28	2.32	2.29	2.30
Owner Occupied Housing Units	126	1,168	2,263	3,664	4,754	8,506
Renter Occupied Housing Units	65	612	879	1,051	1,183	1,920
Median Age	41.8	43.3	46.4	48.1	49.5	50.2
Median Household Income	\$32,641	\$35,532	\$38,530	\$43,041	\$44,866	\$47,809
Average Household Income	\$45,996	\$47,615	\$52,790	\$59,054	\$61,047	\$62,591
2024 Summary						
Population	408	4,282	7,445	11,190	13,810	24,230
Households	188	1,766	3,119	4,675	5,891	10,411
Families	105	1,031	1,886	2,954	3,772	6,772
Average Household Size	2.13	2.32	2.28	2.31	2.29	2.29
Owner Occupied Housing Units	124	1,166	2,260	3,652	4,738	8,533
Renter Occupied Housing Units	64	599	859	1,027	1,153	1,878
Median Age	41.5	43.7	46.9	49.0	50.6	51.4
Median Household Income	\$37,426	\$40,633	\$43,857	\$49,395	\$50,899	\$52,740
Average Household Income	\$53,252	\$54,967	\$60,950	\$67,976	\$70,079	\$71,263
Trends: 2019-2024 Annual Rate						
Population	-0.39%	-0.17%	-0.16%	-0.18%	-0.18%	-0.06%
Households	-0.32%	-0.15%	-0.14%	-0.16%	-0.16%	-0.03%
Families	-0.36%	-0.29%	-0.26%	-0.29%	-0.28%	-0.15%
Owner Households	-0.32%	-0.03%	-0.03%	-0.07%	-0.07%	0.06%
Median Household Income	2.77%	2.72%	2.62%	2.79%	2.56%	1.98%



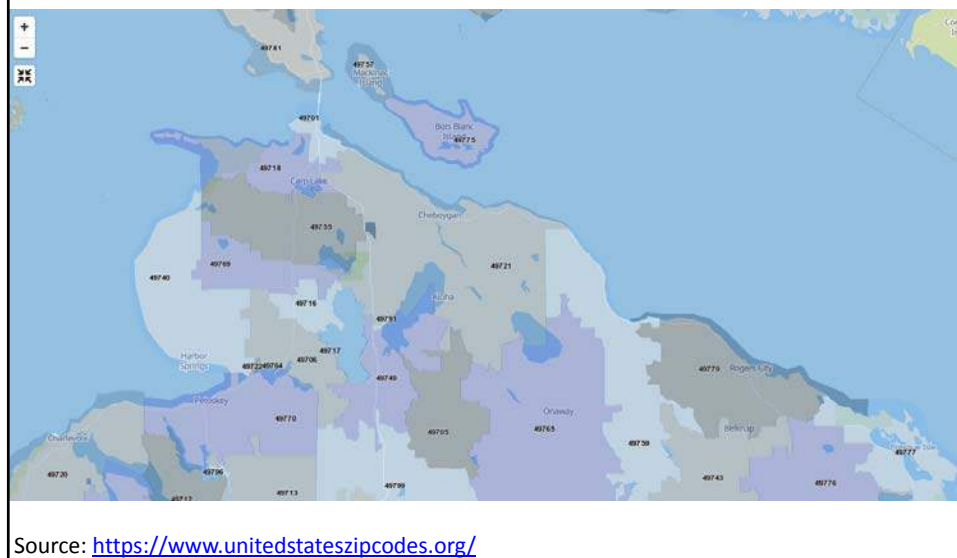
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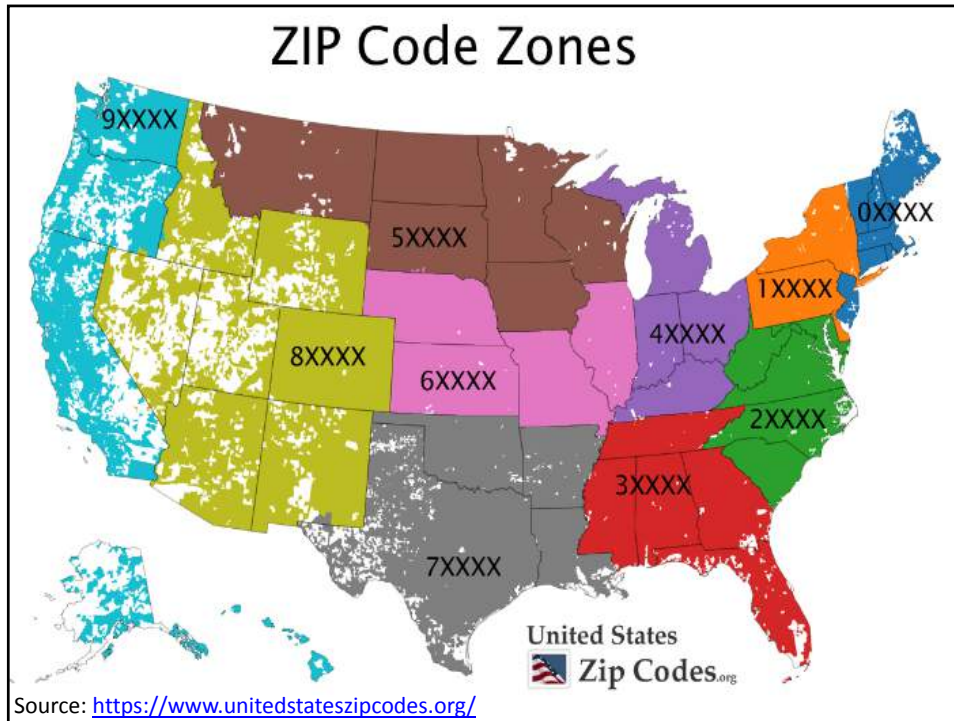


- Followed by a broad range of 49xxx and 48xxx zip codes within the region



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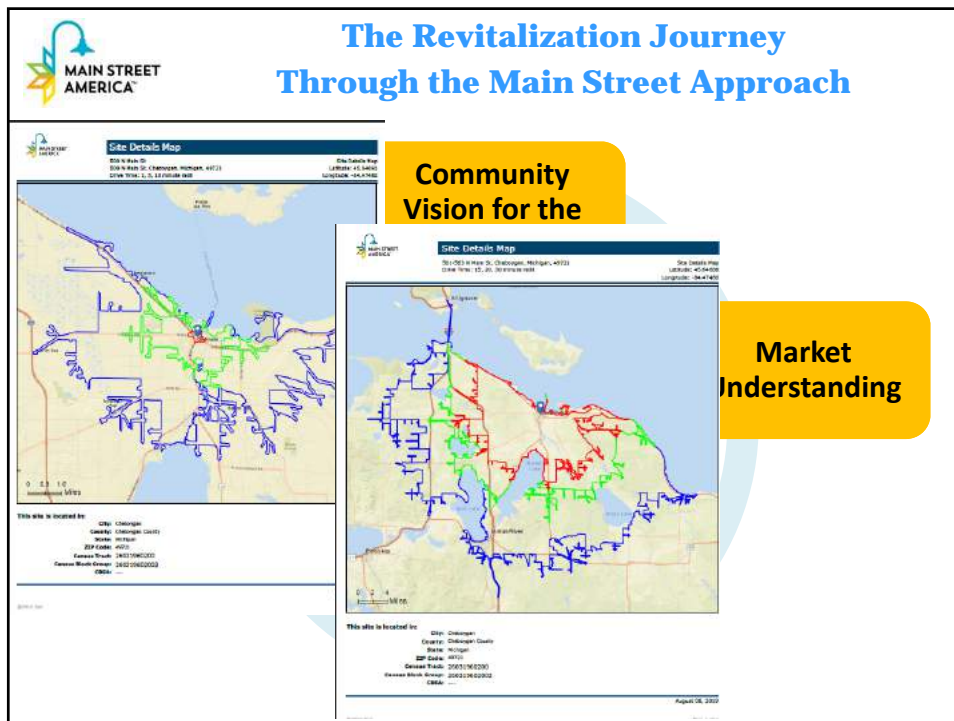
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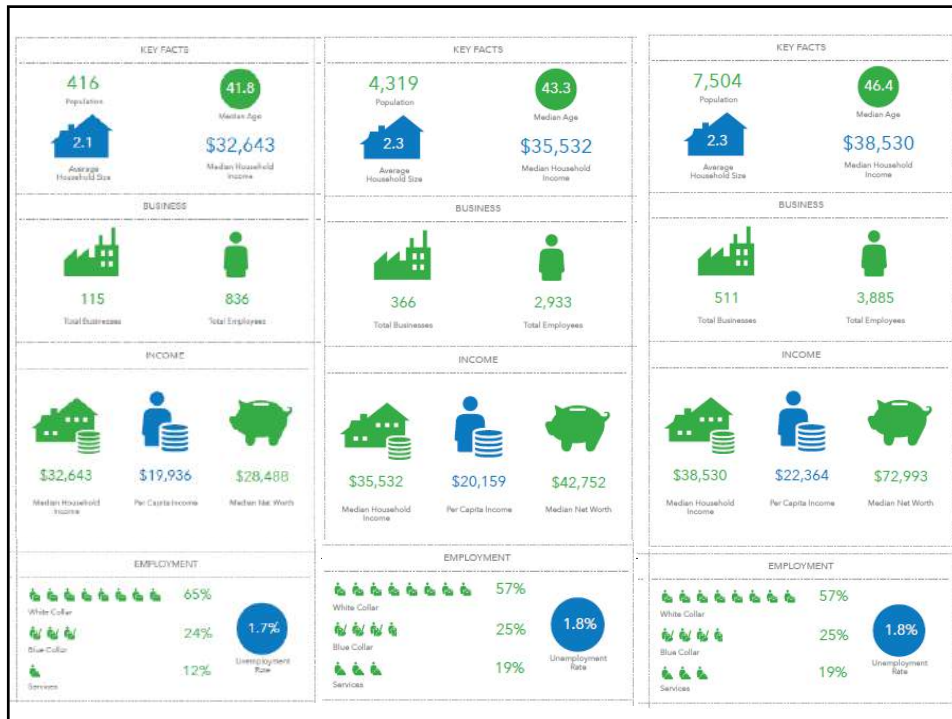


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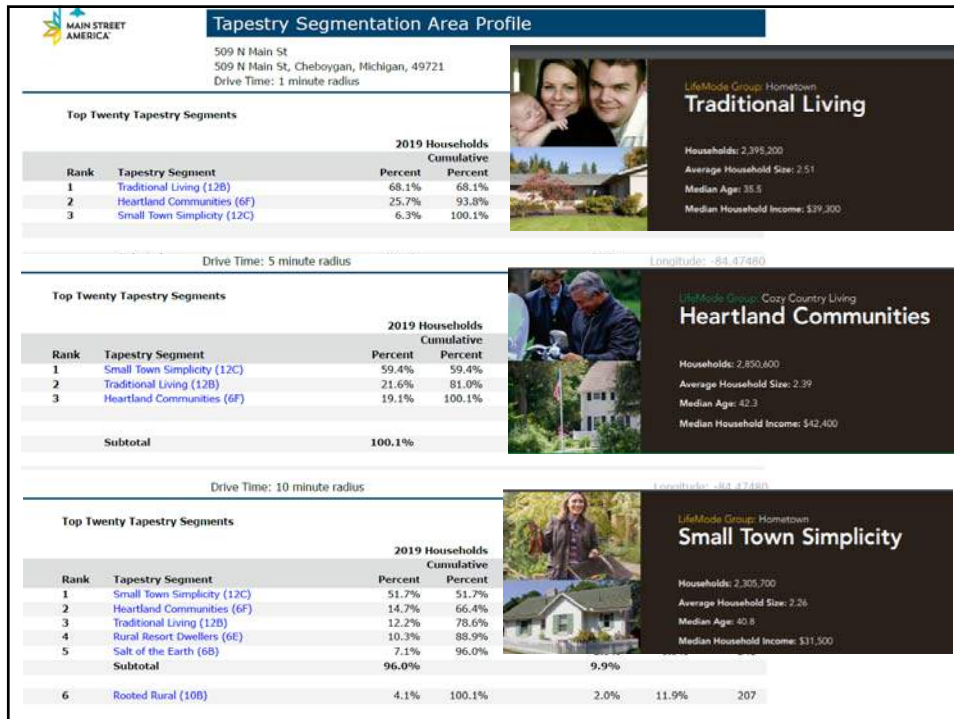
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Families	-0.29%	-0.28%	-0.15%
Owner Households	-0.07%	-0.07%	0.06%
Median Household Income	2.79%	2.56%	1.98%



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Tapestry Segmentation Area Profile
501-563 N Main St, Cheboygan, Michigan, 49721
Drive Time: 15 minute radius




LifeMode Group: Hometown
Small Town Simplicity
Households: 2,305,700
Average Household Size: 2.26
Median Age: 40.8
Median Household Income: \$31,500

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households	
		Percent	Cumulative Percent
1	Small Town Simplicity (12C)	34.4%	34.4%
2	Rural Resort Dwellers (6E)	21.9%	56.3%
3	Salt of the Earth (6B)	16.8%	73.1%
4	Heartland Communities (6F)	10.9%	84.0%
5	Traditional Living (12B)	8.1%	92.1%
Subtotal		92.1%	
6	Rooted Rural (10B)	7.7%	99.8%

Drive Time: 20 minute radius



LifeMode Group: Cozy Country Living
Rural Resort Dwellers
Households: 1,227,200
Average Household Size: 2.22
Median Age: 54.1
Median Household Income: \$50,400

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households	
		Percent	Cumulative Percent
1	Rural Resort Dwellers (6E)	30.7%	30.7%
2	Small Town Simplicity (12C)	27.4%	58.1%
3	Salt of the Earth (6B)	14.2%	72.3%
4	Rooted Rural (10B)	10.7%	83.0%
5	Heartland Communities (6F)	8.7%	91.7%
Subtotal		91.7%	
6	Traditional Living (12B)	6.5%	98.2%
7	Silver & Gold (9A)	1.8%	100.0%

Drive Time: 30 minute radius

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households	
		Percent	Cumulative Percent
1	Rural Resort Dwellers (6E)	36.8%	36.8%
2	Small Town Simplicity (12C)	15.6%	52.4%
3	Rooted Rural (10B)	11.2%	63.6%
4	Salt of the Earth (6B)	9.5%	73.1%
5	Silver & Gold (9A)	7.5%	80.6%
Subtotal		80.6%	
6	Southern Satellites (18A)	5.4%	86.2%
7	Heartland Communities (6F)	4.9%	91.1%
8	Mullic Constants (8E)	4.2%	95.3%
9	Traditional Living (12B)	3.7%	99.0%
10	The Great Outdoors (6C)	1.6%	100.0%
Subtotal		19.4%	



LifeMode Group: Hometown
Traditional Living
Households: 2,395,200
Average Household Size: 2.51
Median Age: 35.5
Median Household Income: \$39,300

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Workers (Age 16+)

WHO ARE WE?
Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 70); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes and are primarily single family or duplexes.

MARKET PROFILE (Consumer preferences are estimated from data by IRI, NPD)

- They shop for groceries at discount stores. Walmart is also a favorite for apparel.
- Convenience stores are commonly like lottery tickets.
- They tend to carry credit card balances.
- Half of households have abandoned cable TV.
- They watch their favorite channels on YouTube.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and hunting.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Home Ownership: 65.1% (Own 58.9%, Rent 37.2%)
Rent: 34.9%

Typical Housing: Single Family
Median Value: \$83,200
US Median: \$187,300

AVERAGE HOUSEHOLD BUDGET INDEX


The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Category	Index
Housing	95
Food	83
Apparel & Services	90
Transportation	85
Health Care	89
Entertainment & Recreation	63
Education	80
Design & Social Security	64
Other	88

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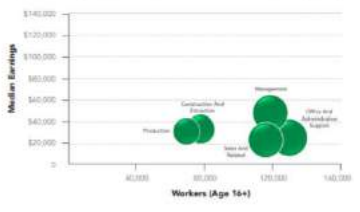


LifeMode Group: Cozy Country Living
Rural Resort Dwellers

Households: 1,227,200
Average Household Size: 2.22
Median Age: 54.1
Median Household Income: \$50,400

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Occupation	Median Earnings (Approx.)
Production	\$40,000
Construction	\$45,000
Transportation and Material Moving	\$50,000
Food Preparation and Serving Related	\$55,000
Office and Administrative Support	\$60,000

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD


- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in remote rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- Rural Resort retirement and began assets. They work in these blue collar, when some pay little or usually stop.
- They spend also means.

HOUSING

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Typical Housing:
Single Family/Seasonal
Median Value:
\$209,200
(US Median: \$207,300)

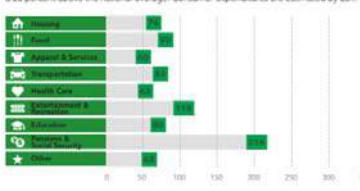
MARKET PROFILE

Residents drive older domestic vehicles and prefer gear to support their hobbies, which include fresh shotgun, and motorcycling.


- At home, Rural Resort Dwellers residents spend and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Category	Index Value (Approx.)
Housing	115
Food	110
Apparel & Services	105
Transportation	100
Health Care	95
Entertainment & Recreation	90
Education	85
Energy & Utilities	80
Other	75

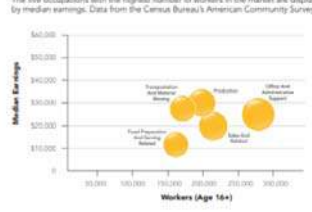


LifeMode Group: Hometown
Small Town Simplicity

Households: 2,305,700
Average Household Size: 2.26
Median Age: 40.8
Median Household Income: \$31,500

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Occupation	Median Earnings (Approx.)
Food Preparation and Serving Related	\$25,000
Transportation and Material Moving	\$30,000
Production	\$35,000
Construction	\$40,000
Office and Administrative Support	\$45,000

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and seasonal, with selection for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and retail activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

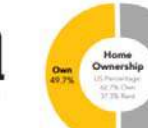
- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family homes (63%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$439 (Index 62).
- This is an older market, with half of the householders aged 35 years or older, and predominantly single person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 82), Social Security (Index 133) or retirement (Index 106).
- Precise-conscious consumers that shop accordingly with coupons at discount centers.
- Connected, but not to the latest or greatest gadget keep their landlines.
- Community-orientated residents, more conservative than models of the past.
- Rely on television or newspapers to stay informed.

HOUSING

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Typical Housing:
Single Family
Median Value:
\$92,300
(US Median: \$207,300)


MARKET PROFILE

Small Town Simplicity features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.

- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

AVERAGE HOUSEHOLD BUDGET INDEX

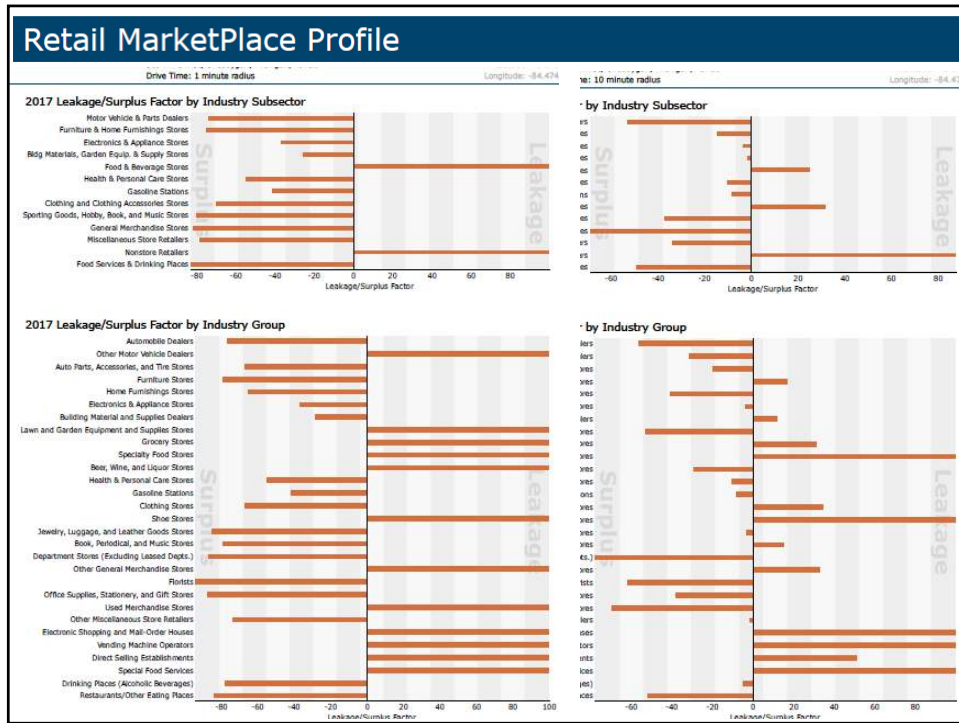
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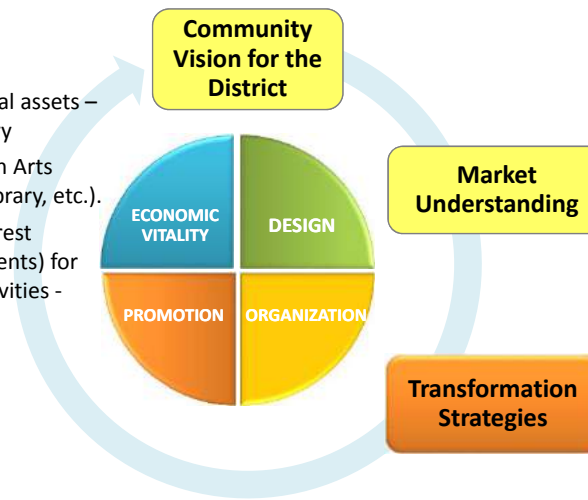
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Potential Transformation Strategies to Direct Downtown Revitalization

❖ *Family-Friendly Arts & Entertainment*

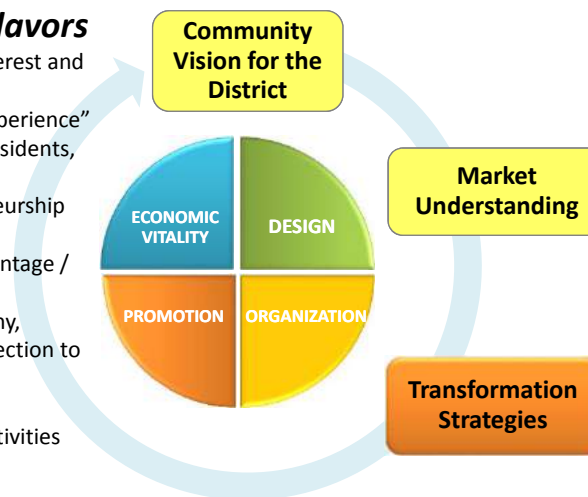
- Highlight value on unique local assets – Opera House, Carnegie Library
- Support ongoing vision (Youth Arts Council, Cheboygan Public Library, etc.).
- respond to community’s interest (permanent & seasonal residents) for increased family/friendly activities - emphasis on youth/children



Potential Transformation Strategies to Direct Downtown Revitalization

❖ *Local Food, Local Flavors*

- Respond to community’s interest and market opportunities
- Leverage food as “unique experience” for permanent & seasonal residents, visitors
- Supports wave of entrepreneurship activity & trends
- Opportunity for market advantage / differentiation – Local!
- Mid point – casual but healthy,
- Potential for increased connection to outdoor natural resources & ambiance (seating)
- Promotes business-based activities



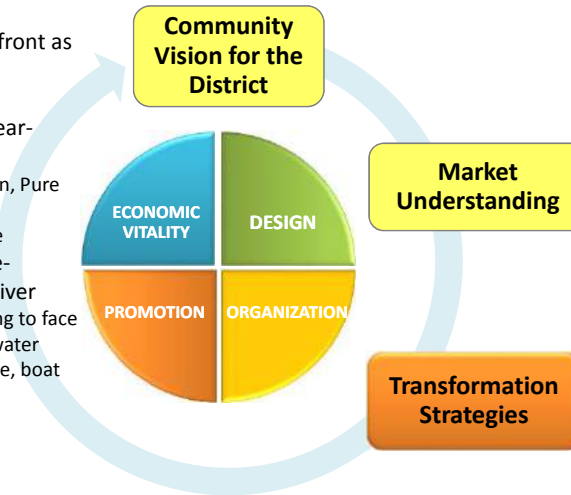
DOWNTOWN CHEBOYGAN

Michigan Main Street Transformation Strategy Identification Visit

Potential Transformation Strategies to Direct Downtown Revitalization

❖ **Outdoor Recreation**

- High community value on riverfront as asset and the importance of connection with Downtown.
- Opportunity for positioning - year-round destination –
 - Trails – “Trail Town” designation, Pure Michigan Water Trail, Biking
 - Winter Activities – snowmobile
- Opportunities for downtown re-development to connect with river
 - Backside of building – rehabbing to face and give customers access to water
 - Activity-based businesses – bike, boat rentals, etc.
 - Outdoor sitting

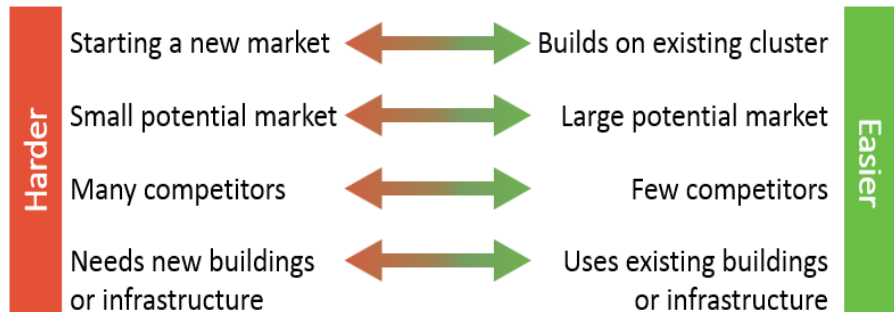


Which strategies are a good fit?

❖ **Outdoor Recreation**

❖ **Local Food. Local Flavors**

❖ **Family-Friendly Arts & Entertainment**



Immediate (12-18 months)

Mid-Term (2-4 years)

Long-Term (5-10 years)

DOWNTOWN CHEBOYGAN

Michigan Main Street Transformation Strategy Identification Visit



Next Steps



- ### 1. Transformation Strategy Identification

Step One: Transformation Strategy Identification

Partnership with the National Main Street Center

 - Community vision
 - Community Survey
 - Leaders Survey
 - Market data
 - Place-Based Assets
 - On-site visits
- ### 2. Transformation Strategy Development

Step Two: Transformation Strategy Development

 - Purpose is to further define broad strategies
 - Highly interactive session
 - Board identifies and sets goals
 - Board develops measures of success
- ### 3. Transformation Strategy Implementation

Step Three: Transformation Strategy Implementation

 - Current projects aligned to meet Board goals
 - Potential new project brainstorm
 - Committees create work plans for each project

Cheboygan's Journey to Main Street...

- Great to see public & private sector coming together to bring Main Street
- Steering Committee + Bring It Cheboygan! + City + DDA
- Positive attention & interest from district building and business owners





BASELINE ASSESSMENT

Observations & Recommendations



DESIGN

ECON VITALITY

PROMOTION

ORGANIZATION

- Overall public & private sector partnership to bring Main Street
 - City + Steering Committee + Bring It Cheboygan! + DDA
- Increased interest in real estate investment, business dev., and overall investment with Main Street momentum
- Positive business climate, wave of new business/entrepreneurs with "can do" attitude, attention to design, networking & working/supporting each other
- Historic Assets – Great local assets within the community.
- Good wayfinding signs!
- Festival Park – Content with project, interest in "placemaking" enhancements
- Base of festivals and events throughout the year
- Growing interest in the Arts & cultural heritage
- Water – great asset, need & desire to leverage



BASELINE ASSESSMENT

Observations & Recommendations



DESIGN

ECON VITALITY

PROMOTION

ORGANIZATION

ATTITUDE & APPROACH...

- Building renovation, especially façades, demolition as only solution to blight
- Housing – attention, maintenance
- Public space – visual appeal, design concepts – from gateways to streetscape
- Water – beautification, connection

...taking away community's (not just downtown's) historic fabric, character, and distinctive market advantage (sense of place, unique appeal, authenticity, reason for "destination").

Need for

- EDUCATION – at all levels (leadership, building and business owners)
- STANDARDS – starting with decisions, adding expectations, resources and best practices
- PLAN & IMPLEMENTATION – Renewal of the TIF Plan, holistic plan for Downtown.



Main Street

Baseline & Kick-Off Visit

Meeting with the Board!

Norma Ramirez de Mesa
National Main Street Center

Laura Joyce
Leigh Young
Dana Kulevskaya
Suzanne Perreault
Michigan Main Street

May 10, 2019

