



Downtown Cheboygan is more than a Main Street.

We are a gathering place, a cultural center, a entrepreneurial ecosystem and the heart of our community!

2024 EDITION

CHEBOYGAN MAIN STREET DDA

231.627.9931

cheboyganmainstreet.org



State of DOWNTOWN

25 Blocks

200 Parcels

489 Public parking spaces

109 First-floor storefronts

16 Restaurants

23 Retail stores

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 is 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 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



Partnering with the MSU SBEI (Sustainable Built Environment Initiative) to collect the community vision for the Water Street corridor, translate it to a visual depiction which will create a connection from the Cheboygan Riverfront to Main Street.



The Cheboygan Main Street team told the story of how we got to where we are and our vision for the future with the help of Michigan Main Street and Phil Eich, owner of Storyville, Story Telling for Cities.



Beau Est Beau was awarded a \$25,000 Match on Main grant that helped entrepreneur Melissa Beaubien create a vibrant outdoor space with river views featuring a roof top deck, seating, dining and entertainment stage.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT

\$34,112

Program to date: \$2,046,761



4

Façade & Building Improvements

Program to date: 22



1

New Businesses

Program to date: 20

Main Street is Helping Businesses Thrive

- Vibrancy microgrants
- Façade grant program
- Match on Main funding
- Business success kit
- Downtown Cheboygan map
- Cheboygan Main Street design guidelines
- Promotional retail events

"I started out downtown. I furthered my career outside of downtown and was getting ready to retire when the opportunity arose to have my own restaurant back downtown again. I decided that was an opportunity I couldn't pass up because I'd be back downtown! It's an honor to have my business in downtown Cheboygan."

—Libby Davis, Owner, Libby's Downtown

Community Profile

City of Cheboygan | 2023



Population

4,797



Households

2,065



Median HH Income

\$50,528



Median Age

43.8 years



Housing Units

2,424



86% Housing is occupied

58% Owner-occupied

27% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,983	7,348	14,019
Households	1,770	3,268	6,249
Median HH Income	\$50,775	\$50,968	\$54,362

In-demand Businesses

Food & Drink

- Bakery
- Italian restaurant
- Steakhouse
- Brick oven pizzeria
- Asian restaurant

Shopping & Retail

- General/variety store
- Arts, crafts and hobbies
- Sporting goods/outfitter
- Men's clothing
- Children's clothing

Farmers Market Joins Main Street Team

The Cheboygan Farmers Market joined the Main Street team as a committee that focuses on the strong connection between farmers markets and the community. Located in the heart of downtown Cheboygan, the market attracts hundreds of shoppers weekly which helps support traditional storefronts on Main Street.



VOLUNTEER SPOTLIGHT

"I've always felt civics is a duty. The world needs our help and it starts on Main Street!"

—David Martin



2023 Pulse of Downtown



74% Visit downtown Cheboygan most often for dining.

42% Said the frequency of their visits to downtown Cheboygan increased during the past year.

72% Described recent trends in downtown Cheboygan as improving or making progress.

Social Connection



5,600+
Facebook Followers



250+
E-newsletter subscribers

Volunteer Connection



832
Volunteer hours in 2022–2023



7,128
Volunteer hours
(Program to date)

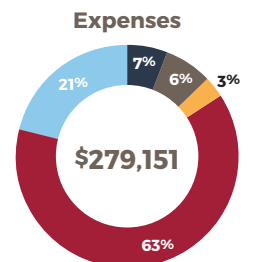
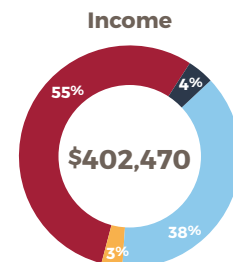


\$25,085
Volunteer value in 2022–2023



\$214,909
Volunteer value
(Program to date)

In the Numbers



- City/county support
- Promotion activities
- Management contract fees
- Design activities
- Memberships/fundraising
- Organization activities
- TIF
- Operations
- Bond

DOWNTOWN ALIVE

Cheboygan Main Street Events 2022-23

12,397

Est. event attendance

- Independence Day Parade
- * Music on Main Concert Series
- Labor Day Bridge Walk
- Scarecrow Stroll
- Downtown Trick or Treating
- Ladies' Night Out
- Hospitality Night
- Parade of Lights
- Easter Egg Hunt



Parade of Lights



Ladies' Night Out



Downtown Trick or Treating



Downtown Easter Egg Hunt

“As we continue our journey to create a vibrant and thriving community, the Michigan Main Street program has provided invaluable trainings and services to help us achieve our goals and tell our story.”

—Polly Schneider, Executive Director, Cheboygan Main Street DDA

Cheboygan's Board of Directors

- | | | |
|----------------------------|---------------------------------------|--|
| Chair: Eric Villanueva | Member: Amanda Paull | Member (Chamber Director): Carole Yeck |
| Vice chair: John Costin | Member: Ashley Myers | Executive Director: Polly Schneider |
| Treasurer: Bobie Crongeyer | Member (Mayor): Brett Mallory | City Manager: Dan Sabolsky |
| Member: Emily Eckhart | Member (Council Liaison): Hayley Dodd | |
| Member: Christy Stempky | | |

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022-23 Total Private Investment

\$424,613,279

Program to date



\$9,639,829

2022-23 Total Public Investment

\$146,697,645

Program to date



40,812

2022-23 Volunteer Hours

892,702

Program to date



144

2022-23 New Businesses

1,897

Program to date



144

2022-23 Façade & Building Improvements

2,817

Program to date

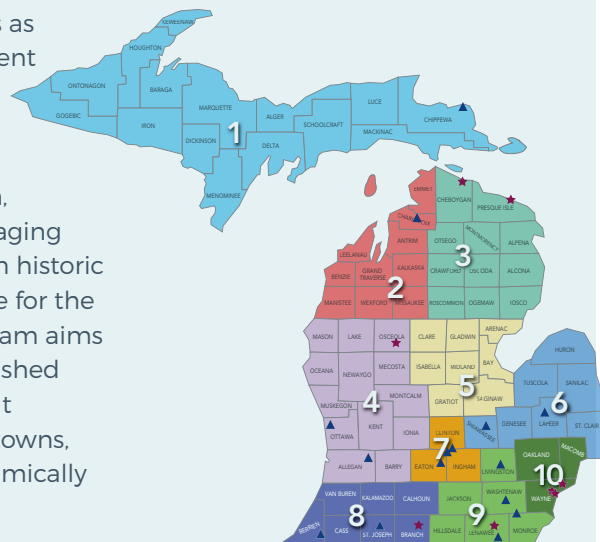


Michigan Main Street

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.

Our MMS Communities



★ Select Level ▲ Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org