

2026 EDITION

BOYNE CITY MAIN STREET 231.582.9009 boynecitymainstreet.com



## State of **DOWNTOWN**

<b>1,140</b>	Public parking spaces
<b>120</b>	Residential units
<b>26</b>	Restaurants/ food-based businesses
<b>30</b>	Retail stores
<b>71</b>	First-floor storefronts
<b>332.9k</b>	Visitors (2024)
<b>1.906M</b>	Visits (2024)
<b>2%</b>	Storefront vacancy rate
<b>10%</b>	Property Value Increase (Est. one-year increase 2023-24)

## Boyne City Main Street: Embracing the Outdoors

With stunning views of Lake Charlevoix, an abundance of outdoor recreational activities, and our welcoming atmosphere, Boyne City Main Street continues to build upon the appeal of four seasons of outdoor adventure. Also tasked with creating economic vitality, the upkeep of our downtown and celebrating our historical past, Main Street prides itself on honoring the work that came before us and strengthening the connections to the outdoor opportunities that await us.

## Downtown's Goals

- Improve and maintain our downtown to ensure accessibility for our community and visitors.
- Support our businesses in a way that creates continuity in our year-round accessibility.
- Maximize the Boyne City experience through collaboration.



# TRANSFORMING BOYNE CITY'S DOWNTOWN



The “best farmers market in the north,” which has operated continuously for over 40 years, provides the finest produce and crafts in the area. With over 85 small businesses in the summer, we are proud to operate all year long.



Held toward the end of July each year, the Food Truck Rally sports the best food trucks in the area, along with music and tastings of local wines and beers.



The very best way to kick-off the holiday shopping season, “Earlier than the Bird” is a fun downtown shopping experience—for early bird shoppers in their pajamas!

## REINVESTMENT STATS 2024-2025

**PRIVATE INVESTMENT  
\$220,000**

Program to date: \$29,481,435

	<b>2</b>	<b>Façade &amp; Building Improvements</b>
		Program to date: 79
	<b>7</b>	<b>New Businesses</b>
		Program to date: 133

## Community Profile

Boyne City | 2024

	<b>3,899</b>	Population
	<b>1,757</b>	Households
	<b>\$64,611</b>	Median HH Income
	<b>46.1 years</b>	Median Age
	<b>2,409</b>	Housing Units
	<b>73% Housing is occupied</b> <b>55% Owner-occupied</b> <b>19% Renter-occupied</b>	

## Main Street is Helping Businesses Thrive

- Website business directory
- Printed downtown maps with descriptions and calendar
- Design assistance

- Strong partnership with the local chamber
- Façade grants
- Consistent downtown-based events

“The Main Street Program is exceptional. They not only focus on unique programs, like Stroll the Streets and Earlier than the Bird, that helps to grow foot traffic for businesses in town. They also make sure that businesses have the tools and resources needed to make improvements to their buildings—ensuring they are welcome and inviting for our community and guests.”

—Rebecca Houser, Manager, Muskrat Distilling

## Downtown Drive Time Markets

	<b>5 Minutes</b>	<b>10 Minutes</b>	<b>20 Minutes</b>
Population	3,433	6,013	18,439
Households	1,572	2,703	8,102
Median HH Income	\$64,671	\$71,938	\$73,623

## In-demand Businesses

### Shopping & Retail

- General variety
- Book store
- Outdoor outfitters
- Arts, crafts and hobby
- Home

### Food & Drink

- Farm-to-table
- Breakfast/brunch spot
- Casual dining
- Healthy
- Ethnic

# Façade Grants are a Mainstay

Each year, the Main Street board awards up to \$20,000 to the building and/or business owners that wish to update the exterior of their building. Designed to promote unity in downtown design and looks, we utilize design guidelines (based upon national standards) to help guide the exterior restoration of businesses.



## VOLUNTEER SPOTLIGHT

"My wife and I had visited many places up north but we got a great vibe from Boyne City. I am retired, living locally, and I wanted to be involved and lend a helping hand where I could. Main Street provides those opportunities."

**—Mark Yallup, Main Street and Boyne Thunder volunteer**



## 2024 Pulse of Downtown



**79%** Visit downtown Boyne City for farmers market events

**78%** Visit downtown Boyne City for dining

**21%** Said the frequency of their visits to downtown Boyne City increased during the past year.

## Social Connection



**7,300+**

Facebook followers



**2,400+**

Instagram followers

## Volunteer Connection



**1,315**

Volunteer hours in 2024–2025



**67,318**

Volunteer hours (Program to date)



**\$43,224**

Volunteer value in 2024–2025



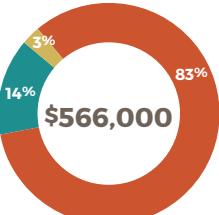
**\$2,212,743**

Volunteer value (Program to date)

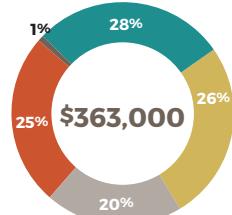
## In the Numbers



### Income



### Expenses



- DDA support
- Program activities
- Membership/fundraising
- Design activities
- Organization activities
- Operations
- Promotion activities
- Other/misc. activities

# DOWNTOWN ALIVE

Boyne City Main Street  
Events 2024–25

## 66,825

Est. event attendance

- Boyne Thunder
- Stroll the Streets
- Sip and Shop
- Harvest Fest
- Food Truck Rally
- Earlier Than The Bird
- Holly Jolly Boyne
- Buff Up Boyne



Boyne Thunder: a 120-boat poker run



Santa Parade: fun for the whole family



Stroll the Streets: iconic



Jump start the fall with Harvest Fest

"The Main Street program continues to guide Boyne City to being a successful and prominent 'Up North' destination. As we reflect and evaluate the growth of our town, and past projects and future plans, the momentum that the Main Street program brings to our DDA creates a continued pride for our thriving community."

—Anna Burkhart, Chair, Boyne City Main Street

### Boyne City's Board of Directors

Chair: Anna Burkhart  
Vice Chair: Patti Gabos  
Member: Chris Christensen  
Member: Dee Engelhart  
Member: Marty Moody

Member: Samantha Geiersbach  
Member: Sarah Niederpruem  
Member: Jessica White  
Member: Brennen Wright

Executive Director: Ingrid Day  
Administrative Assistant: Deborah Kluck  
Farmers Market Coordinator: Julie McBee

## MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

### Real Impact. | The numbers prove it!



## \$9,179,872

2024–25 Total  
Private Investment

## \$482,929,076

Program to date



## \$12,898,910

2024–25 Total  
Public Investment

## \$165,451,898

Program to date



## 29,220

2024–25  
Volunteer  
Hours

## 952,016

Program to date



## 93

2024–25  
New  
Businesses

## 2,126

Program to date



## 83

2024–25  
Façade & Building  
Improvements

## 3,017

Program to date

**MICHIGAN  
MAIN STREET**



### 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



★ Master Level

● Select Level

■ Network Level

▲ Engaged Level



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

[www.miplace.org](http://www.miplace.org)