

Boyne City Main Street

Boyne City Main Street is a cornerstone of the community, working with local partners and passionate volunteers to enhance the vibrancy of our historic downtown.

2026 EDITION

BOYNE CITY MAIN STREET

231.582.9009

boynecitymainstreet.com



State of DOWNTOWN

1,140 Public parking spaces

120 Residential units

26 Restaurants/
food-based
businesses

30 Retail stores

71 First-floor
storefronts

332.9k Visitors (2024)

1.906M Visits (2024)

2% Storefront
vacancy rate

10% 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



2

Façade & Building Improvements
Program to date: 79



7

New Businesses
Program to date: 133

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

Community Profile

Boyne City | 2024



Population

3,899



Households

1,757



Median HH Income

\$64,611



Median Age

46.1 years



Housing Units

2,409



73% Housing is occupied

55% Owner-occupied

19% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
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.



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)



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.”

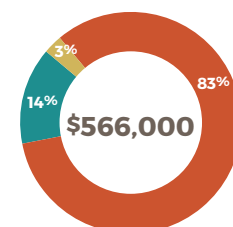
—Mark Yallup, Main Street and Boyne Thunder volunteer



In the Numbers

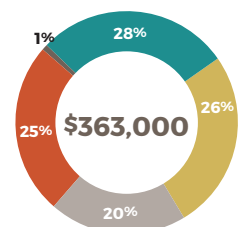


Income



● DDA support
● Program activities
● Membership/fundraising

Expenses



● Promotion activities
● Design activities
● Organization activities
● Operations
● Other/misc. activities

DOWNTOWN ALIVE

Boyne City Main Street
Events 2024-25

66,825

Est. event attendance

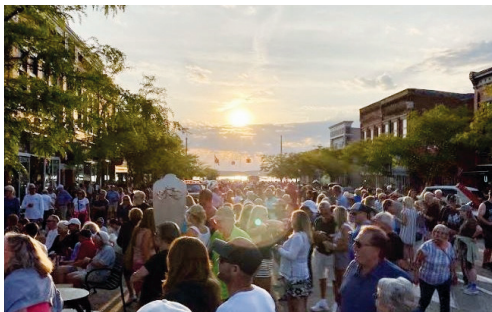
- Boyne Thunder
- Stroll the Streets
- Sip and Shop
- Harvest Fest
- Food Truck Rally
- Earlier Than The Bird
- Holly Jolly Boyne
- Buff Up Boyne



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 Burkhardt, Chair, Boyne City Main Street

Boyne City's Board of Directors

Chair: Anna Burkhardt

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

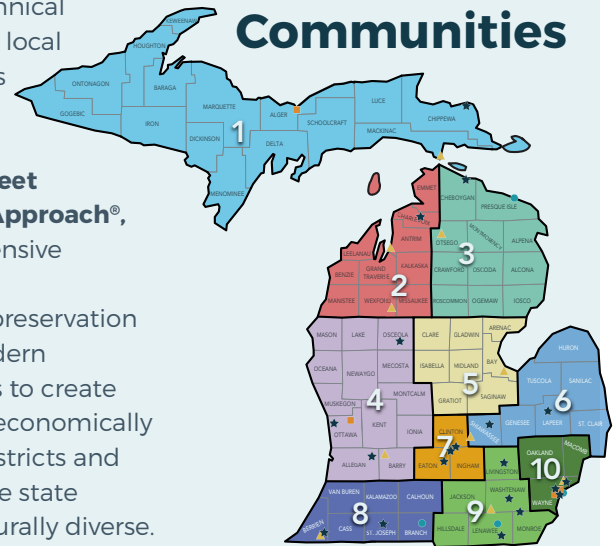


Michigan Main Street

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