



DOWNTOWN
Cheboygan
MICHIGAN

Downtown Cheboygan is Where Community Comes to Life

Where culture, connection, entrepreneurship, and revitalization come together to shape a thriving downtown.

2026 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

17 Restaurants

23 Retail stores

200.7k Visitors (2024)

1.187M Visits (2024)

Cheboygan Main Street is making a real difference.

Cheboygan Main Street DDA stands at the heart of a community movement to strengthen and celebrate downtown Cheboygan as a vibrant, walkable, and welcoming destination. The steady rhythm of the Cheboygan River flows alongside tree-lined streets, lively storefronts, and gathering spaces filled with art, music, and local flavor. Rooted in our city's rich wayfaring and trading heritage, downtown reflects both our history and our future—where restored buildings, creative public spaces, and friendly faces invite residents and visitors alike to explore, connect, and experience the authentic spirit of Cheboygan all year long.

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



Festival Square's entrance received new brickwork, landscaping, and irrigation through MSDDA investment, transforming the space into a welcoming, revitalized hub for downtown activity.



A new downtown Cheboygan Heart installation in Washington Park adds color, charm, and a selfie-worthy attraction that draws visitors and celebrates local pride.



During its strategic planning session, the MSDDA board refined its vision, set priorities, and identified projects that will shape downtown's progress over the next five years.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT

\$390,553

Program to date: \$2,452,109



1

Façade & Building Improvements

Program to date: 25



5

New Businesses

Program to date: 28

Community Profile

City of Cheboygan | 2024



Population

4,669



Households

2,080



Median HH Income

\$50,674



Median Age

43 years



Housing Units

2,419



86% Housing is occupied

56% Owner-occupied

30% Renter-occupied

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
- Monthly business roundtable meetings

"Cheboygan's downtown is in the middle of an incredible revival. As a local business owner, I've seen firsthand over eight years how collaboration through the Main Street program is transforming our community into a thriving, connected destination full of new businesses, vibrant spaces and attracting new faces."

—Lindsey Clark, Owner, Urban Bird & Company

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,928	7,416	14,389
Households	1,744	3,340	6,416
Median HH Income	\$51,180	\$51,414	\$57,360

In-demand Businesses

Food & Drink

- Mexican restaurant
- Casual dining eatery
- Italian restaurant
- Deli/sandwich shop
- Steakhouse

Shopping & Retail

- General/variety store
- Arts, crafts and hobbies
- Sporting goods/outdoors
- Women's clothing
- Specialty foods

A Sunday Afternoon in Cheboygan

The collaborative mural, "A Sunday Afternoon in Cheboygan," brought together the Cheboygan Main Street DDA, Art Vision Cheboygan, and 20 local artists to create a stunning reinterpretation of Seurat's iconic painting. Each artist contributed their own canvas, capturing Cheboygan's people, spirit, and waterfront charm. Digitally assembled and installed at Festival Square, the mural stands as a lasting symbol of community creativity, collaboration, and pride in downtown Cheboygan's vibrant future.



VOLUNTEER SPOTLIGHT

"I'm grateful for the friendships, the shared laughs, and the sense of purpose that comes from working alongside others who love Cheboygan as much as I do. Volunteering with Main Street has deepened my connection to this town and strengthened my belief that when we all pitch in, even the smallest efforts can lead to something extraordinary."

—Patty Archambo, Retired



2024 Pulse of Downtown



63% Visit downtown Cheboygan most often for dining.

31% Said the frequency of their visits to downtown Cheboygan increased during the past year.

55% Described recent trends in downtown Cheboygan as improving or making progress.

Social Connection



6,790+
Facebook Followers

435+
E-newsletter subscribers

Volunteer Connection



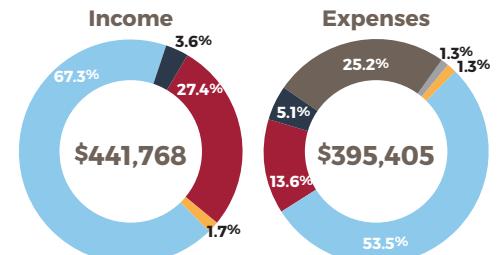
851
Volunteer hours in 2024–2025

8,858
Volunteer hours
(Program to date)

\$27,972
Volunteer value in 2024–2025

\$291,162
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Management contract fees
- Other/misc.
- TIF
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc.

DOWNTOWN ALIVE

Cheboygan Main Street Events 2024–25

11,700

Est. event attendance

- Music on Main Summer Concert Series
- Independence Day Parade
- State St. Labor Day Bridge Walk
- * Downtown Trick or Treating
- Ladies' Night Out
- Parade of Lights
- Hospitality Night
- Adult Cocoa Crawl
- St. Patrick's Day Celebration
- Downtown Easter Egg Hunt



Mornings on Main



State Street Labor Day Bridgewalk



Music on Main Summer Concert Series



Adult Cocoa Crawl

“With guidance from Michigan Main Street, we’re turning local passion into progress—building capacity, nurturing volunteers, and creating a downtown that reflects the pride and spirit of Cheboygan.”

—Polly Schneider, Executive Director, Cheboygan Main Street DDA

Cheboygan's Board of Directors

Chair: Ashley Myers
Vice chair: Anna Sangster
Treasurer: Bobie Crongeyer
Secretary: Amanda Rutkowski

Member: John Costin
Member: Christy Gahn
Member: Jason Dobias
Member: Nate King
Mayor: Brett Mallory

City Council Representative: Hayley Dodd
Chamber of Commerce Representative: Carole Yeck
Executive Director: Polly Schneider

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