



Experience the Authentic Charm of a Small Town on the Shores of Lake Huron in Rogers City!

Get ready for adventure on Michigan's Sunrise Side! You'll discover incredible natural resources, delightful dining, unique shopping, and lively entertainment in a truly relaxed, stunning, and unforgettable coastal setting.

2026 EDITION

ROGERS CITY MAIN STREET 989.734.0281 downtownrogerscity.com



State of DOWNTOWN

10 Blocks

23 Acres

93 Parcels

462 Public parking spaces

22 Residential units

7 Restaurants

12 Retail stores

74.3k Visitors (2024)

463k Visits (2024)

Rogers City Main Street: We're Making a BIG Difference Together!

Rogers City Main Street is the dedicated heart of our downtown, actively working to unite our community and create the positive change and vibrant downtown we all deserve. Our efforts are deeply rooted in celebrating our history and nurturing our unique heritage of art, recreation, and outdoor adventure. These are the things that forge our unique, authentic identity!

Because Rogers City has so much to offer, we are genuinely invested in making a profound and significant impact that improves the daily lives of every resident and excites every visitor who finds their way to our shores.

Downtown's Goals

- Foster a downtown that is refreshing, clean and vibrant with year-round activities and diverse businesses that appeal to residents and visitors alike.
- Support and develop opportunities for increased downtown investment in housing, diverse businesses and infrastructure.
- Create vibrant, active community gathering spaces and diverse, year-round activities to inspire and unite residents and visitors alike.



ROGERS CITY
MAIN STREET

TRANSFORMING ROGERS CITY'S DOWNTOWN



Taste of Rogers City—Celebrating Culinary Talent: The “Taste of Rogers City” launched Nautical City Festival week by showcasing the unique talent and diverse menus of seven downtown restaurants, driving essential early-week traffic.



Art and Tourism: The iconic steel sculpture by Moran Iron Works created a beloved photo location on the beach, resulting in significant social media visibility and tourism growth.



Activating the Shoreline: The successful beach volleyball tournament revived a popular tradition, drawing a multitude of residents and visitors to compete and connect on the gorgeous shores of Lake Huron.

REINVESTMENT STATS 2024-2025

PRIVATE INVESTMENT
\$86,500

Program to date: \$497,235



1 Façade & Building Improvements
Program to date: 18



6 New Businesses
Program to date: 13

Community Profile

City of Rogers City | 2024



Population
2,876



Households
1,411



Median HH Income
\$58,949



Median Age
51.8 years



Housing Units
1,630



87% Housing is occupied
68% Owner-occupied
19% Renter-occupied

Main Street is Helping Businesses Thrive

- Target Alpena partnership
- Small Business Development Center partnership
- Rogers City United Business Roundtable
- Match on Main
- Team Rogers City
- Social media marketing and informational posts
- Façade Grants
- Business promotion events
- Social district management
- Beautiful promotional brochures

“The Main Street program and staff have been a vital asset for us as new business owners. With their assistance we’ve benefited with having professional photos taken, educational seminars, opportunities to participate in their events and most importantly cheerleaders who want nothing more than success for each business.”

—Cassie Cook, Owner, Cook’s Nook Coffee Shop

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	2,880	5,390	14,460
Households	1,411	2,569	6,733
Median HH Income	\$58,797	\$57,956	\$59,209

In-demand Businesses

Food & Drink

Brewery/brewpub
Mexican restaurant
Farm-to-table restaurant
Brick-oven pizzeria
Food trucks

Shopping & Retail

Women’s clothing
Arts, crafts, and hobbies
Sporting goods/outdoors
Bookstore
General/variety store

The Heart of Our Community: Stories from Main Street

We were so excited to partner with Michigan Main Street on the Storytelling Series, a fantastic project dedicated to showcasing the incredible people and unique places that make up our Main Street District. This beautiful endeavor, featuring inspiring interviews and photography, brought us deeply personal perspectives from our business owners, community partners, and program leaders.

Through these stories, we discovered so much: why they chose downtown Rogers City, the passions that fuel their work, their hopes for the future, what drove them to take the entrepreneurial leap in the first place, and, most importantly, what they genuinely love about our Nautical City.

A special and heartfelt thank you goes out to every member of our community who launched this first series and continues to support this beloved storytelling endeavor today!



VOLUNTEER SPOTLIGHT

"Volunteering is a crucial part of any community and all levels of volunteerism are essential. I have been a chairman on the Main Street DDA board for close to 20 years. I am head of the design committee, the Murals in Main committee and volunteer for Hops in the Hole beer festival.

Everyone can volunteer at some level. Whether it is on a vital committee or if it's stopping to reset up the chess pieces in the park. Volunteers make a community better."

—Tim Pritchard, Owner, Domaci Galley; Presque Isle County Emergency Management Coordinator



2024 Pulse of Downtown



47% Visit downtown Rogers City most often for shopping

64% Described recent trends in downtown Rogers City as improving or making progress.

36% Said the frequency of their visits to downtown Rogers City increased during the past year.

Social Connection



3,700+
Facebook Followers

Volunteer Connection



3,444
Volunteer hours in 2024–2025



8,526
Volunteer hours
(Program to date)



\$113,204
Volunteer value in 2024–2025

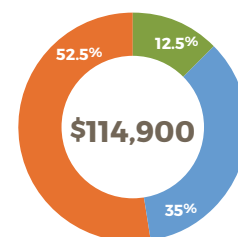


\$280,250
Volunteer value
(Program to date)

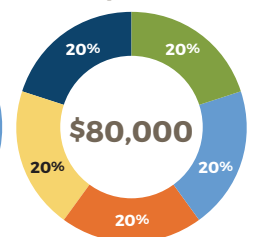
In the Numbers



Income



Expenses



- City/county support
- DDA support
- Memberships/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Rogers City Main Street
Events 2024-25

15,613

Est. event attendance

- Murals on Main
- Taste of Rogers City
- Hops in the Hole
- Spring and Fall Art Walks
- Summer Concert Series
- Cocoa Crawl
- Beach Volleyball Tournament
- Farmer's Market Fridays
- Pirate Festival
- Christmas Parade and Community Social



Hops in the Hole Brewfest



Farmer's Market Storytime



Rogers City Scavenger Hunt



Summer Concerts in Lakeside Park

"The Main Street program has really turned the Rogers City downtown around. Buildings that were vacant and shuttered have come to life. New business owners have arrived on the scene. We are the verge of going vacancy-heavy to vacancy-free. We have a great Main Street team that is doing amazing things."

—Joe Hefelee, City Manager, Rogers City

Rogers City's Board of Directors

Chair: Aaron Romel
Mayor: Scott McLennan
Member: Hayley Rose
Member: Morgan Jozwiak
Member: Erik Nadolsky

Member: Tim Pritchard
Member: Karen Spens
Member: David Regelbrugge
Member: Jackie Supina
Member: Chrystian Contreras

Member: Shweta Lahudkar
Exec. Director: Kaelie Fessler
City Manager: Joe Hefelee
City Clerk/Treasurer:
Terri Koss

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