



Where Life Meets Lake

Boyne City Main Street serves as a unifying catalyst for the entire community. Join us downtown to shop, taste, relax, and celebrate!

2022 EDITION

BOYNE CITY MAIN STREET

231.582.9009

boynecitymainstreet.com



State of DOWNTOWN

11 Blocks

1,141 Public parking spaces

114 Residential units

15 Restaurants

24 Retail stores

1% Storefront vacancy rate

Boyne City Main Street is making a real difference.

Downtown Boyne City is a well known, welcoming, four seasons community on Lake Charlevoix with successful businesses and high quality facilities. Boyne City is a community accessible to everyone and where the outdoor recreation experience of northern Michigan can be fully maximized.

Downtown's Goals

- Improve public amenities to ensure availability and accessibility for all outdoor recreation users.
- Ensure availability of year-round businesses that are welcoming to outdoor recreation users.
- Align projects and activities with those of outlying outdoor recreation options to maximize the experience of Boyne.



TRANSFORMING BOYNE CITY'S DOWNTOWN



Ground was cleared for an exciting new project this last year. Lofts on Lake is a new housing and retail building project in downtown Boyne City that will soon begin construction. We look forward to this splendid addition!



The 5 Peaks office building created much needed additional retail/office space and is conveniently located as you enter our downtown business district. Already housing a new salon and chiropractic office with more to come!



New improvements are wrapping up on the Water Street Atrium, with a beautiful refurbishment to the brick and stonework that make this part of our downtown area a wonderful sight to see. Be sure and check it out.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

\$29,132,800

Program to date



69

**Façade & Building
Improvements**
Program to date



110

**New
Businesses**
Program to date

Community Profile

Boyne City, Michigan | 2020



Population
3,712



Households
1,719



Median HH Income
\$60,900



Median Age
43 years



Housing Units
2,325



74% Housing is occupied
73% Owner-occupied
27% Renter-occupied

Main Street is Helping Businesses Thrive

- Covid-19 business assistance
- Match on Main funding
- Design assistance
- Market data
- Business networking
- Small Business Development Center
- Downtown guides
- Weekly e-newsletter
- Façade grant program

"I have worked in many volunteer positions but find the Main Street program in Boyne City is one of the best I have participated in. Main Street effects so many facets of life in Boyne City. Thank you for the opportunity to serve."

—Bob Earl, President, Bay Area Management

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,733	7,236	9,575
Households	1,309	3,217	4,283
Median HH Income	\$60,900	\$72,782	\$87,486

In-demand Businesses

Shopping & Retail

Bookstore
Shoe store
Outdoor recreation store
Variety/5 & 10 store
Women's clothing store

Food & Drink

Breakfast restaurant
Breakfast and lunch café
Farm-to-table restaurant
Healthy menu restaurant
Ethnic restaurant

More than a Farmers Market: Connecting community through fresh food and amazing people.

This summer, our Boyne City Farmers Market was back in full swing. Each week offered a variety of different programming and live music from local musicians. The Boyne District Library brought their bookmobile each week and the local community brought their smiles. An estimated 2,500 people each week walked the market, connected with friends, and supported local business.



VOLUNTEER SPOTLIGHT

"Volunteering is a great way to meet members of the community while enjoying all the benefits Boyne has to offer. Plus, it's an awesome way to say thanks and give back."

—Grace Bautista,
Employee at Mary's of Boyne



Social Connection



4,315+
Facebook Followers



1,810+
Instagram Followers

Volunteer Connection



623
Volunteer hours in 2020–2021



58,143
Volunteer hours
(Program to date)

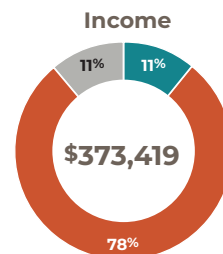


\$16,777
Volunteer value in 2020–2021

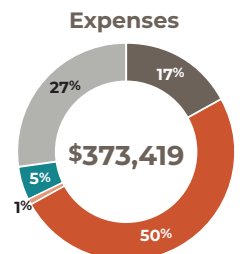


\$1,565,791
Volunteer value
(Program to date)

In the Numbers



- Program activities
- DDA support
- Fundraising



- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations

Boyne City's Board of Directors

Chair: Rob Swartz
Vice Chair: Patti Gabos
Immed. Past Chair: Michelle Cortright
Member: James Richman
Member: Anna Burkhart
Member: Adam Graef
Member: Bob Earl
Student Rep.: Sora Ostrander
Main Street Director: Jordan Peck
Boyne Thunder Coordinator: Ingrid Day

DOWNTOWN ALIVE

Boyne City Main Street
Events 2020-21

52,648

Est. event attendance

- Buff Up Boyne
- Boyne Thunder
- Boyne City Farmers Market
- Harvest Festival
- Stroll the Streets
- Food Truck Rally
- Earlier than the Bird
- Santa Parade and Open House



Boyne City Farmers Market



Boyne Thunder Poker Run



Antique Car Show



Stroll The Streets

Michigan Main Street

The Leader in Grassroots Economic Development

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.

“Having been a part of this community in a variety of ways has revealed how necessary it is for many of us to have a place of belonging. Boyne City is a great place to belong to. We think you will feel the same after coming here!”

—Jordan Peck, Main Street Director

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total
Private Investment

\$346,519,759

Program to date



\$12,929,313

2020-21 Total
Public Investment

\$128,919,620

Program to date



37,197

2020-21 Volunteer Hours

810,704

Program to date



127

2020-21 New Businesses

1,622

Program to date



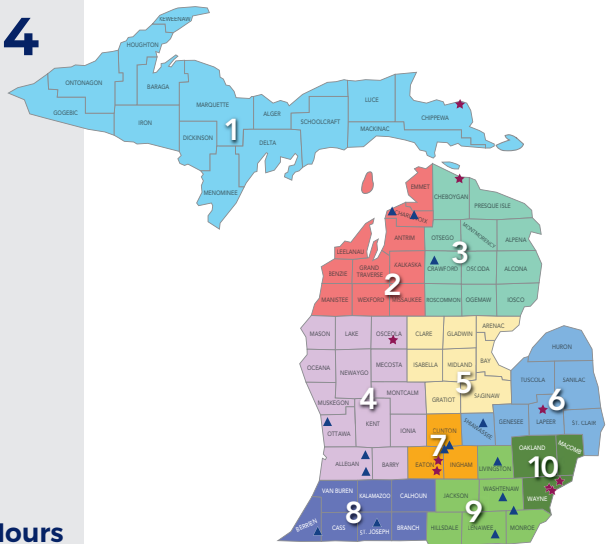
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2020-21 Façade &
Building Improvements

2,499

Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028