



Discover the difference in downtown Cheboygan!

Not only will you find exclusive boutiques, thoughtfully curated gift shops and extraordinary dining options, our live entertainment scene is the best in northeast Michigan!

2023 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

16 Restaurants

23 Retail stores

Cheboygan Main Street is making a real difference.

Cheboygan Main Street DDA is at the heart of a movement to develop downtown Cheboygan as a vibrant community with colorful activity all year long; the infinite flow of the Cheboygan River is a lyrical background to creative and family-friendly storefronts, parks and greenspaces, and activities that are inviting and welcoming to everyone—residents and visitors alike. Our wayfaring and trading history and heritage will be evident in thoughtfully restored buildings, public art and landmarks, and our well-lit and walkable streets will offer a treasure trove of sights and sounds waiting to be discovered.

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



Our downtown treescape project began with assessing, pruning, maintenance schedule, and plans for replacement of some trees. This project will remain ongoing as we work to create a beautiful streetscape that will enhance our thriving downtown!



Cheboygan Coffee Roasters and Hair Design & Shine Boutique were awarded \$25,000 Match on Main grants that helped transform three empty buildings to amazing new storefronts.



The purchase of the 220 Water Street property, including marina, and plans of development with community input will be the catalyst for the revitalization of the Water Street corridor.

REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT

\$524,017

Program to date: \$2,012,649



7

Façade & Building Improvements
Program to date: 18



7

New Businesses
Program to date: 19

Community Profile

City of Cheboygan | 2022



Population
4,650



Households
2,065



Median HH Income
\$50,528



Median Age
43.8 years



Housing Units
2,424



86% Housing is occupied
58% Owner-occupied
27% 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
- "Coming Soon" signs
- Promotional retail events

"It has been amazing to watch Main Street come back to it's glory! I have been completely honored to be a part of that and bring this building back to the beauty I knew it had!"

—Nicki Kryska, Owner, Hair Design & Shine Boutique

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,983	7,348	14,019
Households	1,770	3,268	6,249
Median HH Income	\$50,775	\$50,968	\$54,362

In-demand Businesses

Food & Drink

Bakery
Italian restaurant
Steakhouse
Brick oven pizzeria
Asian restaurant

Shopping & Retail

General/variety store
Arts, crafts and hobbies
Sporting goods/outfitter
Men's clothing
Children's clothing

Adding Vibrancy with Art

Art Vision Cheboygan is a group of local volunteers dedicated to adding vibrancy and interest with public art throughout the downtown and surrounding areas. After several months of planning and selecting a local artist to depict Cheboygan in all four seasons, a 100-foot-long mural will be installed in Washington Park. This project was made possible through fundraising efforts such as local business sponsorships, individual donations and grant funding. Cheboygan Main Street is proud to have granted this project one of our vibrancy microgrants.



VOLUNTEER SPOTLIGHT

"As a downtown resident, volunteering as placemaking chair is the perfect way to give back. I've been so inspired by the progress existing volunteers have accomplished, and I look forward to what the next generation of volunteers can achieve."

—Anna Sangster,
CEDAM Fellow City of Cheboygan;
Cheboygan Main Street Placemaking Chair



2022 Pulse of Downtown



- 74%** Visit downtown Cheboygan most often for dining.
- 42%** Said the frequency of their visits to downtown Cheboygan increased during the past year.
- 72%** Described recent trends in downtown Cheboygan as improving or making progress.

Social Connection



4,845+
Facebook Followers



525+
Instagram Followers

Volunteer Connection



1,645
Volunteer hours in 2021–2022



6,296
Volunteer hours
(Program to date)

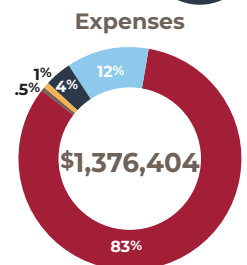
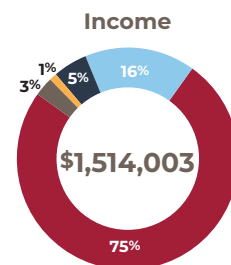


\$46,635
Volunteer value in 2021–2022



\$178,492
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- City/county support
- Memberships/fundraising
- TIF
- Bonds
- Promotion activities
- Design activities
- Operations
- Other/misc. activities
- Real estate purchase

DOWNTOWN ALIVE

Cheboygan Main Street
Events 2021-22

7,214

Est. event attendance

- Independence Day Parade
- Parade of Lights
- Downtown Thursdays Concert Series
- Labor Day Bridge Walk
- Hospitality Night
- Ladies Night Out
- Scarecrow Stroll
- Easter Egg Hunt



Independence Day Parade



Parade of Lights



Downtown Thursdays



State Street Labor Day Bridge Walk

"The guidance and support provided by the Michigan Main Street network is invaluable to our program. Following the Main Street 'blueprint' for success and having other Main Street programs to bounce ideas off and learn from is like having a statewide team cheering your downtown along."

—Polly Schneider, Cheboygan Main Street DDA Executive Director

Cheboygan's Board of Directors

Chair: Eric Villanueva

Vice chair: John Costin

Treasurer: Bobie Congeyer

Secretary: Emily Eckhart

Member: Christine Khan-King

Member: Christy Stempky

Member: John Stritmatter

Member: Brett Mallory

Member: Leslie Tebo (mayor)

Executive Director: Polly Schneider

City Manager: Dan Sabolsky

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total
Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total
Public Investment

\$137,057,816

Program to date



41,186

2021-22
Volunteer
Hours

851,890

Program to date



131

2021-22
New
Businesses

1,753

Program to date



174

2021-22
Façade & Building
Improvements

2,673

Program to date

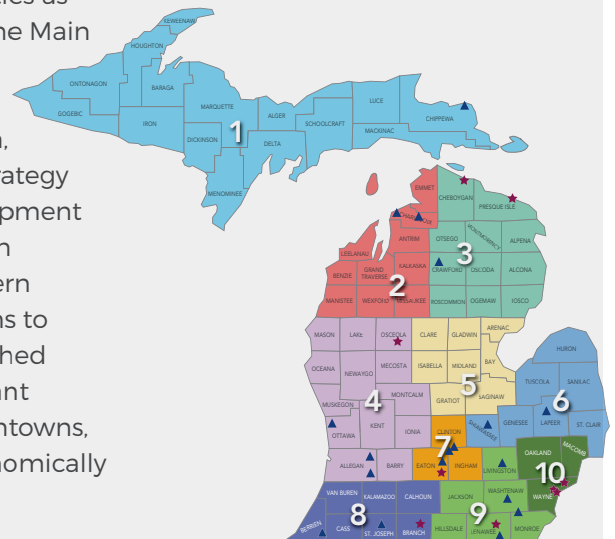


Michigan Main Street

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



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

★ Select Level

▲ Master Level

www.miplace.org