



Shop, Taste, Relax & Celebrate

Boyne City Main Street was named a 2020 "Great American Main Street" award winner. Join us downtown!

2021 EDITION

BOYNE CITY MAIN STREET

231.582.9009

boynecitymainstreet.com



State of DOWNTOWN

11 Blocks

81 Acres

279 Parcels

1,171 Public parking spaces

114 Residential units

21 Restaurants

20 Retail stores

1% Storefront vacancy rate

Sister city
Boyne Valley, Ireland

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.

2020 Recap

What a year it has been! 2020 has no doubt brought many challenges, but we have so many successes to celebrate as well! While Covid-19 may have kept us physically farther apart, we have no doubt our community is closer than ever because of it. We look forward to the day we can fill our streets with the joys of a festival and watch as the lights of the Boyne Theatre shine once again. In May of this year, Boyne City Main Street purchased the Boyne Theatre, fulfilling a longtime goal and with a vision toward future economic development. In October, we celebrated being named a winner of the Great American Main Street Award, the highest honor a local organization can receive from the National Main Street Center. As we look to 2021, we look forward to learning from the challenges of this year and safely being able to celebrate with our community the successes!



TRANSFORMING BOYNE CITY'S DOWNTOWN



Boyne City Main Street is proud to oversee the year-round Boyne City Farmers Market. The hyper-local market found a way to connect the community with fresh fruits and veggies even during the Covid-19 pandemic.



We were pleased to welcome Spuds Boyne to downtown this year! Spuds utilized a Match on Main grant of \$25,000 to assist in the opening of their new store.



Our organization, along with others in the community, quickly responded to the pandemic by creating take-out only spaces throughout downtown as well as expanded capacity for outdoor dining options.

REINVESTMENT STATS 2019-2020

PRIVATE INVESTMENT
\$366,688

Program to date: \$29,132,799



4

Façade & Building Improvements

Program to date: 69



7

New Businesses

Program to date: 104

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

"Since opening my business in 2017, the community support of Boyne City has been amazing. Main Street has gone above and beyond to make sure that businesses in the district are involved and aware of everything that it has to offer, and to continue to make Boyne City the progressive community that is always looking towards the future. As we navigate through the current time, the communication and continued positive mindset that Main Street has offered has been reassuring for both our businesses and the community as a whole."

—Anna Burkhardt, Owner, Forgotten Treasures Consignment

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

Connecting with the community during Covid-19

Despite the cancellation of the 17th Annual Boyne Thunder Poker Run due to Covid-19, the event raised over \$65,000 in 2020. This year, over \$57,000 was donated by sponsors and participants who had signed up for the event. At the virtual presentation of checks, the benefiting organizations, Camp Quality, Challenge Mountain, and Boyne City Main Street, reported being able to maintain socially distanced and virtual programming with help from the funds received.



VOLUNTEER SPOTLIGHT

“When I started volunteering with Main Street, it was to help stir economic development, but I’ve realized it is a way to give back to the town that has given us so much.”

—Karen Guzniczak, Owner, Country Now & Then



2019 Pulse of Downtown



88% Visit downtown Boyne City most often for dining

62% Described recent trends in downtown Boyne City as improving or making progress.

81% Attended “Stroll the Streets” festival in 2019

Social Connection



3,655+
Facebook Followers



1,485+
Instagram Followers

Volunteer Connection



652
Volunteer hours in 2019-2020



57,520
Volunteer hours
(Program to date)

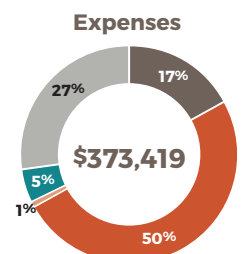
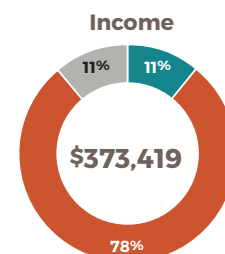


\$16,815
Volunteer value in 2019-2020



\$1,483,441
Volunteer value
(Program to date)

In the Numbers



- Program activities
- Promotion activities
- DDA support
- Design activities
- Fundraising
- Economic vitality activities
- Organization activities
- Operations

DOWNTOWN ALIVE

Boyer City Main Street
Events 2019-20

4,869

Est. event attendance

- Boyne City Farmers Market
- Earlier than the Bird
- Santa Parade and Holiday Open House
- Buff Up Boyne
- Harvest Festival Pumpkin Giveaway



Buff Up Boyne



Chocolate Covered Boyne



Harvest Festival Pumpkin Giveaway



Boyer City Farmers Market

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.

Real Impact.

The numbers prove it!



\$13,851,279

2019-20 Total
Private Investment

\$319,873,405

Program to date



\$16,562,381

2019-20 Total
Public Investment

\$115,990,307

Program to date



33,676

2019-20 Volunteer Hours

773,507

Program to date



87

2019-20 New Businesses

1,495

Program to date



149

2019-20 Façade &
Building Improvements

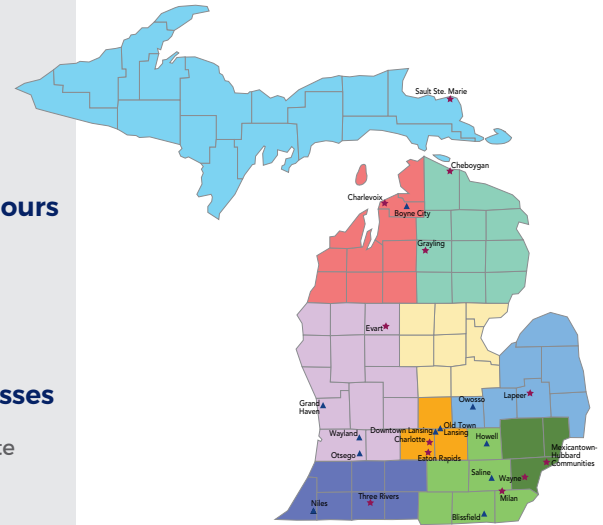
2,356

Program to date

“Covid-19 has shown us what people and places mean to us. There isn’t a better organization or movement out there to harness that power than Main Street.”

—Kelsie King-Duff, Executive Director

Our Communities



★ Select Level

▲ Master Level



Boyer City’s Board of Directors

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Member: Jodie Adams

Vice Chair: Patti Gabos

Member: Anna Burkhart

Immed. Past Chair:
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Mike Cain

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