



# Experience the Classic Beauty of Downtown Charlevoix!

Shop, dine, and make memories year round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleys await your discovery just steps away from the shores of Lake Michigan.

2021 EDITION

CHARLEVOIX MAIN STREET DDA

231.547.3257

downtowncharlevoix.com



## State of DOWNTOWN

**6** Blocks

**709** Public parking spaces

**40** Housing units

**874** Downtown workers

**99** First-floor storefronts

**19** Restaurants

**40** Retail stores

**4%** Storefront vacancy rate

**12.4%** Increase in property values

## Charlevoix Main Street is making a real difference.

Charlevoix Main Street DDA is at the heart of a movement to develop downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

### Downtown's Goals

- Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round walkability and access to resources in the downtown.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by identifying opportunities to add year-round housing units to the downtown and establishing resources to encourage private investment.
- Bring businesses together to cooperate and coordinate resources to market downtown.



**CHARLEVOIX**  
MAIN STREET DDA

# TRANSFORMING CHARLEVOIX'S DOWNTOWN



Coordinated a cooperative advertising campaign to increase brand awareness and highlight business owners to target consumers in the region with over 6.4 million impressions thus far.



Awarded over \$70,000 in grants to 17 small businesses to assist with the economic impacts and losses related to the Covid-19 pandemic.



Junior Main Street created the Pine River Hammock Park to encourage passive recreation and partnered with the library to lend hammocks for use at the park.

## REINVESTMENT STATS 2019-2020

### PRIVATE INVESTMENT

# \$3,913,000

Program to date: \$9,279,448



# 4

**Façade & Building Improvements**

Program to date: 68



# 7

**New Businesses**

Program to date: 55

## Main Street is Helping Businesses Thrive

- Monthly business/building owner meetings
- Cooperative advertising campaign
- Hosting office hours with SBDC consultants at The Vault
- Annual small business training
- Advocating on local, state, and federal levels for additional Covid-19 assistance for small businesses
- Promotion through downtown maps/directories/website
- Business assistance using resources from MEDC's initiate website.

"Main Street helped our business transform from a tent at the farmers market into a 3,122-square-foot bakery, café and coffee bar. The director's resourcefulness, encouragement, and guidance has enabled us to do more."

—Jozef Zebediah, Founding Chef and Baker, My Grandmother's Table

## Community Profile

City of Charlevoix | 2020



Population

# 2,462



Households

# 1,298



Median HH Income

# \$40,635



Median Age

# 51 years



Housing Units

# 1,941



67% Housing is occupied

57% Owner-occupied

43% Renter-occupied

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,522	3,425	6,482
Households	1,340	1,729	3,041
Median HH Income	\$61,088	\$68,433	\$75,220

## In-demand Businesses

### Shopping & Retail

- Shoe store
- General/variety store
- Arts, crafts, and hobbies
- Home furnishings
- Sporting goods/outdoors

### Food & Drink

- Italian restaurant
- Bakery
- Asian restaurant
- Casual dining eatery
- Healthy menu eatery

# Connecting with the Community during Covid-19

Charlevoix Main Street turned to the community for donations, via Patronicity, that were used as grants to support businesses through the Covid-19 pandemic. Over \$21,000 was raised and seven downtown businesses were awarded \$3,000 each, thanks to the generosity of many. Strong partnerships were also fostered with the chamber, Visit Charlevoix, the city, public schools, and health department to strategize about consistent messaging leading up to the hustle and bustle of the summer season.



## VOLUNTEER SPOTLIGHT

Caitlin moved home after college and quickly got involved in the community. She chairs the organization and promotions committee. Caitlin volunteers because she “likes to make things happen in Charlevoix.”



## 2019 Pulse of Downtown



- 77%** Visit downtown Charlevoix most often for dining
- 47%** Described recent trends in downtown Charlevoix as improving or making progress.
- 73%** Attended the Venetian Festival in downtown Charlevoix.

## Social Connection



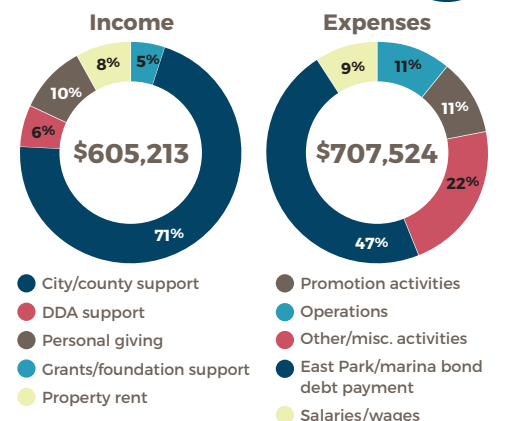
- 9,540+** Facebook Followers
- 2,270+** Instagram Followers
- 19,115+** Life in Charlevoix app users
- 835+** E-newsletter subscribers

## Volunteer Connection



- 1,318** Volunteer hours in 2019-2020
- 14,549** Volunteer hours (Program to date)
- \$33,991** Volunteer value in 2019-2020
- \$375,219** Volunteer value (Program to date)

## In the Numbers



# DOWNTOWN ALIVE

Charlevoix Main Street  
Events 2019-20

# 5,963

Est. event attendance

- Charlevoix Restaurant Week
- Live on the Lake Summer Concert Series
- Gift Local Holiday Shopping Contest
- Buy Nearby Weekend
- Small Business Saturday
- Ladies Night of Holiday Shopping



Small Business Saturday



Ladies Night



Live on the Lake Summer Concerts



Buy Nearby Weekend

# 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

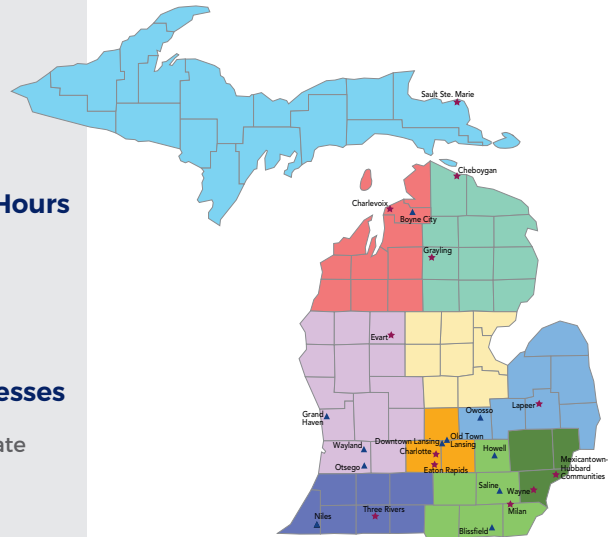
### 2,356

Program to date

**“The well thought-out structure behind the Main Street program initiates thoughts and conversations that may have been missed during an ordinary planning process. This depth of content knowledge definitely helps to expand our community view.”**

—Maureen Owens, Chair, Charlevoix Main Street DDA Board of Directors

## Our Communities



★ Select Level

▲ Master Level



## Charlevoix's Board of Directors

Chair: Maureen Owens

Vice Chair: Richard Christner

Mayor Luther Kurtz

Member: Kirby Dipert

Member: Amanda Wilkin

Member: Sam Bingham

Member: Sean Bradley

Member: Paul Silva

Member: Ron Way

Non-voting Student:  
Liam Dreyer

[www.miplace.org](http://www.miplace.org)

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