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!

Blocks
Public parking spaces
Residential units
Restaurants
Retail stores
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.

State of DOWNTOWN
11 Blocks
1,141 Public parking spaces
114 Residential units
15 Restaurants
24 Retail stores
1% Storefront vacancy rate
TRANSFORMING BOYNE CITY’S DOWNTOWN

Our organization continues to promote the natural resources around us—both as we build the business climate downtown and for residents and visitors to enjoy.

Boyne City Main Street continues its focus on public art, with the installation of a new mosaic mural in Peninsula Beach Park and a new Walkabout Sculpture show piece.

We were pleased to partner with Michigan Main Street this year to offer grants to new and expanding businesses. Hoppy Hound Coffee & Dog Bakery was the recipient of over $16,000!

Main Street is Helping Businesses Thrive

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

“Boyne City Main Street supported us from farmers’ market, to brick and mortar, and beyond. There is a great community spirit fueled by the Main Street program—and it’s fun!”

—Gilda Berrou, Owner, Boyne City Bakery

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT $636,375
Program to date: $28,766,111

3 Façade Improvements
Program to date: 47

6 New Businesses
Program to date: 97

Community Profile
Boyne City, Michigan | 2019

Population 3,723
Households 1,723
Median HH Income $55,683
Median Age 44 years
Housing Units 2,318
74% Housing is occupied
73% Owner-occupied
27% Renter-occupied

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,733</td>
<td>7,236</td>
<td>9,575</td>
</tr>
<tr>
<td>Households</td>
<td>1,309</td>
<td>3,217</td>
<td>4,283</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$60,900</td>
<td>$72,782</td>
<td>$87,486</td>
</tr>
</tbody>
</table>

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 Local Agriculture

Boyne City Main Street is pleased to present the Boyne City Farmers Market, year-round. Each Wednesday and Saturday during the summer months, and every Saturday during the indoor season, 75 additional small businesses join our downtown by way of the farmers market! Did you know we are a producer-only market? That means everything you see was grown by the farmers selling it. We also require all vendors to be from within 30 miles of Boyne City—it’s hyper-local!

—Michelle Cortright, Owner, Harbor House Publishers

In the Numbers

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$833,724</td>
<td>$742,012</td>
</tr>
</tbody>
</table>

- Program activities: 66%
- DDA support: 13%
- Promotion activities: 12%
- Design activities: 8%
- Economic vitality activities: 6%
- Organization activities: 0%
- Operations: 68%

VOLUNTEER SPOTLIGHT

“When you volunteer, everyone wins! A volunteer acts as a catalyst, building momentum and attracting other volunteers, with a cause and a solution as the goal. The most amazing thing about volunteering is that while your efforts benefit what you are working on, it also benefits you personally, in what you learn and the new relationships you develop.”

—Michelle Cortright, Owner, Harbor House Publishers

Social Connection

- 3,210+ Facebook Followers
- 1,120+ Instagram Followers

Volunteer Connection

- 2,718 Volunteer hours in 2018-2019
- 56,868 Volunteer hours (Program to date)
- $67,543 Volunteer value in 2018-2019
- $1,413,169 Volunteer value (Program to date)

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

In the Numbers

<table>
<thead>
<tr>
<th>Income</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$833,724</td>
<td>$742,012</td>
</tr>
</tbody>
</table>

- Program activities: 66%
- DDA support: 13%
- Promotion activities: 12%
- Design activities: 8%
- Economic vitality activities: 6%
- Organization activities: 0%
- Operations: 68%
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.

“Main Street has given Boyne City the framework to be successful. It has allowed our community to bring so many different ideas to life, while staying true to our roots.”
—Kelsie King-Duff, Executive Director

Real Impact. The numbers prove it!

- **$19,426,752** 2018–19 Total Private Investment
  - $306,022,126 Program to date

- **$10,352,395** 2018–19 Total Public Investment
  - $99,427,926 Program to date

- **109** 2018–19 New Businesses
  - 1,408 Program to date

- **100** 2018–19 Façade Improvements
  - 1,388 Program to date

- **49,092** 2018–19 Volunteer Hours
  - 739,831 Program to date

Boyle City’s Board of Directors

Chair: Chris Bandy
Vice Chair: Rob Swartz
Immed. Past Chair: Michelle Cortright
City Manager: Mike Cain
Member: Pat O’Brien
Member: Pat Little
Member: Patti Gabos
Member: Becky Harris
Member: Jodie Adams

Our Communities

Stroll the Streets
Boyne Thunder
Farmers Market Food Truck Rally
Santa Parade & Holiday Open House