BOYNE CITY
Main Street

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!

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 know, 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.

Main Street BOYNE CITY Michigan

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!

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

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

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 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!

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

3,210+ Facebook Followers

1,120+ Instagram Followers

Volunteer Connection

2,718 Volunteer hours in 2018–2019

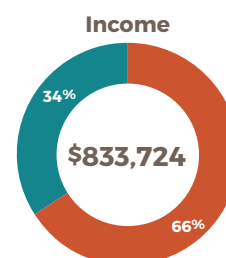**56,868** Volunteer hours (Program to date)

$67,543 Volunteer value in 2018–2019

$1,413,169 Volunteer value (Program to date)

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

In the Numbers

Income
$833,724

- 34%
- 66%

● Program activities
● DDA support

Expenses
$742,012

- 12%
- 13%
- 1%
- 6%
- 68%
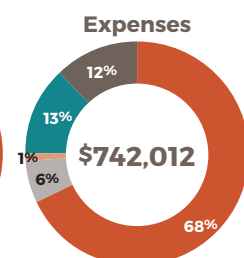
● Promotion activities
● Design activities
● Economic vitality activities
● Organization activities
● Operations

DOWNTOWN ALIVE

Boyne City Main Street Events 2018–19

24,863

Est. event attendance

- Stroll the Streets
- Boyne Thunder
- Food Truck Rally
- Chocolate Covered Boyne
- Boyne Appetit Restaurant Week
- Buff Up Boyne
- Harvest Festival
- Earlier than the Bird
- Santa Parade & Holiday Open House

Stroll the Streets

Boyne Thunder

Farmers Market Food Truck Rally

Santa Parade & Holiday Open House

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!

$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
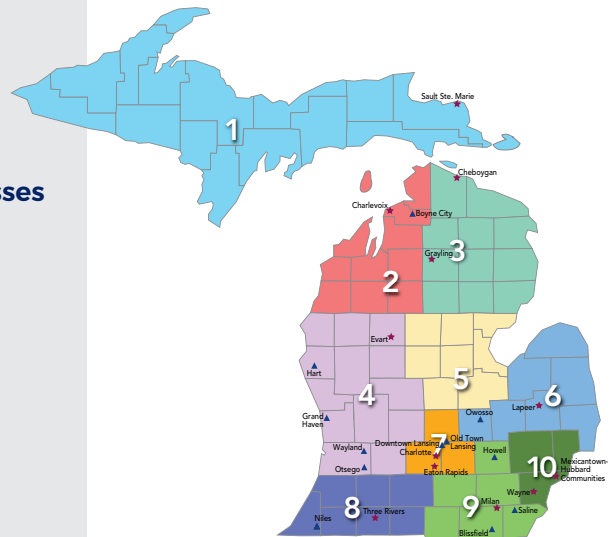**1,388**
Program to date

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

> "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

Our Communities

★ Select Level   ▲ Master Level

Boyne City's Board of Directors

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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

MICHIGAN MAIN STREET CENTER

MEDC
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org

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