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.

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 health and wellness/healthy living.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by expanding shoulder season activity.
- Bring businesses together to cooperate and coordinate resources to market downtown.
Main Street is Helping Businesses Thrive

- Monthly business/building owner meetings
- Cooperative advertising campaign
- Complimentary building design assistance
- Façade grant incentive program
- Annual small business training
- Promotion through downtown maps/directories/website

“I look to Main Street as a cornerstone of my business. The opportunities offered, including grant opportunities, meetings and seminars, are amazing. Even when all you need is someone to bounce an idea off, Main Street is willing to help.”

—Deidre Weller, Owner, Thistle

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th></th>
<th>5 Minutes</th>
<th>15 Minutes</th>
<th>30 Minutes</th>
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<tbody>
<tr>
<td>Population</td>
<td>3,613</td>
<td>9,255</td>
<td>38,288</td>
</tr>
<tr>
<td>Households</td>
<td>1,713</td>
<td>3,985</td>
<td>16,152</td>
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<tr>
<td>Median HH Income</td>
<td>$62,275</td>
<td>$72,696</td>
<td>$77,536</td>
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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 Youth to Placemaking

Our alleys are already hidden gems, but the re-imagined Hoop Skirt alley offers residents and visitors a more connected, artistic, walkable, and welcoming downtown space. Together with local high school students and our community partners, we created an enchanting space for people to sit, shop, dine, and make memories in our downtown. Completed in June 2019, this project enhanced our mission to create a vibrant, strong, and economically viable downtown that is pedestrian-friendly.

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

8,680+ Facebook Followers

1,630+ Instagram Followers

Volunteer Connection

1,551 Volunteer hours in 2018–2019

13,231 Volunteer hours (Program to date)

$38,542 Volunteer value in 2018–2019

$328,790 Volunteer value (Program to date)

In the Numbers

Income

Expenses

$574,630

$660,453

City/county support 14%

Promotion activities 24%

DDA support 8%

Other 7%

Personal giving 4%

East Park/Marina bond debt payment 4%

Salaries/wages 51%

Other giving 6%

Bridge Park building maintenance 6%

Property rent 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.

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

“Michigan Main Street helps strengthen Charlevoix Main Street’s value by providing unique opportunities for our property and business owners that they wouldn’t have if they were doing business somewhere else.”

—Lindsey Dotson, Charlevoix Main Street DDA, Executive Director