



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.

2020 EDITION

CHARLEVOIX MAIN STREET DDA

231.547.3257

downtowncharlevoix.com



State of DOWNTOWN

6 Blocks

709 Public parking spaces

99 First-floor storefronts

68 Residential units

19 Restaurants

39 Retail stores

2,429 Boats in marina in 2019

5% Storefront vacancy rate

70% Businesses open year-round

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.



CHARLEVOIX
MAIN STREET DDA

TRANSFORMING CHARLEVOIX'S DOWNTOWN



Opened a publicly operated co-working space and business incubator in the downtown, called "The Vault," that had instant success and incredible community support.



Awarded nearly \$60,000 in façade grants since 2017 to help improve the appearance of 10 storefronts in downtown Charlevoix.



Worked with a new business to secure \$25,000 in grant funding for startup costs and equipment purchases through the Match on Main grant program.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT
\$295,713

Program to date: \$5,366,448



3

Façade Improvements
Program to date: 30



13

New Businesses
Program to date: 48

Community Profile

City of Charlevoix | 2019



Population
2,450



Households
1,291



Median HH Income
\$40,635



Median Age
51 years



Housing Units
1,928



67% Housing is occupied
57% Owner-occupied
43% Renter-occupied

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

	5 Minutes	15 Minutes	30 Minutes
Population	3,613	9,255	38,288
Households	1,713	3,985	16,152
Median HH Income	\$62,275	\$72,696	\$77,536

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.



VOLUNTEER SPOTLIGHT

"I volunteer because it is rewarding to help other people accomplish a goal or a project. Everyone benefits when you give back to the community."

—Luann Keinath, Chief Lending Officer, Charlevoix State Bank



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)

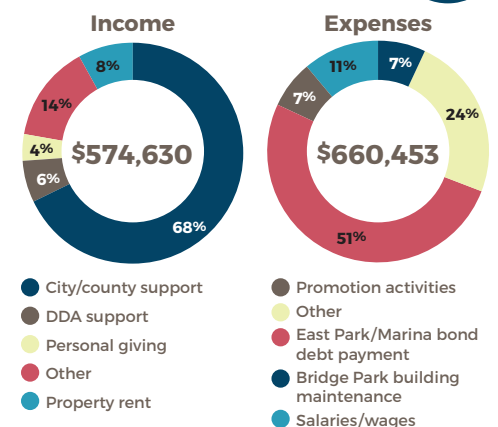


\$38,542
Volunteer value in 2018-2019



\$328,790
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Charlevoix Main Street
Events 2018-19

11,619

Est. event attendance

- Spring & Fall Charlevoix Restaurant Week
- Live on the Lake Summer Concert Series & Buskers on Bridge Street
- Main Street Monday during Venetian Festival
- Buy Nearby Weekend
- Small Business Saturday
- Gift Local Holiday Shopping Contest



Holiday Parade and Tree Lighting



Merchant Open House & Hot Cocoa Contest



Main Street Monday during Venetian Festival



Charlevoix 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!



\$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

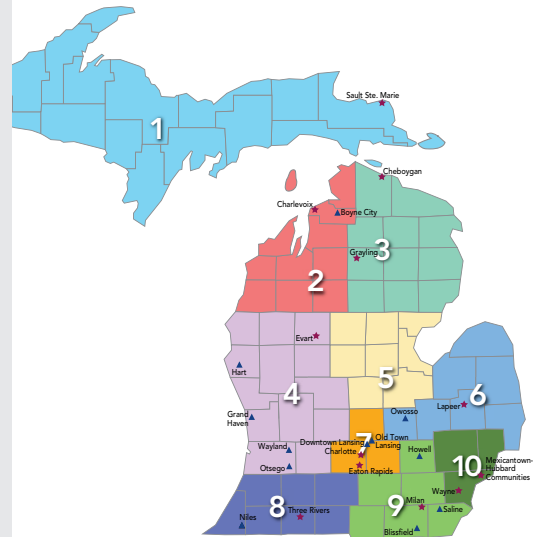
739,831

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

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: Rick Wertz

Member: Sam Bingham

Member: Sean Bradley

Member: Amanda Wilkin

Member: Paul Silva

Non-voting Student:
Liam Dreyer

www.miplace.org