Our Light Will Draw You In
Experience Cheboygan through the eyes of those who see the lake town, the trail town, the art town, the river town, the small town, and those who proudly call Cheboygan their hometown.

Cheboygan Main Street is making a real difference.

Cheboygan Main Street DDA is at the heart of a movement to develop downtown Cheboygan as a vibrant community with colorful activity all year long; the infinite flow of the Cheboygan River a lyrical background to creative and family-friendly storefronts, parks and greenspaces, and activities that are inviting and welcoming to everyone—residents and visitors alike. Our wayfaring and trading history and heritage will be evident in thoughtfully restored buildings, public art and landmarks, and our well-lit and walkable streets will offer a treasure trove of sights and sounds waiting to be discovered.

Downtown’s Goals
• Expand and enhance opportunities to interact and engage with arts and recreation, year-round, and throughout the downtown.
• Increase variety and options of downtown businesses and activities that attract and appeal to all residents and visitors alike.
• Further develop the unique, distinctive and historic built environment of downtown Cheboygan.
Since April 2020, 11 new businesses have opened in downtown. By summer 2022, there will be seven additional new businesses. The Main Street DDA provides “Coming Soon” signs to keep the community informed and excited about progress happening and new businesses coming to downtown.

Main Street is Helping Businesses Thrive
- Vibrancy microgrants
- Façade grant program
- Match on Main funding
- Downtown Cheboygan map
- Business success kit
- Cheboygan Main Street design guidelines
- Business promotion through Main Street website and social media
- Radio marketing campaign
- “Coming Soon” signs

“Life moves pretty fast, that’s why I enjoy taking a break to walk downtown. Whether it’s sitting on a bench eating some ice cream or enjoying a cold drink at a patio bar, I can count on a walk through downtown to help me center and re-energize myself. Downtown Cheboygan is moving in a very positive direction and continues to rejuvenate and revitalize. It is a place to connect with family, friends and community, and that is what is genuinely important.”

—Ron Williams, Owner, Williams Office Equipment

Community Profile
City of Cheboygan | 2021
- Population: 4,671
- Households: 2,078
- Median HH Income: $40,254
- Median Age: 45 years
- Housing Units: 2,771

75% Housing is occupied
62% Owner-occupied
38% Renter-occupied

Downtown Drive Time Markets

<table>
<thead>
<tr>
<th>Time</th>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>3,204</td>
<td>6,118</td>
<td>12,715</td>
</tr>
<tr>
<td>Households</td>
<td>1,430</td>
<td>2,738</td>
<td>5,743</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$60,619</td>
<td>$56,700</td>
<td>$58,799</td>
</tr>
</tbody>
</table>

In-demand Businesses

Shopping & Retail
- Arts, crafts, and hobbies
- Women’s clothing
- General/variety store
- Bikes/bike repair/sporting goods/outdoors store
- Bookstore

Food & Drink
- Mexican restaurant
- Casual dining eatery
- Italian restaurant
- Steakhouse
- Bakery

Façade & Building Improvements
- Program to date: 11

New Businesses
- Program to date: 12

Private Investment
- Program to date: $1,488,632
- Program to date: $1,488,632

REINVESTMENT STATS 2020–2021
- Private Investment: $388,131

Twelve cigarette butt recycling receptacles were installed throughout downtown to help keep our community clean, safe, and inviting for everyone to enjoy.

Cheboygan Brewing Company was awarded $25,000 through the MEDC Match On Main program to complete extensive revonations to their outdoor patio space.
Community Clean Sweep

Downtown “Clean Sweep” events highlighted the power of small in 2021. Throughout the spring, seven events held at a variety of locations, contributed 108 volunteer hours to community clean up. In one hour, a group of hard-working volunteers can pick up a lot of trash, pull weeds, sweep sidewalks, and drastically change the look of an area. These events were an easy way for residents to get involved and show their community pride without a large time commitment. Instead of adding to the long list of someone should, we took action and lead by example to remind everyone that if you want a place you can be proud of, you have to get out there and make it.

Volunteer Connection

3,119
Volunteer hours in 2020–2021

4,651
Volunteer hours (Program to date)

$84,001
Volunteer value in 2020–2021

$125,251
Volunteer value (Program to date)

Social Connection

4,590+
Facebook Followers

410+
Instagram Followers

In the Numbers

Income

Expenses

Grants/foundation support: 52%
City/county support: 12%
Memberships/fundraising: 19%
TIF: 1%
Operations: 5%
Other/misc activities: 5%
Grants: 1%
Outreach: 11%
Placemaking: 6.5%
Events: 8.4%

$297,155

1%
$193,295

Chairperson: Eric Villanueva
Vice chairperson: John Costin
Treasurer: Bobie Crongeyer
Secretary: Christine Khan-King
Member: Brandon Weir
Member: Christy Stempky
Member: Emily Eckhart
Member: Brett Mallory
Mayor Leslie A. Tebo
Interim director: Katie Duczkowski
City manager: Dan Sabolsky
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.

“Downtown is on the upswing. You can see it with your eyes, and the Main Street program is a pillar on which so much of that change downtown has been built.”
—Eric Villanueva, Cheboygan Main Street DDA Board Chair

**Real Impact.**

The numbers prove it!

- **$26,646,354**
  - 2020–21 Total Private Investment
  - Program to date

- **$12,929,313**
  - 2020–21 Total Public Investment
  - $128,919,620
  - Program to date

- **37,197**
  - 2020–21 Volunteer Hours
  - 810,704
  - Program to date

- **127**
  - 2020–21 New Businesses
  - 1,622
  - Program to date

- **143**
  - 2020–21 Façade & Building Improvements
  - 2,499
  - Program to date