

Experience the Classic Beauty of Downtown Charlevoix!

Shop, dine, and make memories year round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleyways await your discovery just steps away from the shores of Lake Michigan.

2022 EDITION

CHARLEVOIX MAIN STREET DDA

231.547.3257

downtowncharlevoix.com



State of DOWNTOWN

6 Blocks

709 Public parking spaces

40 Housing units

874 Downtown workers

99 First-floor storefronts

21 Restaurants

40 Retail stores

0% Storefront vacancy rate

2.7% Increase in property values
(increase from 2020–2021)

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 walkability and access to resources in the downtown.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by identifying opportunities to add year-round housing units to the downtown and establishing resources to encourage private investment.
- Bring businesses together to cooperate and coordinate resources to market downtown.



CHARLEVOIX
MAIN STREET DDA

TRANSFORMING CHARLEVOIX'S DOWNTOWN



Since 2019, Charlevoix Main Street DDA has assisted over 20 small businesses with bringing in over \$195,000 in grants from local, state, and federal resources.



For the first time in years, Bridge Street storefronts are 100% occupied with long-term tenants, demonstrating an overall reduction in turnover in the downtown.



Charlevoix Main Street DDA won multiple awards for recent accomplishments including a certificate of recognition from Governor Gretchen Whitmer for the Junior Main Street program.

REINVESTMENT STATS 2020–2021

PRIVATE INVESTMENT

\$3,063,170

Program to date: \$12,342,618



2

Façade & Building Improvements
Program to date: 70



12

New Businesses
Program to date: 67

Community Profile

City of Charlevoix | 2021



Population
2,508



Households
1,310



Median HH Income
\$39,686



Median Age
51 years



Housing Units
2,135



62% Housing is occupied
57% Owner-occupied
43% Renter-occupied

Main Street is Helping Businesses Thrive

- Alleyway Improvement Grant program
- Bringing regional and statewide partners to the table for future redevelopment projects
- Downtown design guidelines
- Downtown Housing Incentive program
- Downtown Dollars Digital Gift Card program
- Cooperative advertising campaign
- Complimentary promotion in business directories and social media
- Monthly business/building owner meetings

“Main Street is an invaluable asset and I couldn’t imagine my tours succeeding like it does without them. They are top notch in customer service and help us with everything—true heroes in my eyes!”

—Edith Pair, Owner, Mushroom House Tours

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,849	6,234	15,844
Households	1,833	2,784	6,726
Median HH Income	\$45,369	\$52,318	\$57,933

In-demand Businesses

Shopping & Retail

- Shoe store
- Arts, crafts, and hobby shop
- Sporting goods/fitness/bike shop
- Pet emporium
- Jewelry store

Food & Drink

- Italian restaurant
- Mediterranean restaurant
- Coffee shop/bakery
- Specialty foods market
- Asian restaurant

The future of downtown housing

Charlevoix Main Street DDA embarked on several initiatives to address the regional housing shortage affecting economic growth potential within downtown small businesses. With the creation of the Downtown Housing Incentive, becoming a certified Redevelopment Ready Community®, and participating in the Downtown Futures service, downtown Charlevoix is poised and ready for its next chapter: becoming a place where a variety of people can live year round. Get ready for some exciting years ahead!

DOWNTOWN EVOLUTIONS

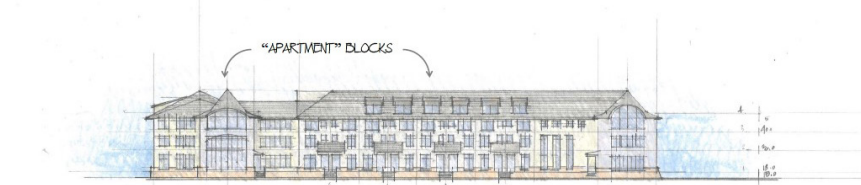
DEMONSTRATIONS

Increased Downtown Housing

Hilltop Housing

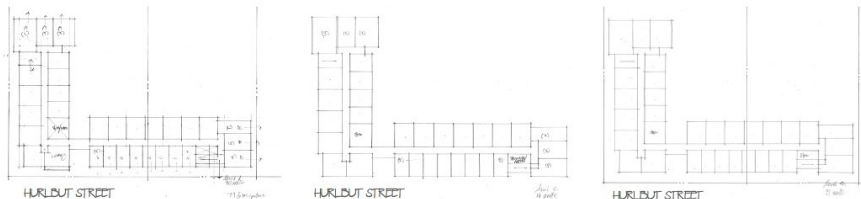


Hilltop Housing—North Elevation (along "Hilltop Alley")



Hilltop Housing—South Elevation (along Hurlbut Street)

Like activating uses shown in demonstrations along downtown side streets, "shingle style" architecture is shown for the Hilltop Housing concept, with complementary materials, colors and features applied across the different styles of housing.



Hilltop Housing—"Apartment" Blocks—Level 1 Hilltop Housing—"Apartment" Blocks—Level 2 Hilltop Housing—"Apartment" Blocks—Level 3

The Hilltop Housing demonstration recognizes that a development of this magnitude is likely to be implemented in phases. The diagrams displayed above show a configuration for "apartment" blocks, separated into two pieces to recognize, again, the likelihood of a staged implementation scenario on the Hilltop block.

Social Connection



10,600+

Facebook Followers



2,700+

Instagram Followers



19,115+

Life in Charlevoix app users



971+

E-newsletter subscribers

Volunteer Connection



671

Volunteer hours in 2020–2021



15,219

Volunteer hours (Program to date)



\$18,070

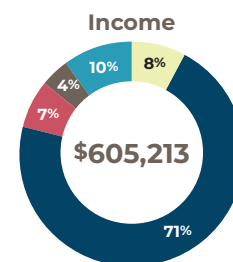
Volunteer value in 2020–2021



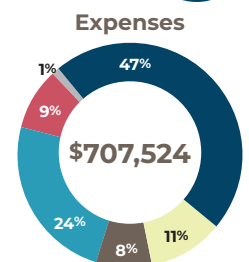
\$409,848

Volunteer value (Program to date)

In the Numbers



- Grants/foundation support
- City/county support
- DDA support
- Personal giving
- Property rent



- Promotion activities
- Operations
- Other/misc. activities
- Salaries/wages
- Debt Service: Marina Fund
- Property Maintenance

VOLUNTEER SPOTLIGHT

"It's a great way to give back. I love to help with Restaurant Week and First Fridays because these initiatives help Charlevoix be a year round destination."

—**Katherine Bitely,**
Marketing Manager, Visit Charlevoix



Charlevoix's Board of Directors

Chair: Maureen Owens
Mayor Luther Kurtz
Member: Kirby Dipert
Member: Amanda Wilkin
Member: Sam Bingham
Member: Sean Bradley
Member: Paul Silva

Member: Anne Oosthuizen
Member: Ron Way
Non-voting Student: Liam Dreyer
Executive Director: Lindsey Dotson, MSARP

DOWNTOWN ALIVE

Charlevoix Main Street
Events 2020-21

5,705

Est. event attendance

- Live on the Lake summer concerts
- Main Street Wednesday: Venetian Festival
- First Fridays
- Ladies Night
- Men's Night
- Gift Local Holiday Shopping Contest
- Buy Nearby Weekend
- Michigan Downtown Day
- Small Business Saturday



Live on the Lake summer concerts



Main Street Wed., Charlevoix Venetian Festival



First Fridays



Small Business Saturday Shoppers

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.

"Michigan Main Street has been so resourceful, which has led to opportunities for our small businesses that other towns cannot offer. This gives Charlevoix a competitive advantage and makes it a great place to own a business."

—Lindsey Dotson, MSARP Executive Director, Charlevoix Main Street DDA

Real Impact.

The numbers prove it!



\$26,646,354

2020-21 Total
Private Investment

\$346,519,759

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

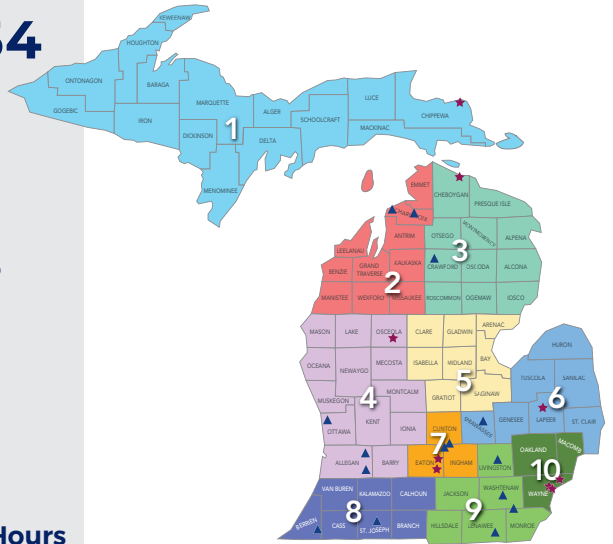


143

2020-21 Façade &
Building Improvements

2,499 Program to date

Our Communities



★ Select Level

▲ Master Level



www.miplace.org

5107-211028