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.

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.
Main Street is Helping Businesses Thrive

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

“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

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<th>5 Minutes</th>
<th>10 Minutes</th>
<th>20 Minutes</th>
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<tbody>
<tr>
<td>Population</td>
<td>3,849</td>
<td>6,234</td>
<td>15,844</td>
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<tr>
<td>Households</td>
<td>1,833</td>
<td>2,784</td>
<td>6,726</td>
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<td>Median HH Income</td>
<td>$45,369</td>
<td>$52,318</td>
<td>$57,933</td>
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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!

Social Connection

Facebook Followers: 10,600+
Instagram Followers: 2,700+
Life in Charlevoix app users: 19,115+
E-newsletter subscribers: 971+

Volunteer Connection

Volunteer hours in 2020–2021: 671
Volunteer hours (Program to date): 15,219
Volunteer value in 2020–2021: $18,070
Volunteer value (Program to date): $409,848

In the Numbers

<table>
<thead>
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<th>Income</th>
<th>Expenses</th>
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<td>$605,213</td>
<td>$707,524</td>
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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
Non-voting Student: Liam Dreyer
Executive Director: Lindsey Dotson, MSARP
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