



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.

2022 EDITION

CHEBOYGAN MAIN STREET DDA

231.627.9931

cheboyganmainstreet.org



State of DOWNTOWN

25 Blocks

200 Parcels

489 Public parking spaces

109 First-floor storefronts

11 Restaurants

21 Retail stores

5% Storefront vacancy rate

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.



TRANSFORMING CHEBOYGAN'S DOWNTOWN



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.



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 renovations to their outdoor patio space.

REINVESTMENT STATS 2020-2021

PRIVATE INVESTMENT
\$388,131

Program to date: \$1,488,632



6 Façade & Building Improvements
Program to date: 11



8 New Businesses
Program to date: 12

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

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

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,204	6,118	12,715
Households	1,430	2,738	5,743
Median HH Income	\$60,619	\$56,700	\$58,799

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

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.



Social Connection



4,590+
Facebook Followers



410+
Instagram Followers

Volunteer Connection



3,119
Volunteer hours in 2020–2021



4,651
Volunteer hours
(Program to date)

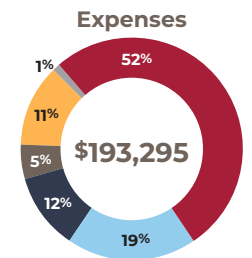
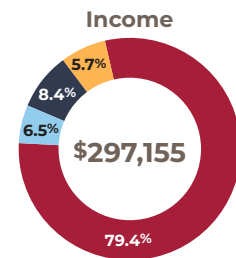


\$84,001
Volunteer value in 2020–2021



\$125,251
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- Operations
- City/county support
- Other/misc. activities
- Memberships/fundraising
- Grants
- Outreach
- Placemaking
- TIF
- Events

VOLUNTEER SPOTLIGHT

“Volunteering is very important as many things would not be accomplished without volunteers. Giving back to my hometown is important to me. I will volunteer in any way I can to help make Cheboygan a better place to live for everyone.”

—Mary Darling,
Main Street DDA Volunteer



Cheboygan's Board of Directors

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

DOWNTOWN ALIVE

Cheboygan Main Street Events 2020-21

8,050

Est. event attendance

- Shine Up Cheboygan
- Clean Sweep Events
- Downtown Thursday Nights Live
- Light Up Local
- Easter Egg Hunt
- Independence Day Parade
- State Street Bridge Walk
- Scarecrow Stroll



Light Up Local



Downtown Thursday Nights Live



Independence Day Parade



State Street Bridge Walk

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.

“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. Our Communities

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

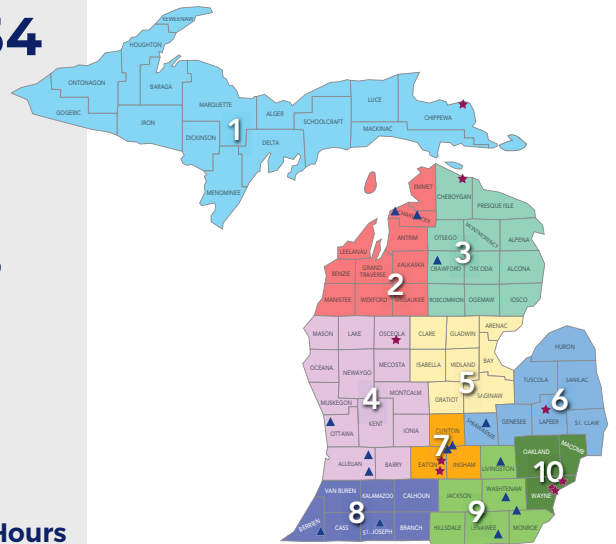
810,704
Program to date

127
2020-21 New Businesses

1,622 Program to date

143
2020-21 Façade & Building Improvements

2,499 Program to date



★ Select Level ▲ Master Level



www.miplace.org