

DOWNTOWN CENTRAL



FEBRUARY 2006

VOLUME 2, ISSUE 2

*A publication for & about
Downtown Cheboygan.*

Presented to:

Cool Cities Commission presents Downtown Improvement plan...

The City of Cheboygan's Cool Cities Commission was formed to create an improvement plan worthy for consideration through a Michigan Cool Cities grant. Unfortunately, the city of Cheboygan is not eligible for these grant dollars, due to the fact that the city does not have a college campus within the city limits and there is not a local historic district ordinance. Although the city was not eligible for this granting consideration, the DDA and the Commission felt that improvement recommendations were worthy of further research and consideration. The Cool Cities Commission presented the following recommendations to the DDA board during their January board meeting:

Wayfinding/Directional Tools Clinic

- A wayfinding team would come to Cheboygan to offer recommendations and guidelines for city entrances and traffic flow, wayfinding signage, business architecture, signage, color schemes, and public landscaped spaces
- This program would assist the City in determining the design characteristics of the wayfinding program needed
- Cool Cities Commission recommended as a top priority and immediate implementation

Downtown Landscaping

- 13 additional custom benches to be located throughout Downtown on Main Street
- Refurbish the existing 30 trash receptacles by sandblasting and painting

Backus Street Pavilion

- A cover over Backus street to include lighting, electrical service and a sound system to be used as a main hub of activities during various events and festivals
- Backus Street would be available for parking and other typical street activities with the exception of the time periods when events would take place

Historical Pathway

- Located between Scalawags and Mulligans
- Concept created in conjunction with the Historical Society of Cheboygan County would include up to 12 visual storyboards and/or signs depicting the history of Cheboygan and the Waterway, an arch shaped sign to be placed over each end of the pathway and two benches and trash receptacles

Lamp Post Art

- Artwork would be facilitated by the Cheboygan Area Arts Council and would be updated seasonally
- Artwork would be painted on 4' x 8' wood sheets securely attached to the lamp posts located Downtown.

Members of the DDA Cool Cities Commission are:

Mike Grisdale, Cheboygan Area Chamber of Commerce and DDA Board
Nancy Lindsay, Citizens National Bank and DDA Board
Lois Ballard, Historical Society of Cheboygan County
Billie Livingston, CACC Retail Committee & City Planning Commission
Joann Leal, Cheboygan Area Arts Council
Brant Coulter, Mulligans
Scott McNeil, City Manager/DDA Director
Kirsten Guenther, Downtown Enhancement Administrator

DOWNTOWN COMMUNITY CALENDAR

Winter Game Nights

Euchre: Mondays - 6:30 pm
 Tuesdays - 1:30 pm
Scrabble: Tuesdays - 6:30 pm
Chess: Wednesdays - 6:30 pm
Stage Door Café • 327 N. Main
Fight the winter blues by joining in on a game of euchre, scrabble or chess at the Stage Door Café. For more information, call (231) 597-9854.

Snowman Building Contest

February 11 • 11:00 am - 1:00 pm
Washington Park - 124 N. Main

Teams of up to 4 people can test their snowman building skills. Weather permitting. For more information or to register contact the Cheboygan Area Chamber of Commerce, (231) 627-7183. Prizes will be awarded. Sponsored by Town & Country Mortgage.

MARK YOUR DOWNTOWN CALENDARS....

July 1

**Downtown Cheboygan
Summer Street Fair**

August 19

**Downtown
Cheboygan
Blues Festival**



Streets bloom with added flowers...

The Seedums Garden Club asked the DDA board to consider providing additional brackets to the Downtown lamp posts at the November DDA board meeting. If provided, the Seedums Garden Club stated that they would commit to providing 5 years of flowers to the Main Street area. The Garden Club currently provides flowers for the 24 brackets located in the Downtown area. If approved, the Garden Club indicated that they would provide 36 flower baskets.

The board approved the purchase of 12 additional brackets for the Downtown lamp posts. In addition to the purchase of the brackets, the board also approved the recommendation to utilize part-time personnel from the Recreation Department to water the flower baskets daily.

Seedums Garden Club will provide all of the flower baskets and Citizens National Bank will donate the funds necessary to provide the additional 12 flower baskets.



ON THE MOVE....

**New Business—
Scalawag's**

Dick Botbyl has recently opened Scalawag's Fish & Chips. "I've been in the food service business for 35 years and I was looking for something new to do," says Dick.

Botbyl owns the Cheboygan franchise and chose Scalawags "because of the built in customer base."

Scalawags features whitefish and chips baskets—complete with fries, hush puppies and coleslaw. They also serve perch, shrimp and chicken tender baskets, homemade whitefish chowder in a cup or a bread bowl, whitefish or a whitefish reuben sandwiches, salads and a special menu for children under 12.

"Business has been good. We are now looking forward to the Lenten season and the summer."



*Dick Botbyl,
Scalawags Owner*

Scalawags Hours of Operation:
11 am to 8 pm- Mon.-Thur. & Sun.
11 am to 9 pm - Friday & Saturday

330 South Main Street
597-9000

www.scalawagswhitefish.com

**New Business—
Reed Stewart, LLC**

Reed Stewart, LLC opened its doors in February 2005 while located within the Burns & Eustice Insurance Agency. The company moved to their permanent location, 217 N. Main Street, November 2005.

Reed Stewart, LLC provides mortgage, real estate, property management and consulting services.

Al Dos Santos, Principal Associate Real Estate Broker and Consultant for Reed Stewart, says, "we wanted to remain Downtown to provide easy access to our customers." Business has been "good despite the economic conditions the country has encountered. We're pleased with the continued interaction with the community."



*Al Dos Santos,
Principal Associate Real Estate Broker
and Consultant*

**Reed Stewart
Hours of Operation:**

9 am - 5 pm - Monday-Friday

217 North Main Street
627-7600

www.reedstewart.com

**Downtown
Steering
Committee...**

The Downtown Steering Committee's next meeting is February 14 at 8:00 a.m. in City Council Chambers.

This meeting is a great opportunity to network with other's in the Downtown business community, as well as meeting with the City Manager/DDA Director and the Downtown Enhancement Administrator.

In addition to the networking possibilities, this quarterly meeting provides Downtown updates regarding the DDA, event planning, marketing, business attraction and recruitment, and economic development.

The Downtown Steering Committee meets quarterly.

To learn more about the Downtown Steering Committee or to reserve your seat for the next meeting, please contact Kirsten Guenther, 627-9931 or kguenther@cheboygan.org.

Downtown Development & Retail Opportunities...

FOR SALE



209 West State Street
 Total Square Footage: 2,669
 Retail Square Footage: 1,503
 Contact Name:
 Judy Yankoviak (231) 627-9959



116 South Main Street
 Total Square Footage: 2,585
 Contact Name:
 Jerry LeDuc (231) 627-3275



401 Main Street
 Total Square Footage: 48,600
 Contact Name:
 Mike Gotham (231) 627-9991



414 North Main Street
 Total Square Footage: 2,640
 Contact Name:
 Steve Begle (231) 627-7186



117 W. State Street
 Total Square Footage: 6,156
 Contact Name:
 Coldwell Banker Northern Lakes
 (231) 627-9959



431 North Main Street
 Total Square Footage: 20,400
 Contact Name:
 Lynn Vanjaarsveld
 (231) 420-5353



327 & 329 North Main Street
 Total Square Footage: 11,004
 Contact Name: Mary Reynolds
 (231) 436-4151

FOR LEASE



102 South Main Street
 Total Square Footage: 975
 Contact Name: Bob Lackey
 (231) 627-8291

Mariner's Village
**WILL
 BUILD
 TO SUIT**

121 South Main Street
 Total Square Footage:
 5,000
 Contact Name:
 John Knaffla
 (231) 627-2200



520 North Main Street
 Total Square Footage: 1,800
 Contact Name:
 Vincent Hillesheim
 (231) 627-4620

Website unveiled...

The official Downtown Cheboygan website has been unveiled to all who visit cyber space! To access the Downtown website, users must go to the City of Cheboygan's website: www.cheboygan.org and click on the "Downtown" tab.



Website highlights include:

- Business listing - complete with addresses, phone numbers and website links
- Development and retail opportunities available - including pictures of properties available for sale or lease
- Special events and happenings taking place throughout the year
- Current edition of the *Downtown Central* newsletter
- History of the DDA
- Past and present projects the DDA has undertaken
- Contact form to easily email comments to the DDA staff

Snapshot of Downtown Cheboygan 2005...

2005 proved to be an incredible year for Downtown Cheboygan as it embarked on many first-time events and activities.

The following list illustrates the accomplishments of the year past:

- City Council implemented an ordinance to allow sidewalk cafes or outdoor seating on Main Street and the Cheboygan River through the purchase of an annual permit licensing the activity between May-October.
- DDA and Cheboygan Area Arts Council (CAAC) collaborated regarding public art placement, including the development of Ottawa Park.
- Applications were submitted and approved from the Army Corps of Engineers and Department of Environmental Quality for the pedestrian bridge to be located in Washington Park and lead over the Cheboygan River.

- Over 60 Cheboygan area youth volunteered to clean up Downtown Cheboygan in mid-April. Students swept sidewalks and parking lots, raked and cleaned up litter in the parks and washed the gazebo in Washington Park.



- Apartments above Dollar Bill's were awarded a grant through a Housing Rehabilitation Project which was implemented to address rehabilitation of second floor living units in the downtown area.
- DDA created a Building Façade Improvement Grant program for reimbursement of costs associated with design of building front façade improvements. Additionally, Citizens National Bank provided a loan program for DDA certified Store-front Façade projects.
- Downtown Steering Committee continued to assist with marketing and promoting Downtown Cheboygan.

- The City's economic development strategic planning committee met with the current owner of the former Woolworth building to facilitate development of the property.
- A sub-committee of the DDA was organized to formulate a list of suggested Downtown improvements to later present to the DDA. Items addressed through this committee included: signage, trash receptacles, landscaping and other capital improvement items.

- DDA sponsored two major events this summer. The Summer Street Fair closed down a portion of Main Street in July bringing over 2,500 fair attendees to the Downtown area. People were able to play games, sample "tastes" from local eateries, chalk the walk in Washington Park, enjoy free children's entertainment, and witness the first-ever Downtown Idol contest.



- The Blues Festival was held in the Main Street parking lot of Citizens National Bank in August. Almost 400 people attended this music festival to hear 4 diverse bands from all over the state. Downtown restaurants were invited to sell their specialties at this event.

- Cheboygan is one of 32 Michigan Cool City communities. Communities who fell under the Blueprints for Michigan's Downtown category would now be

eligible to be a part of the Michigan Cool City Neighborhood logo to be displayed throughout the city.



OPERA HOUSE EVENTS

Cheboygan Rotary Club Travelog: "In Search of Shangri-La"...

Join the local Rotary Club for their next Travelog installment at the Cheboygan Opera House.

January 22 ● 2:00 pm

Cheboygan Rotary Club Travelog: "Korea: Can Two Become One?"

Join the local Rotary Club for their next Travelog installment at the Cheboygan Opera House.

February 19 ● 2:00 pm

Thumbelina... Bits 'N Pieces Giant Puppet Theatre entertain elementary school children with this Hans Christian Anderson classic tale. Open to Elementary Schools.

February 28 ● 10:00 am & 1:00 pm

March 1 ● 10:00 am

Youth Arts Festival... March 6-17 ● 7:30 pm

Bishop Baraga Spring Concert... April 5 ● TBA

Pippi Longstocking... The American Theater Arts for Youth present Pippi Longstocking.

April 10 ● TBA

The Taming of the Shrew... The National Players, America's longest running classical touring company, returns to the Opera House stage to present this famous Shakespeare comedy.

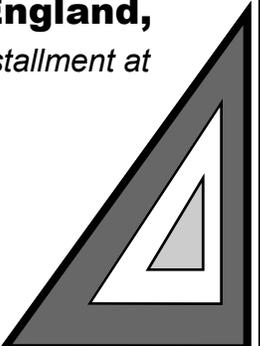
April 22 ● 7:30 pm

Cheboygan Rotary Club Travelog: "A Canal Adventure in England, Scotland, & Wales" ... Join the local Rotary Club for their next Travelog installment at the Cheboygan Opera House.

April 30 ● 2:00 pm

For more information call 231-627-5841

Dates and times subject to change



Downtown to see busier streets...

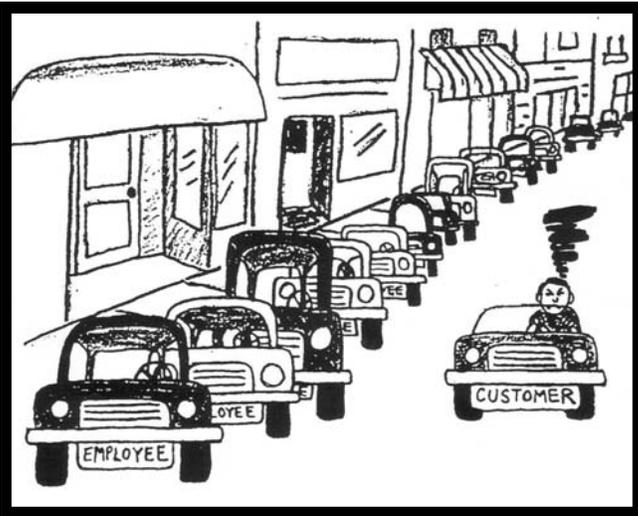
Businesses located along Main Street in Downtown Cheboygan will be certain to see additional traffic flowing through the city along state highway, M-27, during the months of May to October. The Lincoln Avenue bridge is slated to be reconstructed at this time. The only alternative traffic will have to cross the river will be to utilize the State Street bridge, re-routing traffic through town.



This is a *great* opportunity for Downtown retailers, restaurants, and all other Downtown businesses to reacquaint themselves with a portion of the population who doesn't normally travel in the Downtown area on a daily basis. Storefront window displays will be a highly attractive means to capture this audience on their daily travels through the city. Not only will this traffic influx affect daily commuters, but also the tourists who travel to Cheboygan.

And if that is not enough... The Michigan Sunrise Side is hosting a Motorcycle Rally September 8-10. Motorcycle enthusiasts will start their ride in Standish, riding along M-23 to Mackinaw City. They will then return downstate to West Branch via M-33. This is great news for Cheboygan—as they will be traveling in and around our city twice! What an excellent opportunity to attract out-of-towners to our community. The average motorcyclist who participates in organized rides (such as this one), spends approximately \$100 per day. The rally organizers are anticipating that 3,000—5,000 bikers are going to participate in this ride. Currently, plans are underway to host an event during the evening on September 9th in Cheboygan. For more information regarding this rally or the Cheboygan special event, please contact Joellen Tryban at the Cheboygan Area Chamber of Commerce, 627-7183.

Downtown Parking...



Parking has been mentioned at the Downtown Steering Committee meetings on a few occasions.

This cartoon illustrates how important it is to leave Downtown parking spaces vacant for customers.

Not only is it vital to have adequate parking for customers, it is vital for a healthy Downtown.

Downtown Central



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Richard B. Sangster
Cheboygan Auto Supply/NAPA

Vincent Hillesheim
Anchor In Marina

John Knaffla
The Boathouse
& Mariner's Village Marina

Mary Brown
Brown's Drycleaners Inc.

Mayor James E. Muschell
United Design Associates

Scott McCauslin, Councilman
(Ex-Officio)

Michael Grisdale
Cheboygan Area Chamber
of Commerce (Ex-Officio)

The Cheboygan DDA meets
the first Tuesday of each month
at 6:00 pm
in City Council Chambers,
403 N. Huron Street.

Meetings are open to the public.

Downtown Central is a quarterly publication of the Downtown Development Authority and the City of Cheboygan.

Calendar and newsletter information are welcomed from Downtown Cheboygan businesses for inclusion in upcoming issues of *Downtown Central*.

To submit an item or for more information, please call or email Kirsten Guenther:

(231) 627-9931
kguenther@cheboygan.org