

# DOWNTOWN CENTRAL



MAY 2006

VOLUME 2, ISSUE 3

**A publication for & about  
Downtown Cheboygan.**

**Presented to:**

## **A plea to retailers regarding store hours...**

Downtown Cheboygan's retail stores have varying hours from opening between 9 and 11 a.m. to closing between 5 and 7 p.m.—and that is during the week. For the most part, stores are open on Saturday, but Sunday hours are almost non-existent. This practice is a concern among the working public in Cheboygan. Many argue that they cannot patron the businesses during the week, due to their work and family obligations; however, the stores that are open later (Wal-Mart and Kmart to name two) are capturing the dollars spent after the dinner hour. Wouldn't it be nice for the Downtown retail community to retain a piece of that after-5:00 spending? After all, it was a recommendation of the HyettPalma Study for businesses to shift to later hours.

Something for retailers to keep in mind... the Cheboygan Area Chamber of Commerce is gearing up to begin their Thursday evening Summer Concert Series. This summer would be a great time to extend retail store hours on Thursdays. Let's not be overly ambitious and unrealistic to ask the retail community to extend their hours every day, but try later hours on Thursdays. The concerts—held in Washington Park—begin at 7:00 pm. Why not have retailers keep their doors open until 9 p.m.? The Chamber would be most happy to promote this effort by announcing the new store hours before every concert.

What a great collaborative effort this would be! I'm here to say that if the retailers jump on board with this idea... I will promote this concept with a direct mailing, as well as utilizing the Cheboygan Daily Tribune, Big Country radio, and the Downtown website.

If one or two businesses stay open late, it will not have the same impact as if all of the stores stay open. Keep this statistic in mind... **over 75% of the retail purchases in the U.S. are made between 4 p.m. and midnight** (Source: Burnes Consulting).

What do you say retailers ... Shouldn't we give this a try this summer? This item will be on the agenda of the next Downtown Steering Committee meeting. (Meeting details can be found on page 2). Please plan on attending this meeting to further discuss this exciting opportunity.

*- Kirsten Guenther, Downtown Enhancement Administrator*

## **DDA prioritizes projects & programs...**

The Downtown Development Authority Board of Directors reviewed recommendations of the HyettPalma Study and has also reviewed its financial capacity. As a result of this review, along with other recommendations from the Cool Cities Commission, the DDA identified top priorities:

### **Large Capital Projects**

1. Refinement of the design and grant applications toward construction of the pedestrian bridge leading across the Cheboygan River from Washington Park to Major City Park
2. Redevelopment of the former Woolworth building site

### **Small Capital Projects**

1. Fabrication and design of a Downtown Wayfinding Signage System
2. Addition of benches and trash receptacles

### **Programs**

1. Increase marketing efforts— including the creation of a Downtown brochure, continuing with special event planning efforts, and maintaining the newly created Downtown website
2. Recruit strong businesses to Downtown
3. Continue with the Building Façade Grant Program

*The priorities established will be incorporated into the DDA Action Plan.*



## Ottawa Park to begin next phase...

Activity is set to take place at Ottawa Park this summer, as a 21 1/2 x 20 foot pavilion is to be constructed to house an activities/discoveries area. Last year, the development of the park was made possible due to the receipt of a \$12,000 grant, which was then matched by the DDA. This year, a fundraising effort is underway to assist in the financing to continue the creation of Ottawa Park.

The Rivertown Patchworkers donated a queen-size floral quilt to Ottawa Park to be raffled as a fundraiser. Tickets can be purchased at the Opera House, Rogers Jewelry and the Gildner Gallery for \$5 each or five for \$20. The quilt raffle winner will be drawn after the labor Day State Street Bridge Walk in Washington Park on September 4th.

In other donation news, Ottawa Park recently received a \$13,000 donation from the recently disbanded group, the Downtown Development Corporation. (See related story about the Downtown Development Corporation on page 3.) This donation will be used to fund the main sculpture centerpiece for Ottawa Park. The sculpture, "Lake Huron," is currently under construction.

To become involved with this community project, please watch the Local Notes section of the Cheboygan Daily Tribune for announcements regarding upcoming activities relating to Ottawa Park or call the Cheboygan Area Arts Council office at (231) 627-5432.

### ON THE MOVE....

#### **New Location— Beauty Head to Toe**

Beauty Head to Toe is not new to the Cheboygan community, but it is a new fixture in Downtown. "We just outgrew our former location," says owner, Marcia Boardman.

Beauty Head to Toe is a full service spa, offering nail and hair care, facials, massages, and tanning services. "Our goal is to make the clients feel pampered when they come in. We want them to relax and enjoy their experience with us." Further illustrating the relaxing atmosphere is that each beautician has their own corner of the building to pamper their clients.

"I wanted our spa to be in a house. I love the charm of the house. It really is a relaxing and serene feel," says Boardman when asked why she relocated her business Downtown.



*Marcia Boardman, owner*

#### **Hours of Operation:**

**9 am to 5 pm - Monday-Friday**

**9 am - Noon - Saturday**

**Evening by request**

217 North Huron Street  
597-8070

#### **New Location— Straits Area Internet & Computers**

Jeff Chevalier and Shaun Medvec recently relocated their business, Straits Area Internet & Computers, to the Downtown area. "We needed to be near the SBC building, to better service our internet customers" says Jeff when referring to their recent move.

Straits Area Internet & Computers opened in 1996 at their south of town location. In December of 2003, Chevalier and Medvec, who were employees of the business, formed a partnership and bought the business from the original owner.

Straits Area Internet & Computers offers DSL and dial-up internet services, website design and hosting, and building and repair of computers. Additionally, the pair is working on offering wireless internet and non-line of sight wireless, as well.



*Jeff Chevalier & Shaun Medvec, Owners*

#### **Hours of Operation:**

**9 am to 5 pm - Monday-Friday**

105 Backus Street  
627-9016  
www.straitsarea.com

## Downtown Steering Committee...

The Downtown Steering Committee's next meeting is June 8 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](mailto:kguenther@cheboygan.org).

**FOR SALE**



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



414 North Main Street  
 Total Square Footage: 2,640  
 Contact Name:  
 Ed or Darlene Beaucamp  
 (231) 627-4780



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



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



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



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



306 North Main Street  
 Total Square Footage: 2,100  
 Contact Name:  
 Mike Gotham  
 (231) 627-9991



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

**FOR LEASE**

*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

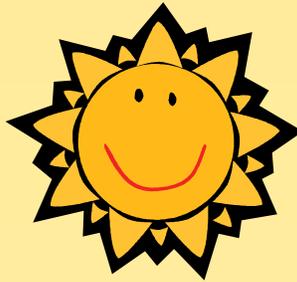
*Available property listings are current as of May 12, 2006.*

**Downtown group closes the books...** The Downtown Development Corporation (DDC) was formed in 1965 and was a private entity comprised of mostly retail businesses. According to John Viau, President of the now-defunct group, "businesses would donate money for this cause, with most businesses donating \$500 each." The group was created to promote Downtown Cheboygan through various improvement projects, of those projects were the public parking lots located within the downtown district. "Over the years, the businesses who were involved with our group have disappeared. We only had 4 members left, so we decided to give away what money we had." Because the DDC had been inactive for many years, the funds accrued interest in the bank, which enabled them to donate a sizable sum of money to the area. Recipients of the corporation were: Ottawa Park—\$13,000 for the "Lake Huron" sculpture, Seedums Garden Club—\$5,000 to help with the cost of providing flowers on Main Street, and the Cheboygan Opera House received the remaining balance. Incidentally, the City of Cheboygan DDA was formed in 1986 with the main purpose to improve the functional quality as well as the aesthetics of Cheboygan's downtown area while preserving its character. The DDA is funded through the capture of Cheboygan tax dollars otherwise designated to the County of Cheboygan and the City of Cheboygan. Past DDA projects include: renovation and parking improvements, the completion of a new streetscape, providing property improvement incentives, creation of a downtown enhancement plan including events, and the development of a building façade improvement grant program.

## Street Fair offers opportunity to Downtown businesses...

The Downtown Cheboygan **Summer Street Fair** will hit the streets on July 1st—kicking off the summer season in style! Plans include:

- Street Carnival
- Arts & Craft Show
- Children's Magic Show
- 3-Person Basketball Shoot-Out
- Chalk the Walk
- Clue Hunt
- Downtown Idol Contest



Not only is this a great opportunity for families to celebrate the summer in Downtown Cheboygan, but it is an excellent way for businesses to get the word out about their goods and services.

### Retailers

Display a selection of your wares outside your store on the sidewalk. This will entice fair participants and will most likely draw them into your store for a potential sale.

### Restaurants

Offer outdoor dining specials. This is a great way to get people acquainted with your restaurant and keep them feeling like they are still part of the action.

### Offices

Provide an interactive outdoor display that educates the adults about your business, but keeps the kids entertained. This would be a great time to have members of your staff explaining the benefits and features of your business, all the while playing carnival games with the children. Kids love to win anything—so why not have inexpensive prizes available for the kids with your company logo? What a great way to advertise and have fun at the same time.

**Keep in mind...** the fact that a promotion does not result in a same-day boost in sales should not be interpreted to mean that businesses don't benefit from it. You must grow customers to grow sales. Promotions can bump awareness without bumping sales, and promotions that help grow Downtown's customer base provide a long-term benefit in overall profits and income.

**A complete Downtown Calendar of Events is located within this edition of Downtown Central!**

**Downtown Central**



Phone: 231-627-9931

Fax: 231-627-6351

Email: [kguenther@cheboygan.org](mailto:kguenther@cheboygan.org)

**Dennis Lindeman**  
DDA Chairman

**Scott McNeil**  
City Manager/DDA Director

**Kirsten Guenther**  
Downtown Enhancement Administrator/Editor

## Cheboygan DDA Board of Directors

**Dennis Lindeman, Chairperson**  
Linde Furniture

**Christopher Lindsay, Vice Chairperson**  
Lindsay & Lindsay, LLP

**Kelly Cooper**  
BKC Insurance

**Nancy Lindsay**  
Citizens National Bank

**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](mailto:kguenther@cheboygan.org)