

DOWNTOWN CENTRAL



SEPTEMBER/OCTOBER 2006 • VOLUME 3, ISSUE 1

*A publication for & about
Downtown Cheboygan.*

Presented to:

ENHANCEMENT CORNER

A look at Downtown Shopping

Downtown merchants were presented with a challenge—stay open later one night a week during the summer.

After much discussion, the Downtown Steering Committee decided to stay open on Thursday evenings until 8:00 p.m. The decision to make Thursday evenings the designated night to shop seemed obvious. The Chamber of Commerce's summer concert series in Washington Park is an established Thursday night event. Free popcorn is offered at the Kingston Theatre on Thursday evenings and Cheboygan Memorial Hospital, the city's largest employer, has a payday every other Thursday.

Not only did the stores stay open later on Thursdays, but many offered special sales incentives if shoppers patronized their businesses.

To help the local retailers experience a successful late night shopping, Citizens National Bank gave each employee \$50 cash to spend Downtown with the provision that the employee spend \$25 of their own money within a specified two week period. The receipts were totaled and because of this promotion by CNB, **\$7,246.33** was spent Downtown during that two week time period alone! The average spent per employee totaled \$115.03.

The Downtown Enhancement department promoted Thursday Night Shopping by placing ads in the Cheboygan Daily Tribune and on Big Country radio. Additionally, each participating merchant received a glossy poster advertising the promotion.

This was the first year to attempt an organized nightly promotion of specified hours among the Downtown merchants. As with any activity, the first year is usually tough.

As the word gets out among the community, customers will begin to train themselves to think "Shop Downtown Cheboygan." We, as the Downtown community, need to train ourselves to use that word-of-mouth advertising as the best technique to get the word out about the special promotions happening in our Downtown. You know it. I know it. Eventually, the news will spread that Cheboygan's Downtown is the place to go. Let's not stop and continue with that principle this fall. Together let's make "**Downtown Cheboygan: the place to Shop, Dine & Unwind.**"

- *Kirsten Guenther, Downtown Enhancement Administrator*

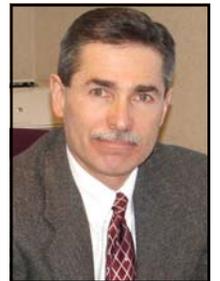


MDOT to present plan to Downtown

The Michigan Department of Transportation (MDOT) will be at City Hall on October 12, 2006, to present preliminary information and address concerns regarding the **2009** Main Street reconstruction. To accommodate the Downtown business community, the presentation will be offered at two time periods in City Council Chambers, 3:00-5:00 pm and 6:00-8:00 pm.

City Council appoints Matt Pollard to DDA Board

Matt Pollard, President of the Cheboygan branch of First Community Bank, was appointed to the Downtown Development Authority Board of Directors at the May 23rd Cheboygan City Council meeting.



Pollard moved to Cheboygan in May of 1985, when he was with First of America. During this time he was involved in the community by serving the Cheboygan Area Chamber of Commerce as a board member as well as a past president, participating in Kiwanis club, Cheboygan Opera House, Northwest Michigan Council of Governments as well as the Cheboygan DDA. Pollard left Cheboygan in 1991 to become the President of First of America in Manistee; but Cheboygan was not only a memory as he returned in December 2004 as the President of First Community Bank. Currently, he serves on the board of the Cheboygan Rotary and is a member of the Chamber's Economic Roundtable.

Pollard replaces Mary Brown, as she recently resigned from the board position.

Downtown **TRICK-OR-TREATING!**

Downtown Cheboygan will host it's first-ever Trick-or-Treating event on Tuesday, October 31st, from 3:00-5:00 pm. Children are invited to dress up in their best Halloween garb to Trick-or-Treat the area businesses within the Downtown district.

Orange pumpkin signs will be distributed to Downtown businesses wishing to participate in this activity. Businesses with signs displayed in their windows indicates that business is a participant in the Trick-or-Treat activity. This is a great time for businesses to distribute treats to the kiddies, as well as provide coupons or literature on their businesses. For more information, contact Kirsten Guenther—627-9931.

Special events hit Downtown Cheboygan

Downtown Cheboygan was buzzing with activities and events for everyone this summer. Whether you are a car enthusiast or a music aficionado, chances are Downtown Cheboygan had something going on that tickled your fancy!

Summer Street Fair

Over 4,000 people flocked to Main Street to check out all of the action: games & activities provided by local Cheboygan clubs and organizations, arts & craft show in the Citizens National Bank parking lot, basketball shoot-out contest on Backus Street, a petting zoo in Washington Park, magic show courtesy of Ronald McDonald, clue hunt through Downtown retail stores and the ever-popular Downtown Idol in the gazebo in Washington Park.



Riverfest Downtown Antique & Custom Car Show

Cheboygan's Downtown Development Authority, Area Chamber of Commerce and Tourist Bureau along with the local auto dealers partnered to sponsor a car show for Downtown Cheboygan on August 17th. Over 70 antique and custom cars lined the streets, while the local automobile dealerships displayed their new vehicles. Tables and chairs set up under a tent in the Citizens National Bank parking lot accommodated show attendees during the lunch hour. Doc Woodward and Code Blue provided music entertainment under the tent, as well.



Tastin' the Blues

Rain, rain, go away—don't ever comeback on a Blues Festival Day! Even the rain did not deter the 400-plus blues fans that attended the festival. Music played from 1:00-10:00 p.m. under the tent in the Citizens National Bank parking lot with six bands making an appearance that day. Attendees were able to sample the cuisine favorites from local eateries during the Taste of Cheboygan from 1:00-5:00 p.m. BKC Insurance provided a pig roast upon the conclusion of the Taste of Cheboygan. Proceeds from the pig roast were donated to the Cheboygan County Salvation Army. Once the event wrapped up, the Blues Abusers, continued the party by playing at Mulligans Restaurant.



Summer events were advertised among many different venues throughout the summer. The following radio stations were used: Big Country and the Bear (Cheboygan), FOX (Traverse City), and WAVE (Alpena). The following newspapers were used: Cheboygan Daily Tribune, Straits Area Star (Cheboygan), and Northern Express (Petoskey/Traverse City). Posters and flyers were distributed to local retail stores, restaurants, offices, campgrounds, hotels, and schools.

FOR SALE



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



Kretchman's Koffeehouse Kafé
 414 North Main Street
 Total Square Footage: 2,640
 Contact Name:
 Sandy Sutton
 (231) 627-9959



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



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



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



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



Viau's Clothing
 404 North Main Street
 Total Square Footage: 1,600
 Contact Name:
 Chad Anderson
 (231) 627-7186



**Formerly Stage Door Café/
 Wicks & Pics**
 327 & 329 North Main Street
 Total Square Footage: 11,004
 Contact Name:
 Mary Reynolds
 (231) 436-4151

FOR LEASE



Burns & Eustice addition
 218 North Main Street
 3 Suites Available:
 1,468 sq. ft.
 1,234 sq. ft.
 808 sq. ft.
 Contact Name: Kerry Jones
 (231) 627-5679



United Way
 222 North Main Street
 Total Square Footage: 6,688
 Contact Name:
 Cameron Cavitt
 (231) 627-3166

Mariner's Village Marina

WILL BUILD TO SUIT

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



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

Ottawa Park continues to develop

Ottawa Park was full of community-centered activity this summer. Mary Kronberg, the Artist in Residence, had two objectives for the summer season: (1) start work to build a pavilion for the discoveries area and (2) build a children's pizza patch. Concrete pillars were installed in the park this summer and workshop participants have begun mosaic tile work to decorate the pillars. Work is scheduled to continue into the fall for creating the pavilion's roof covering. Six families planted and maintained a pizza patch in the park this summer. The garden is in the shape of a large pizza, which is sectioned into wedges. Tomatoes, peppers, eggplant, zucchini, onions, basil, thyme and oregano make up the colorful creation. This fall, the vegetables and herbs will be harvested for an appreciation pizza party for the families who took care of the pizza patch. A special pizza sauce will be created by Mulligans Restaurant—prepared specially from the herbs grown in the garden.

Kronberg says that the park averaged 20 visitors per day either stopping by to participate in the art workshops or simply to see what was going on.

Joann Leal, Executive Director of the Cheboygan Area Arts Council and the group who spearheads the Ottawa Park development, said that monetary donations have helped offset the costs of the park. "We have received \$13,000 from the now-defunct Downtown Development Corporation, \$12,500 in grant funding, \$1,500 from the sale of murals that have been on display in the park, \$2,968 from two quilt raffles. Plus, the DDA paid for the landscaping that was installed last summer. We still need donations to help plant trees and additional landscaping and to finish the pavilion."

Molly Jo Noland, local artist and art instructor at the high school, has designed a bench in the shape of a fish with the help of her husband, Ken Myles. The bench will be decorated with mosaic tiles which were created last year during the Ottawa Park community workshops.

Leal said the "Lake Huron" sculpture piece is expected to be installed in the park by mid-October. "We are planning a ribbon cutting ceremony to be held next summer."

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. If you would like to make a donation to Ottawa Park, please contact the Arts Council office.



Mosaic pillars have been created for the pavilion—which will house the discoveries area.



Community pizza patch

Flowers remain a focus to Downtown

One of Downtown Cheboygan's greatest assets is the always blooming flowers that line the district's Main and State Streets throughout the summer. This year, the number of baskets was increased from 24 to 36 and the impact was noticeable. Special thanks to the Seedums Garden Club for providing the splendid flowers, as well as Citizens National Bank for funding 12 baskets this season. Thank you to the City Recreation Department for their commitment in the task of watering the flowers every morning. The flowers looked fabulous. Passersby certainly noticed that Downtown Cheboygan is definitely blooming!



Downtown Central



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Cheboygan DDA Board of Directors

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Nancy Lindsay
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Richard Sangster
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Anchor In Marina

John Knaffla
The Boathouse
& Mariner's Village Marina

Matthew Pollard
First Community Bank

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