

# DOWNTOWN CENTRAL



*A publication for & about  
Downtown Cheboygan.*

DECEMBER 2006 • VOLUME 3, ISSUE 1

## ENHANCEMENT CORNER

### *Marketing Downtown Cheboygan*

Downtown businesses promote their own businesses on a daily basis. Whether it is placing ads in the newspaper, running commercials on the radio, sending out a postcard mailing, distributing flyers or simply word-of-mouth advertising, businesses are always finding new and creative ways to promote their businesses. Experts say, to have a successful marketing campaign, you must have a mix of marketing disciplines. This is true for all businesses. Regardless of their business type, creative marketing is the key to stand out among the crowd.

But do businesses promote their location? “Downtown Cheboygan” should be the phrase that appears on any form of marketing for Downtown businesses. Is it possible to have some synergy when it comes to location? Whether it is spoken or printed, if you show that your business can be found in Downtown Cheboygan, it is memorable. Not only will you be promoting your business’s location, you will be promoting the entire Downtown experience. Customers like to think back to the days when Downtowns were quaint, hometown communities. By throwing in the words, “Downtown Cheboygan,” it makes us feel united as the Downtown that we are.

Downtown Cheboygan is quaint. Downtown Cheboygan is a place where great businesses call home. Do we have vacant buildings? Sure we do. But name a town that doesn’t. Downtowns of today are experiencing vacancies but that doesn’t mean they cannot be successful. We have a great Downtown community, let’s embrace it and build upon what we already have!

“Downtown Cheboygan: The place to shop, dine & unwind.” This motto illustrates the great shopping, dining and everything in between.

### **Downtown Steering Committee...**

The Downtown Steering Committee will meet January 11 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. This quarterly meeting provides Downtown updates regarding the DDA, event planning, marketing, business attraction and recruitment, and economic development. 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).

## SNOWMOBILES ALLOWED DOWNTOWN!

In an effort to assist snowmobile visitors, Cheboygan’s City Council voted to allow snowmobiles on specific Downtown streets. The following streets will be accessible for snowmobiles:

- West State street from the DNR trail to Huron Street
- Huron Street from West First Street to Pine Street
- Division Street from the DNR trail to Water Street
- Elm Street from Huron Street to Water Street
- Pine Street from Huron Street to the Boathouse Parking lot
- Water Street from Elm Street to Division Street—northbound only, one-way

The expansion of the city snowmobile route was cleared by the City Council for a trial basis for the 2006-2007 snowmobile season.

Signage promoting Downtown Cheboygan’s shops, restaurants and gas stations will be placed along the DNR trail.

## Trick-or-Treaters hit the streets!

The first-ever Downtown Trick-or-Treating event was wildly attended on October 31st. As many as 1,500 trick-or-treaters, parents, grandparents, and daycare providers made the trek to Downtown Cheboygan for the businesses who were doling out the treats. Treats ranged from candy to apples to coins (that’s right money was actually being handed to the kids). Businesses had no idea the number of treaters to expect. One business even raided their employees candy dishes and another started giving out Special K bars from the supply closet! Needless to say, this first-time event went off without a hitch—except maybe for the parents who had to make emergency dental appointments the next day...



*Steve Viau, from Viau’s Clothing, passes out candy to a Trick-or-Treater.*

# MOVERS & SHAKERS

## **NEW BUSINESS**

### **Calypso Concepts**

Susan Balbaugh recently opened Calypso Concepts, a Marketing Consulting firm. "I've been in the marketing field for the past 21 years," explains Susan. Living in Cheboygan, Susan spent the last 3 years working in Petoskey and "I just missed the Cheboygan community. I lived here, but I worked in Petoskey."

The time presented itself for Susan to open her own marketing consulting business. Calypso Concepts is located within the Mariners Village office. "I like being downtown because I wanted an 'out-of-the-home' office presence and I was currently working with Mariners Village so it seemed like a natural fit."

Calypso Concepts features website design, corporate branding, logo design, presentation pieces, market research, print ad design, marketing planning, among many other marketing concepts.

**Calypso Concepts**  
**123 South Main Street**  
**(231) 290-0707**

**Hours of Operation:**  
 Monday—Friday  
 8 am to 5 pm



*Susan Balbaugh*

## **LOAN OFFICER**

### **Jack Zlotow, Citizens National Bank**

Jack Zlotow joined the Citizens National Bank team in November as a Commercial Loan Officer. Zlotow has served 16 years in the banking profession. Originally from Chicago, Jack has lived in Cheboygan for 3 years. "I like interacting with people in Cheboygan and Emmet County," says Jack. "I enjoy visiting people in their businesses."

When asked what Jack thinks of Downtown Cheboygan, he has this to offer: "I am a huge supporter of Downtown Cheboygan. Nothing defines Cheboygan better than Downtown. You can work, shop and play here. The customer service is great. You don't need to automatically jump in your car and go somewhere else - you can find it here."

"I look forward to continuing to work in this community for a bank that I have admired from afar for years."

**Citizens National Bank**  
**303 North Main Street**  
**(231) 627-7111**  
**www.cnbismybank.com**

**Hours of Operation:**  
 Monday—Friday  
 8 am to 5 pm



*Jack Zlotow*

## **NEW LOCATION**

### **Great Lakes Accounting of Northern Michigan**

Great Lakes Accounting of Northern Michigan is not new to the Cheboygan area, but is new to Downtown Cheboygan. "Kerry Jones came to see me. He told me that he would be renovating the former Eagles building and wondered if I would be interested in relocating my business to Downtown Cheboygan," explains owner, Lewis Crusoe. "The first thing I did was review the Hyett-Palma study and I noticed that they recommended an additional 10,000 square footage of service space so I knew we could fit into the plan."

Great Lakes Accounting is open Tuesday and Thursday evenings which brings additional people Downtown. "During the two busiest months of tax time, over 2000 people walk through our doors. They may go have dinner or shop while they wait for their taxes to be prepared."



**Great Lakes Accounting of Northern Michigan**  
**218 North Main Street,**  
**Suite 101**  
**(231) 627-3119**  
**www.greatlakesaccounting.com**

**Hours of Operation:**  
 Monday & Friday, 8 am to 5 pm  
 February & March extended hours Tues. & Thurs.

*Lewis Crusoe*

## **GENERAL MANAGER**

### **Josh Ingersoll, Mulligan's**

Josh Ingersoll has been named the General Manager for Mulligan's Restaurant.

A recent business graduate from Michigan State University, Josh came back to Cheboygan to help run the family business. "I like the ever changing seasons we have up north. We have a great location and I enjoy the interaction with the Cheboygan community. We are a fun, lively place."

"I would like to see Mulligan's develop into a great late night place as well as maintaining the dinner crowd. The opportunity in this area will provide a more well-rounded cycle throughout the day." It would be nice for us to be known as the Cheers of Cheboygan." Josh has an entertainment calendar in the plans. "We are going to have live entertainment every Friday and Saturday during the summer and some select dates in the winter. We will be adding to the menu, as well."



**Mulligan's**  
**320 North Main Street**  
**(231) 627-2459**

**Hours of Operation:**  
 Monday—Saturday  
 11 am to Late

*Josh Ingersoll*

**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



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

**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



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

**Mariner's Village  
 Marina  
 WILL**

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



# MOVERS & SHAKERS

## NEW BUSINESS

### Shopping After Five

Tammy Manning recently opened Shopping After Five, a place for home-based businesses to showcase their products. "Vendors lease space from me to display their product lines," explains Tammy.

"Instead of scheduling a show in your home, you can schedule the show to be held right here in the Shopping After Five building," says Tammy. "This is a great alternative to hosting a show in your home. You don't have to cook or clean your house and just show up here for your show." There is no cost to host a show at Shopping After Five.

In addition to Shopping After Five, Tammy continues to offer massage services in the building. "I provide massages on-site or in the Shopping After Five building."



### Shopping After Five & On-Site Massage

402 1/2 North Main Street • (231) 420-6217

Home-Based Businesses located at Shopping After Five:

At-Home America, Arbonne, Avon, Beauti Control, Creative Memories, Discovery Toys, Dockside Gallery, Longaberger Baskets, First Fitness/Zavita, Home & Garden, Lia Sophia, Lydia's Soaps & Scrubs, One of a Kind, Pampered Chef, Partylite, Princess House, Stampin' Up, and Tupperware

## Smithsonian Exhibit comes to Library

The Smithsonian exhibit "Key Ingredients: America by Food" will be on display at the Cheboygan Public Library for six weeks beginning Labor Day weekend. Programs and events each week will focus on a different local ingredient that helps tell the story of food in Cheboygan. This is an honor for Cheboygan to have been chosen as we are one of the six locations in the state who have been selected.



The Cheboygan committee organizing this exhibit is working very diligently in promoting this event throughout our community. Leading up to the exhibit, it would be nice if retail stores could incorporate the red and white checkered table cloth into their storefront displays. This table cloth has become a "calling card" for the exhibit. Stores are encouraged to begin decorating their windows in summer to help create buzz for this exhibit. Stores participating in this challenge will be in a contest for the best window display—as voted on by the public. The store who garners the most votes, will be eligible to win a local media advertising package. For more information, contact Lisa Brisson, 627-3808.

## Hospitality Carolers



The Cheboygan High School French Club serenaded retail businesses and customers during the recent Hospitality Night.

## Economic Conference



Team Cheboygan was represented at the recent "Driving Michigan's Economic Engine" conference held at the Lansing Center. This year's conference focused on using culture and tourism to fuel community prosperity.

**Pictured:** Kirsten Guenther (DDA), Ben Bartlett (Cheboygan County MSU Extension), Joellen Tryban (Cheboygan Area Tourist Bureau), and Joann Leal (Cheboygan Area Arts Council)

## Snow removal necessary for foot traffic Downtown



Snow will begin to fall soon and there is nothing worse for a Downtown pedestrian than a snow-covered sidewalk. City Ordinance states that snow and ice removal from sidewalks is required to ensure public safety and limit property owner and public liability. The City of Cheboygan does provide snow removal services within the Downtown area, but this does not dismiss the requirement of the property owner to be sure that the sidewalk is clear in the event that the City is unable to keep the sidewalks clean in a timely manner. The snow and ice removal ordinance provides for fines ( a minimum \$100 fine per occurrence) in the event a property owner is in non-compliance and also provides for exceptions to these provisions with regards to property which is leased.

Business owners may transfer snow from the sidewalks into the street next to the curb. Plows will clean the snow next to the curb to allow for on-street parking.

Please remember to remove the snow from the sidewalks in front of your business. This helps the city to look pleasant and also is inviting for your customers.



*from the*

*Downtown Development Authority*

# Main Street construction projects...

## 2009 Main Street Reconstruction

MDOT held an information gathering meeting on October 12 to discuss plans regarding the 2009 Main Street reconstruction. The following is a general timeline that MDOT presented at the meeting:

- Fall/Winter 2006—Begin Design process as soon as survey is completed
- Early 2008—Conduct another public meeting to review preliminary plans
- August 2008—Finalize plans
- February 2009—Select contractor
- Spring 2009—Construction

## 2007 Main Street Water Main Repair

The city of Cheboygan received a grant to repair a water main on Main Street. The terms of the grant specify that the project must be completed in the year 2007. City officials state that the work is planned for the spring and the fall.

## Lincoln Avenue Bridge Reconstruction

The Lincoln Avenue bridge is scheduled to begin reconstruction this spring. The only alternative traffic will have to cross the river will be to utilize the State Street bridge, re-routing traffic through town.

# Ottawa Park happenings...

Ottawa Park continues to be flourishing even though the warm weather has gone south! The sculpture piece, "Lake Huron" was recently installed in the park. Crafted by artist, Brian Ferriby, "Lake Huron" depicts a topographical view of Lake Huron. Another addition that is in the works right now is that of a pavilion. The pavilion, currently in the construction process, will house an activities/discoveries area. The concrete pillars were decorated with mosaic tiles and have since been weather protected for the winter. According to Joann Leal, Executive Director of the Cheboygan Area Arts Council and the group who spearheads the Ottawa Park development, said "we have received \$1,600 from the Downtown Development Authority and donations from Doyle Roofing, L & L Interior Construction, and Cheboygan Lumber Company to complete the pavilion roof. Now, we are just waiting for good weather to complete the roof." Leal states that a ribbon cutting ceremony is planned for the park in the spring.

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. The Friends of Ottawa Park will have a meeting on Saturday, January 13 at 10:00 a.m. in the Opera House.



Ottawa Park Pavilion



"Lake Huron,"  
by  
Brian  
Ferriby

# Cheboygan DDA Board of Directors

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& Mariner's Village Marina

**Matthew Pollard**  
First Community Bank

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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



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Dennis Lindeman  
DDA Chairman

Scott McNeil  
City Manager/DDA Director

Kirsten Guenther  
Downtown Enhancement Administrator/Editor

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)