

DOWNTOWN CENTRAL



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

Presented to:

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ENHANCEMENT CORNER

Opportunity Knocks: Businesses Catch the Re-routed Traffic!

Downtown Cheboygan has quite an opportunity this summer. The opportunity I speak of is the fact that the Lincoln Avenue bridge work has already begun. Travelers looking to get to the east side of the Cheboygan River have one way to accomplish that task—by using the State Street Bridge. Now, it is true that MDOT established the detour route to include Western Avenue for travelers looking to get on the other side of the River; however, the most likely route for locals will be Main Street or Huron Street. This means more traffic in Downtown.

Downtown businesses have an excellent opportunity to reach commuters traveling in the Downtown district. All Downtown businesses have an opportunity to spread the word of their business to every commuter who passes by their building. Take this opportunity and make your window displays attractive to the moving vehicle, offer deals the passerby cannot refuse, and promote the heck out of what Downtown businesses can offer the detoured traffic.

In addition to the detoured traffic, businesses should take the golden opportunity and attract those attending this year's Downtown Street Fair on June 30th (the Saturday before the 4th of July.) Fair attendees will be looking for places to shop, dine and unwind—why not get them into your business? Businesses have an excellent opportunity to reach people who may not normally come Downtown and these people are within reach!

- *Kirsten Guenther, Downtown Enhancement Administrator*

Downtown Steering Committee...

The Downtown Steering Committee will meet May 10 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.

Downtown water main project combined with 2009 Main Street rebuild

The City of Cheboygan has received a grant to replace the water main in the different areas of the City. Original plans called for the Downtown section of this project to take place after Labor Day; however, the Downtown portion of the water main project will now take place during the reconstruction of Main Street by the Michigan Department of Transportation (MDOT) in 2009.

The following illustrates the general timeline for this project:

Early 2008... Public meeting to review preliminary plans
August 2008... Finalize plans
February 2009... Select contractor
Spring 2009... Construction

Please contact Scott McNeil, City Manager/DDA Director with any questions regarding either construction project—627-9931 or cityhall@nmo.net.

Kim Pappas represents Chamber on DDA Board

Kim Pappas, newly appointed Executive Director of the Cheboygan Area Chamber of Commerce, replaces Mike Grisdale on the Downtown Development Authority Board of Directors. The Chamber of Commerce's Executive Director is a voting ex-officio Board Member.

Pappas is a native of Cheboygan and has been involved with the Cheboygan Area Chamber of Commerce as a board member and ambassador as well as with the Salvation Army and Ducks Unlimited. In addition to helping with the family business, Pappas Restaurant, she worked for 18 years in the insurance field. She spent the last eight years working for BKC Insurance in Downtown Cheboygan.



DDA plans summer events...

Summer is right around the corner and with that comes the planning for Downtown events. DDA sponsored events include:

Summer Street Fair • June 30 - Highlights include: games and activities provided by local Cheboygan clubs and organizations, arts & craft show, basketball shoot-out contest in the Citizens National Bank parking lot, Ronald McDonald's magic show in Washington Park, clue hunt throughout Downtown retail stores and the ever-popular Downtown Idol contest in the Washington Park gazebo. Over 4,000 people attended this activity last year.

Downtown Blues Festival • August 18 - Plans this year include four blues-styled bands beginning at 3:00 p.m. in the Citizens National Bank parking lot. This year's event will conclude by 10:00 pm, providing the local restaurants and pubs an opportunity to attract the Blues Festival patrons to their businesses for "After the Blues Fest" type parties. Last year's festival brought over 400 to the event. If there isn't any rain this year, that number could increase greatly.

Old 27 Power Tour • August 25 - This event is a collaborative effort with the Cheboygan Area Chamber of Commerce, Tourist Bureau and the DDA, as well as the Old 27 Power Tour promoting group. The Old 27 Power Tour is a 5-day classic car tour on Old 27 beginning in Coldwater, Michigan and ending in Cheboygan, making several stops in communities along the way. Plans for the Cheboygan stop includes a car show on Main Street and Water Street, musical entertainment and kids activities in Washington Park and an entertainment tent with a live band in the Water Street parking lot.

Other major events taking place this summer in the Downtown area include:

- Ottawa Park Ribbon Cutting & Community Picnic—May 26, 5-7 pm
- Cheboygan Area Chamber of Commerce Arts & Craft Show in Washington Park—June 15 & 16
- Cheboygan Street Rod Association 24th Annual Car Show in the Eagles parking lot—June 15 & 16
- Wanigan Festival Parade—June 28, 6:00 pm
- 4th of July Parade—July 4, 10:00 am
- Proctor & Gamble Reunion—July 6—Eagles
- Churchill Classic beginning & ending in the Citizens National Bank parking lot—August 18, 8:00 am
- State Street Labor Day Bridge Walk & Community Picnic—September 3, 11:50 am



MOVERS & SHAKERS

NEW BUSINESS

Premo'z Pizza & Subs

Bill Chevalier and his son, Geoff, recently opened Premo'z Pizza & Subs in Downtown Cheboygan. "We've been in the restaurant business for many years and the opportunity presented itself for us to open a restaurant in Cheboygan," explains Bill. "We wanted to be Downtown. This location is perfect for us."

"We thought about what type of restaurant we wanted to open and pizza has always been a good seller for us," explains Bill. "We developed a special recipe sauce that is all natural and has no preservatives. Our sauce and dough is made fresh every day."

Premo'z features pizza, subs, grinders, salads, bread sticks, and buffalo wings. Daily specials are also available. Free delivery is available within 5 miles.

Premo'z Pizza & Subs
327 North Main Street
(231) 597-9393

Hours of Operation:

Sunday—Thursday
9 am to 9 pm

Friday & Saturday
9 am to 11 pm



Bill Chevalier

NEW LOCATION

Edward Jones Investments

Edward Jones Investments has moved from it's previous Downtown location to Suite #1 in the Chimner Building in August, 2006. "We simply outgrew our location," explains owner, Tom Christensen. "I wanted to stay in the City and we were lucky to find this location that gave us a similar view of the River." When asked what motivated him to remain Downtown, Tom adds, "business is here. I have clients that travel from satellite towns such as Onaway and Indian River; however, Cheboygan is the nucleus."

"Business has increased since the move. This business is based on referrals and it helps that this is an already established business. I plan on being here for 21 more years."



Tom Christensen

Edward Jones Investments

201 South Main Street,
Suite #1
(231) 627-8607
800-793-6206

Hours of Operation:
 Monday & Friday, 8:30 am to 5 pm

A Year in Review for Downtown...

The following list illustrates Downtown accomplishments from 2006:

Communication

- The Downtown Cheboygan quarterly newsletter, *Downtown Central*, continued to be the vehicle used to communicate to the Downtown businesses and their staff.

DDA Large Projects

- Permits were received from the Army Corps of Engineers, Department of Environmental Quality, and the United States Coast Guard for the pedestrian bridge to be located in Washington Park and lead over the Cheboygan River.
- The City established a Commercial Rehabilitation District for the Woolworth building site, which would allow freezing of the current tax assessment for up to twelve years in the event the building is rehabilitated. The City has also established a Brownfield Redevelopment Authority, which can reimburse a developer for demolition costs and other qualifying activities.

Events

- The annual Summer Street Fair was held during the 4th of July weekend, which brought over 4,000 people to Downtown.
- The Downtown Development Authority (DDA), Cheboygan Area Chamber of Commerce and Tourist Bureau, and local auto dealers collaborated to sponsor a Downtown car show. Over 70 antique and custom cars lined the streets, while the automobile dealerships displayed their new vehicles.



- The annual Downtown Blues Festival in mid-August brought in over 400 people to this 9-hour festival.
- The first-ever Trick-or-Treating event was held on Halloween. As many as 1,500 trick-or-treaters, parents, grandparents, and daycare providers flooded the Downtown Streets in search of treats.

Promotion

- Downtown merchants collectively remained open Thursday evenings until 8:00 p.m. beginning Memorial Day Weekend – Labor Day.
- Downtown merchants remained open until 7:00 p.m. during the holiday shopping season.
- Downtown Steering Committee continued to assist with marketing and promoting Downtown Cheboygan.
- City Council voted to allow snowmobile use on specific Downtown streets for a trial basis for the 2006-2007 snowmobile season. Signage promoting Downtown Cheboygan is placed along the trail advertising that Downtown Cheboygan is accessible to snowmobiles. Additionally, a partnership between the Downtown Enhancement Department and the Cheboygan Area Tourist Bureau produced a map with the Northern Michigan Region snowmobile trails, as well as an updated version of the snowmobile trails that are open city-wide. These maps are available at the local hotels, police department, City Hall, Chamber of Commerce and on kiosks located within the City.



Recruitment

- Business Recruitment packets were created and distributed to businesses who contacted the Downtown Enhancement department requesting information about Downtown Cheboygan.

Website

- An addition to the City of Cheboygan website was created for Downtown. Users can obtain the Downtown information by going into the City's website and clicking on the Downtown tab. Highlights of the website include: business listings, development and retail opportunities, special events and happenings taking place throughout the year, an archive of the Downtown newsletters, history of the DDA and a listing of the DDA board of directors, past and present projects the DDA has undertaken, a contact form to easily email comments and/or questions to the DDA staff. The Downtown website received an average of 786 hits per month.

Outdoor Dining...

It won't be long and the warm weather will be here—so now is the time for Downtown restaurants to get their May 1—October 31 permits for sidewalk cafes and outdoor seating. Any interested restaurant or food establishment can obtain an application at City Hall. For more information on outdoor dining or to receive an application, please contact Scott McNeil, City Manager/DDA Director, 627-9931 or cityhall@nmo.net.

Building Façade Improvement Program...

The DDA has a grant program for reimbursement of costs associated with design of building front façade improvements in the Downtown area as recommended and described in the Downtown Cheboygan Blueprint. The DDA shall reimburse up to \$1,000 toward costs associated with design relative to building front improvements approved by the DDA in conjunction with guidelines, which have been adopted by the DDA. The DDA allocates \$4,000 each budget year (July 1-June 30) toward this grant program and shall be allocated on a first come, first-serve basis. A building owner may apply to the DDA under the Building Façade Rehabilitation Program (BFRP).

In addition to the DDA's grant program, Citizens National Bank and First Community Bank both offer "Storefront Improvement Loan Programs" for building owners.

For additional information on the DDA's grant program, please contact Scott McNeil, City Manager/DDA Director, 627-9931 or cityhall@nmo.net.

Ottawa Park update...

Ottawa Park activities continue to grow as the planning group prepares for the summer. 'Friends of Ottawa Park,' the support group which facilitates the vision of the park along with raising funds to carry out that vision became incorporated as of February 20, 2007. The group is in the planning process "to raise funds to continue the ongoing activities of Ottawa Park," explains Joann Leal, Executive Director of the Cheboygan Area Arts Council. Such plans include "a raffle, the sale of note cards with prints of the first 20 murals, and the sale of brick pavers to be used to create the pathways within the park for engraving remembrances, memorials and tributes."

"The roofing of the pavilion has been completed thanks to roofer Bob Ayotte of Straits Area Sheet Metal and supplier John Doyle, Inc.," says Leal. Plans this year include finishing the pavilion, maintaining the 'Pizza Patch Garden,' holding Artist Appreciation Days in August, and Molly Jo Noland will finish creating a fish-shaped bench out of mosaic tiles created during last year's park community workshops.

A ribbon cutting ceremony and community picnic is scheduled for Saturday, May 26 from 5:00—7:00 pm to dedicate the park.

"We will have activities in the Art Shack with scheduled hours three days a week from June through August." 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.



Canvas artwork currently on display



Ottawa Park Pavilion

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 Sangster

Vincent Hillesheim
Anchor In Marina

John Knaffla
The Boathouse
& Mariner's Village Marina

Matthew Pollard
First Community Bank

Mayor James E. Muschell
United Design Associates
(Ex-Officio)

Scott McCauslin, Councilman
(Ex-Officio)

Kim Pappas
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



Phone: 231-627-9931

Fax: 231-627-6351

Email: kguenther@cheboygan.org

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