

DOWNTOWN CENTRAL



*A publication for & about
Downtown Cheboygan.*

Presented to:

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ENHANCEMENT CORNER

Downtown events drive customers

Summer is a great time of year in Downtown Cheboygan! Not only have we seen a higher volume of vehicular traffic, we have also seen many on foot in the Downtown district. The work taking place on the Lincoln Avenue bridge has definitely increased the volume of traffic on Main Street. As stated in an earlier newsletter, this is an excellent opportunity for businesses to advertise to the masses. Take this chance and get your message out that your business is thriving and definitely get creative with your message.

Downtown events have played an integral role in the Downtown Enhancement process. Since developing key events, the streets and sidewalks have seen a flood of foot traffic. Events draw everyone Downtown from teenagers to families to senior citizens.

What does all this mean to the Downtown business? This means you have an active consumer base. People attending Downtown events are here and they have money to spend. Take this opportunity and tell them about your business. Use your window displays to attract them into your business. Embrace the event and offer specials relative to the event. For example, during the Blues Festival, offer a “blue” discount. Connect your business to the event.

The Downtown Street Fair hit the streets on June 30th. Approximately 2,000 people wandered the streets for this day-long event. Did your business offer incentives to get Street Fair customers in the door? Restaurants have a unique chance to offer outside dining - (permit applications are available at City Hall). Just think if you offered outside dining during the Street Fair how your sales could have increased? People would see your customers dining outside and those people would then become customers—it's a total breeding ground for customers.



Businesses cannot rely on creative Downtown events alone, but it certainly can springboard new customers into your business. If you can reach a new customer during a Downtown event, that new customer then has the potential to become a repeat customer and the reality is that your customer base could grow. Isn't that the key to success? Think about it and enjoy this happy, summer Downtown event season!

- Kirsten Guenther, Downtown Enhancement Administrator

Footbridge meeting scheduled for August

The Downtown Development Authority has scheduled an informational meeting relative to the footbridge in the City Council Chambers on Tuesday, August 7 at 6:00 p.m. This meeting will take the place of the regular DDA meeting. At this time, a presentation on the footbridge will be provided, as well as time for a question & answer session. This is an excellent time for the Downtown community to acquaint themselves with the footbridge project. For more information, please contact Scott McNeil, City Manager/DDA Director at 627-9931 or cityhall@nmo.net.

Downtown foot patrol officer hired

The seasonal police officer for Downtown has been hired. Officer Daniel Ashenfelter began his duty the week of July 16 and will continue throughout the summer. Officer Ashenfelter is from Wolverine and recently graduated from Lake Superior State University with a Bachelor's degree in Criminal Justice. His duties include patrolling the Downtown streets to enforce city ordinances and answer complaints.



Brochures available to promote Downtown

Brochures promoting Downtown Cheboygan recently became available through the Downtown Enhancement department. These colorful brochures were a recommendation of the HyettPalma Blueprint. Highlights of the brochures include: special events, living, shopping, dining, and volunteer opportunities, as well as a detailed business directory and map. If your business would like brochures to distribute, please contact Kirsten Guenther, Downtown Enhancement Administrator at 627-9931 or kguenther@cheboygan.org.



Many take part in the 2007 Street Fair

The Downtown Cheboygan Summer Street Fair was full of activity on June 30th. Main Street was full of families strolling throughout the streets, visiting restaurants, retailers, craft show vendors, as well as taking a chance at some of the day's games and activities. Highlights of the fair included the following:

- 10 Cheboygan area clubs and organizations provided games and activities for the Street Carnival
- 20 vendors took part in the arts & craft show located on Main Street
- Over 500 children visited the inflatable games
- 38, 2-person teams participated in the Downtown Basketball Shoot-out contest located in Citizens National Bank's parking lot
- Washington Park had hundreds of visitors throughout the day who were entertained by Ronald McDonald, pony rides, petting zoo and the Downtown Idol contest. Many families took advantage of the Cheboygan Area Arts Council's Chalk-the-Walk activity as well.
- 16, 2-person teams took part in the Downtown Clue Hunt through retail businesses.
- 27 contestants competed in the annual Downtown Idol karaoke contest. Winners of the prestigious Idol trophies were: Cameron Hesselink, Anthony LaJoye, and Kim McKelvie.



Crowd gathers in Washington Park waiting for the famous Downtown Idol contest.



Attendees meander through the Street Fair exhibits.



This young guy enjoys a pony ride.

Outdoor Dining...

The warm weather is here—so now is the time for Downtown restaurants to get their 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.

Downtown Steering Committee...

The Downtown Steering Committee will meet September 13 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.

August is full of Downtown events...

Downtown Blues Festival • August 18—Plans this year include four blues-styled bands 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. Admission to the festival is \$7 at the gate.

This year's lineup includes:

- 3:00 pm—Code Blue from Traverse City
- 4:30 pm—Charlie's Root Fusion from Charlevoix
- 6:00 pm—Smokin' 45 from Rochester
- 8:00 pm—Flat Broke Blues Band from Marquette

Blues Festival Tip... Businesses can offer "blue" specials to those who patron their establishments. Customers showing their Blues Festival wristband may receive 10-15% off their purchases. Here's an idea... restaurants can offer "blue plate specials" and retailers can offer "blue tag specials."

Car Show Tip... Restaurants could offer box lunches to sell to car show participants and attendees. For a nominal fee, restaurants can offer outside dining all season long. Retailers could take this opportunity to pass out coupons.

Old 27 Power Tour • August 25—This event is a collaborative effort with the Cheboygan Area Chamber of Commerce, Cheboygan Area 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, musical entertainment and kids activities in Washington Park and an entertainment tent with "Legends: the Band" on Backus Street.

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

- Sidewalk Sales—August 9-11
- 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
- "Chip In for the Arts" Millionaire's Party in the Cheboygan Opera House—September 8, 7-11 pm. Advance tickets—\$10 or \$15 at the door

Elementary students recreate Downtown

Two second grade East Side Elementary classrooms learned a lesson in building cities when they replicated Downtown Cheboygan for the school's annual Spring Academic Showcase. The project recently was on display in the Log Mark Bookstore front window.



Ottawa Park continues to bloom...

Over 200 people attended a ribbon cutting ceremony and community picnic in May to dedicate the park. Celebration sticks lined the park, while attendees feasted on hot dogs and painted festive signs.

The park had a "Let Freedom Ring" project on display during the week of the 4th of July holiday. 22 liberty bells designed and created by 22 organizations and individuals were on display in the pavilion. Molly Jo Noland is currently working on the fish bench. Mosaic tiles, made by the community in the summer of 2005, are being utilized for the bench surface.

'Friends of Ottawa Park' will be conducting "Paver Project 2008" to help raise funds for the park. Individuals may pay tribute or memorialize a loved one by purchasing a paver to be installed in the park.

Special thanks to Tracy Tobar Paquet and her husband for the donation of the blue bench and to East Side Elementary School for the donation of the colorful trash can.

Artist Shirle Bedient leads mosaic workshops on Tuesday and Thursdays from noon-5:00 pm, and Wednesdays from 6:00-9:00 pm. The group is in need of brightly colored tiles. 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.



Scott & Cooper Kelly create special artwork for the ribbon cutting ceremony



Canvas mural currently on display



Molly Jo Noland continues to work on the fish bench



When in doubt, look for this sign for community workshop times!

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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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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:

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