

DOWNTOWN CENTRAL



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

Presented to:

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ENHANCEMENT CORNER

It's time once again to get excited about Downtown Cheboygan!

WOW! Downtown Cheboygan has just received up to \$667,000 to implement the bigger cameo projects that are identified in the Blueprint. This is such an exciting time to be a part of the Downtown Cheboygan community. Some things that we thought were a long way from happening, are closer to coming to fruition and soon!

This time is reminiscent of when the Blueprint process was in the works. HyettPalma came to town with a mission to determine what plan would be best for Downtown Cheboygan. The Downtown community played such an important role in assisting HyettPalma with the development of the Blueprint plan. The buzz around town was high, energy levels were encouraging, and a sense of pride in Cheboygan was in place. People were excited that this plan was going to help re-shape Downtown Cheboygan.

Since the unveiling of HyettPalma's Blueprint for Downtown Cheboygan, many things have been accomplished including: improved Downtown marketing with the hiring of a Downtown Enhancement Administrator, more events held to draw people to Downtown, Ottawa Art Park, improved beautification and clean up, strengthened public safety with the hiring of a seasonal police officer, and improved ordinances and rehabilitation guidelines. These are just a few of the accomplishments—there are many more!

We have now reached another pinnacle. Grant money is now in place to help with two major projects. The construction of the pedestrian bridge across the River from Washington Park to Major City Park **AND** the re-use of the former Woolworth building site are closer to becoming a reality. Cheboygan was one of seven communities in the state of Michigan to receive funding. That is huge! The officials in Lansing see the importance of these projects to the future of Downtown Cheboygan.

*Now is the time to once again get excited about
Downtown Cheboygan!*

- Kirsten Guenther,

Downtown Enhancement Administrator

\$667,000 awarded to Downtown!

The Cheboygan DDA was one of seven recipients of the Vibrant Small Cities Initiative, Governor Granholm's effort to create vibrant communities across the state. "Creating vibrant communities attractive to businesses, residents and visitors is an essential part of our plan to transform Michigan's economy," Gov. Granholm said. "This initiative is making downtowns in our small communities great places for individuals and families to live, earn and learn."

"Cheboygan was fortunate to have the chance to apply for this unique grant opportunity," says Scott McNeil, City Manager/DDA Director. "Jan Kellogg from the Northern Lakes Economic Alliance, Kim Pappas, Executive Director of the Cheboygan Area Chamber of Commerce and DDA Board Member, Kirsten Guenther, Downtown Enhancement Administrator and myself comprised the Cheboygan team. A selection committee from the Michigan State Housing and Development Authority (MSHDA) Community Assistance Team (CATeam) heard our plan which includes: constructing the pedestrian bridge across the Cheboygan River and re-use of the former Woolworth building."

"This is an exciting time for Downtown Cheboygan," adds Scott. "Back in 2004 we were fortunate to receive the grant that provided us with the HyettPalma Blueprint, which we are still using as a plan to build Downtown Cheboygan. This grant opportunity is just building on the progress we have made since unveiling the Blueprint. The Blueprint identified the pedestrian bridge and the Woolworth building as key projects that should be implemented. We look forward to working with the CATeam and developing the next step to building a better Downtown."



From left: Jan Kellogg, NLEA, Duane Thelen, CATeam, Joe Borgstrom, MSHDA CATeam Director, Scott McNeil, City Manager/DDA Director, Dennis Lindeman, DDA Chairperson, Kim Pappas, CACC Director and DDA Board Member Mayor Jim Muschell, and Kirsten Guenther, Downtown Enhancement Administrator.

Billie Livingston appointed to DDA Board



Billie Livingston, owner of Billie's in Downtown Cheboygan was recently appointed to the Downtown Development Authority Board of Directors. Billie's has been in business for 18 years. In addition to owning Billie's, Billie has served on the City's Planning Commission, the Chamber of Commerce Retail Committee, the Downtown Steering Committee and has been actively involved in the Labor Day State Street Bridge Walk.

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.

Public Hearing Notice

There will be a Public Hearing relative to the Vibrant Small Cities Initiative Community Development Block Grant funding on Tuesday, October 30, 2007 at 7:00 p.m. in City Council Chambers.

TRICK-OR-TREAT in Downtown Cheboygan!

Back by popular demand is the fabulous Downtown Trick-or-Treating event! Children are invited to dress up in their best Halloween garb to Trick-or-Treat to the area businesses within the Downtown district. As many as 600 Trick-or-Treaters hit the streets last year.

Orange pumpkin signs are on display in participating businesses. 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 to the adults. For more information or to receive a pumpkin for your window, please call Kirsten Guenther, Downtown Enhancement Administrator—627-9931.



Downtown Steering Committee...

The Downtown Steering Committee will meet November 8 at 8:00 a.m. in City Council Chambers. This meeting is open to any and all Downtown business and 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.

Holiday Happenings...



Downtown Cheboygan's Hospitality Night will be Friday, November 30th from 4:00 - 9:00 p.m. This special night provides Downtown merchants with the opportunity to extend the warmest feelings of the season and to say "Thank You" to your customers. To make this the most festive atmosphere, stores are encouraged to offer Holiday goodies, live music and one-night only specials.

This is a part of Cheboygan's Holiday Happenings Weekend. A complete schedule for the weekend includes:

Thursday, Nov. 29

Community Caroling & Tree Lighting in Washington Park ~ 7:00 pm

Friday, Nov. 30

Downtown Hospitality Night ~ 4:00-9:00 pm

Saturday, Dec. 1

Lioness Cookie Sale at Citizens National Bank ~ Noon-3:00 pm

Citizens National Bank FREE Pictures with Santa ~ 3:00-5:00 pm

Sunday, Dec. 2

Parade of Lights ~ 6:00 pm

August events are a big success...

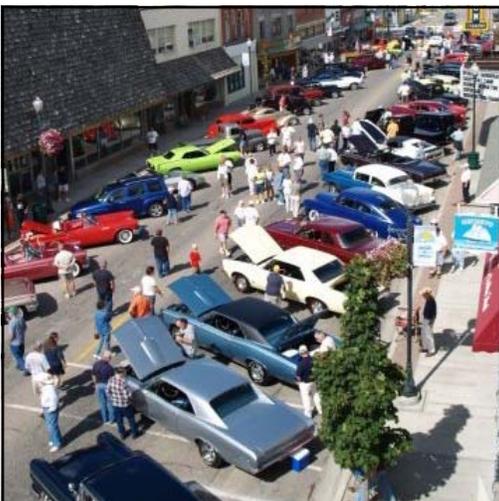
Downtown Cheboygan was HOT in August.... Hot with activity, that is! The month of August brought concerts in the park, sidewalk sales, Churchill Classic, Blues Festival, and Old 27 Tour and Local Car show! So much to do...such little time!

Concerts in the Park



The Ionia Steel Drum Band performs in front of the Cheboygan River in Washington Park during one of the Thursday Night Concerts.

Old 27 Tour & Local Car Show



Downtown Cheboygan welcomed 120 vehicles to Main Street for the Old 27 Tour and Local Car Show. The evening ended with a concert from "Legends: the Band" under the entertainment tent on Backus Street.

Blues Festival



300-plus blues fans attended the 2007 Downtown Cheboygan Blues Festival. Music played from 3:00-10:00 p.m. under the tent in the Citizens National Bank parking lot with four bands making an appearance.

Churchill Classic



The 3rd Annual Churchill Classic 5K and 1 Mile Run/Walk had 241 registered participants on August 18th. Proceeds of \$6300 from this Citizens National Bank event were donated to Cheboygan Memorial Hospital's Cardiac Wellness Center.

Ottawa Park update...

Ottawa Park was full of community-centered activity this summer and continues to be flourishing. Artist Shirle Bedient lead mosaic workshops two days and one evening through the week this summer. The pavilion pillars were completed thanks to the many individuals who participated in the mosaic workshops.

Gardener-in-residence, Robin Roznowski, tended to the community pizza patch garden. Onions, basil, oregano, tomatoes, peppers, zucchini and eggplant were harvested to prepare pizzas for an appreciation pizza party held at Mulligan's for the volunteers who helped with the park this summer.

Work is being completed to protect many elements of the park for the winter. In addition to sealing the mosaic pillars and fish bench, three trees will be planted in the park in October.

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.

Pizza Party!



Volunteers enjoy a pizza patch appreciation party at Mulligans. Mad with ingredients harvested in the Ottawa Park Community Pizza Patch.

Workshops...



A bike tour rode into Downtown Cheboygan this summer and assisted in an on-going mosaic tile workshop during their stop.

It was great to see the park full of activity this summer!



Cheboygan DDA Board of Directors

Dennis Lindeman, Chairperson
Linde Furniture

Christopher Lindsay, Vice Chairperson
Lindsay & Lindsay, LLP

Kelly Cooper
BKC Insurance

Vincent Hillesheim
Anchor In Marina

John Knaffla
The Boathouse
& Mariner's Village Marina

Nancy Lindsay
Citizens National Bank

Billie Livingston
Billie's

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

Richard Sangster, 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



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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