

DOWNTOWN CENTRAL



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

Presented to:

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ENHANCEMENT CORNER

Downtown events created to help businesses flourish

Feet on Street. That was the thought behind the idea of Downtown events. If a few key events were created, more people would be Downtown. This would then have a ripple effect and the Downtown businesses would see the results by an increase in revenue. An event isn't really successful unless the Downtown businesses are buzzing with activity - whether it's people browsing in the store, buying loads of merchandise or grabbing a quick bite at a local eatery. The events really wouldn't be doing the businesses a service, if all of the activity remained in the event area. The events are meant to **draw** people to Downtown and the businesses to benefit from that draw.

Downtown events attract everyone from teenagers to families to senior citizens. 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 day-only specials. Connect your business to the event.

The Downtown Street Fair will hit the streets on July 26th. We are anticipating approximately 2,000 people to wander the streets for this all-day event. The committee is generating a lot of ideas to breathe new life into this event. Businesses **MUST** offer incentives to get those customers in the door. Check out these ideas:

Retailers: Display a selection of your wares outside your store on the sidewalk. This will entice attendees and most likely will draw them into your store for a potential sale.

Restaurants: Offer outdoor dining specials. This is a great way to get people acquainted with your restaurant and keep them feeling like they are a part of the action. **ALSO**, participate in the Taste of Cheboygan from 11-1 pm. It is such a short period of time with a **HUGE** potential to grow your business.

Offices: Provide an interactive outdoor display on the street during the carnival that educates the adults about your business. Kids love to win anything—so why not have inexpensive prizes with your company logo? What a great way to educate the adults about your business and have fun at the same time.

Embrace these events. We want to see you flourish!

- **Kirsten Guenther**, *Downtown Enhancement Administrator*

City Council expands DDA Board...

The Cheboygan City Council voted to expand the DDA Board members from ten to eleven, plus the Mayor. This change was recommended by the Downtown Development Authority as there was one seat vacant and two qualified candidates submitted applications to fill the vacancy. This amendment is consistent with the statute which provides for 8-12 members to serve on a DDA Board and in this case would bring the DDA Board to the maximum membership allowed by law.

Craig Beachnaw & Carrie Carlson appointed to DDA Board...

Craig Beachnaw and Carrie Carlson were recently appointed to the Downtown Development Authority Board of Directors by the City Council.

Craig, owner of Clayton Financial Services, LLC, moved to Cheboygan four years ago, after semi-retiring from 32 years in the financial planning business. Craig is the past President and current member of the Michigan Association of Insurance and Financial Advisors, a member of the City's Strategic Planning Committee, Marketing Strategic Planning Team, and the Chamber of Commerce Economic Roundtable. Craig's office and home are located in Downtown Cheboygan.



Carrie, owner of State Street Coffee Company is from Cheboygan. For 11 years, she was the District Manager and Accountant for the Kilwin's stores in Mackinaw City, Mackinac Island and Frankenmuth. In 2005 Carrie started working for the Little Traverse Bay Bands of Odawa Indians in Harbor Springs as their Enterprise Accountant. Carrie spent three years as the Treasurer of the Cheboygan Area Jaycees and currently, she is on the Northeast Michigan Affordable Housing (NEMAH) board.



Building Façade Improvement Program...

The DDA has a grant program for reimbursement of costs associated with design of building front and rear 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 it 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 at favorable interest rates.

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

Restaurants gear up for the Outdoor Dining Season...

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, please contact Scott McNeil, City Manager/DDA Director, 627-9931 or cityhall@nmo.net.

Downtown Enhancement evaluation...

The DDA Board of Directors completed an evaluation regarding the effectiveness of the Downtown Enhancement programs. Overall, the Board felt the programs offered through the Downtown Enhancement department were effective.

EVENTS:

Summer Street Fair — The Board noted this event was effective. It was the recommendation of the Board to hold this event later in the July and not to schedule it on the same weekend as the Wanigan Festival.

Blues Festival — The Board noted this event was effective. It was the consensus of the Board to change the festival to offer a variety of music with an increased budget for advertising and involvement by restaurants or otherwise have food procured at the event.

Trick-or-Treating — The Board noted this event was very effective. It was the consensus of the Board to continue this event.



PROMOTIONS:

Extended Evening Shopping Hours — Funds are spent with regards to this objective on print media, radio advertising and posters. The Board felt that this objective was not effective due to the lack of participation by all retail businesses and the lack of total retail in downtown that would make this promotion effective to truly attract the number of shoppers needed for this activity to be a success. It was the consensus of the Board to discontinue this activity with funding otherwise dedicated to this objective to be dedicated toward the Music Festival.

Holiday Extended Shopping Hours — The Board noted this activity was effective. It was consensus of the Board to continue this promotion as it is a coordinated marketing effort with the stores since most already offer extended shopping hours.

Holiday Hospitality Night — The Board noted this event was somewhat effective. It was the consensus of the Board to continue this event, but a survey of the businesses should be completed as well as discussion with the Downtown Steering Committee to effectively determine the best date for this event.



MARKETING PIECES:

Newsletter — The Board noted this activity was effective. Newsletters are distributed to all Downtown businesses, the City Council, the Chamber of Commerce Board of Directors, and is also available for download on the DDA website. It was the consensus of the Board to continue with this effort.

Brochure — The Board noted this activity was effective. The brochure is distributed to the Chamber of Commerce, Downtown businesses, and the Welcome Centers in the State of Michigan. It was consensus of the Board to continue this effort.

Website — The Board noted this activity was effective. It was the consensus of the Board to continue this effort, but that there should be continued maintenance to the site, including the entire DDA district.

Snowmobile Signage — The Board noted this activity was effective. It was the consensus of the Board to continue this effort.



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 • July 26 - Featuring: games and activities provided by local Cheboygan clubs and organizations, arts & craft show, basketball shoot-out contest, children's entertainment in Washington Park, clue hunt throughout Downtown retail stores and the ever-popular Downtown Idol contest in the Washington Park gazebo. Over 2,000 people attended this activity last year.

Downtown Sidewalk Sales • August 7-9 - This year the Downtown Sidewalk Sales will be coordinated through the Downtown Steering Committee. This is the perfect time for retailers to offer enticing specials to the customers and also for the restaurants to offer sidewalk sales meal specials. Look for additional activities to take place at this time as well.

Downtown Music Festival • August 16 - Plans this year include five different bands with a variety of musical entertainment beginning at 1:00 pm 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 Festival patrons to their businesses for "After the Fest" type parties. Last year's festival brought over 300 to the event. Another change, in addition to the name, is free admission into the the Festival. By offering free admission, the hope is that this will be a draw to get more people Downtown that day.

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

- Citizens National Bank Hot Dog & Bake Sale—May 23, 11:00 am-2:00 pm
- Cheboygan Area Chamber of Commerce Arts & Craft Show in Washington Park—June 13 & 14
- Cheboygan Street Rod Association 25th Annual Car show in the Eagles parking lot—June 13 & 14
- Wanigan Festival Parade—June 26, 6:00 pm
- 4th of July Parade—July 4, 10:00 am
- Churchill Classic beginning & ending in the Citizens National Bank parking lot—August 16, 8:00 am
- State Street Labor Day Bridge Walk & Community Picnic—September 1, 11:50 am

Let's clean up Downtown!



The snow is beginning to fade and sometimes it's surprising what you find once that snow melts away! Spring is the time of year that gives us all a jump start to prepping for the summer. Some people may start with an exercise or weight loss regimen, others pay particular attention to their homes and the shape that they are in. Downtown is no different. Downtown takes a beating during those grueling winter months. The remnants of winter take a toll on our buildings, sidewalks, and parks. It is not uncommon for many businesses to have to freshen up a building by adding a coat of paint or simply just cleaning up the building exterior to spruce up the area. Let's tidy up our Downtown and make it a beautiful place for our residents and visitors this spring and summer. A Downtown that takes pride in it's appearance, is a Downtown that everyone can enjoy!

Main Street Rebuild...

There will be a public meeting with MDOT regarding the 2009 reconstruction project for Main Street. This meeting has not yet been scheduled, as of press time, but officials at MDOT are anticipating a meeting in late May/early June. Once a date has been established, all Downtown business owners will be notified.

Downtown Steering Committee...

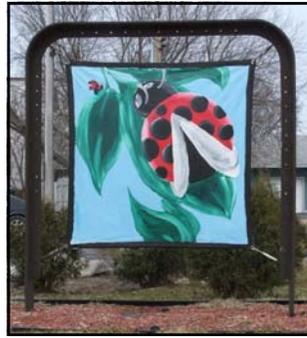
The Downtown Steering Committee will meet May 8 at 8:00 a.m. at Top of the Greeks. This meeting is a great opportunity to network with other's in the Downtown business community, as well as meeting with the City Manager/DDA Director and the Downtown Enhancement Administrator. This quarterly meeting provides 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.

WANTED: Events committee members

Planning has already begun for the Summer Street Fair and the Downtown Music Festival. Committees have been formed to help with the organization of these two key Downtown events. If you would like to volunteer to serve on either the Street Fair or Music Festival committee, please contact Kirsten Guenther, 627-9931 or kguenther@cheboygan.org. We need your help to make these events successful!

Ottawa Park readies for Spring

'Friends of Ottawa Park' are gearing up for some fundraising activities. The group is launching a "Paver Project 2008" to help raise funds for the park. Individuals may pay tribute or memorialize a loved one by purchasing an engraved brick to be installed in the park. Costs for 4x8 pavers are \$35 each or 3 for \$90 and the costs for 8x8 pavers are \$65 each or 3 for \$165. Bricks will connect the park entrance with a walkway. In other fundraising news, the 'Friends' have kicked off their Ottawa Park Raffle. Grand prize is a queen size geometric free form quilt, designed by artist Betsy Doyle. Second prize is a canvas mural of the winner's choice and third prize is an 8x8 brick paver package. Tickets are \$5 each or 5 for \$20. The winning tickets will be drawn after the Labor Day State Street Bridge Walk. To receive information regarding the "Paver Project 2008" or the Ottawa Park Raffle, please contact the Cheboygan Area Arts Council, (231) 627-5432.



Canvas mural on display



Ottawa Park Quilt

Plans are underway for the next phase of the park which include sculpture gardens as well as two, two-sided kiosks.

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. Memberships to 'Friends of Ottawa Park' are only \$10.00 per year and help support the activities of the park.

The Importance of Communication...

Most people feel they are good communicators, but truly effective communication takes work. Below are some guidelines that can help in becoming a better communicator.

1. Always concentrate on what the customer is saying.
2. Look your customer in the eye.
3. Listen carefully to everything the customer is saying.
4. Don't interrupt — let him/her finish the entire thought.
5. Don't judge the customer by appearance — instead focus on what the customer is saying.
6. Show sincere interest in what is being said.

Spending more time communicating rather than just "selling" will enable you to find out exactly what your customers want and help you serve them better. A retailer doesn't have to be that interesting to create a great customer experience; they just need to be interested in the customer.

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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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Kirsten Guenther
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Downtown Central is a quarterly publication of the City of Cheboygan Downtown Development Authority.

Information relevant to Downtown Cheboygan is welcomed for inclusion in upcoming issues of **Downtown Central**, as space permits.

To submit an item or for more information, please call or email
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