

# DOWNTOWN CENTRAL



SEPTEMBER/OCTOBER 2008 • VOLUME 4, ISSUE 3

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

**Presented to:**

## ENHANCEMENT CORNER

### **Helpful tips to prepare for the 2009 Main Street Construction**

This spring is the time when MDOT will break ground and begin the reconstruction of Main Street. Here are some helpful tips to prepare your business:

**Alternate entrances.** Does your business have a back door entrance? Is the back door entrance approachable? Do you have a sign promoting your back door entrance? These are things every Main Street business needs to address.

**Marketing.** Marketing Downtown Cheboygan is going to be key this Spring. Customers are going to need a reason to come Downtown during the construction. Special Construction deals offered by Downtown businesses will give customers a reason to come Downtown. The Downtown Enhancement department will provide advertising for Downtown Cheboygan as a whole, but individual businesses can help in this effort by giving customers a reason to "Go Around to get Downtown."

**Coupons.** Coupons are a simple and low cost means to promote your business. Putting out coupons, not only advertises your name and business, but offers a discount to customers to get them in the door. This will help in the process of building repeat customers at a time when repetition is crucial.

**Staying informed.** Customers will not only depend on the local media for construction updates, but will come to depend on Downtown businesses for the most up-to-the-minute news regarding the construction process. It is important that as informed business people, you educate yourself on the progress of the construction. The Downtown Enhancement department plans to send weekly email blasts as well as keeping a website devoted to the construction progress.

**Attitude.** It's difficult to remain 100% positive all of the time, but negativity does not breed new customers. In fact, negative attitudes can send customers out the door—never to be heard of again. A positive attitude can keep the mood of your employees pleasant, thereby keeping your customers happy. Construction is never easy on anyone, but remaining positive can only help a difficult situation.

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

## *Sandwich board signs allowed Downtown...*

Scott McNeil, City Manager/DDA Director announced that sandwich board and/or free-standing signs are allowed in the Downtown district under the following guidelines:

1. Free-standing and/or sandwich board signage will be allowed in front of existing businesses on Main Street from Mackinaw Avenue to Nelson Street, which provides advertising for such businesses.
2. Signage shall not exceed three (3) square feet per side and not more than two (2) sides.
3. Minimum of 42 inches of unobstructed sidewalk must be provided.
4. Signage shall be removed from the sidewalk by 10:00 pm.



The moratorium on the restriction of these types of signs is on a trial basis through December 31, 2009. If you have any questions regarding signage, please contact Scott McNeil—627-9931 or [cityhall@nmo.net](mailto:cityhall@nmo.net).

## *BKC Insurance beautifies Water Street Lot*

BKC Insurance volunteered to take on the Water Street Parking Lot as a beautification project this summer, and what an improvement they've made! BKC purchased brackets for the light poles, flower baskets, flowering shrubs, and planted a garden on the northeast corner of Water and Division Streets. With the assistance of the City's DPW crew, parking lot lines were painted, sidewalk repairs were made in the marina area, and flowers, banners, and brackets were hung from the light poles. The group has plans to repair the benches in the area, as well as improving the welcome sign located near Plaunt's Transportation. "We wanted to perform a beautification project that would improve the area and give back to the City. BKC employees pitched in to make this happen," according to Mike Telgheder, BKC Personal Insurance Manager. Many thanks to this group for all that they did to enhance this area.



## Vibrant Small Cities Initiative update...

The Vibrant Small Cities Initiative was awarded to the City of Cheboygan’s Downtown Development Authority for \$667,000. The matching grant opportunity was awarded last October to the DDA to be used for the building of the pedestrian bridge and also to conduct a marketing study and implement the recommendations from that study.

The DDA has entered into an Engineering Agreement with U.P. Engineers & Architects for design and construction supervision of the proposed footbridge. The engineers will have two versions of the footbridge available at the November meeting for the DDA to approve, with a plan to possibly begin constructing the bridge next summer.

A Request for Proposals (RFP) will be sent out to appropriate sources to begin the process of receiving proposals on the “Downtown Planning and Marketing Strategy.” The concept of this is to hire a consultant to help Cheboygan take full advantage of all of the exciting changes that are and will be happening in Downtown. This will consist of a planning process that will look at how to bring pedestrians from the Major City park into Downtown Cheboygan, how to make the area more walkable, what type of wayfinding signage is needed and tying all of this into the strong arts and cultural community and activities that already exist in Downtown Cheboygan and provide an assessment for the use of existing empty buildings in the area.

## Building Façade 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.

### Riverfest

The Cheboygan Area Chamber of Commerce and Tourist Bureau recently hosted Riverfest 2008. Riverfest is a special event held to promote Cheboygan and the Cheboygan River. Many community events help make up this festival (including the Downtown Music Festival), but this year the Chamber/Tourist Bureau added events to the schedule to create a week-long affair. Concluding the week of activities was the Riverfest Car Show and Old 27 Tour, **co-sponsored by the Downtown Development Authority.**

Main Street welcomed 54 local cars and 200 cars from the Old 27 Tour. Chamber officials estimated 3,000 people attended this event.



## DOWNTOWN TRICK-OR-TREATING

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

Orange pumpkin signs will be distributed to Downtown businesses wishing to participate in this activity. 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 contact Kirsten Guenther, 627-9931.



# Special events bring people Downtown

Downtown Cheboygan was full of activities and special events for everyone this summer. Whether you were a car enthusiast or a music aficionado, chances are that Downtown Cheboygan had something going on that tickled your fancy!

## Summer Street Fair

Almost 4,000 people flooded Main Street in late July to check out all of the action: games and activities provided by local Cheboygan clubs and organizations, arts & craft show, basketball shoot-out contest, Taste of Cheboygan in the Citizens National Bank parking lot, petting zoo, pony rides, and juggling entertainment in Washington Park, clue hunt through Downtown retail stores, and the ever-popular Downtown Idol competition.



Employees from Libby's prepare samples for the Taste of Cheboygan attendees.



Downtown Idol Winners Kayla Schultz from Cheboygan and Meghann Carr from New Jersey proudly display their trophies.



This youngster enjoys a stroll on a pony in Washington Park.

## Music Festival

Over 700-music loving fans attended the Downtown Music Festival in August. A variety of music played for 9 hours under the big top in the CNB parking lot with five bands making an appearance that day. Musicians from all over the state as well as Ohio performed in this year's event.



Volunteers Scott McNeil & Jack Zlotow proudly wear their Downtown Music Fest t-shirts.



The Larry McCray Band from Saginaw, MI headline the Festival to record crowds.



Kentucky Chrome from Toledo, Ohio shake their maracas for the crowd.

## Sidewalk Sales

Downtown merchants offered end-of-the-summer deals on merchandise during the three-day August sidewalk sales event.



## Churchill Classic

The 4th Annual Churchill Classic 5K and 1 mile run/walk had a record of 268 runners on August 16th. Proceeds of \$4000 from this Citizens National Bank event were donated to 4H Proud Equestrian Program and TLC Together Lifting Children.



# Ottawa Park update...

'Friends of Ottawa Park' have been very busy this summer with additions to the park. The group launched 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. A garden was planted and funded by the Perennial Garden Club in May. The fish bench, which Molly Noland has been working on is almost completed and will be dedicated on October 4th. Ben Lillie and his volunteers have been very busy working in the park on weeding and mulching. Three benches have been added, two of which were memorial donations, as well as a second trash can donated by the students of East Side Elementary School.

The Ottawa Park office is located at the Gildner Gallery—directly above The Coop. 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 office at (231) 627-2121 or (231) 436-5626. 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.



Butterfly artwork on display



New garden planted by the curb



New garden planted by the curb

## Steering Committee...

The Downtown Steering Committee will meet November 13 at 8:00 a.m. in City Council Chambers. This meeting is a great opportunity to network with others in the Downtown business community, as well as meeting with the City Manager/DDA Director and the Downtown Enhancement Administrator. This bi-monthly 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).

## Cheboygan DDA Board of Directors

**Dennis Lindeman, Chairperson**  
Linde Furniture

**Christopher Lindsay, Vice Chairperson**  
Lindsay & Lindsay, LLP

**Craig Beachnaw**  
Clayton Financial Services, LLC

**Carrie Carlson**  
State Street Coffee Company

**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 Leslie Tebo (Ex-Officio)**

**Richard Sangster, Mayor Pro Tem**  
(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](mailto: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 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  
Kirsten Guenther:

(231) 627-9931  
[kguenther@cheboygan.org](mailto:kguenther@cheboygan.org)