

# DOWNTOWN CENTRAL



*A publication for & about  
Downtown Cheboygan.*

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## ENHANCEMENT CORNER

### *It's time to get involved!*

Talk surrounding the MDOT reconstruction of Main Street has been happening since September of 2006. We have been preparing for this endeavor for quite some time. Several meetings have been held to explain the construction timeline and to prepare us for this major project in our Downtown area. All predictions indicate that MDOT will break ground the first of May.

The Downtown Steering Committee will present "Surviving Downtown Construction" on March 5. (See related article to the right.) This presentation is crucial for everyone in the Downtown area. Our featured speaker has endured construction projects in all of the downtowns where she has businesses. In each community, there is one commonality... Business survival can be accomplished if everyone joins together. This meeting should energize the entire Downtown community to come together and support each other.

Another way to get involved is to attend Downtown Steering Committee meetings. This committee is a huge component of molding Downtown Cheboygan. They are responsible for creating and scheduling events, helping to form the program of work for the Downtown Enhancement office and a positive group that has begun to take on projects to present to the DDA board. For more information on any of these projects, please contact Kirsten Guenther at 627-9931 or [kguenther@cheboygan.org](mailto:kguenther@cheboygan.org). **Now is the time for every Downtown business to get involved!**

*- Kirsten Guenther,  
Downtown Enhancement Administrator*

## *FREE seminar offered to "Survive Main Street Construction"*



**Mary Faculak**

Mary Faculak, President of the East Jordan Chamber of Commerce and also an owner of three retail stores, will be the guest speaker at a special presentation on March 5 on the Opera House stage from 5:30-7:00 pm.

Mary comes to us with 20 years experience as a store owner and community leader who has endured many challenges in building businesses and creating a strong community morale. You won't want to miss this presentation as she discusses methods in facing a difficult economic climate, road construction, and how to beat the appeal of big box retailers. As a retail business owner in Boyne City, Charlevoix, and East Jordan, Mary has en-

dured major streetscape projects in all of the communities and has many positive experiences to share.

There is no cost to attend and appetizers will be served. This event is sponsored by: Citizens National Bank, Cheboygan Opera House and the Downtown Steering Committee.

To RSVP for this **FREE** presentation, please contact City Hall—627-9931 or [kguenther@cheboygan.org](mailto:kguenther@cheboygan.org).

## *Downtown offers promotional tote bags*

Recyclable tote bags are all the rage and now Downtown Cheboygan has a bag of it's own. "In an effort to offer community members, shoppers, and visitors a 'green' shopping bag option, Downtown Cheboygan is selling non-woven tote bags," explains Kirsten Guenther. "The bags are available for purchase throughout the Downtown district for \$1."

"The idea to offer the tote bags came from Downtown Steering Committee member, Sue Bronson," says Kirsten. "Promotional tote bags are becoming very popular these days, so the group thought this would be a good way to promote Downtown Cheboygan at the same time offering customers an earth friendly bag option."

The Downtown Cheboygan reusable tote bags were unveiled in retail stores during the annual Downtown Hospitality Night. A limited supply of bags are still available for purchase. For more information on the Downtown Cheboygan reusable tote bags, please contact Kirsten at 627-9931.

Sue Bronson, Manager of the Log Mark Bookstore displays the new Downtown Cheboygan reusable tote bags.



## Halloween hits the streets in October...

The third annual Downtown Cheboygan Trick-or-Treating event was wildly attended on October 31st. As many as 1,150 children made the trek Downtown with their parents, grandparents, and daycare providers. Many thanks to the 65 businesses who participated in this event and also to the volunteers who assisted pedestrians in crossing the streets at the intersections. It was a spooktacular event!



Crowds gather to trick-or-treat to the Downtown businesses.



Citizens National Bank embraces Halloween by taking on the 70's theme inside and outside of the bank.



Billies owner, Billie Livingston and her husband, Chuck Booth don costumes to welcome the trick-or-treaters.

## Marketing Plan unveiled to promote Downtown during Main Street Rebuild...

The DDA recently approved a marketing plan to be utilized to promote Downtown Cheboygan during the Main Street Rebuild project beginning in May, 2009. The Summer Street Fair and Downtown Music Festival will not occur this year, as Main Street will be under construction. Instead, the money earmarked for those events will contribute to the marketing budgeted for the Main Street construction. The following is a breakdown of the expansive marketing efforts planned:

**Internal Sidewalks:** On both sides of Main Street, each block will have one designated business as the "internal sidewalk." This business will serve as a walkway from either Huron Street or Water Street to Main Street. Banner-type signage will be above these businesses back doors indicating that they are an internal sidewalk.

**Detour Signage:** To assist directing Downtown users to stores, offices, and restaurants, directional detour signs will be installed on the corners where road blocks occur. "Go Around to Get Downtown" signs will be used throughout the detour areas.

**Parking Signage:** To assist directing Downtown users to parking availabilities, "Downtown Parking" signs will be installed in the (4) City parking lots as well as the Citizens National Bank parking lot.

**Radio Advertising:** Beginning in April, Downtown Cheboygan will be the sponsor for "Events/Weather in Big Country." This will run for 13 weeks.

**Newspaper Advertising:** Downtown Cheboygan will be advertised in the Cheboygan Daily Tribune once a week for eight weeks. The print ad will promote Downtown Cheboygan and will negate the effects of the road construction.

**Downtown Central Tabloid:** *Downtown Central* will be converted to a tabloid-style newspaper during the construction period. This newsletter/newspaper will be inserted into the Cheboygan Daily Tribune during three different times throughout the construction period. An additional 1,000 tabloids will be available at banks and credit unions, the Chamber of Commerce, and City Hall as well as being distributed to the Downtown businesses.

**Weekly Shopper's Guide:** A full size ad will be placed on the front page of the Shopper's Fair, Straits Area Star, Presque Isle Star, and the Marketplace North (a North Emmet county publication.) A coupon will be included in this advertising effort to be redeemed during a 30-day period at the participating retail and restaurant establishments.

**Cinema Advertising:** A 30-second commercial will be displayed on Kingston Theater screens prior to the movie

previews for six months. This ad will promote shopping, dining & unwinding in Downtown Cheboygan.

**Construction website:** A website of Downtown will be created to feature a detour map, pictures of the progress and also a blog of the activity. The blog will be written continuously with the idea that once viewers are in the habit of logging onto this site, they will receive the most up-to-date information regarding the construction. This website will have it's own domain name and can be linked to the City website. More information on this site will be made available as the plans get underway.

**Detour Map:** A map of the detour routes will be available throughout the Cheboygan region. The map will consist of detour routes, as well as a construction timeline.

**Hard Hat Sales:** Downtown will host "Hard Hat Sales" May 7-9 and June 11-13. During this time, retailers and restaurants will wear hard hats and offer customers an incentive to shop, dine, and unwind in Downtown Cheboygan.

**Sidewalk Sales:** Much of the construction is expected to be completed by July 4th with the exception of the paving of Main Street. Traditionally, Sidewalk Sales have been held the first week in August. This year's event will be called "Roll up the Sidewalk Sales."

## Hospitality Night brings shoppers Downtown

Downtown retailers offered one-night only specials during the annual Downtown Hospitality Night. Shoppers were treated to special refreshments and entertainment while they browsing the merchandise in Downtown stores. "Thank you" to the Cheboygan French Club Carolers for serenading the stores and also to the Cheboygan Salvation Army for providing hot chocolate to the passersby. Held from 5-8 pm on Thursday, December 4th, participating retail stores donated a percentage of their proceeds to the Salvation Army for their local Holiday giving effort. Due to the high volume of customers from this evening, the retailers planned an impromptu second Hospitality Night on Friday, December 10th. The Downtown Steering Committee is currently in the process of evaluating Hospitality Night. Plans are currently underway to enhance this activity to create more foot traffic for next year's event.



Carla Roznowski and Tonya Hiller have a good time looking for deals at KayJen's during Downtown Hospitality Night.



Shoppers enjoy refreshments and sounds of the season as they search for the perfect gifts in Zany Kitchen.



Ned Workman, Cheboygan Salvation Army Director, offers hot chocolate to Hospitality Night shoppers as they pass by on their travels throughout Downtown.

### *Downtown Steering Committee...*

The Downtown Steering Committee has scheduled the following meetings at 8:00 a.m. in City Council Chambers:

**February 12, 2009 & March 12, 2009**

This group meets the second Thursday of each month and is open to any and all Downtown businesses. This 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 to be updated on 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).

### *Snow & ice removal is necessary...*

**The snow is here and now is the time to make sure the sidewalks are clear.**

City Ordinance states that snow and ice removal from sidewalks is required to ensure public safety and limit property owner and public liability. The snow and ice removal ordinance provides for fines (a minimum \$100 fine per occurrence) in the event a property owner is in non-compliance and also provides for exceptions to these provisions with regards to property which is leased.

Please remember to remove the snow from the sidewalks in front of your business. Business owners may transfer snow from the sidewalks into the street next to the curb. Plows will clean the snow next to the curb to allow for on-street parking. This helps the City to look pleasant and also is inviting for your customers.

### *DDA receives rental rehab grant...*

The Downtown Development Authority received a grant from the Michigan State Housing and Development Authority (MSHDA) for downtown rental rehab in the amount of \$122,000. Administration of the program will be completed by Al West from Northeast Michigan Affordable Housing. A forthcoming meeting will be scheduled with approved building owners. The HyettPalma Blueprint recommended the creation and improvement of upper level housing to encourage people to live Downtown. Such housing could create an economic stimulus to provide an additional market for Downtown businesses. Questions regarding this project can be directed to Scott McNeil, City Manager/DDA Director at 627-9931 or [cityhall@nmo.net](mailto:cityhall@nmo.net).

# Downtown Cheboygan: A Year in Review

As we bid a fond farewell to 2008, we must reflect on what the past year brought to Downtown Cheboygan.

- *Downtown Central*, a quarterly newsletter, continued to be the vehicle used to communicate to the Downtown businesses and their staff.
- City Council voted to expand the DDA Board of Directors from ten to eleven, plus the Mayor. This change was recommended by the DDA as there was one seat vacant and two qualified candidates submitted applications to fill the vacancy.

- Ottawa Park progressed in it's development. 'Friends of Ottawa Park' launched "Paver Project 2008" to help raise funds for the park. Individuals could purchase an engraved brick for installation in the park to pay tribute or memorialize a loved one. Molly Noland completed the mosaic fish bench. A fish shanty was constructed to protect the fish bench through the winter months. A garden was planted by the curb by the Perennial Garden Club.



- The

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

- The Downtown Steering Committee continued to assist with marketing and promoting Downtown Cheboygan.
- City council continued to allow snowmobile use on specific Downtown streets. Signage promoting Downtown Cheboygan as a destination accessible to snowmobiles is placed along the trail.
- Internet users continue to utilize the downtown Cheboygan website for information. On average, the Downtown site received 497 visitors per month.

- Downtown brochures continued to be available in local businesses as well as in the state of Michigan MDOT Welcome Centers. 10,000 brochures were distributed from May 2007-08.



- Seedums Garden Club continued to provide 36 hanging flower baskets on the lamp posts with cooperation from the City Recreation department in watering the flowers daily.

- BKC Insurance volunteered to beautify the Water Street parking lot by purchasing brackets for the light poles, flower baskets, flowering shrubs, and planted a garden on the northeast corner of Water and Division streets. The City's DPW crew painted parking lot lines, repaired the sidewalk in the marina area, as well as improving the welcome sign.

- The DDA entered into an Engineering Agreement with U.P. Engineers and Architects for design and construction supervision of the proposed foot-bridge.

- The annual Downtown Cheboygan Summer Street Fair was held on July 26th. Almost 4,000 people attended this event. Highlights included: games and activities provided by local Cheboygan clubs and organiza-



- tions, arts & craft show, basketball shoot-out contest, Taste of Cheboygan, petting zoo, pony rides, juggling entertainment, clue hunt through Downtown retail stores, and Downtown Idol karaoke contest.

## A Year in Review (continued)

- Downtown merchants offered end-of-the-summer deals on merchandise during the three-day August sidewalk sales event. In the past, this has been a Cheboygan Area Chamber of Commerce event, but this year the event was coordinated by the DDA.



- The Downtown Blues Festival took on a different name as the Downtown Music Festival. Over 700 music fans attended the FREE admission event in mid-August. A variety of music played for 9 hours under the big top in the Citizens National Bank parking lot. Musicians from all over the state as well as Ohio performed.



- MDOT held community meetings in September to outline the 2009 Main Street Rebuild Project.
- Sandwich board type signs became allowable in the Downtown area on a trial basis through December 31, 2009.
- The third annual Downtown Trick-or-Treating event was held on Halloween. Over 2,000 trick-or-treaters, parents, grandparents, and daycare providers flooded the Downtown streets.



- Downtown merchants remained open until 7:00 pm on Fridays during the Holiday shopping season.
- Downtown retailers offered two Hospitality Nights in December. Stores provided refreshments, music and one-night only specials.
- Downtown promotional tote bags were unveiled at Hospitality Night. Customers could purchase the earth-friendly bags at \$1/each.

# Ottawa Park update...

'Friends of Ottawa Park' would like to thank the Cheboygan Area Chamber of Commerce for the donation of the artificial pre-lit Christmas tree. The Chamber also provided and installed all of the holiday lighting on display in the park.

'Friends of Ottawa Park' launched "Paver Project 2008" to help raise funds for the park. The first pallet of the pavers has been ordered. "'Friends of Ottawa Park' would like to thank those who ordered the pavers. We were pleasantly surprised at the orders placed during the Holiday season. This is a reminder of a local gift that truly keeps on giving," says Joann Leal.

Ottawa Park will host summer art activities for children. Other summer plans include art projects that will highlight area artists and their works.

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.



*Cheboygan Middle School teachers, Pat LaHaie and Amy Ives pose with the Ottawa Park Christmas tree*

## 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.

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

## Cheboygan DDA Board of Directors

**Dennis Lindeman, Chairperson**  
Linde Furniture

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

**Carrie Carlson**  
State Street Coffee Company

**Kelly Cooper**  
BKC Insurance

**Jim Granger**  
Granger & Associates

**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)