

DOWNTOWN CENTRAL



MONTHLY PUBLICATION DURING THE RECONSTRUCTION OF MAIN STREET

APRIL 2009 • VOLUME 5, ISSUE 2

ENHANCEMENT CORNER

Bring on the dozers!



**KIRSTEN
GUENTHER**
Downtown
Enhancement
Administrator

MDOT and Cordes Excavating have rolled into town and our Main Street is in the process of being rebuilt.

Customers are naturally curious when it comes to construction. Business owners take this time and opportunity with staff and customers to inform them of the construction progress. Let them know how happy you will be when the construction is completed because the community will have this fantastic new street.

During the reconstruction of the Lincoln Avenue bridge, some passersby would stop and watch the progress. The Main Street construction could draw the same type of crowd.

Hey Cheboygan: Come on downtown! We'd love for you to view the construction progress! While you're here, don't forget to stop in to the businesses. There's something for everyone. Downtown Cheboygan is THE place to shop, dine & unwind at ANY time.

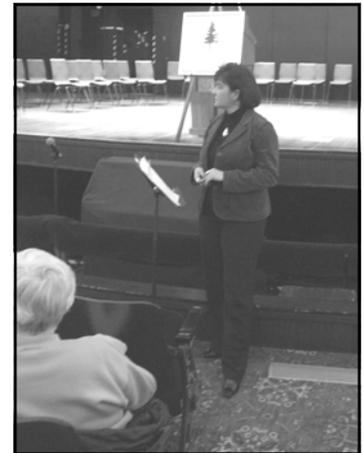
We all benefit from the new street enhancements. Enthusiasm for the community begins with Downtown!

For more information on Downtown Cheboygan, please contact Kirsten Guenther at 627-9931 or kguenther@cheboygan.org.

Ideas for businesses during Construction

Mary Faculak, President of the East Jordan Chamber of Commerce and also an owner of three Northern Michigan retail stores, spoke to an audience at the Cheboygan Opera House in March. The following are tips she suggested to the crowd:

- Tell vendors and delivery men where to deliver or unload.
- Make back entrances accessible and attractive.
- Post signs noting back entrances are available.
- Walk through all of the Downtown businesses so you are able to refer customers to other Downtown businesses.
- Educate your employees so they do not make the construction a negative topic in the customers eyes. Celebrate the progress!
- Construction workers will be spending their money in Cheboygan. To ensure that they spend their money in your business, offer coupons, free coffee, water, etc. If you make them feel welcome, that small token of appreciation will go a long way.
- Keep consistent hours of operation.
- Do not cater your hours to the unemployed. Most people work until 5:00 pm so set your hours to accommodate the working public.
- People are naturally curious and will be Downtown to check on the progress of the construction. Make sure to continue with the attractive window displays.
- Consider offering extended hours on Wednesday evenings.
- Create a myspace, facebook, or twitter account for your business and shoot email blasts to your "friends" when you have a special, sale, etc. This is an economical way to have a presence on the internet.
- For a more professional internet presence, develop a website for your business. Make your site current and create positive aggressive marketing.
- Network with all of the Downtown businesses. We're all in this together.
- Positive attitude, energy and positive owners/employees creates positive customers.
- Build a customer email list and email coupons to your customers.
- Know your customers wants and needs and provide stellar customer service.



**Cordes Excavating, Inc. began
the rebuild of Main Street
on April 20th.**

Preparing for Construction...

Downtown Cheboygan has been chosen by the Michigan Department of Transportation (MDOT) to receive a complete rebuilding of Main Street this spring. The project entails:

- Complete reconstruction including new curb, gutters, and sidewalk
- Replacing and upgrading the storm sewer system
- Replacing and upgrading the water main system
- Upgrading traffic signals at Division Street and State Street

Many of you may be thinking, “didn’t we just have the Downtown streetscape installed?” Yes, the lamp posts, brick pavers and some sidewalk may be taken out during construction, but anything removed will be replaced.



Business owners and managers have been planning this project since the announcement, creating strategies and methods to ensure that customers will still have access to the shops, restaurants, banks, and offices that you frequent. Customers may have to enter their favorite Downtown businesses through side or back doors. The contractor is required to maintain pedestrian access to all businesses during construction.

The construction began on April 20 and it is their hope to have the project completed the first part of July.

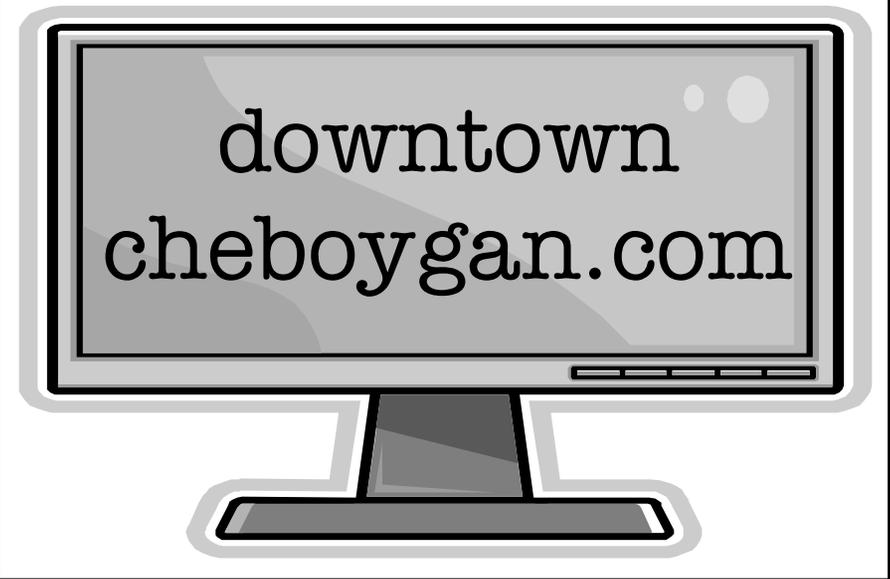
Please do not allow the construction to deter you from visiting your favorite Downtown establishments. These businesses will need your patronage during this time and many will offer specials and sales. Downtown Cheboygan entrepreneurs are among the friendliest you’ll ever find, so it’s possible they will have made friends with the contractors by the time the dirt starts flying. Without a doubt, the Downtown businesses will have a finger on the pulse of the construction progress so be sure to stop in and say “Hi!”

downtowncheboygan.com launched!

An interactive website has been created to communicate to the public regarding the status and progress of the Downtown construction.

The site, www.downtowncheboygan.com, features 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.

Viewers will be able to link to this site from the City’s website - www.cheboygan.org. The Cheboygan Area Chamber of Commerce and Cheboygan Daily Tribune also have links to this site as well.



Downtown Steering Committee

The Downtown Steering Committee has scheduled the following meetings at 8:00 a.m. in City Council Chambers: **May 14, 2009 & June 11, 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.



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Vibrant Small Cities Initiative Grant Update...

The Vibrant Small Cities Initiative grant was awarded to the City of Cheboygan's Downtown Development Authority for \$667,000. The matching grant opportunity was awarded to the DDA in October 2007 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 pedestrian bridge engineering and construction agreement was awarded to U.P. Engineers & Architects. The bridge will lead pedestrians over the Cheboygan River from Major City Park to Washington Park. May 5th is the deadline for construction bids. Construction on this project could begin this summer.

McKenna Associates was awarded the agreement for the downtown planning and marketing strategy. This planning process 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. In addition to this, the consultants will also provide an assessment for the use of existing empty buildings in the area. The final results from McKenna Associates are expected to be completed by July.

DDA marketing survey...

The DDA is surveying the region regarding Downtown Cheboygan to gain a broad perspective of the community's shopping habits, preferences, likes and dislikes.

Questions asked include:

- Current shopping habits both within the downtown district and other retail areas in Cheboygan and the surrounding communities
- Evaluations of the current retail and restaurant mix in Downtown
- Patronage of stores and restaurants in Downtown
- Recommendations for new retailers and restaurants in Downtown
- Expected patronage of proposed new retailers to Downtown
- Concerns and comments regarding access, ease of shopping, parking, and hours of operation
- Origin and destination of shoppers to measure cross-shopping at other shopping areas

Surveys were sent to a random sample within a 40-mile radius. Anyone who did not receive a survey in the mail can log on to the City of Cheboygan's website and click the "Downtown Marketing Survey" link. The online version limits one survey per computer to be completed.

The survey is being compiled by McKenna Associates from Northville. According to Scott McNeil, City Manager/DDA Director, over 400 surveys have been received.

Hard Hat Sales...

Mark your calendars for the
Downtown Hard Hat Sales...

May 7-8-9

and also

June 11-12-13



Stop by participating businesses during this special 3-day period for their special sales and deals. Look for the hard hats and construction vests at your favorite Downtown businesses.

Enjoy the convenience of the local businesses this spring and summer!

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.

Where to park during construction...

Utilizing on-street parking spaces is a glorious thing. Isn't it nice to drive to your favorite downtown store or restaurant and see the perfect parking space right in front? It's like winning the parking space lotto! Perfect as it seems, how realistic is that scenario?

The road construction will definitely pose a threat to hitting that parking space jackpot. The construction will deter cars from parking on the street, but this should not discourage any of you.

Downtown Cheboygan is very fortunate to have six public parking lots available seven days a week. Whether you are looking to run into a business for a quick ten minute stop, or you are looking to spend a few hours shopping with your friends, any of the public parking solutions can fit your need.

The City has four public lots within a 3-block radius. These lots offer FREE daily parking from 7:00 am – 2:00 a.m. Overnight parking is allowed with a valid permit obtained from the Department of Public Safety. The lots are located:

- At the Cheboygan Opera House/City Hall/City Police on the corner of

Huron Street and State Street

- Across from the Moose Lodge on the corner of Huron Street and Division Street
 - Directly behind Subway on Water Street
 - On the Cheboygan River on Water Street
- In addition to these lots, Citizens National Bank's parking lot and the lot located behind Billies are available for public parking, as well.

The beauty of these public parking lots is that they are accessible at any time of the year. These lots are easy to get to from Huron Street or Water Street, which incidentally are the streets that the detour route will be utilizing.

Although the on-street parking spaces will not be available, the public lots are easy to get to. Not to mention, there are many spaces to accommodate the parking needs of downtown users.



Top 10 Reasons to Shop Locally...

In the today's economy, many campaigns have been developed to urge consumers to shop local. Here are the "Top 10 Ten Reasons to Shop in Cheboygan:"

1. Local stores value the customer more. Businesses survive by their reputation and repeat business which means you get a higher level of service with a personal touch. It matters to the retailer that you are satisfied and will come back again. Downtown merchants are known for their stellar customer service.

2. Unique shopping experiences. We have a variety of unique specialty shops and products. These businesses are an integral part of the Cheboygan character. When people visit Cheboygan, they look for places that offer them the sense of being somewhere special.

3. Ample FREE parking. Main Street has several on-the-street parking spaces, but there are also four public parking lots available. The parking lots located at Citizens National Bank and Billies are also available for Downtown users. With all of these options, you can always find a place to park!

4. Shopping local creates a healthy economy. Downtown stores create jobs. These people in turn spend money in the local economy.

5. It saves you time and money to shop locally. When you go out of town to buy products you could buy locally, you end up spending money on gas and meals – not too mention the time you spend at the mall in long lines or traffic backups.

6. Think about the store owners. Retailers purchased their stock hoping to sell it today to pay their bills, taxes and employees. If you do not support downtown merchants, you are contributing to a failing local economy.

7. Relationships with the store owners. In a local store, you have the opportunity to build a relationship with the merchant. It is nice to be greeted by your name and be told, "I have the perfect item for you." Only in a town like Cheboygan, can a store owner come into your workplace to give you a suggestion for your mother-in-law.

8. Choices of products. Downtown is home to many fantastic stores, restaurants and entertainment options. When you shop and dine locally, your money stays in Cheboygan.

9. Sense of community pride. We have a fabu-



lous community and there is a sense of pride when you support a local business. Keeping your hard earned dollars in our local community is a win/win for everyone.

10. Successful businesses breed other successful businesses. If one business is profiting and encountering success, then other new businesses will move to the area. It's a complete trickle-down effect that can result with many new worthwhile businesses for the entire community.

How to get around the construction...

How is the construction going to affect you? How are you going to get to your favorite downtown hangouts? How in the world are you going to get to the Post Office?

These are reasonable questions and concerns; but do not get too concerned. Downtown Cheboygan has a plan to help you to maneuver through Downtown Cheboygan during the construction period.

How do I get into the heart of Downtown during construction? This is easy. Huron Street and Water Street are not going to be closed so you can use these streets to drive through town. If you have never ventured off Main Street, take this opportunity and check out the back sides of Main Street.

Where do I park? Even though the Main Street parking spaces will not be accessible during construction, there is available parking Downtown. Water Street has two public parking lots and Huron Street has two public lots as well. In addition to these locations, Citizens National Bank and Billies have offered the use of their parking lots for Downtown patrons. Look for the “Downtown Parking” signs.

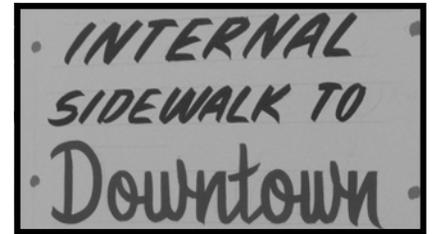
How do I get into the businesses from Water Street or Huron Street? Each

block of Main Street will have either an “Internal Sidewalk to Downtown” or “Walkway to Downtown.” Directional signage will be located on each block to indicate the pedestrian path to get to Main Street.

What is the difference between an internal sidewalk or a walkway? An internal sidewalk will lead you into a business on that block. Do not hesitate using this back entrance. The businesses that have this signage welcome you to utilize their back or side entrance to get to Main Street. A walkway will be an outside path leading you to Main Street.

Is there a detour map? Yes, there is a detour map! The map is located in any Downtown business or at City Hall, Cheboygan Area Chamber of Commerce, and the Cheboygan Public Library. Also, you can receive a map and up-to-date info from the following website: www.downtowncheboygan.com.

If you do however have questions regarding getting around the construction, please do not hesitate to call Kirsten Guenther, Downtown Enhancement Administrator at City Hall – 627-9931.



News in and around Ottawa Park...

While MDOT and the City pave the way for re-construction at Ottawa Park’s corner intersecting State and Main Streets, the Friends of Ottawa Park pursue their plans to pave their way through the park by laying the first phase of a walkway with inscribed brick pavers. For the last year, Friends of Ottawa Park have been



offering engraved bricks to individuals, groups, clubs, and businesses to help build a walkway through the park.

Sales have been ongoing and order forms are available through The Gildner Gallery, the Public Library, The Opera House, and several local downtown retailers. The first phase of the walkway is

expected to be installed in early June, following post-street reconstruction repairs that will need to be made.

Having recently received their 501(c)(3) Federal Recognition of Tax Exemption, Friends of Ottawa Park are eager to pursue new and renewed programs which will help raise funds needed to continue the development and maintenance of the park. One of these programs will be to launch a Spring Membership Campaign, beginning now through the end of June. These funds will be used primarily to support programs that will be offered in the Park during the summer months, in addition to seeking “day-sponsors”. The minimum Membership category begins with a single membership of \$10.00 to become a “Friend”, a family membership of \$25.00, and any amount above and beyond that people who enjoy the park, like what the Friends are doing, and follow the ongoing activities in the park, would like to contribute. All memberships and donations are now tax-exempt

to the fullest extent of the law. Membership is not required to participate in park activities. It is important to remember that Ottawa Park is a community park, open to everyone in the community to participate in its development and to enjoy the activities that are and will be offered in the future.

Another project being launched at this time is a community-wide LOGO competition/contest. The Friends are offering this challenge to anyone in the community, of all ages, to put on their creative caps and design a logo for Ottawa Park. This challenge is two-fold: they are looking for a permanent, smart design that can be used as pocket embroidery for golf/polo shirts, caps, tote bags, and banners. In addition, they are also looking for a larger design which would be dated and used on both t-shirts and posters, and changed with a new design on an annual basis. The only criteria is that submitted designs be related to the theme of the park: to promote the visual arts and our

natural resources and environment. Entries must be color correct, drawn on 8.5 x 11” white paper, and submitted to Friends of Ottawa Park, c/o the Gildner Gallery by May 30 of this year.

Last but not least, this summer will see much activity in Ottawa Park. Beginning in June the Friends will be sponsoring eight activity week-ends; four week-ends will feature local artists - specifically Molly Jo Noland, Amy Ives, Shirle Bedient, and Betsy Duffiney - teaching kids to make art, and four week-ends will offer the opportunity to meet with professional artists who will be exhibiting and demonstrating their work in the park. Kid’s week-ends will be Saturdays, June 27, July 25, August 22, and September 26 – with Sundays scheduled as rain dates. More details about the professional artist Saturdays will be forthcoming. Watch for more information in the Tribune’s Local Notes. For more information, please contact 627-2121 or 436-5626.

Celebrate the Sidewalk Sales!

Downtown Sidewalk Sales will be
August 6-7-8 (Thursday, Friday, & Saturday).

The Main Street construction project will be completed at this time so you will want to come Downtown and check out all of the deals your local retailers are offering.

Downtown Cheboygan is the place to shop, dine & unwind!

City Council offers weekly office hours at City Hall...

Weekly citizen meetings are available for the public to meet with a member of City Council. Each Tuesday from 2:00 - 4:00 pm, either the Mayor or a member of the City Council is available for one-on-one meetings. A schedule is posted outside of City Hall indicating the dates each individual Council member will hold office hours.

Garrison Keillor to hold two benefit concerts at the Opera House...

The Cheboygan Opera House is pleased to announce that Garrison Keillor, creator of *A Prairie Home Companion*, will present a **Matinee Concert on Saturday, August 1, 2009 at 2:00pm** at The Cheboygan Opera House. The concert is a fund-raiser for The Opera House for which Mr. Keillor has generously donated his time and talent. When Mr. Keillor heard that the evening performance was sold out, he graciously offered to provide a matinee show. Tickets for the afternoon show will be priced at the same level as the evening performance. The Box Office will not be able to exchange or refund any tickets that have already been purchased. Tickets to this event are selling rapidly and The Opera House encourages everyone to contact the Box Office to insure that you will be able to get your seats for this outstanding event.

Host and writer of "A Prairie Home Companion" and "The Writer's Almanac," Keillor is heard on public radio stations across the country and is the author of more than a dozen books, including "Lake Wobegon Days," "The Book of Guys," "Love Me" and "Homegrown Democrat."

The Concert at The Opera House will be a special event for the venue with Keillor performing his material with a piano accompaniment. Tickets are available for the Concert and also for the "Afterglow," which will be held on The Opera House stage following the performance. Mr. Keillor will visit with audience members at the "Afterglow," and admission to this event is by ticket only. For more information or to purchase tickets, please call the Box Office at 231-627-5841 or check the web site: www.theoperahouse.org.



Outdoor Dining...

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 or to receive an application, please contact Scott McNeil, City Manager/DDA Director, 627-9931 or city-hall@nmo.net.

DDA purchases vacant Woolworth building...

A building once home to the F.W. Woolworth dime store chain, is now owned by the City of Cheboygan's Downtown Development Authority. The DDA purchased the building for \$129,700 and is planning on promoting the property to potential developers.

The City Council has agreed to demolish the building if the property does not sell within two years of the DDA's purchase of the building. Currently, the DDA is working with Northern Lakes Economic Alliance to look into grant programs that would pay for demolition. If a granting option is secured the building could be removed before the two year timeframe.

The three level building has 48,600 square feet. It's last use was home to the Rivertown Cargo business.



CLIP & SAVE

CLIP & SAVE

Downtown Calendar of Events...

Rivertown Follies

May 7, 8 & 9 (Thursday, Friday, Saturday) • 8:00 pm • Cheboygan Opera House - 403 North Huron

The 26th Annual Rivertown Follies is under the professional direction of Christopher Alan Productions. Proceeds from this year's performances go to Afton Community Club, Lord's Kitchen and Community Church of Christ.

Reserved Seating: All Thursday tickets \$10, Friday & Saturday \$11 in advance and \$12 at the door
Call the Cheboygan Opera House for more information or to order tickets—627-5841.

Hard Hat Sales

May 7, 8 & 9 (Thursday, Friday, Saturday)

Don't miss the deals your local businesses offer during this special 3-day event. Downtown Cheboygan is the place to shop, dine & unwind!

Cheboygan Area Arts Council Dance Recital

May 17 • 4:00 pm & 7:00 pm • Cheboygan Opera House - 403 North Huron

This year's recital theme is "A Little Bit of Broadway & a Whole Lot More." Reserved Seating: Adults - \$7, Students - \$5
Call the Cheboygan Opera House for more information or to order tickets—627-5841.

Cheboygan Adult/Alternative Education Graduation

May 21 • 7:00 pm • Cheboygan Opera House - 403 North Huron

The Young Americans

June 6 • 7:30 pm • Cheboygan Opera House - 403 North Huron

This year's recital theme is "A Little Bit of Broadway & a Whole Lot More." Reserved Seating: Adults - \$20, Students - \$15
Call the Cheboygan Opera House for more information or to order tickets—627-5841.

Hard Hat Sales

June 11, 12, & 13 (Thursday, Friday, Saturday)

Don't miss the deals your local businesses offer during this special 3-day event. Downtown Cheboygan is the place to shop, dine & unwind!

Northland Players Children's Theatre presents: "Murder Twice Baked"

June 19 & 20 - 7:00 pm • June 21 - 2:00 pm • Cheboygan Opera House - 403 North Huron

You'll enjoy this original musical "who done it?" by Bruce Scigliano and George Krawczyk. All seats Non-Reserved.
Ticket prices to be announced. Call the Cheboygan Opera House for more information or to order tickets—627-5841.

Summer Arts & Crafts Show

June 19 - 2:00 - 8:00 pm • June 20 - 10:00 am - 4:00 pm • Washington Park - 124 North Main

Don't miss the handmade crafts from vendors all over the state. Event dates and times are rain or shine. Call the Cheboygan Area Chamber of Commerce for more information —627-7183.

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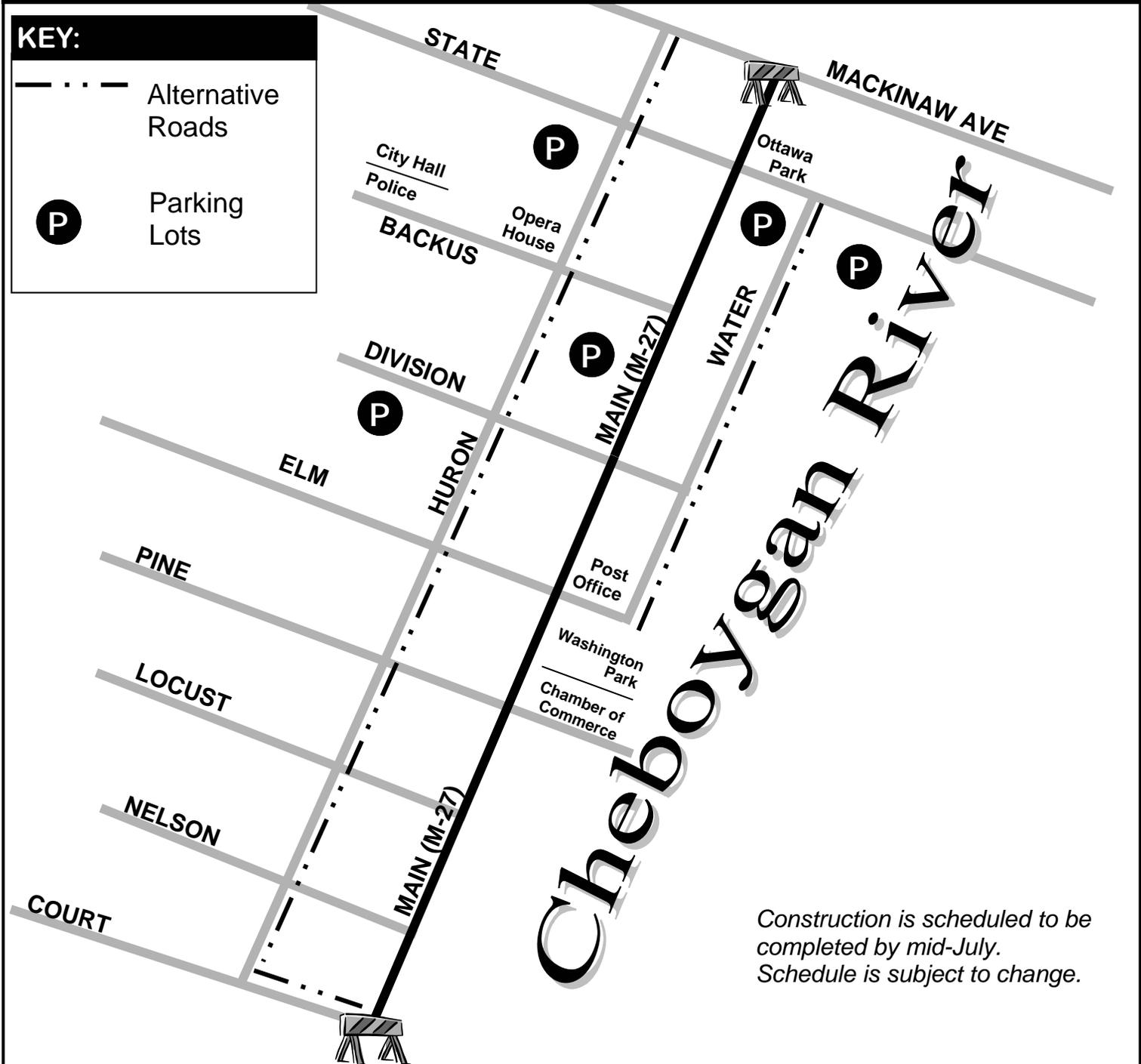
Mayor Richard Sangster
(Ex-Officio)

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.

Recommended Route to Get to Downtown Cheboygan:

KEY:

- Alternative Roads
- P Parking Lots



*Construction is scheduled to be
completed by mid-July.
Schedule is subject to change.*



For More Information:

Call 231-627-9931

or visit

downtowncheboygan.com