



Come experience and explore Lake Huron's downtown Rogers City!

There's so much to do on the sunrise side of Michigan. Experience dining, shopping, and entertainment opportunities unlike any other.

2024 EDITION

ROGERS CITY MAIN STREET 989.734.0281 downtownrogerscity.com



State of DOWNTOWN

10 Blocks

23 Acres

93 Parcels

22 Residential units

54 Businesses

7 Restaurants

11 Retail stores

Rogers City Main Street is making a BIG difference.

Rogers City Main Street is about bringing together a community to foster positive change and a vibrant downtown with careful consideration for historical preservation and cultural celebration. Rogers City has so much to offer and has significant potential to make an impact on many people's lives.

Downtown's Goals

- Foster a downtown that is refreshing, clean, and vibrant with year-round activities and unique businesses that appeal to residents and tourists alike.
- Support and develop opportunities for increased downtown investment in housing, diverse businesses, and infrastructure.
- Create vibrant, active community gathering spaces and a variety of year-round activities.



ROGERS CITY
MAIN STREET

TRANSFORMING ROGERS CITY'S DOWNTOWN



The Rogers City Main Street-DDA acquired this building and 1.67 acres of downtown property to prepare for and guide future development.



Community members came together to plant 20 new trees of various species. They learned of the importance of urban forestry and planning for future generations.



The first MEDC project in Presque Isle County breaks ground as Huron State Bank moves forward on their project to restore this aged downtown building.

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$24,310

Program to date: \$397,735



5 Façade & Building Improvements
Program to date: 12



2 New Businesses
Program to date: 4

Main Street is Helping Businesses Thrive

- Business roundtable
- Grant assistance
- Grow with Google
- Additional marketing
- Match on Main
- Farmers market

“The award of the Match on Main grant will provide the funds needed to create a bright, newly constructed dance studio where dancers will explore their own talents and passion for dance.”

—Linnea Rose Hentkowski, Owner, L Rose Studio of Dance

Community Profile

City of Rogers City | 2023



Population
2,777



Households
1,354



Median HH Income
\$51,794



Median Age
52.3 years



Housing Units
1,600



85% Housing is occupied
68% Owner-occupied
17% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,671	5,089	13,943
Households	1,290	2,402	6,488
Median HH Income	\$51,501	\$52,384	\$55,147

In-demand Businesses

Food & Drink

- Brewery/ brewpub
- Breakfast/brunch restaurant
- BBQ restaurant
- Steakhouse
- Brick-oven pizzeria

Shopping & Retail

- Clothing
- Arts, crafts, and hobbies
- General/variety store
- Sporting goods/outdoors
- Shoe store

Connecting generations

Rogers City Main Street is making a concerted effort to bring together young and old members of the community to teach the next generation the importance of volunteerism and community. The student council of St. John Lutheran School explored a variety of topics ranging from local government to the importance of community projects and planning for future generations.



2023 Pulse of Downtown



62% Visit downtown Rogers City most often for shopping

29% Described recent trends in downtown Rogers City as improving or making progress.

22% Said the frequency of their visits to downtown Rogers City increased during the past year.

Social Connection



1,090+
Facebook Followers

Volunteer Connection



1,343
Volunteer hours in 2022–2023



2,199
Volunteer hours
(Program to date)



\$40,491
Volunteer value in 2022–2023

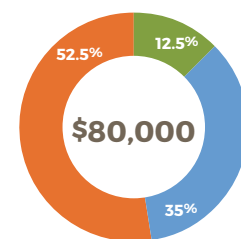


\$66,300
Volunteer value
(Program to date)

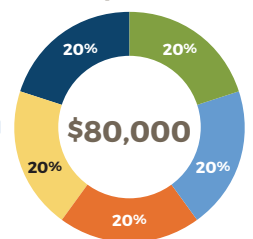
In the Numbers



Income



Expenses



- City/county support
- Promotion activities
- DDA support
- Design activities
- Memberships/fundraising
- Economic vitality activities
- Operations
- Other/misc. activities



VOLUNTEER SPOTLIGHT

“Growing up here and now being a local business owner, volunteering is important to help the community create opportunities for the next generation. Together, we can make change.”

—Aaron Romel, Owner, Tradewinds Bakery;
General manager, D&M Waterworks Inc.



DOWNTOWN ALIVE

Rogers City Main Street Events 2022-23

1,708

Est. event attendance

- Christmas Parade
- Pirate/Mermaid Festival
- Small Business Saturday
- Business Bingo
- Summer Concert Series
- Earth Day Cleanup
- Candlelight Concert
- Pickleball Tournament



Candlelight Concert



Summer Concert Series



Pirate/Mermaid Festival



Earth Day Cleanup

“Main Street provides our community with guidance and resources as well as a network of fellow directors to help us with executing careful and deliberate action towards our united goals.”

—Alex Harimoto, Main Street Executive Director

Rogers City's Board of Directors

- | | | |
|---------------------------|------------------------|----------------------|
| Chair: Alec Brietzke | Member: Erik Nadolsky | Member: Travis Peltz |
| Vice Chair: Kim Margherio | Member: James Pzrybyla | Member: Morgan Hall |
| Treasurer: Terri Koss | Member: Preston Mertz | Member: Hayley Rose |
| Mayor: Scott McLennan | Member: Tim Pritchard | Exec. Director: |
| Member: Aaron Romel | Member: Tom Gajewski | Alex Harimoto |

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$17,485,873

2022-23 Total Private Investment

\$424,613,279

Program to date



\$9,639,829

2022-23 Total Public Investment

\$146,697,645

Program to date



40,812

2022-23 Volunteer Hours

892,702

Program to date



144

2022-23 New Businesses

1,897

Program to date



144

2022-23 Façade & Building Improvements

2,817

Program to date

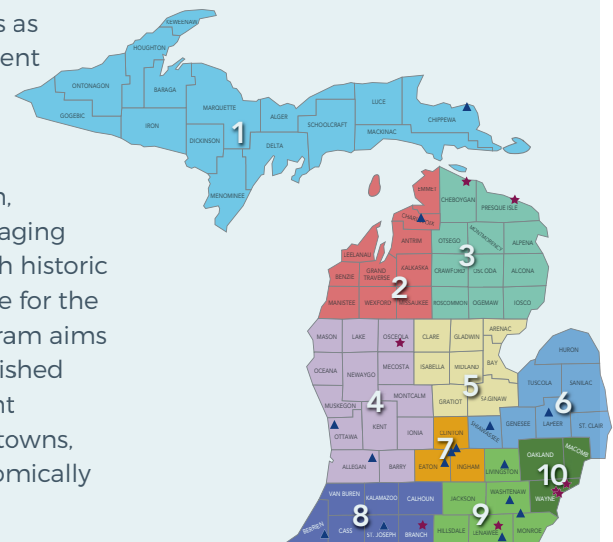


Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-Point

Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



★ Select Level ▲ Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org