



Boyne City Main Street

Working with our community and local partners to make our historic downtown as vibrant and enticing as our surroundings for our neighbors and visitors.

2025 EDITION

BOYNE CITY MAIN STREET

231.582.9009

boynecitymainstreet.com



State of DOWNTOWN

1,140 Public parking spaces

120 Residential units

25 Restaurants

33 Retail stores

68 Service businesses

359.6k Visitors

2% Storefront vacancy rate

10% Property Value Increase (Est. one-year increase 2022–23)

Boyne City Main Street: Embracing the Outdoors

We offer the perfect mix of outdoor recreation, cultural experiences, scenic beauty and historic charm. Located along the shores of Lake Charlevoix and billed as a very walkable downtown, we offer a wide range of attractions to entice our friends and those new to the area to enjoy all we have to offer.

Downtown's Goals

- Improve and maintain our downtown spaces through repairs and updated signage.
- Maximize the experience of downtown Boyne City through collaboration and providing updated way-finding information.
- Work with our local businesses to maintain the year-round availability we currently enjoy.



TRANSFORMING BOYNE CITY'S DOWNTOWN



Long known as a summer destination, we strive to bring events and people to town year round. Two early winter activities, "Earlier than the Bird" and "Holly Jolly Boyne," help us to meet that goal.



A hallmark of our years as a Main Street is our Façade Grant program. Whether an original historic building, or one that is still more than 50 years old, we strive to assist our local building owners.



Celebrating its 41st year, our local farmers market is the "best market in the north." Open year-round and with up to 75 vendors in the peak summer, we offer the best of local produce and crafts.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$103,000

Program to date: \$29,261,435



5

Façade & Building Improvements
Program to date: 77



7

New Businesses
Program to date: 126

Main Street is Helping Businesses Thrive

- Year-round events
- Improved printed local guides
- Solid social media/information posting
- Updated, business-driven website
- Constant surveys to gauge success
- Strong ties to the local chambers

"Spending eight years on the Main Street board opened my eyes to how much impact Main Street has on what takes place in Boyne City. We accomplished so many things from the farmers market to Stroll the Streets, Harvest Fest to the Food Truck Rally, not to mention overseeing the success of the infamous Boyne Thunder, I feel so lucky to have been a part of decisions that have helped shape Boyne City, and make neighboring towns drool with envy. Boyne City—why live anywhere else?"

—Pat O'Brien, Owner/Managing Broker, Pat O'Brien and Associates Real Estate

Community Profile

Boyne City | 2024



Population
3,899



Households
1,757



Median HH Income
\$64,611



Median Age
46.1 years



Housing Units
2,409



73% Housing is occupied
55% Owner-occupied
19% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,433	6,013	18,439
Households	1,572	2,703	8,102
Median HH Income	\$64,671	\$71,938	\$73,623

In-demand Businesses

Shopping & Retail

- Book store
- Shoe store
- Outdoor recreation store
- Variety store
- 5 & 10 type store

Food & Drink

- Breakfast and lunch
- Family-oriented
- Farm-to-table
- Healthy
- Ethnic

Outdoor Recreation at Its Finest

Biking. Hiking. Kayaking. Snowshoeing. Fishing. Walking through town...and so much more. Boyne City sits at the crossroads of miles of paved pathways and nature areas to bike and hike. The water more your style? The gentle Boyne River feeds into Lake Charlevoix for any water sport you find enjoyable. Shop. Taste. Relax as you enjoy the four seasons of outdoor activities. Enjoy!



VOLUNTEER SPOTLIGHT

“My passion to volunteer is a lifelong value important to me and the community I call home. I love giving back through volunteering at the farmer’s market, participating on the advisory committee, and the Food Truck Rally. Most people who know me know I am typically looking for opportunities to help by sharing my passion, experience, and strengths to support Main Street and Boyne City.”

—Cheryl S. Wald, Boyne City Farmer’s Market volunteer; committee member; Food Truck Rally co-chair



2024 Pulse of Downtown



81% Visit downtown Boyne City for “Stroll on the Street” events

78% Visit downtown Boyne City for dining

25% Said the frequency of their visits to downtown Boyne City increased during the past year.

Social Connection



6,700+
Facebook followers

2,300+
Instagram followers

Volunteer Connection



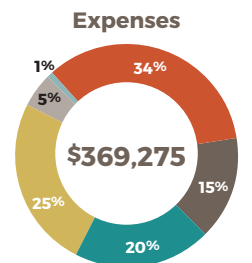
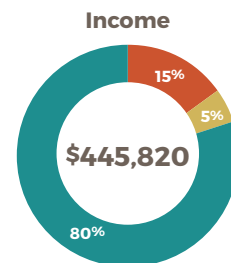
1,420
Volunteer hours in 2023–2024

66,003
Volunteer hours (Program to date)

\$44,858
Volunteer value in 2023–2024

\$2,085,035
Volunteer value (Program to date)

In the Numbers



- DDA support
- Business support
- Membership/fundraising
- Promotion activities
- Design activities
- Economic vitality activities
- Organization activities
- Operations
- Other/misc. activities

DOWNTOWN ALIVE

Boyne City Main Street Events 2023-24

51,600

Est. event attendance

- Boyne Thunder
- Stroll the Streets
- Farmers Market
- Harvest Fest
- Food Truck Rally
- Earlier Than The Bird
- Holly Jolly Boyne
- Buff Up Boyne



Boyne Thunder



Holly Jolly Boyne



Sip-n-Shop



Harvest Fest

“The Main Street program has been an integral part in the growth and sustainability of Boyne City. Its approach has put us at one of the top year-round destinations in Northern Michigan. Our community-driven success through events, communications with our city officials and determined staff makes Boyne City a great place to work, visit and reside.”

—Anna Burkhart, Main Street Board President

Boyne City's Board of Directors

Chair: Anna Burkhart	Member: Sarah Niederpruem	Executive Director: Ingrid Day
Vice Chair: Adam Graef	Member: James Richman	Administrative Assistant: Deborah Kluck
Member: Dee Engelhart	Member: Rob Swartz	Farmers Market Manager: Lesley Kozminski
Member: Patti Gabos	Member: Jessica White	
Member: Marty Moody		

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$49,135,925

2023-24 Total Private Investment

\$473,749,204

Program to date



\$5,855,343

2023-24 Total Public Investment

\$152,552,988

Program to date



30,094

2023-24 Volunteer Hours

922,796

Program to date



136

2023-24 New Businesses

2,033

Program to date



117

2023-24 Façade & Building Improvements

2,934

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



BOYNE CITY
Main Street



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



Select Level



Master Level

www.miplace.org