



Downtown Cheboygan is more than a Main Street.

We are a gathering place, a cultural center, a entrepreneurial ecosystem and the heart of our community!

2025 EDITION

CHEBOYGAN MAIN STREET DDA

231.627.9931

cheboyganmainstreet.org



State of DOWNTOWN

25 Blocks

200 Parcels

489 Public parking spaces

109 First-floor storefronts

21 Restaurants

23 Retail stores

200.4k Visitors

Cheboygan Main Street is making a real difference.

Cheboygan Main Street DDA is at the heart of a movement to develop downtown Cheboygan as a vibrant community with colorful activity all year long; the infinite flow of the Cheboygan River is a lyrical background to creative and family-friendly storefronts, parks and greenspaces, and activities that are inviting and welcoming to everyone—residents and visitors alike. Our wayfaring and trading history and heritage will be evident in thoughtfully restored buildings, public art and landmarks, and our well-lit and walkable streets will offer a treasure trove of sights and sounds waiting to be discovered.

Downtown's Goals

- Expand and enhance opportunities to interact and engage with arts and recreation, year-round, and throughout downtown.
- Increase variety and options of downtown businesses and activities that attract and appeal to all residents and visitors alike.
- Further develop the unique, distinctive and historic built environment of downtown Cheboygan.



TRANSFORMING CHEBOYGAN'S DOWNTOWN



Cheboygan Main Street received a Vibrancy Grant from Michigan Main Street in the spring of 2024 to help revitalize Festival Square. New benches, picnic tables and umbrellas, banners and planters were installed to help create a more inviting space for people to gather. More updates are planned for the spring of 2025.



City of Cheboygan, Cheboygan Main Street and the Cheboygan County Community Foundation are partnering to complete restorative work on the historic Cheboygan Crib Lighthouse. New glass, paint and trim are expected to be included in the first phase of the project.



New Christmas/winter lamp post decorations were purchased and installed in downtown Cheboygan in November 2024. Wreaths and snowflakes adorn Main Street from mid-November through January, at which time the wreaths are stored for the following year and the snowflakes remain through early March.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$14,795

Program to date: \$2,061,556



2

Façade & Building Improvements

Program to date: 24



3

New Businesses

Program to date: 23

Main Street is Helping Businesses Thrive

- Vibrancy microgrants
- Façade grant program
- Match on Main funding
- Business success kit
- Downtown Cheboygan map
- Cheboygan Main Street design guidelines
- Promotional retail events

"Being part of downtown Cheboygan has allowed my business to grow beyond all the goals that I have set for my business. We began as a made-in-Michigan gift shop and have been able to add a full-line book store. Both businesses are doing very well and a lot of the success is due to the support to the downtown. The largest form of support came by way of the Match on Main Street grant; without that grant, our business would not have gone through the growth over the last year."

—Kevin Kemper, Owner, Melody's Land & The Book Store

Community Profile

City of Cheboygan | 2024



Population

4,669



Households

2,080



Median HH Income

\$50,674



Median Age

43 years



Housing Units

2,419



86% Housing is occupied

56% Owner-occupied

30% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	3,928	7,416	14,389
Households	1,744	3,340	6,416
Median HH Income	\$51,180	\$51,414	\$57,360

In-demand Businesses

Food & Drink

- Mexican restaurant
- Casual dining eatery
- Italian restaurant
- Deli/sandwich shop
- Steakhouse

Shopping & Retail

- General/variety store
- Arts, crafts and hobbies
- Sporting goods/outdoors
- Women's clothing
- Specialty foods

To Chicago From Cheboygan

Each November, the USCG Cutter Mackinaw embarks on a commemorative journey to deliver 1,200 Christmas trees to Chicago. Our Coast Guard Connection committee collects 1,400 hand-written holiday greeting cards to accompany the trees to Chicago, rallies a crew of volunteers to help load the trees aboard the ship, and hosts a send-off party when the Mighty Mac leaves port enroute to Navy Pier.



VOLUNTEER SPOTLIGHT

“That’s really the spirit here in Cheboygan: you start beating the drum and everybody shows up. If we need you, they’re here. No matter what it is for the community, people will help.”

—Sherry Nelson,
Volunteer Extrordinaire



2024 Pulse of Downtown



63% Visit downtown Cheboygan most often for dining.

31% Said the frequency of their visits to downtown Cheboygan increased during the past year.

55% Described recent trends in downtown Cheboygan as improving or making progress.

Social Connection



6,300+
Facebook Followers



275+
E-newsletter subscribers

Volunteer Connection



879
Volunteer hours in 2023–2024



8,007
Volunteer hours
(Program to date)

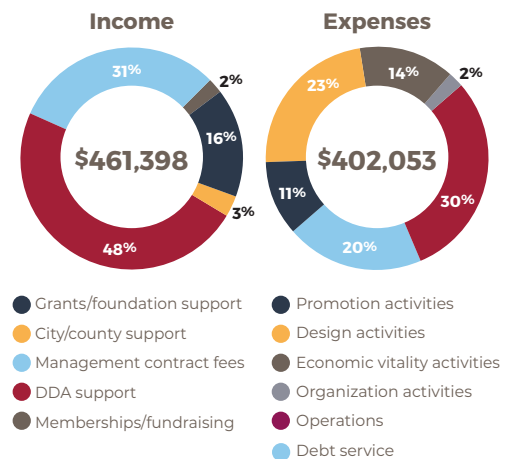


\$27,767
Volunteer value in 2023–2024



\$252,941
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Cheboygan Main Street Events 2023-24

14,303

Est. event attendance

- Music on Main Summer Concert Series
- Independence Day Parade
- State St. Labor Day Bridge Walk
- Ladies' Night Out
- Parade of Lights
- Hospitality Night
- Adult Cocoa Crawl
- St. Patrick's Day Celebration
- Downtown Easter Egg Hunt



Parade of Lights



Mystery Elf during Hospitality Night



Music on Main Summer Concert Series



Cheboygan Farmers Market

“We’ve been a Michigan Main Street community for the last five years and it has brought so much greatness to our community by reviving downtown. Even with how incredible the last five years have been, I can’t wait to ‘blow the socks’ off those years with our future plans and goals.”

—Ashley Myers, Chair, Cheboygan Main Street DDA

Cheboygan's Board of Directors

Chair: Ashley Myers

Vice chair: Emily Eckhart

Treasurer: Bobie Crongeyer

Secretary: Amanda Paull

Member: John Costin

Member: Christy Gahn

Member: Eric Villanueva

Member: Anna Sangster

Mayor: Brett Mallory

City Council Representative:
Hayley Dodd

Chamber of Commerce
Representative: Carole Yeck

Executive Director: Polly Schneider

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

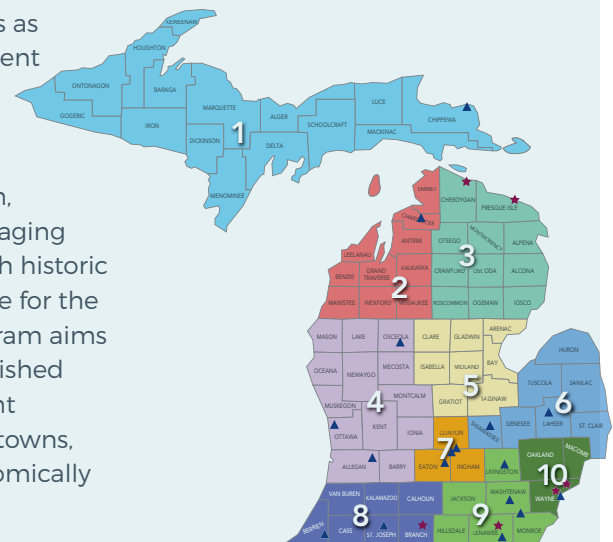


Michigan Main Street

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



★ Select Level

▲ Master Level



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org