



Experience Small-Town Charm on the Shores of Lake Huron in Rogers City!

Your next adventure awaits on Michigan's Sunrise Side. Explore natural resources, dining, shopping, and entertainment in relaxed and stunning surroundings.

2025 EDITION

ROGERS CITY MAIN STREET 989.734.0281 downtownrogerscity.com



State of DOWNTOWN

10 Blocks

23 Acres

93 Parcels

462 Public parking spaces

22 Residential units

7 Restaurants

11 Retail stores

76.2k Visitors

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



Our new bike racks, fix-it stations, and benches not only provide practical amenities but also add a touch of artistic flair to our downtown. They encourage people to slow down, enjoy the scenery, and embrace a more leisurely pace of life.



Our Adopt-a-Sign initiative enhances our city's beauty by transforming public spaces into vibrant floral gardens. By fostering volunteerism and planting native perennials, we create a more welcoming community and support local biodiversity.



The first MEDC project in Rogers City, the Huron State Bank renovation, has set a bold new standard for downtown revitalization. This project has breathed new life into our community, inspiring future development and enhancing our local charm.

REINVESTMENT STATS 2023-2024

PRIVATE INVESTMENT

\$13,000

Program to date: \$410,735



5

Façade & Building Improvements

Program to date: 17



3

New Businesses

Program to date: 7

Community Profile

City of Rogers City | 2024



Population

2,876



Households

1,411



Median HH Income

\$58,949



Median Age

51.8 years



Housing Units

1,630



87% Housing is occupied

68% Owner-occupied

19% Renter-occupied

Main Street is Helping Businesses Thrive

- Rogers City United Business Roundtable
- Team RC
- Match on Main
- Farmer's market
- Grant assistance
- Professional photography
- Social media marketing
- Story sprints
- Target/SBDC collaboration

"We are beyond excited to have received the Match on Main Street Grant and I can't wait to see the incredible improvements it will bring to our shop. This opportunity means so much to us, and we are grateful for the chance to grow. With this support, we'll be able to make some key upgrades, helping us better serve our customers and add to the vibrancy of our community. Thank you for this amazing opportunity—we look forward to thriving together."

—Heather Hentkowski, owner, Rogers City Flower Shop

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,880	5,390	14,460
Households	1,411	2,569	6,733
Median HH Income	\$58,797	\$57,956	\$59,209

In-demand Businesses

Food & Drink

Brewery/Murals on Main: A Year of Inspiration and Growth Brewpub
 Mexican restaurant
 Farm-to-table restaurant
 Brick-oven pizzeria
 Food trucks

Shopping & Retail

Women's Clothing
 Arts, crafts, and hobbies
 Sporting goods/outdoors
 Bookstore
 General/variety store

Murals on Main: A Brushstroke of Community Connection

The 2024 Murals on Main festival was a resounding success that breathed new life into downtown Rogers City. By bringing together talented local, national and international artists, the event not only transformed blank walls into stunning works of art but also forged new connections within the community.

Beyond the aesthetic appeal, the murals have become a catalyst for community pride, engagement, and economic growth. They've drawn visitors, sparked conversations, and created a more vibrant downtown. The festival's success proves that public art can revitalize a community, making art accessible to everyone and fostering a deeper appreciation for creativity and culture.



VOLUNTEER SPOTLIGHT

“Time + Interest = Volunteers.
The end result is
a thriving community.”

—Jean Garratt, Rogers City Main Street Volunteer; MMS Organization and Design Committees member; Master Gardener, Adopt-a-Sign project, Parks and Recs board, Nautical City Festival Committee; Kiwanis member; Ocqueoc Outdoor Center Board; Sunrise Side Community Garden Coordinator, NEMSCA Board member; Head Start Policy Coordinator



2024 Pulse of Downtown



47% Visit downtown Rogers City most often for shopping

64% Described recent trends in downtown Rogers City as improving or making progress.

36% Said the frequency of their visits to downtown Rogers City increased during the past year.

Social Connection



1,900+
Facebook Followers

Volunteer Connection



2,883
Volunteer hours in 2023–2024



5,082
Volunteer hours
(Program to date)

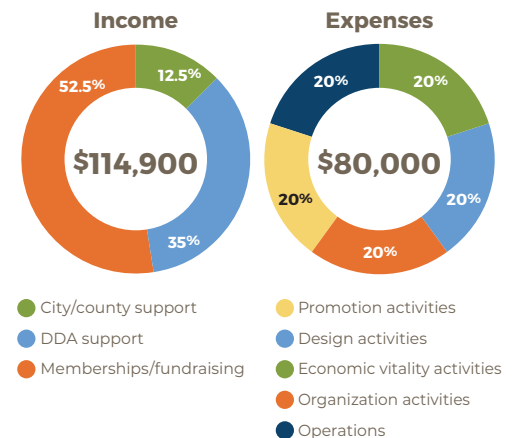


\$91,074
Volunteer value in 2023–2024



\$160,540
Volunteer value
(Program to date)

In the Numbers



DOWNTOWN ALIVE

Rogers City Main Street Events 2023-24

5,573

Est. event attendance

- Murals on Main Festival
- Pirate Festival
- Family Fun Day
- Summer Concert Series
- Summer Art Walk
- Fall Art Walk
- Hops in the Hole Brewfest
- Christmas Parade



Candlelight Concert



Hops in the Hole



Farmers market



Pirate/Mermaid Festival

“The Main Street program helps to create a vibrant, welcoming environment for both locals and visitors alike. Preserving our rich history while enhancing the quality of life for our residents, is our focus. Through collaboration and dedication, we are building a stronger, more resilient Rogers City that honors its past while looking forward to a bright future.”

—Aaron Romel, MS/DDA Board Chair; owner, Tradewinds Bakery

Rogers City's Board of Directors

- | | | |
|---------------------------|---------------------------|------------------------|
| Chair: Aaron Romel | Member: Preston Mertz | Member: Karen Spens |
| Vice Chair: Alec Brietzke | Member: Travis Peltz | Member: Tim Pritchard |
| Treasurer: Erik Nadolsky | Member: Morgan Hall | MS Exec. Director: |
| Mayor: Scott McLennan | Member: David Regelbrugge | Kaelie Fessler |
| Member: Hayley Rose | Member: Tom Gajewski | City Manager: Joe Hefe |

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

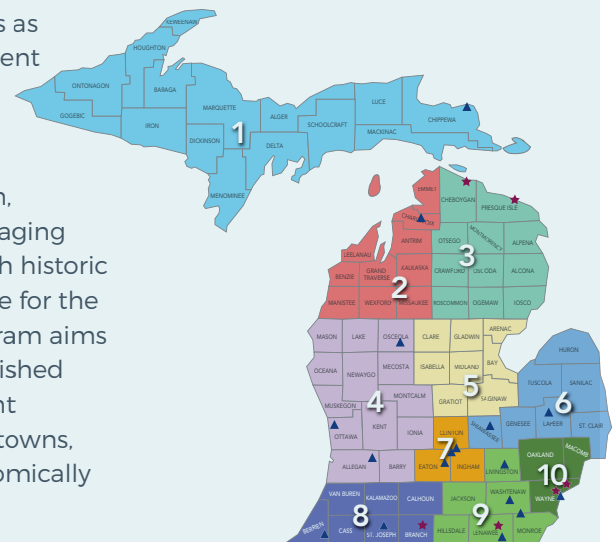


Michigan Main Street

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