

An aerial photograph of Charlevoix, Michigan, showing a waterfront area with a boat show. The image features a marina with numerous sailboats docked at a pier. To the left, there are several buildings, including a large brick structure and a modern building with a white dome. A large green lawn area is filled with many white tents, indicating an outdoor event. The text "Charlevoix Main Street" is overlaid in white at the top, and "Select Level Presentation February 11, 2015" is overlaid in orange with a white outline in the lower half of the image.

Charlevoix Main Street

Select Level
Presentation
February 11, 2015

Introduction

➤ Overview of the presentation

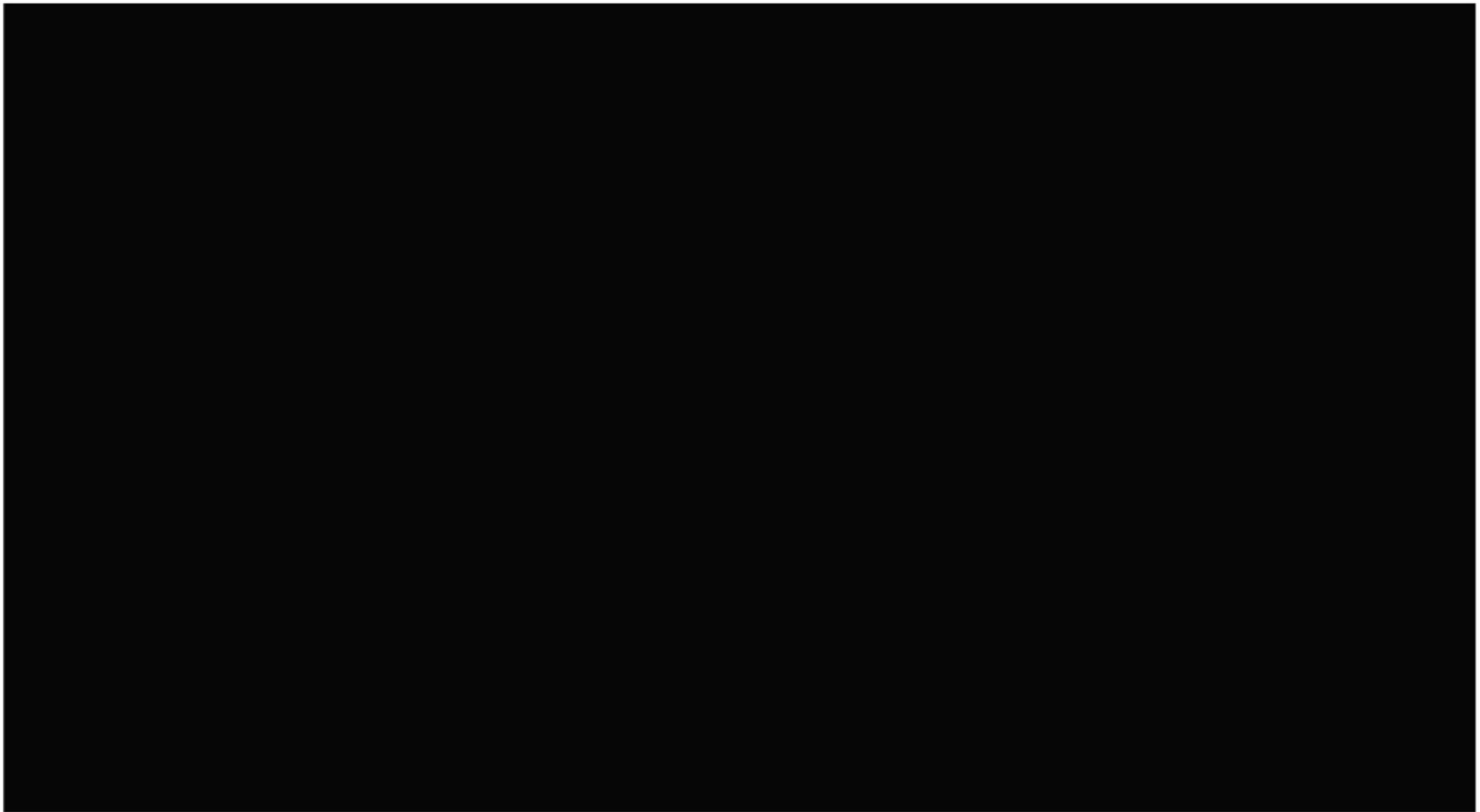
- Brief Historical Video of Charlevoix
- Mission and Vision of Main Street
- Brief Video: The public perception.
- The Reality: Charlevoix's current and future challenges.

Why we need Main Street. Multiple Presenters

- Bringing diverse groups together for common goals.
- To become a year-round economy.
- A driving force for economic development starting in our core.
- Leveraging multiple modes of transportation. (Land, Air, Water)
- Historic preservation.
- To attract younger millennials and entrepreneurs.



Charlevoix's History



Mission Statement

Preserve natural beauty, enhance commerce, and strengthen investment in Downtown Charlevoix.



Vision Statement

Our downtown captures the spirit of community and is a gathering place for work and play. A vibrant, innovative Main Street dedicated to year round sustainability through economic development, community collaboration and historic preservation.



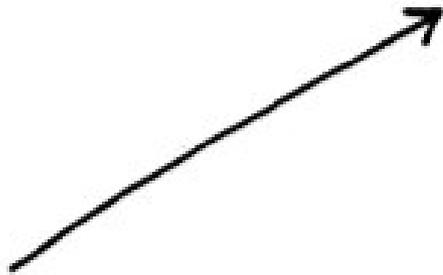
Vision Statement Continued

- * Utilizes businesses, communities and local government to enhance
 - A vibrant, innovative Main Street dedicated to year round sustainability through economic development, community collaboration and historic preservation.
 - Create an environment where collaboration and innovation leads to a progressive year round community.
 - A thriving, diverse and sustainable waterfront community offering gorgeous landscapes. The hub of Charlevoix's Business Community.
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 - Revitalizing our historic waterfront community to create a progressive and unique downtown, attracting and sustaining vibrancy.

Charlevoix: The Public Perception



Perception vs. Reality



what people think
it looks like



what it really
looks like

Headlines: More Bad Press

- * Charlevoix says ‘Gypsy Artists’ Not Wanted.
- * Empty Storefronts in Downtown Need a Second Look.
- * Marina Expansion Creates Tension in Charlevoix. “We don’t need more summer fudgies!”



Headlines: From Negative to Positive

- * More than 100 Gather for Presentation on Charlevoix's Main Street.



- * Charlevoix City Council Approve Five Years of Funding for Main Street Program.

Headlines: Main Street Gains Momentum.

- * Main Street Program Will Help Revitalize Charlevoix.
- * Buzz on the Charlevoix Main Street Program Grows.
- * Charlevoix DDA Gets Unanimous Vote to Move on With Main Street Program.

MAIN STREET PROGRAM



A program of the Charlevoix Downtown Development Authority designed to preserve the natural beauty and history, enhance commerce and strengthen investment in Downtown Charlevoix.

Main Street.

Two words that evoke nostalgic feelings and warm memories for many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

However, times are changing and what once was, is now no more. Downtown's not only have to compete with urban sprawl and big box stores, but globally with the advancing technologies of the internet.

Main Street is here to show people that downtown shouldn't be forgotten. They have two things that cannot be reproduced, history and authenticity. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else; therefore, it's our job to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful.

Downtown provides an atmosphere for you and your friends and family to enjoy, and an attractive downtown also leads to better business recruitment, new jobs, a stronger tax base, more public amenities, and better community facilities like the hospital, schools, and library.

Downtown local businesses are most often the ones who donate to the little league or your daughters school field trip. They supply funds for the free Summer Concert Series and the Venetian Festival; things that all the citizens in our town are able to enjoy. In other words, the success of these businesses directly impacts your quality of life.

Downtown is a collective, community effort. Not just the work of a few select folks. Re-framing the way we think about our role in the community will continue to ensure that we provide the best experience for your family and for future generations to come.

Believe it or not, we all have a stake in the improvement and vitality of downtown and you now have the opportunity to be part of the change you wish to see!

How Does it Work?

Main Street is a national program that receives state funding. Every year communities throughout the state compete to be selected as one of the three official Main Street Communities inducted into the program.

Once inducted into the next level of program (Select Level), your community receives; support and services designed to stimulate your downtown, more opportunities for grant funding, and Main Street gives the background and organization to get your entire community involved to make a positive difference.

Applicants for the Select Level are judged on a number of factors including community participation and support, a successful fundraising program, ample volunteer base, completeness of the application, and a final presentation.



How Can I Help?

SERVE ON A COMMITTEE:

Do you have expertise that would make you an asset? If so, you can become a formal committee member working hand in hand to help improve downtown.

VOLUNTEER:

Don't have the time or flexibility to make monthly meetings? That's ok, you can help us sell t-shirts, stuff envelopes, plant flowers or collect pledges. Whether you give us one hour or one year we will find the perfect volunteer opportunity that fits you.

DONATE:

We know money is tight—seriously, we know - which is why we are grateful for any and all donations. We happily accept pocket change or a substantial monetary pledge. Financial pledges will not only give us a better chance at reaching the next level of the program, but will also allow us to continue to provide a beautiful atmosphere, simple amenities, and fun events to stimulate the downtown and Charlevoix as a whole. If Charlevoix does not make it to the next level, you would not be required to fulfill your pledge.)



Learn More

Ms. Bethany Pearson
Community Economic Development Director
231-547-3257 or bpearson@cityofcharlevoix.org
www.downtowncharlevoix.com
www.michiganmainstreetcenter.com

Main Street Meeting

Speakers Patrick Reagan from the Portland DDA and Laura Krizov from the Michigan Main Street Program will be on hand to explain the program and answer all of your questions. Everyone is welcome!

DATE: Thursday, September 4, 2014

TIME: 6:00-7:30pm

LOCATION: Charlevoix Public Library

Working toward Common Goals

- * Common Phrases Heard in Charlevoix
 - A rising tide lifts all boats
 - Breaking down the silos
 - United we stand, divided we fall
 - Many hands make light work
 - What is good for the goose, is good for the gander
 - Pull the rope in the same direction
 - None of us is as smart as ALL of us
 - We are all together in the same boat

Sentiments believed BUT– Not always practiced

Main Street Solutions



- * Socio Economic Dichotomy
- * Organization Competition/Overlap
- * Event/Program “Hot Potato”
- * Collaboration for Common Good

Bringing many organizations and brands together.



Bringing New Business to Town

The Trickle Down Effect

- * Main Street Program Can Help Invigorate the Downtown
- * Vibrant Year Round Downtowns are Attractive to New Businesses
- * Charlevoix
 - Is a Great Place to Raise a Family
 - Has Four Beautiful Seasons
 - Has an Industrial Park with Room to Grow



Charlevoix the Seasonal

- * 1 Vacant Storefront Summer of 2014
- * 16 Vacant Storefronts Winter of 2014/2015
- * Surrounding Cities Have Thriving Year Round Downtowns– Why Not Us?
- * We Need a Mechanism to Bring Our Community Together to Revitalize Main Street



Strengthening Year Round Commerce

- * Sparse Winter Events
- * Need Down Town Activities to Invigorate the Community
 - Ice Skating Rink?
 - Ice Climbing Wall?
 - Sledding?
- * Effective Promotion of Down Town Activities



Loss of Anchors/ Store Vacancies

- * Loss of important anchors.
- * Population shifts- Loss of major employers.
- * Evolving retail economy.
- * Using Main Street to work toward solution.
- * Utilizing the Resource Team, Business Recruitment Services, Branding, etc.



Leveraging the Highway and Waterways to Help Main Street

- * An average of 13,083 vehicles pass directly through Charlevoix's downtown on US-31/Bridge Street every day during the summer.
- * Many of those vehicles are delayed by the drawbridge between 5-10 minutes twice per hour.
- * Beaver Island Boat Company transports over 40,000 passengers to Beaver Island from their downtown Charlevoix docking facilities.
- * The City Marina also accounts for 4,500 slip rentals per season immediately adjacent to the downtown district.



Leveraging the Highway and Waterways to Help Main Street

- * How do we entice the large number of commuters passing through our community to frequent downtown businesses?
- * Work with Main Street on design ideas to create a more inviting downtown atmosphere through long-range planning related to building improvements, streetscapes, landscaping, etc.
- * Better, and more uniform, route signage?



Using Historic Resources to Leverage Main Street

- * Active Historical Society first organized in 1879 with over 325 members.
- * Harsha House Museum built in 1891 with over 10,000 historic photos, 100s of artifacts . Museum is on the Michigan Register of Historic Site.
- * Iconic Charlevoix Lighthouse built in 1885. National Register of Historic Places.



Using Historic Resources to Leverage Main Street

- * Historic Train Depot built in 1892. Currently the only Local Historic District. National and State Historic Site.
- * Earl Young “Mushroom” Houses.
 - * About 30 homes and 3 commercial buildings



How to Preserve without a Downtown Historic District.

- * Failed Downtown Historic Districts.
- * Dedicated Historic District Commission willing to serve.
- * Historic Walking Tours.
- * Capitalize on Historic Tourism.



Attract and Retain the Younger Demographic. The future leaders.

- * Loss of younger citizens in the last decade.
- * Retiring Downtown Business Owners.
- * Work with Area Schools.
- * New Entrepreneurs are critical to future main street success.



Questions & Answers



