



Boyne City Main Street

Boyne City Main Street is a community of volunteers that work together year-round to make our historic district as vibrant and enticing as our surroundings.

2024 EDITION

BOYNE CITY MAIN STREET

231.582.9009

boynecitymainstreet.com



State of DOWNTOWN

1,140 Public parking spaces

120 Residential units

25 Restaurants

34 Retail stores

63 Service businesses

1% Storefront vacancy rate

12.5% Property Value Increase
(Est. one-year increase 2021 -22)

Boyne City Main Street is making a real difference.

Partnering with other community groups, Main Street strives to offer the perfect mix of outdoor recreation, cultural experiences, scenic beauty and historic charm. Located along the shores of sparkling Lake Charlevoix, we provide a range of activities and attractions for our community and visitors alike that, in the end, help to support our local businesses.

Downtown's Goals

- Support availability of year-round businesses that are welcoming to outdoor recreation users.
- Improve and maintain our downtown area to ensure accessibility for our community and all outdoor recreation users.
- Maximize the experience of Boyne City through collaboration.



TRANSFORMING BOYNE CITY'S DOWNTOWN



"Stroll the Streets" is our most iconic event. Celebrating 20 years of Friday summer evenings, this relaxed atmosphere of "bring your family to town" event is enjoyed by everyone, community and guests alike. Music, street performers, food and fun make for a wonderful evening.



Deemed the "world's greatest poker run," Boyne Thunder roared into town for its 20th year of supporting Main Street and our two partner charities. Donating over \$1.5 million over the life of the event, this one-of-a-kind boating spectacular brings record crowds and economic activity to our town.



What started as a gathering of some local farmers has transformed into a twice-a-week, cannot-miss event. After 40 years, our 70-plus vendors have made this into "the best market in northern Michigan."

REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT
\$5,000

Program to date: \$29,158,435



1 Façade & Building Improvements
Program to date: 72



6 New Businesses
Program to date: 119

Main Street is Helping Businesses Thrive

- Façade Grant program
- Downtown guides
- Weekly e-newsletter
- Design assistance
- Strong ties to local chamber of commerce
- Match on Main funding program

"Twenty years ago when we started Main Street, we had no idea how it would catapult Boyne City to heights we could not imagine! With projects like 'Stroll The Streets' and Boyne Thunder, I am so proud to be a part of one of the communities where Main Street made a real difference."

—Mark Kowalske, Managing Broker, Coldwell Banker Schmidt Realtors

Community Profile

Boyne City | 2023



Population
3,783



Households
1,685



Median HH Income
\$64,472



Median Age
44.4 years



Housing Units
2,300



70% Housing is occupied
52% Owner-occupied
18% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,950	5,771	18,212
Households	1,316	2,583	7,913
Median HH Income	\$62,946	\$66,777	\$63,521

In-demand Businesses

Shopping & Retail

- Book store
- Shoe store
- Outdoor recreation store
- Variety/5 & 10
- Women's clothing

Food & Drink

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

Reaching Into the Past

The reimagined Food Truck Rally brings our community together. What started as a small food truck rally with some local wine tastings has been brought back to life—in the name of supporting our very own farmers market. This re-energized rally offered over 1,000 patrons (supported by over 20 volunteers) and opportunity to listen to great music, choose from over 10 different food trucks and enjoy your choice of beverages from around the community, made for a successful re-tooling of this event.



2023 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



6,120+
Facebook followers

2,170+
Instagram followers

Volunteer Connection



3,050
Volunteer hours in 2022–2023

64,583
Volunteer hours
(Program to date)

\$91,958
Volunteer value in 2022–2023

\$1,947,177
Volunteer value
(Program to date)

VOLUNTEER SPOTLIGHT

"The most rewarding aspect of my involvement with Main Street has been witnessing the transformation of Boyne City, while preserving its historical heritage. It's been a privilege to have played a small role in the improvements Main Street has made in this dynamic community."

—Sally Van Domelen, Main Street Volunteer, Marketing Committee



In the Numbers



● Program activities
● ODA support



● Promotion activities
● Design activities
● Organization activities
● Operations

DOWNTOWN ALIVE

Boyer City Main Street
Events 2022-23

63,500

Est. event attendance

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



Buff up Boyne



Market at the Pavilion Sip and Shop



Chamber and community volunteers



Holly Jolly Boyne

"Boyer City Main Street is proud that, through the hard work and dedication of our staff, volunteers, community and government partners, we have been able to successfully implement the framework of the Main Street program for the past 20 years. By focusing on transformational strategies, we have been able to create a downtown that reflects all that Boyer City has to offer; economic stability, beauty, recreation, small town feel and fun events for individuals and families alike. Boyer City truly is 'where life meets lake.'"

—Patti Gabos, Main Street Board President

Boyer City's Board of Directors

Chair: Patti Gabos	Member: Marty Moody	Executive Director: Ingrid Day
Vice Chair: Anna Burkhart	Member: Sarah Niederpruem	Administrative Assistant: Jennifer Crites
Member: Deana Engelhart	Member: James Richman	Farmers Market Manager: Julie Waters
Member: Adam Graef	Member: Rob Swartz	
Member: Jessica White		

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

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