



# PRESS ADVISORY

FOR IMMEDIATE RELEASE  
Monday, February 19, 2007

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## Charlevoix Downtown Blueprint to be unveiled

**WHAT** The Charlevoix Cool City project will host the presentation of the Charlevoix Downtown Blueprint. The Charlevoix Downtown Blueprint is a product of the suggestions and priorities submitted by Charlevoix's businesses and year-round and seasonal residents. Produced by the national consulting firm HyettPalma, the Charlevoix Downtown Blueprint represents a five-year vision for Downtown Charlevoix.

**WHY** In July 2006, Gov. Jennifer Granholm awarded the City of Charlevoix the prestigious "Cool Cities" designation. The Charlevoix Cool City Project is a cooperative effort of citizens, businesses and government facilitating the development of the Charlevoix Downtown Blueprint. The Charlevoix Downtown Blueprint seeks to create a thriving year-round downtown business district that will attract jobs, people and opportunity to the area by utilizing the proven success stories of the most competitive downtowns in the United States and preserving the unique charm and appeal of Downtown Charlevoix.

**WHEN** Monday, February 26, 2007  
7:00 pm – 8:30 pm

**WHERE** City Council Chambers  
Charlevoix City Hall, 210 State Street, Charlevoix

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