



# Experience the Classic Beauty of Downtown Charlevoix!

Shop, dine, and make memories year-round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleyways await your discovery just steps away from the shores of Lake Michigan.

2023 EDITION DOWNTOWN DEVELOPMENT AUTHORITY 231.547.3257 downtowncharlevoix.com



## State of DOWNTOWN

6	Blocks
709	Public Parking spaces
40	Housing Units
99	First-floor storefronts
25	Restaurants
44	Retail Stores
0%	Storefront vacancy rate
12%	Increase in property values (increase from 2021-2022)
5	Parks

## Charlevoix DDA is making a real difference.

City of Charlevoix DDA is at the heart of a movement to develop downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

### Downtown's Goals

- Create the physical layout and amenities that demonstrate Charlevoix's commitment to year-round walkability and access to resources in the downtown.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by identifying opportunities to add year-round housing units to the downtown and encourage private investment utilizing local, state, and federal incentive programs.



**CHARLEVOIX**  
DOWNTOWN DEVELOPMENT AUTHORITY

# TRANSFORMING CHARLEVOIX'S DOWNTOWN



Charlevoix DDA collaboratively markets downtown Charlevoix through cooperative advertising with downtown businesses and has garnered over 2 million impressions over the last 2 years.



Charlevoix DDA has secured funding for 5 small businesses during startup or expansion phases through the Match on Main grant program totalling \$125,000.



Charlevoix DDA financially contributed to enhancing City infrastructure projects to include improvements that address aesthetics, walkability, and accessibility along the alleyways in the downtown.

## REINVESTMENT STATS 2021-2022

PRIVATE INVESTMENT  
**\$2,487,482**

Program to date: \$14,830,100



**3**

**Façade & Building Improvements**

Program to date: 73



**1**

**New Businesses**

Program to date: 68

## Community Profile

City of Charlevoix | 2022



Population

**2,366**



Households

**1,226**



Median HH Income

**\$45,262**



Median Age

**52 years**



Housing Units

**1,909**



**64%** Housing is occupied

**57%** Owner-occupied

**43%** Renter-occupied

## Charlevoix DDA is Helping Businesses Thrive

- Alleyway Improvement Grant program
- Downtown Housing Incentive program
- Cooperative advertising campaign
- Monthly business/building owner meetings
- Bringing resources to the table to help redevelopment projects move forward
- Downtown Dollars digital gift card program
- Complimentary promotion in business directories and social media
- Free business counselling
- Destination Creation Course
- Small Business grant application assistance
- Property owner grant application assistance

"Charlevoix DDA has helped my business in more ways than I can mention without writing a book! Promotions, information, event planning to drive business in the slower times, community support, and UNBELIEVABLE knowledge and help through COVID with all the different ways to keep businesses open and applying for grants/aid to do so!"

- Vi Keller, Owner, Scovie's Gourmet

## Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	3,141	8,521	34,260
Households	1,550	3,857	15,267
Median HH Income	\$50,557	\$65,975	\$63,687

## In-demand Businesses/Product Lines

### Shopping & Retail

Shoe store  
Specialty Foods Market  
General/Variety Store  
Arts, Crafts, and Hobbies

### Food & Drink

Bakery  
Asian Restaurant  
Italian Restaurant  
Brick Oven Pizzeria



# Champions of Historic Preservation

Charlevoix DDA has taken on several initiatives to encourage and promote the preservation and restoration of historic buildings in downtown Charlevoix. Charlevoix's designation as a Certified Local Government (CLG) through the National Park Service has enabled the DDA to work with the State Historic Preservation Office to nominate the Central Business District to the National Register of Historic Places, which is still in process, but already presents new opportunities. By working closely with property owners we've been able to tap into resources made available to them through programs such as the State Historic Tax Credits and the Resilient Lakeshore Heritage Grant program. Additionally, through being RRC Certified through MEDC, we've been able to assist with design renderings for historic facade restoration projects. Most recently, Charlevoix was awarded a CLG Grant to support the Charlevoix Historical Society's ongoing work to preserve the historic train depot.



## Social Connection



**11,900+**  
Facebook Followers



**3,800+**  
Instagram Followers



**1,300+**  
E-newsletter subscribers



**\$11,800+**  
Downtown Dollar gift cards sold

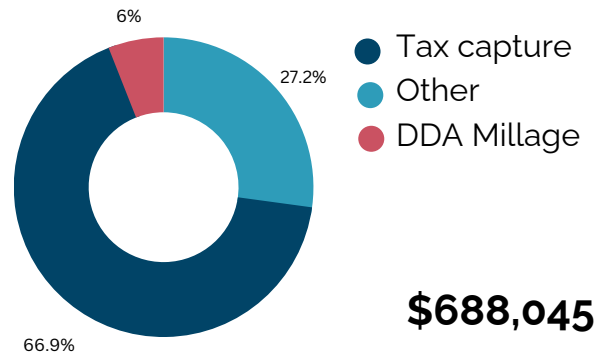


**16,100+**  
Unique website visitors since January of 2022

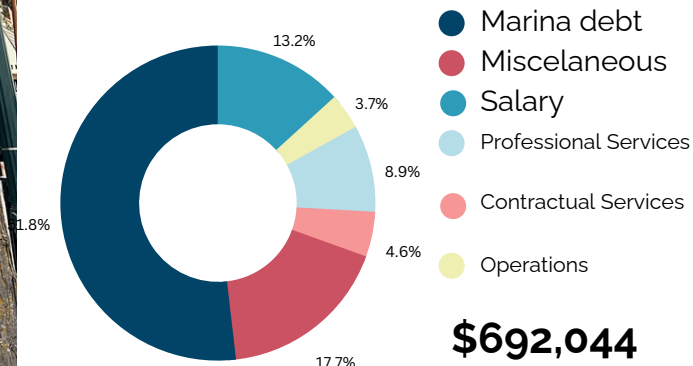
## In the Numbers



### Income



### Expenses



Unencumbered fund balance: **\$210,201**



# DOWNTOWN ALIVE

## Charlevoix DDA Events & Promotions



First Fridays



Live on the Lake Summer Concerts



Gift Local Holiday Shopping Contest



**CHARLEVOIX**

## Charlevoix's Board of Directors

### Lyle Gennett - Mayor

November 2022

### Maureen Owens - Chair

Bickersteth, Brown & Associates

January 2017

### Kirby Dipert - Vice Chair

Charlevoix Harbor Wear

May 2006

### Liam Dreyer

Government for Tomorrow

November 2016

### Paul Silva

Hotel Earl

November 2018

### Sam Bingham

Bingham Insurance Services

April 2019

### Ron Way

Way Building Contractors

November 2020

### Annie Oosthuizen

The Clothing Company

September 2021

### Danielle Scheller

Salon Beautiful You

November 2022

## Looking ahead...

- Completion of garbage removal survey to help inform overall district solutions for waste
- Seeking funding for more Big Belly recycling bins
- Working to continue implementing alleyway improvements
- TIF Plan Renewal 2026
- Downtown Housing Incentive/Deed Restriction
- Redevelopment Ready Community Priority Redevelopment Sites
- Downtown amenities and accessibility - restrooms, snow removal, directional signage, etc.
- Partners at Chamber, Housing North, City Planning, Police, Public Works, and Manager/Council, County, NLEA, MEDC, SHPO
- Continued small business and property owner support with grants and incentive programs