



Come experience and explore Lake Huron's downtown Rogers City!

There's so much to do on the sunrise side of Michigan. Experience dining, shopping, and entertainment opportunities unlike any other.

2023 EDITION

ROGERS CITY MAIN STREET 989.734.0281



State of DOWNTOWN

10 Blocks

93 Parcels

22 Residential units

54 Businesses

7 Restaurants

11 Retail stores

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.



TRANSFORMING ROGERS CITY'S DOWNTOWN



A new partnership was formed with the local Girl Scout Troop 8671 to promote dog-friendliness in the downtown by distributing flyers and selling dog bowls, treats, and window clings.



Contractors gathered for an informational lunch session to meet building owners and learn about the many projects planned for downtown.



Hundreds attended the spring and fall art walks which brought many residents and visitors to the downtown to shop and dine at local businesses.

REINVESTMENT STATS

PRIVATE INVESTMENT
\$373,425

Program to date: \$373,425



7 Façade & Building Improvements
Program to date: 7



2 New Businesses
Program to date: 2

Main Street is Helping Businesses Thrive

- Community Spotlight Series
- Nautical Paws
- Art Walks
- Community surveys
- Match on Main
- Market data

“I have been very pleased with the amount of help that I have gotten from Main Street. I think it is a wonderful program and I know it’s going to help us activate businesses and jobs in Rogers City.”

—Lois Watson, Seamstress and owner, Stitches Etc.

Community Profile

City of Rogers City | 2022



Population
2,777



Households
1,356



Median HH Income
\$51,794



Median Age
52.3 years



Housing Units
1,600



85% Housing is occupied
68% Owner-occupied
17% Renter-occupied

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	2,671	5,089	13,943
Households	1,290	2,402	6,488
Median HH Income	\$51,501	\$52,384	\$55,147

In-demand Businesses

Food & Drink

- Brewery/brewpub
- Breakfast/brunch restaurant
- BBQ restaurant
- Steakhouse
- Brick-oven pizzeria

Shopping & Retail

- Clothing
- Arts, crafts, and hobbies
- General/variety store
- Sporting goods/outdoors
- Shoe store

Connecting generations

Rogers City Main Street is making a concerted effort to bring together young and old members of the community to teach the next generation the importance of volunteerism. The student council of St. John Lutheran School seek to do just that and are planning a recycling project for Rogers City.



2022 Pulse of Downtown



62% Visit downtown Rogers City most often for shopping

29% Described recent trends in downtown Rogers City as improving or making progress.

22% Said the frequency of their visits to downtown Rogers City increased during the past year.

Social Connection



285+
Facebook Followers

Volunteer Connection



856
Volunteer hours in 2021–2022



856
Volunteer hours
(Program to date)

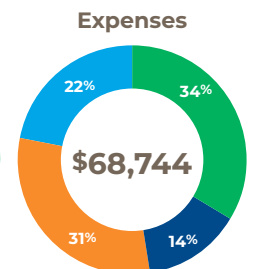
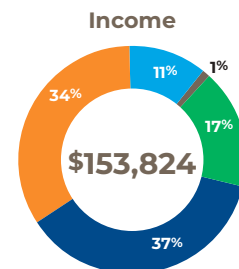


\$24,268
Volunteer value in 2021–2022



\$24,268
Volunteer value
(Program to date)

In the Numbers



- Grants/foundation support
- Promotion activities
- DDA support
- Design activities
- Memberships/fundraising
- Economic vitality activities
- Personal giving
- Operations
- Other/misc.



VOLUNTEER SPOTLIGHT

“Volunteering is vital to the community for it to thrive. As a businesswoman in Rogers City, it is my desire to give back to the community in which I work, live, and play.”

—Karen Spens, Internal Auditor,
Alpena Alcona Area Credit Union



DOWNTOWN ALIVE

Rogers City Main Street Events 2021-22

4,524

Est. event attendance

- Business Bingo
- Christmas Parade
- Community Care Fair
- Pirate Festival
- Small Business Saturday
- Spring Art Walk
- Summer Concert Series



Summer Concert Series



Fall Art Walk



Pirate Festival



Christmas Parade

“The guidance from Michigan Main Street and network of fellow directors invaluable helps to shape the success of Rogers City Main Street and allows me to fulfill my duties.”

—Alex Harimoto, Main Street Executive Director

Rogers City's Board of Directors

- | | | |
|---------------------------|------------------------|----------------------|
| Chair: Morgan Hall | Member: Cory Budnick | Member: Tom Gajewski |
| Vice Chair: Kim Margherio | Member: Erik Nadolsky | Member: Travis Peltz |
| Treasurer: Barb Mills | Member: James Pzrybyla | Exec. Director: |
| Mayor: Scott McLennan | Member: Preston Mertz | Alex Harimoto |
| Member: Alec Brietzke | Member: Tim Pritchard | |

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!



\$60,607,647

2021-22 Total Private Investment

\$407,127,406

Program to date



\$8,138,196

2021-22 Total Public Investment

\$137,057,816

Program to date



41,186

2021-22 Volunteer Hours

851,890

Program to date



131

2021-22 New Businesses

1,753

Program to date



174

2021-22 Façade & Building Improvements

2,673

Program to date

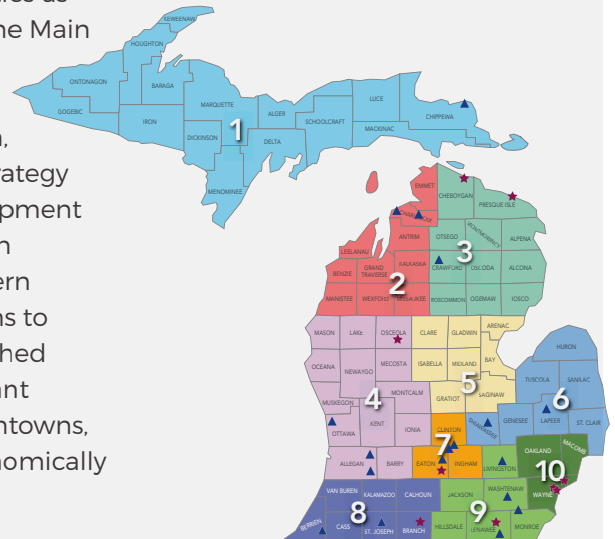


Michigan Main Street

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