



**URBAN  
MAIN™**



## ROGERS CITY MAIN STREET

### BASELINE SUMMARY & STRATEGY IDENTIFICATION

FEB 9, 2022



Offered by:

**MICHIGAN MAIN STREET** at MEDC

Laura Krizov, Manager

Leigh Young, Senior Main Street Specialist

Tony Garcia, Promotion Specialist

In Partnership with:

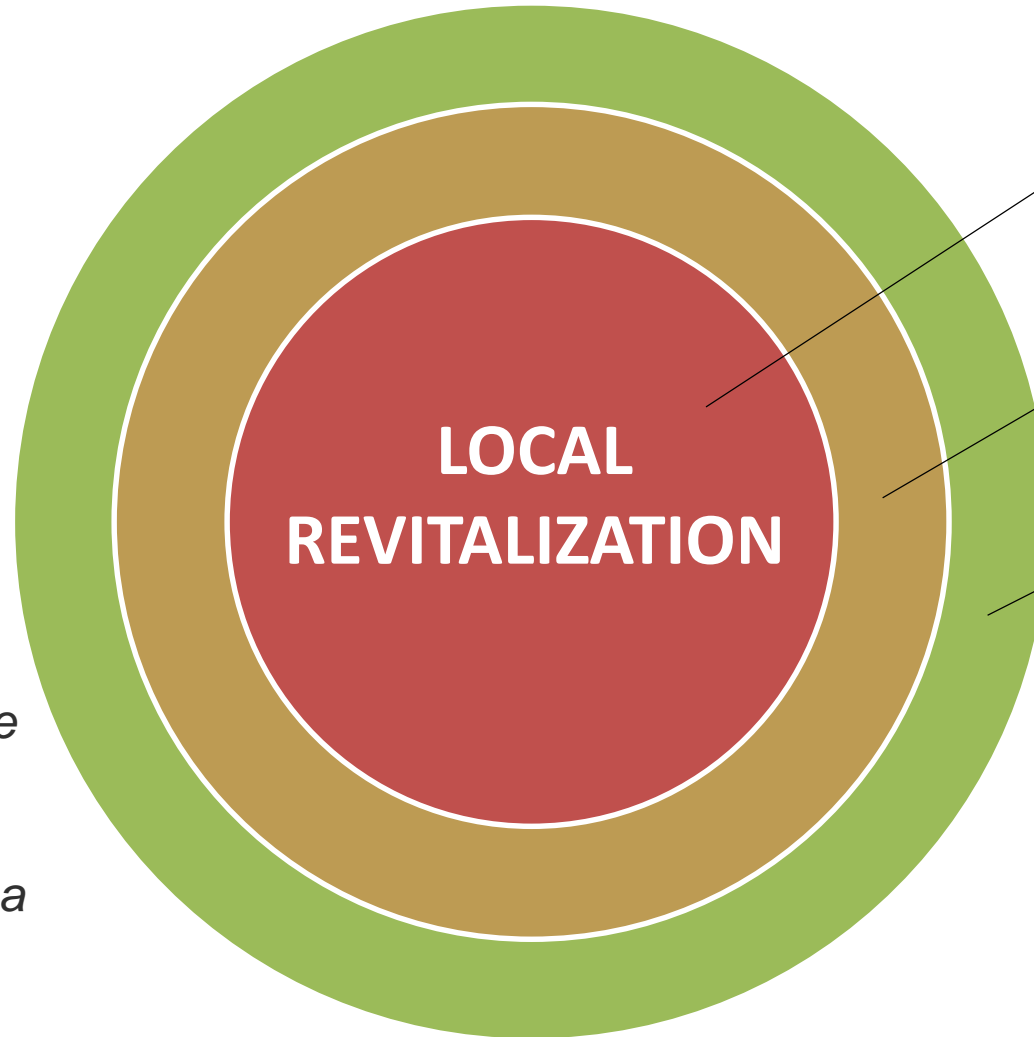
**NATIONAL MAIN STREET CENTER**

Norma Ramirez de Miess, VP of Revitalization Services

Michael Powe, Director of Research

Matt Wagner, Chief Program Officer

# PROVIDING AN EMPOWERING, MODEL OF COLLABORATION FOR LOCAL REVITALIZATION



**Community & Local Main Street Program**

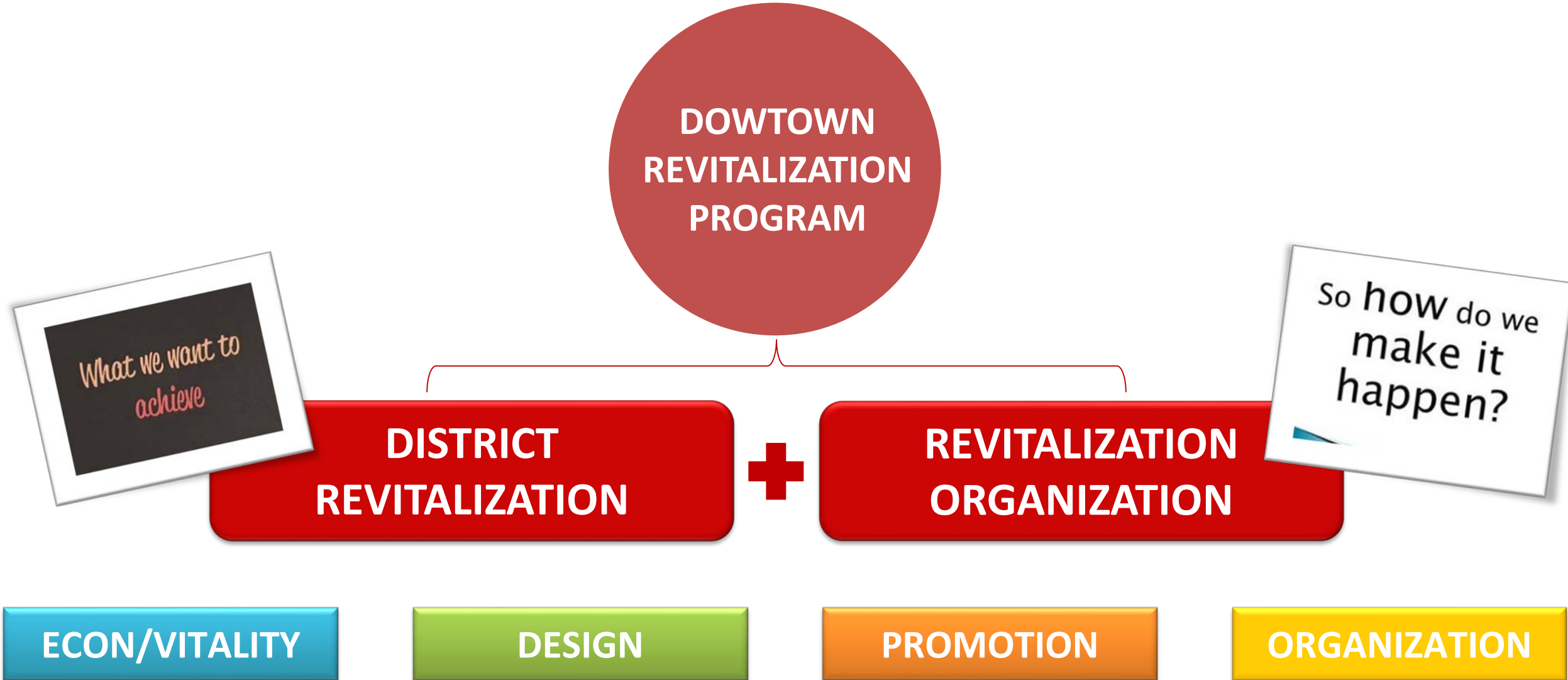
**Coordinating Partner**  
(State, County or City-wide)

**Main Street America**

**LOCAL REVITALIZATION**

- ✓ *Locally powered through community-driven revitalization*
- ✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization.*

# MAIN STREET: A TWO-FOLD COMMITMENT TO REVITALIZATION



# THE MAIN STREET APPROACH FOR COMPREHENSIVE REVITALIZATION

*Work with the district's property & business owners, and public & private sector partners*

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



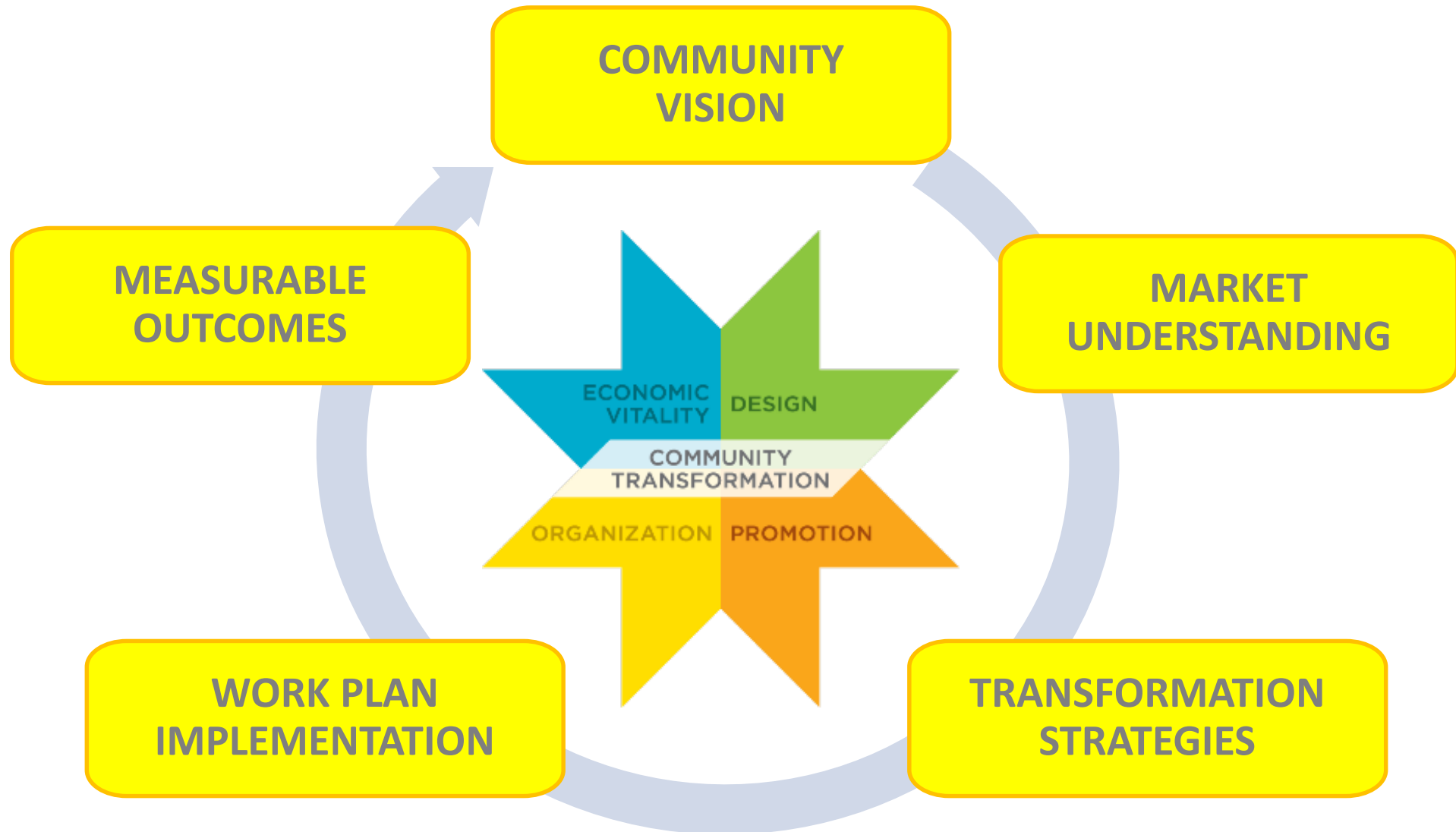
Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

*Work with ALL sectors of the community – residents, corporations, organizations*



# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



# COMMUNITY INPUT GATHERING

## + Online Surveys

- Community
- Youth
- Leaders

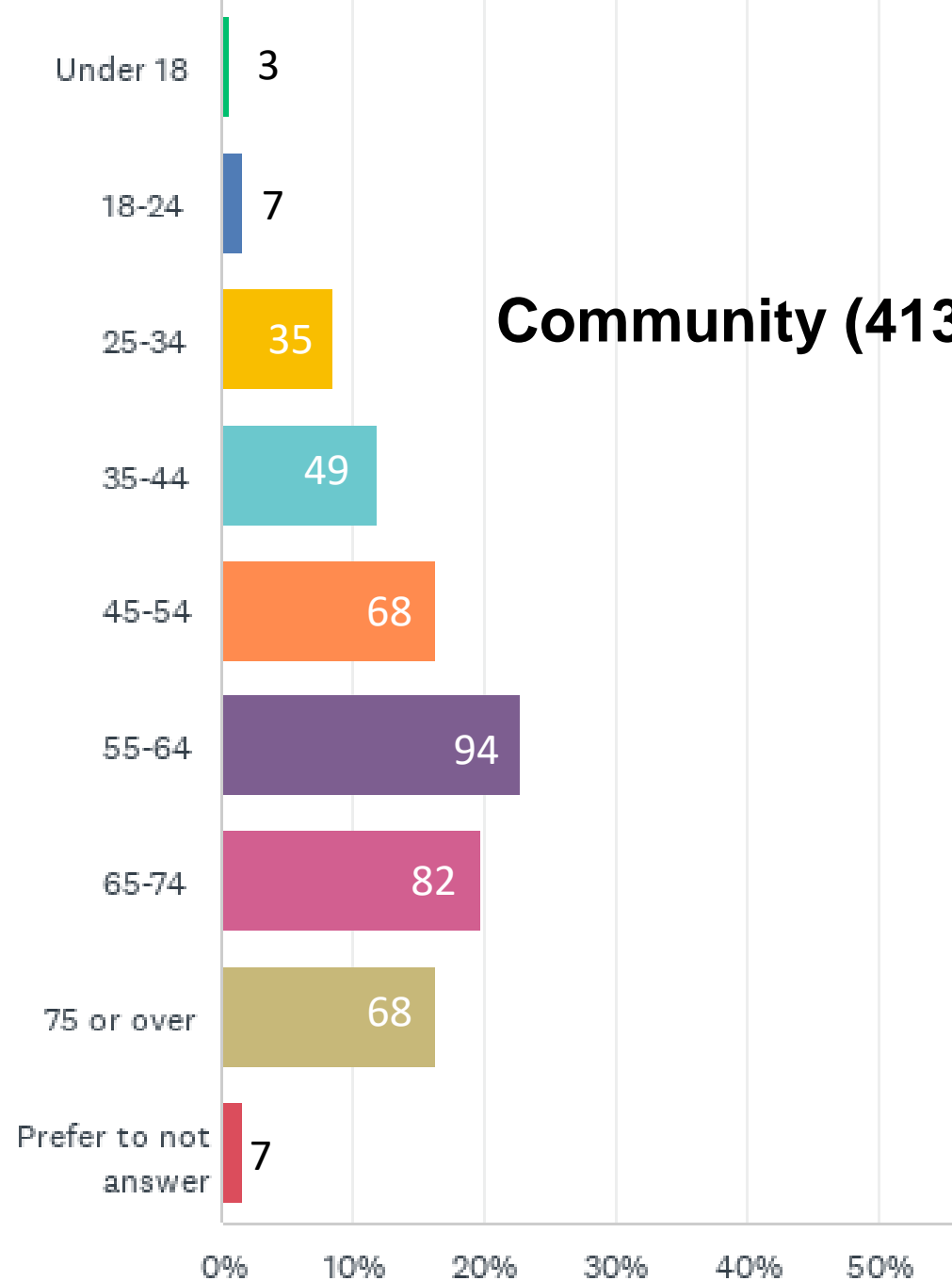
## + Virtual Conversations

- Local community leaders
- Partner organizations
- District business owners
- District property owners / developers
- Vanguard Board

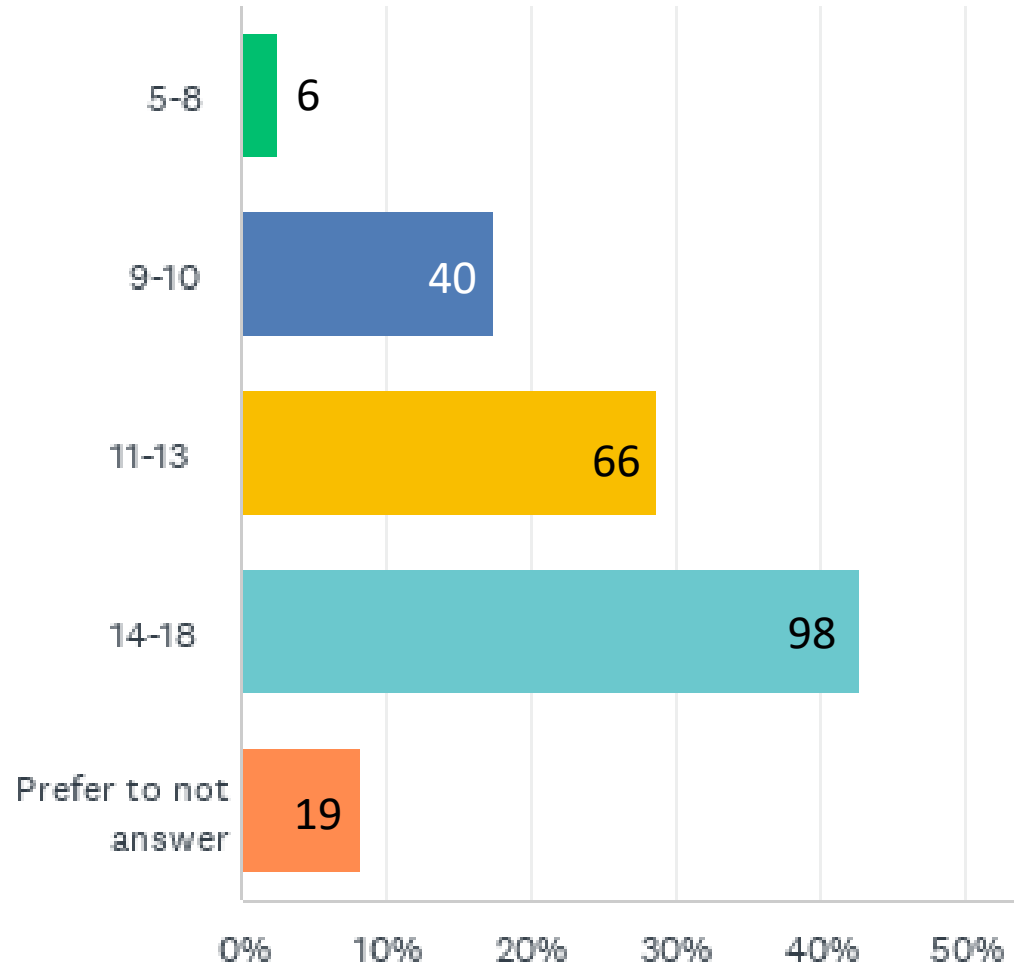


# SURVEY RESPONDENTS (AGE)

## Community (413)



## Youth Survey (229)

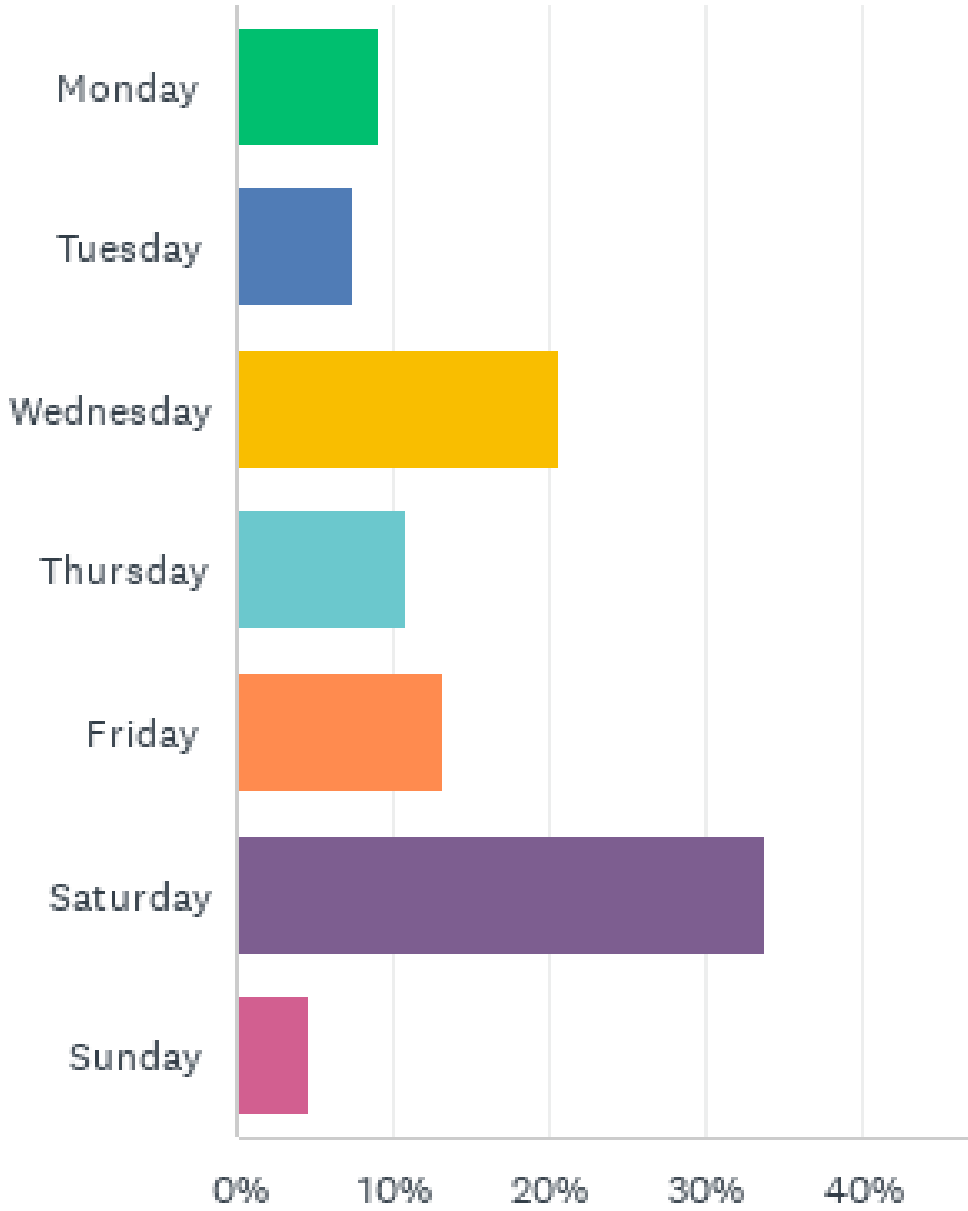




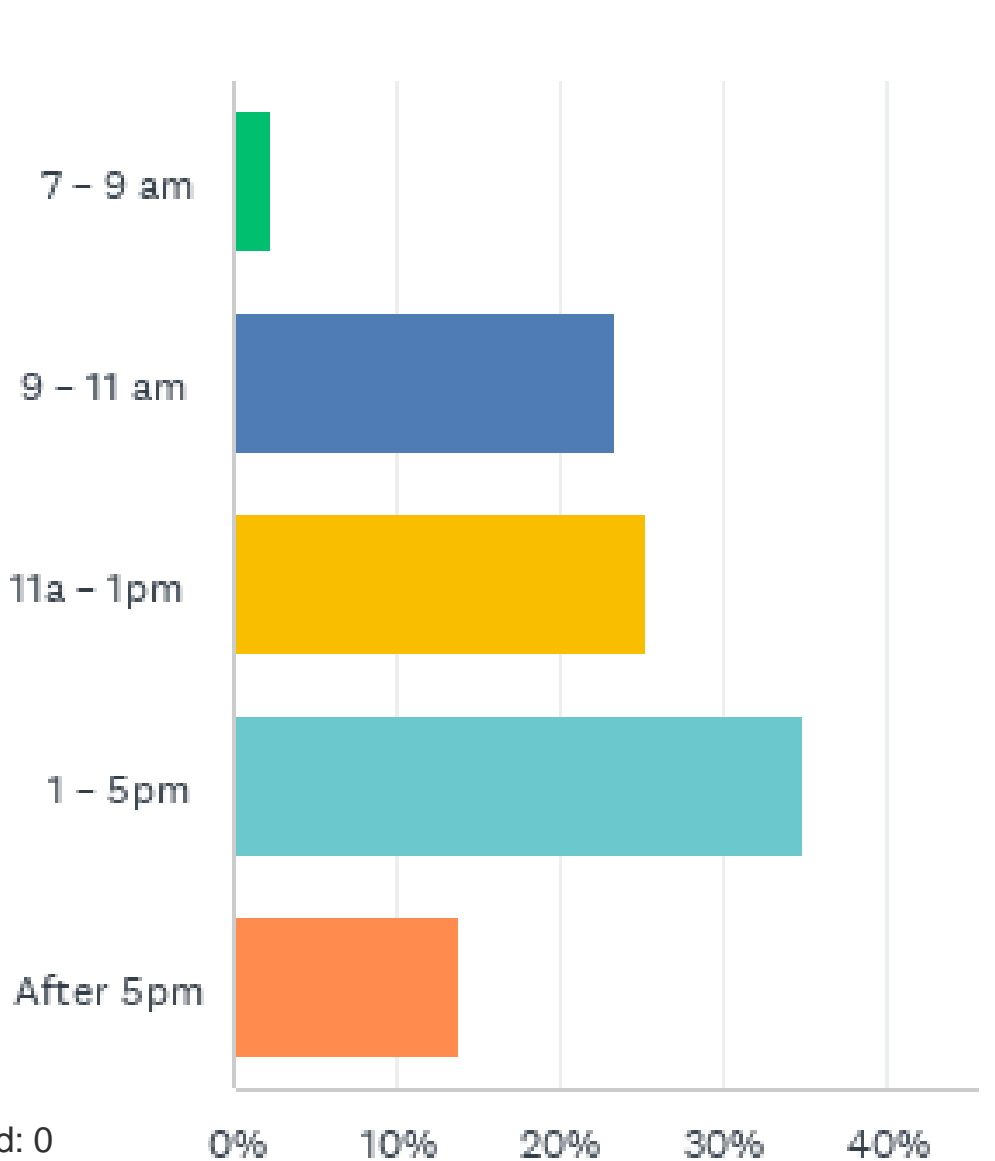




**Community Survey: Day of the week most frequently shop?** (not just in Downtown Rogers City)



**Community Survey: Time of day do you most frequently shop?** (not just in Downtown Rogers City)



Answered: 413 Skipped: 0





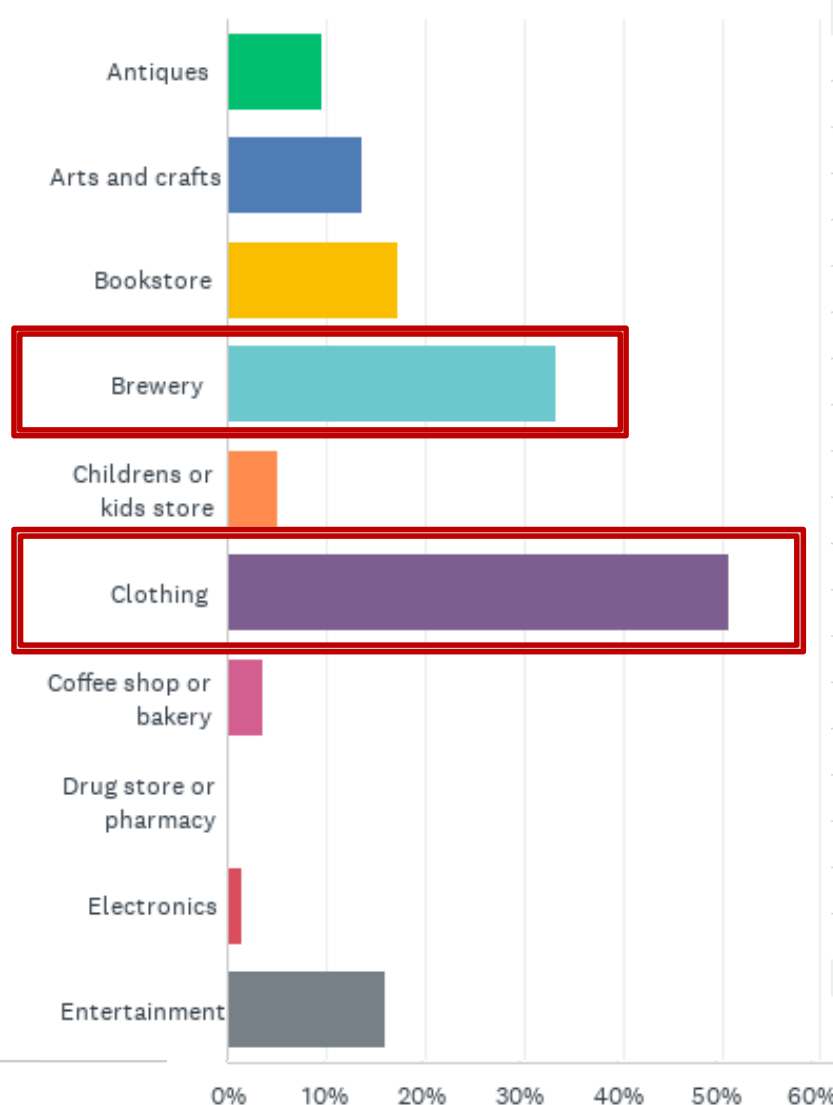
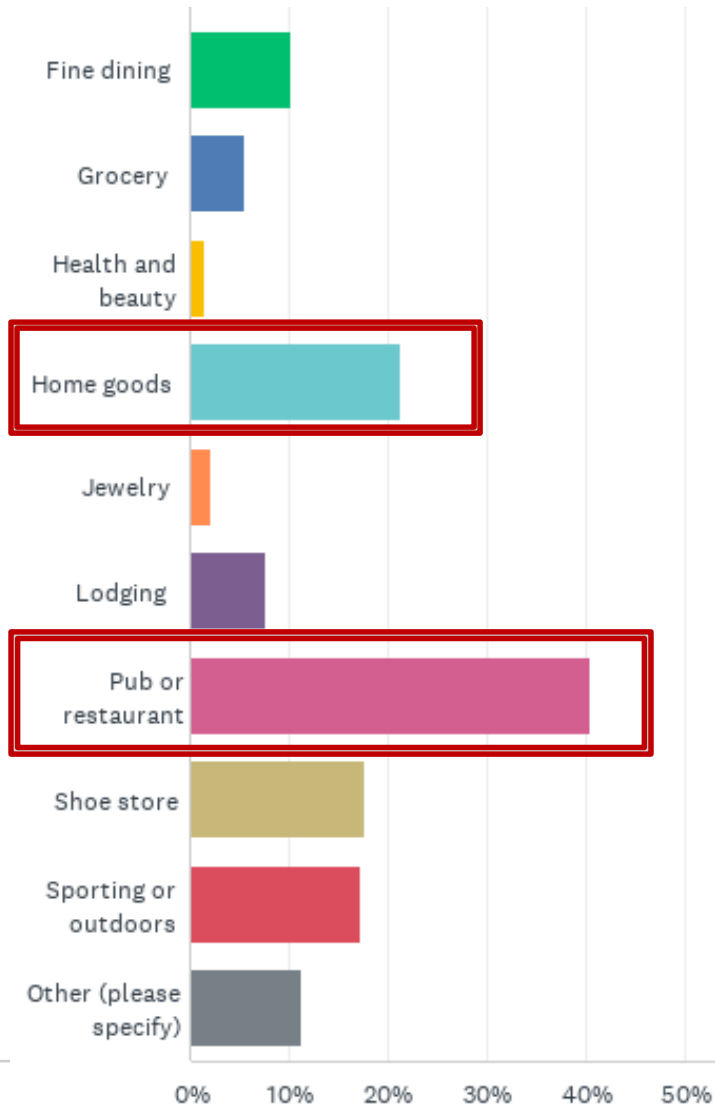




# Community Survey: What three business types would you like to see more of in Downtown Rogers City?

Answered: 413 Skipped: 0

Answered: 413 Skipped: 0



ANSWER CHOICES	RESPONSES	
Antiques	9.69%	40
Arts and crafts	13.56%	56
Bookstore	17.19%	71
Brewery	33.17%	137
Childrens or kids store	5.08%	21
Clothing	50.85%	210
Coffee shop or bakery	3.63%	15
Drug store or pharmacy	0.24%	1
Electronics	1.45%	6
Entertainment	15.98%	66
Fine dining	10.17%	42
Grocery	5.57%	23
Health and beauty	1.45%	6
Home goods	21.31%	88
Jewelry	2.18%	9
Lodging	7.75%	32
Pub or restaurant	40.44%	167
Shoe store	17.68%	73
Sporting or outdoors	17.19%	71
Other (please specify)	11.38%	47
Total Respondents: 413		

# Youth Survey: What business types would you like to see more of in Downtown Rogers City?

Answered: 229 Skipped: 0

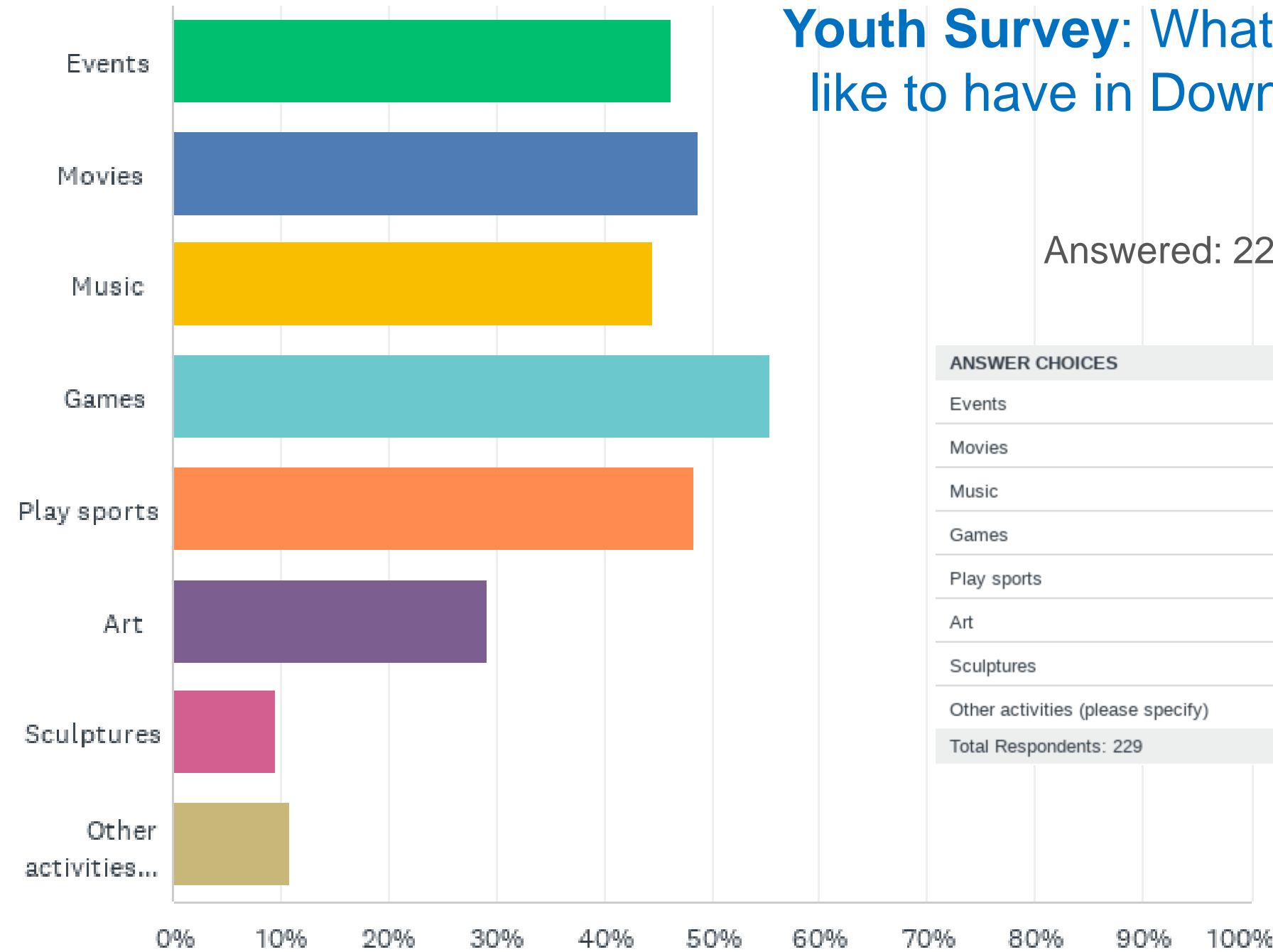


ANSWER CHOICES	RESPONSES	Percentage
Antiques	9	3.93%
Arts and crafts	46	20.09%
Bookstore	21	9.17%
Childrens or kids store	28	12.23%
Clothing	57	24.89%
Coffee shop or bakery	43	18.78%
Drug store or pharmacy	5	2.18%
Electronics	60	26.20%
Entertainment	59	25.76%
Fine dining	25	10.92%
Grocery	21	9.17%
Health and beauty	16	6.99%
Home goods	26	11.35%
Jewelry	19	8.30%
Lodging	6	2.62%
Pub or restaurant	51	22.27%
Shoe store	37	16.16%
Sporting or outdoors	81	35.37%
Other (please specify)	38	16.59%
Total Respondents: 229		



# Youth Survey: What activities would you like to have in Downtown Rogers City?

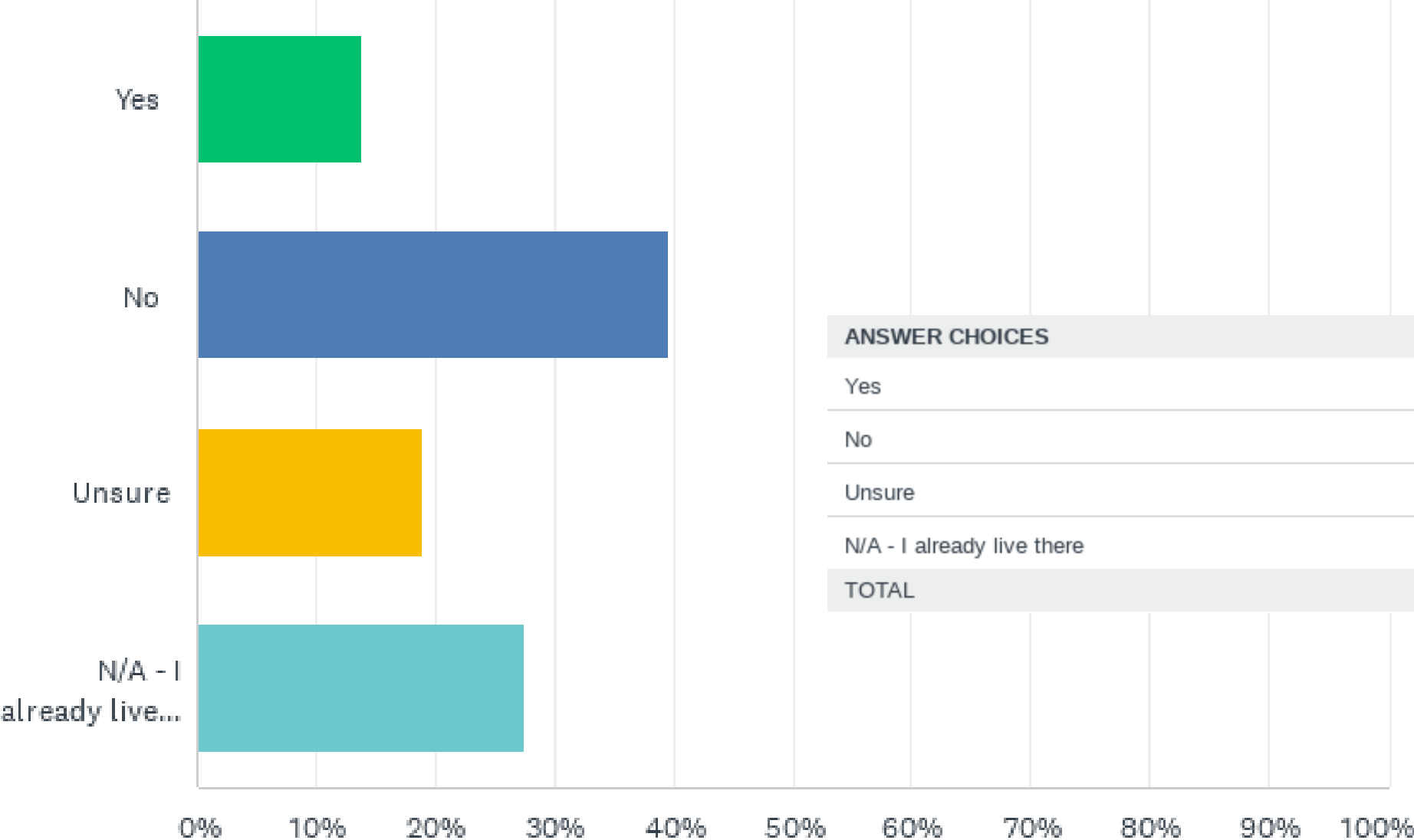
Answered: 229 Skipped: 0



ANSWER CHOICES	RESPONSES
Events	46.29% 106
Movies	48.91% 112
Music	44.54% 102
Games	55.46% 127
Play sports	48.47% 111
Art	29.26% 67
Sculptures	9.61% 22
Other activities (please specify)	10.92% 25
Total Respondents: 229	

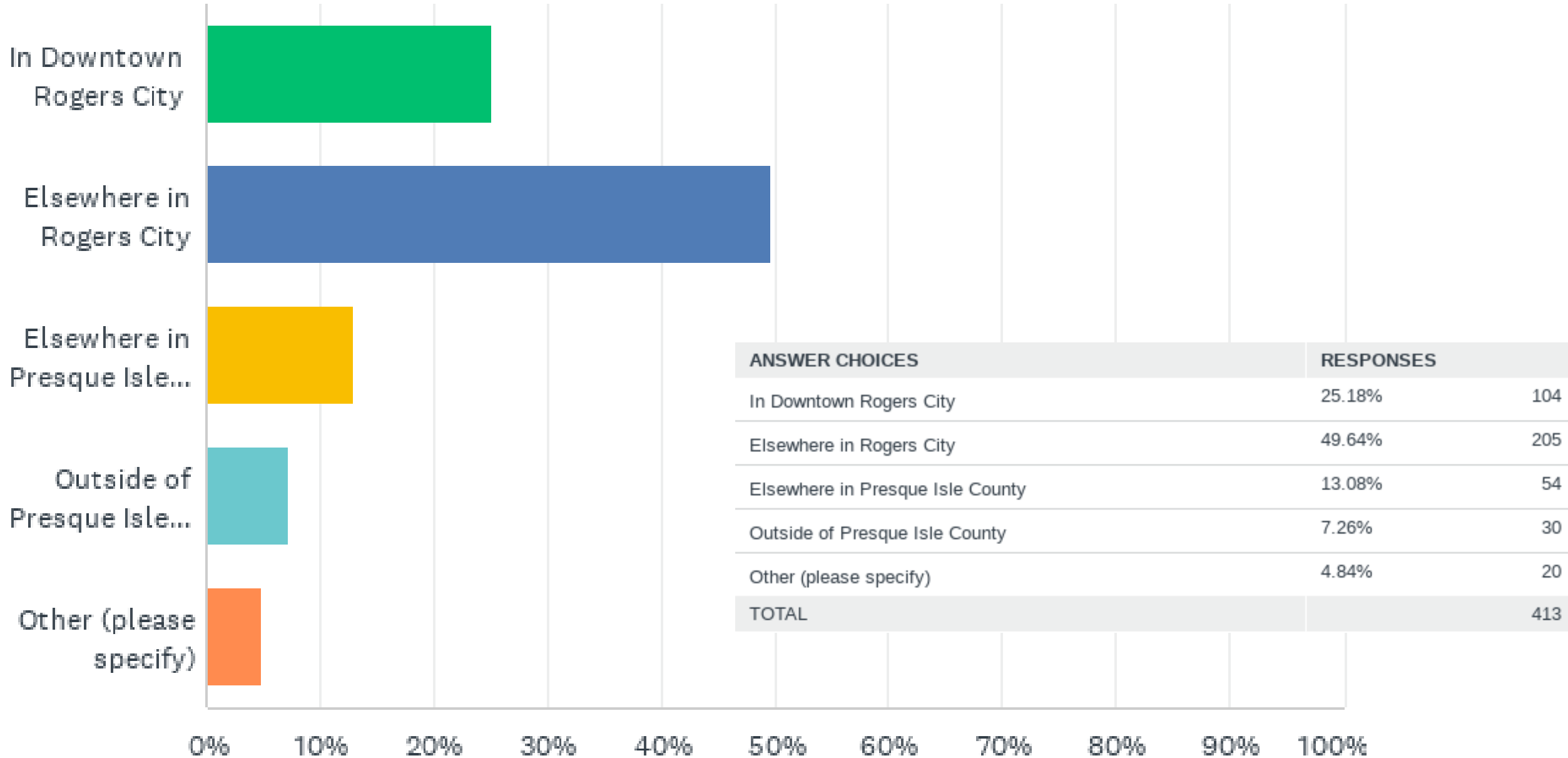
# Community Survey: Would you live in Downtown Rogers City if you could?

• Answered: 413 Skipped: 0

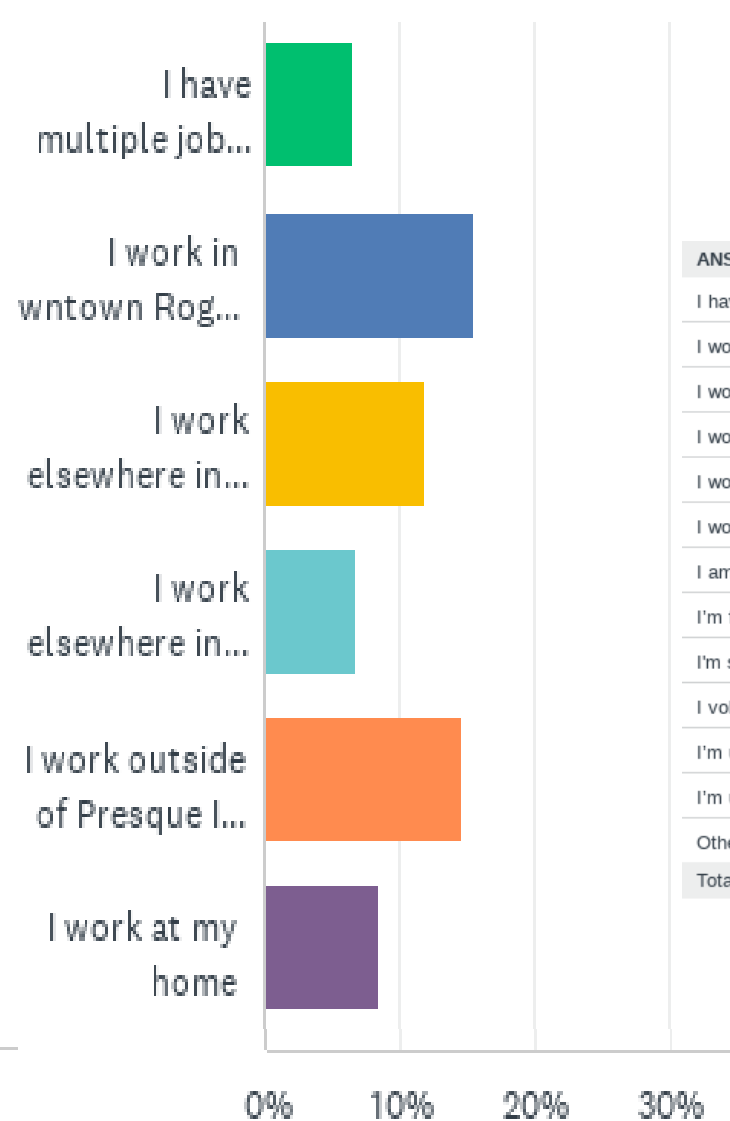
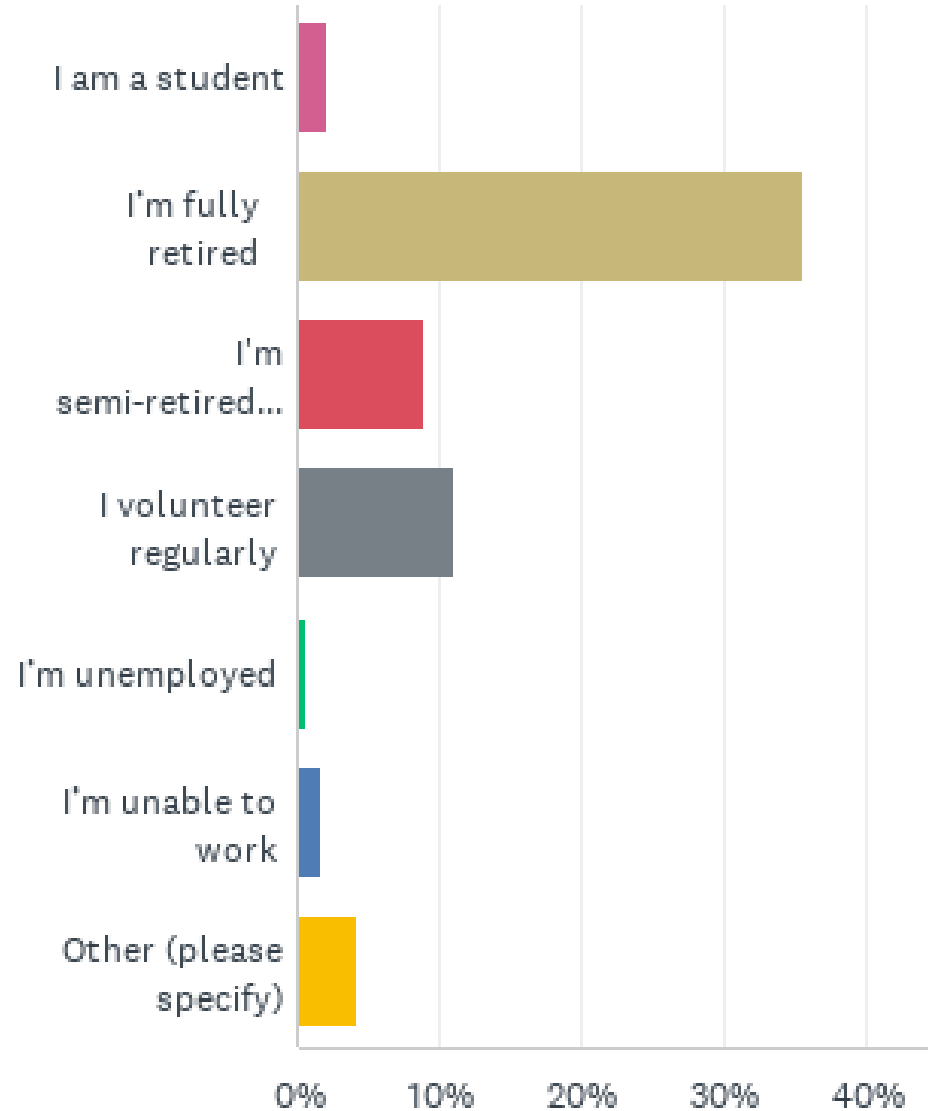


# Community Survey: Where do you live?

Answered: 413  
Skipped: 0



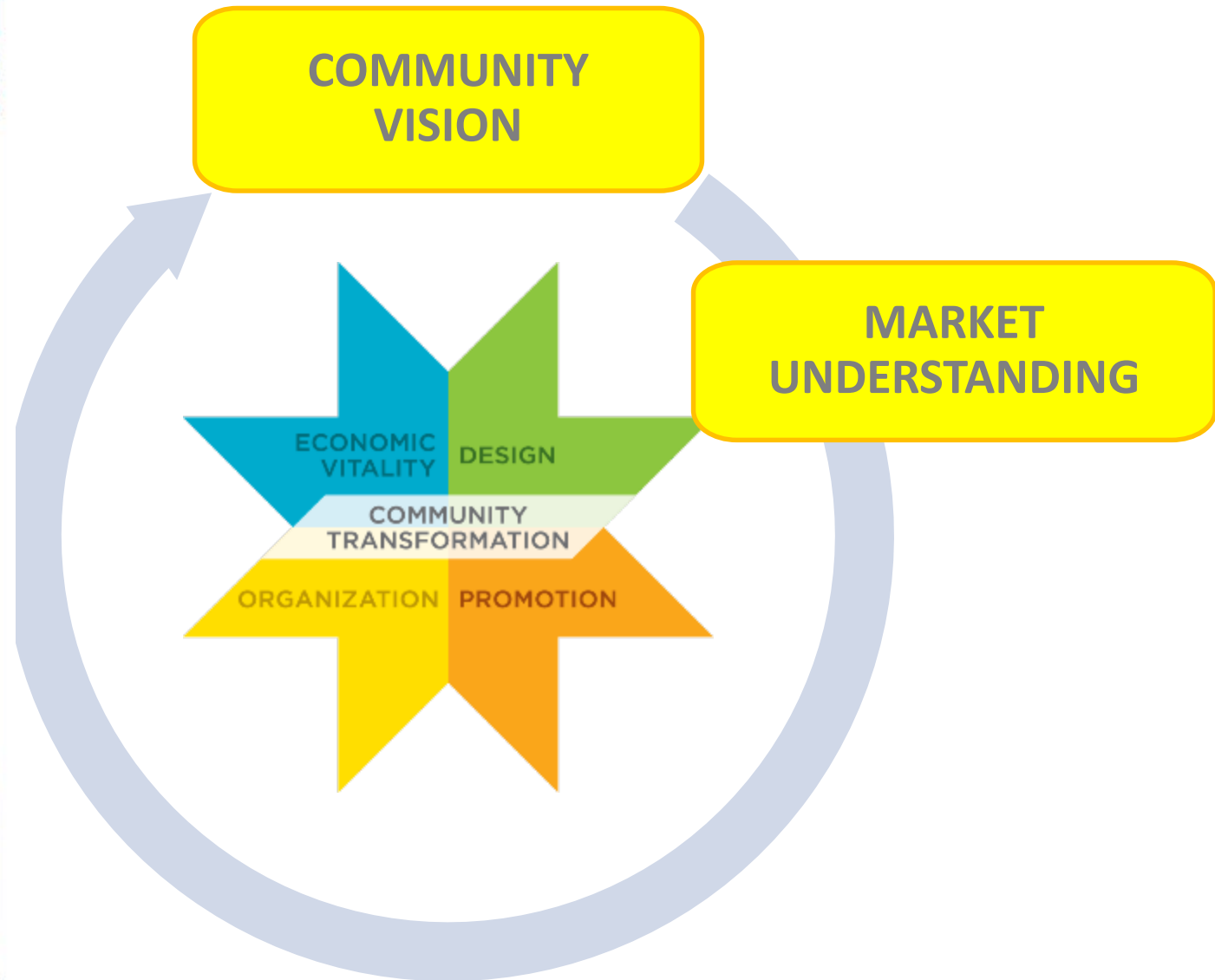
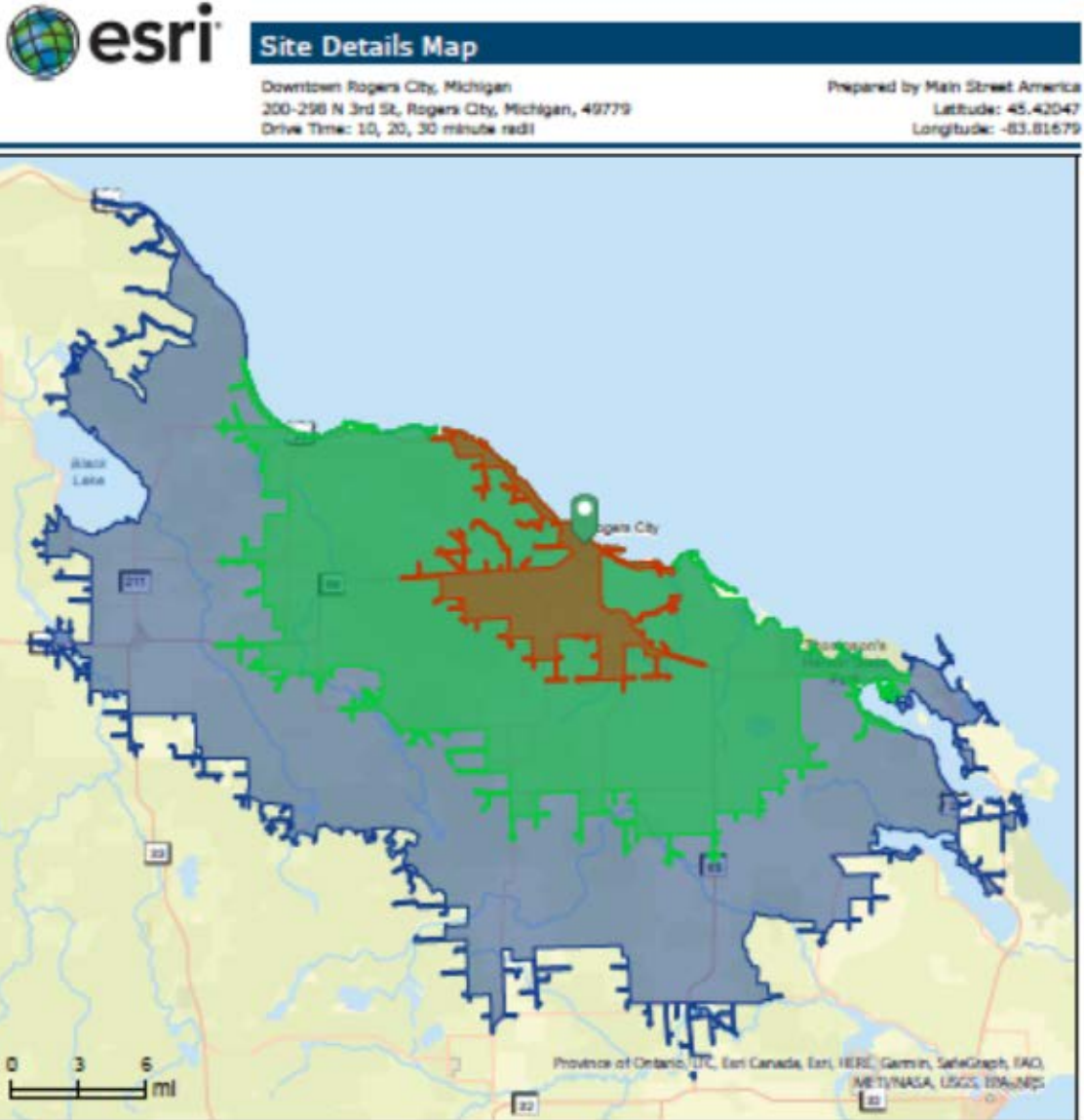
# Community Survey: Which of the following statements below describes your current occupation / employment?



Answered: 413 Skipped: 0





ANSWER CHOICES	RESPONSES
I have multiple jobs that provide me income.	6.54% 27
I work in Downtown Rogers City	15.50% 64
I work elsewhere in Rogers City (outside Downtown)	11.86% 49
I work elsewhere in Presque Isle County (outside Rogers City)	6.78% 28
I work outside of Presque Isle County	14.77% 61
I work at my home	8.47% 35
I am a student	2.18% 9
I'm fully retired	35.59% 147
I'm semi-retired but sometimes earn income through work	8.96% 37
I volunteer regularly	11.14% 46
I'm unemployed	0.73% 3
I'm unable to work	1.69% 7
Other (please specify)	4.36% 18
Total Respondents: 413	

# MARKET CONDITIONS







# Key Facts

Downtown Rogers City, Michigan (10 minutes)  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 10 minute radius

KEY FACTS	
<p>3,519</p> <p>Population</p>  <p>2.1</p> <p>Average Household Size</p>	 <p>53.7</p> <p>Median Age</p> <p>\$45,497</p> <p>Median Household Income</p>
BUSINESS	
 <p>217</p> <p>Total Businesses</p>	 <p>1,361</p> <p>Total Employees</p>





# Key Facts

Downtown Rogers City, Michigan (20 minutes)  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 20 minute radius

KEY FACTS	
<p>7,006</p> <p>Population</p>  <p>2.2</p> <p>Average Household Size</p>	 <p>54.2</p> <p>Median Age</p> <p>\$47,712</p> <p>Median Household Income</p>
BUSINESS	
 <p>331</p> <p>Total Businesses</p>	 <p>1,951</p> <p>Total Employees</p>

# Key Facts

Downtown Rogers City, Michigan (30 minutes)  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 30 minute radius

KEY FACTS	
<p>13,551</p> <p>Population</p>  <p>2.2</p> <p>Average Household Size</p>	 <p>54.9</p> <p>Median Age</p> <p>\$50,379</p> <p>Median Household Income</p>
BUSINESS	
 <p>533</p> <p>Total Businesses</p>	 <p>2,981</p> <p>Total Employees</p>



# Demographic and Income Comparison Profile

Downtown Rogers City, Michigan  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 10, 20, 30 minute radii

Prepared by Main Street America  
Latitude: 45.42047  
Longitude: -83.81679

	10 minutes	20 minutes	30 minutes
<b>Census 2010 Summary</b>			
Population	3,686	7,358	14,031
Households	1,725	3,284	6,242
Families	1,082	2,152	4,131
Average Household Size	2.07	2.19	2.21
Owner Occupied Housing Units	1,368	2,783	5,396
Renter Occupied Housing Units	357	501	846
Median Age	51.2	51.2	51.1
<b>2021 Summary</b>			
Population	3,519	7,006	13,551
Households	1,656	3,152	6,083
Families	1,012	2,015	3,931
Average Household Size	2.06	2.17	2.19
Owner Occupied Housing Units	1,330	2,695	5,298
Renter Occupied Housing Units	326	458	784
Median Age	53.7	54.2	54.9
Median Household Income	\$45,497	\$47,712	\$50,379
Average Household Income	\$57,920	\$59,622	\$63,406
<b>2026 Summary</b>			
Population	3,379	6,718	13,073
Households	1,590	3,027	5,880
Families	963	1,921	3,771
Average Household Size	2.05	2.16	2.18
Owner Occupied Housing Units	1,294	2,612	5,164
Renter Occupied Housing Units	295	415	716
Median Age	54.3	55.3	56.0
Median Household Income	\$50,976	\$52,168	\$53,871
Average Household Income	\$65,418	\$67,069	\$70,992

<b>Trends: 2021-2026 Annual Rate</b>			
Population	-0.81%	-0.84%	-0.72%
Households	-0.81%	-0.81%	-0.68%
Families	-0.99%	-0.95%	-0.83%
Owner Households	-0.55%	-0.62%	-0.51%
Median Household Income	2.30%	1.80%	1.35%



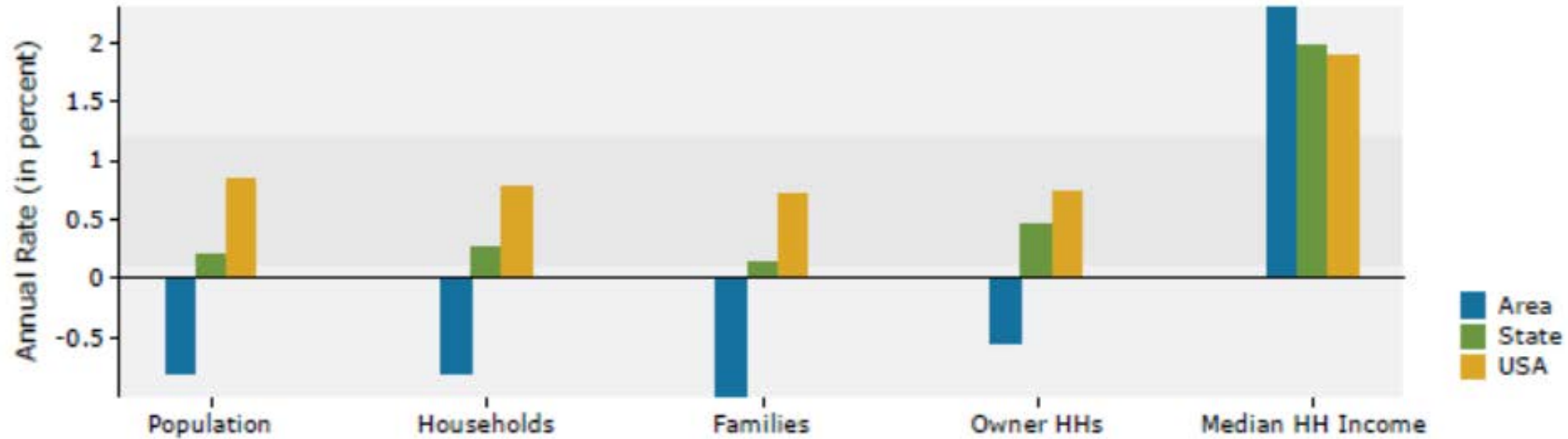
# Demographic and Income Comparison Profile

Downtown Rogers City, Michigan  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 10, 20, 30 minute radii

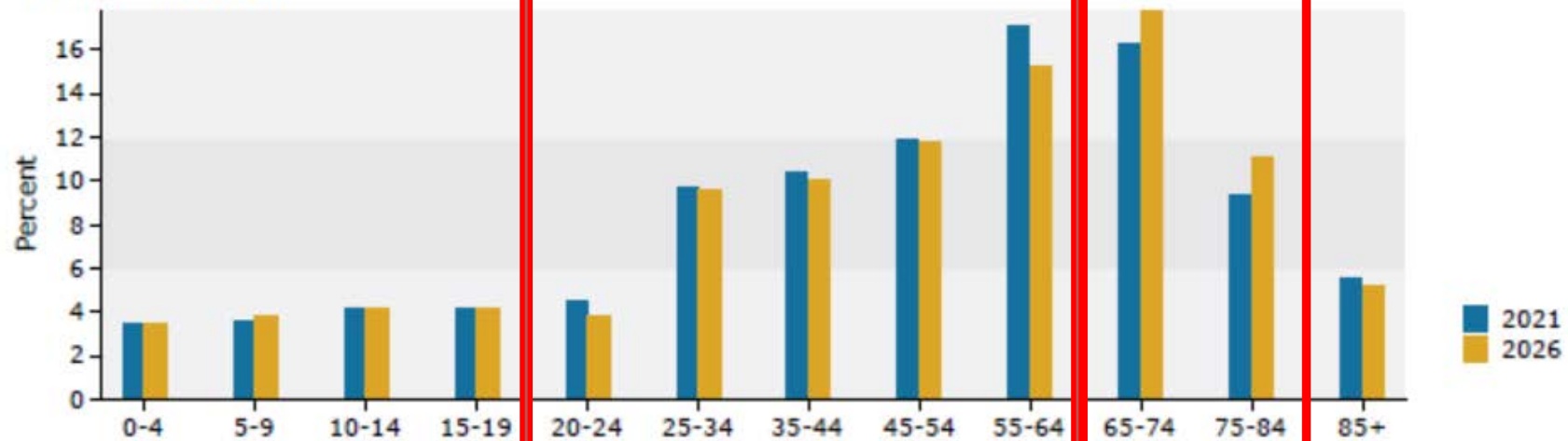
Prepared by Main Street America  
Latitude: 45.42047  
Longitude: -83.81679

## 10 minutes

### Trends 2021-2026

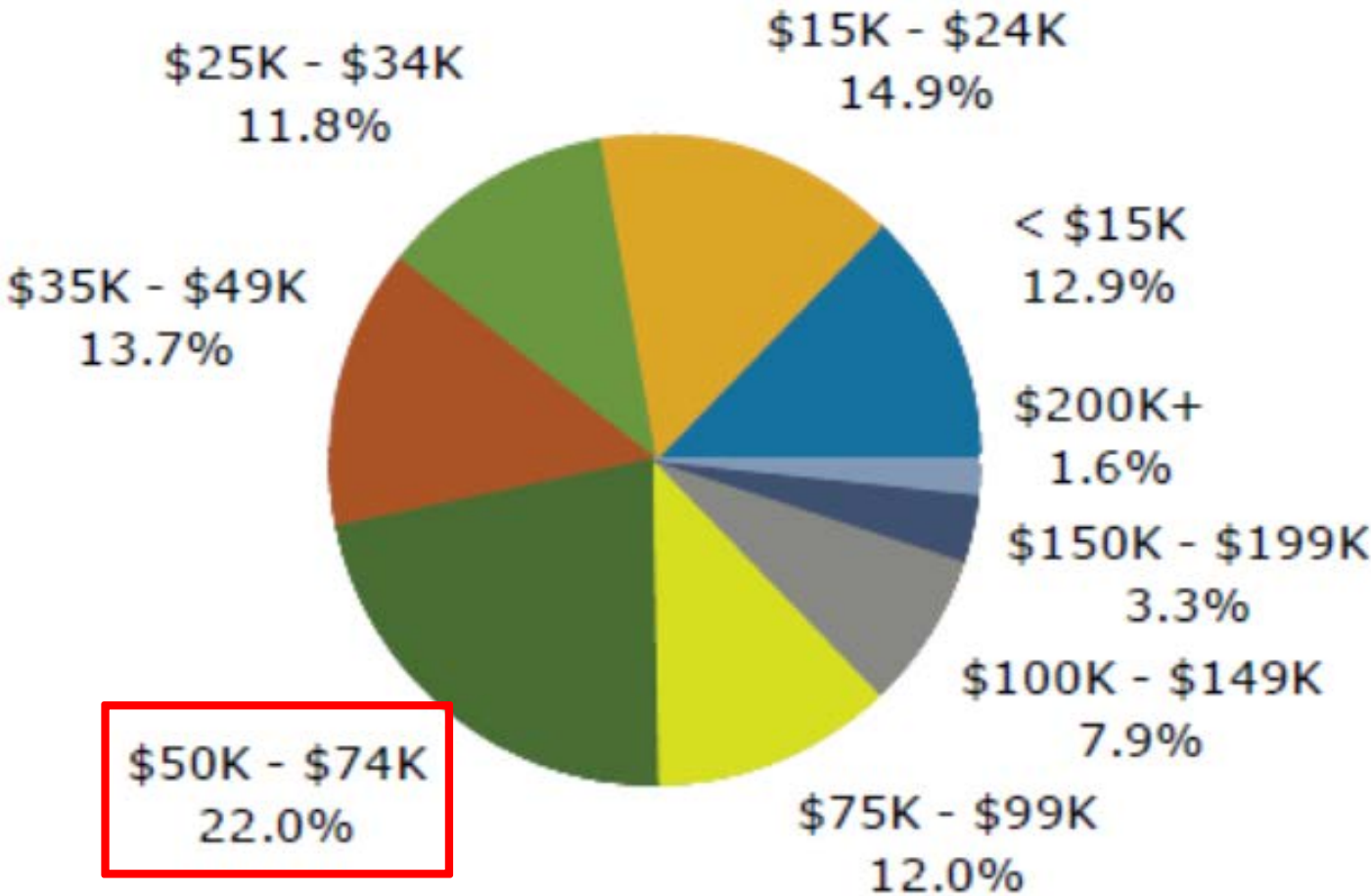


### Population by Age

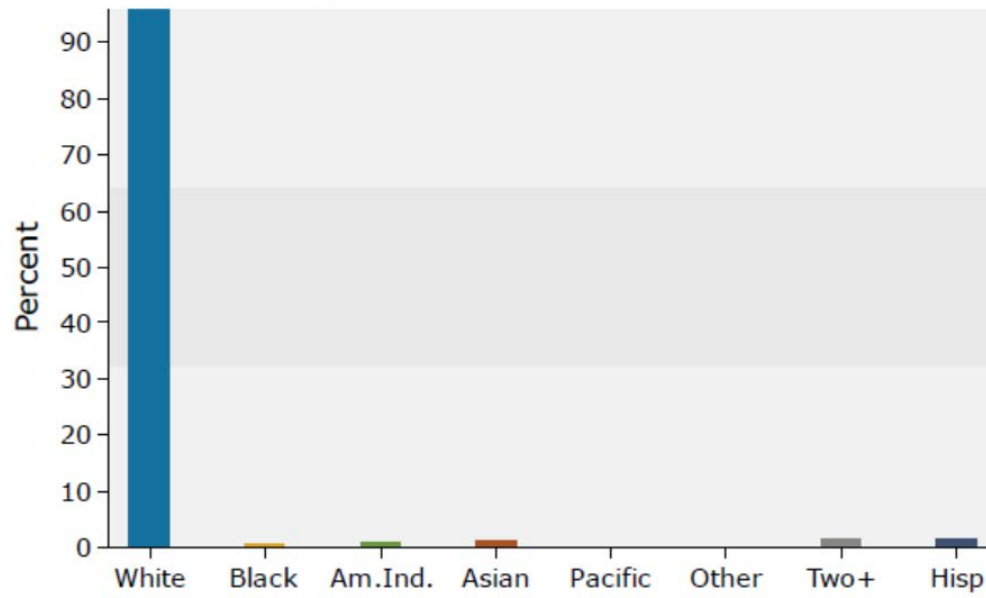




# 2021 Household Income



2021 Population by Race



## Drive Time: 10 minute radius

Longitude: -83.81679

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Heartland Communities (6F)	72.8%	Population	3,519	3,379
Rooted Rural (10B)	18.6%	Households	1,656	1,590
Rural Resort Dwellers (6E)	8.6%	Families	1,012	963
	0.0%	Median Age	53.7	54.3
	0.0%	Median Household Income	\$45,497	\$50,976

## Drive Time: 20 minute radius

Longitude: -83.81679

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Heartland Communities (6F)	38.4%	Population	7,006	6,718
Rooted Rural (10B)	36.0%	Households	3,152	3,027
Rural Resort Dwellers (6E)	22.5%	Families	2,015	1,921
Small Town Simplicity (12C)	1.9%	Median Age	54.2	55.3
Silver & Gold (9A)	1.3%	Median Household Income	\$47,712	\$52,168

## Drive Time: 30 minute radius

Longitude: -83.81679


Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Rooted Rural (10B)	32.4%	Population	13,551	13,073
Rural Resort Dwellers (6E)	30.6%	Households	6,083	5,880
Heartland Communities (6F)	19.9%	Families	3,931	3,771
Small Town Simplicity (12C)	11.3%	Median Age	54.9	56.0
Silver & Gold (9A)	5.1%	Median Household Income	\$50,379	\$53,871



LifeMode Group: Cozy Country Living

# Heartland Communities

6F



Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

## Top Tapestry Segments

## Percent

Heartland Communities (6F)	72.8%
Rooted Rural (10B)	18.6%
Rural Resort Dwellers (6E)	8.6%

## WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

## SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



LifeMode Group: Rustic Outposts

# Rooted Rural

10B

**Households:** 2,430,900

**Average Household Size:** 2.48

**Median Age:** 45.2

**Median Household Income:** \$42,300

Top Tapestry Segments	Percent
Heartland Communities (6F)	72.8%
Rooted Rural (10B)	18.6%
Rural Resort Dwellers (6E)	8.6%

## WHO ARE WE?

*Rooted Rural* is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.

## OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

## SOCIOECONOMIC TRAITS

- Shoppers that use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.



LifeMode Group: Cozy Country Living

# Rural Resort Dwellers



**Households:** 1,227,200

**Average Household Size:** 2.22

**Median Age:** 54.1

**Median Household Income:** \$50,400

Top Tapestry Segments	Percent
Heartland Communities (6F)	72.8%
Rooted Rural (10B)	18.6%
Rural Resort Dwellers (6E)	8.6%

## WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting.

## OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are

## SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.

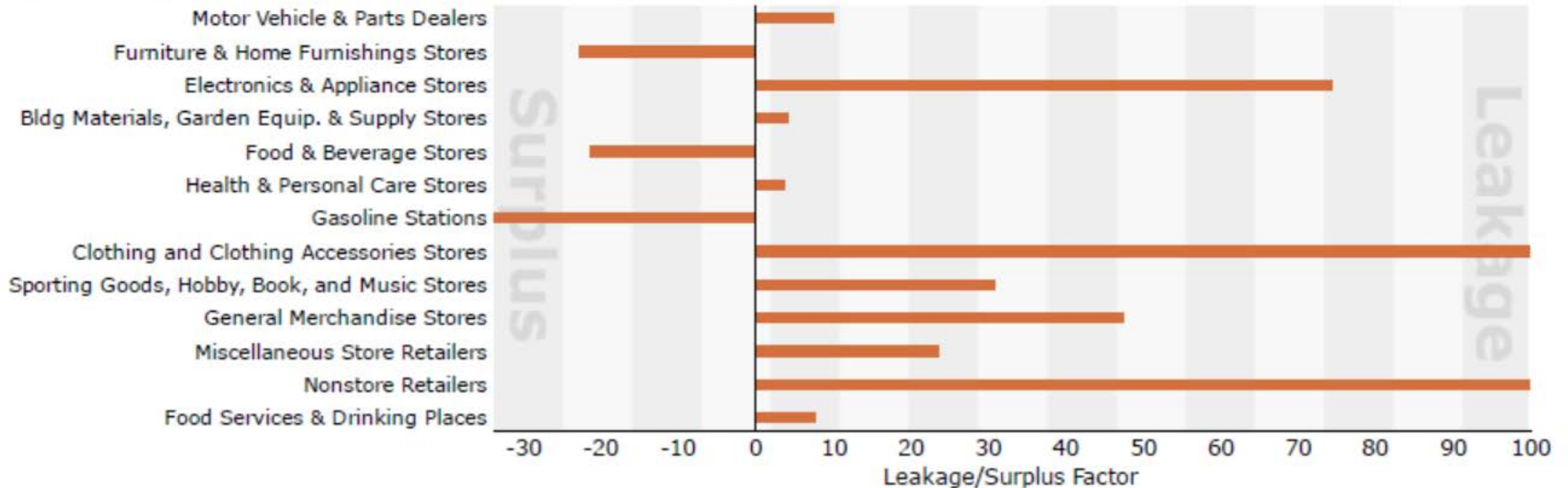


## Retail MarketPlace Profile

Downtown Rogers City, Michigan  
200-298 N 3rd St, Rogers City, Michigan, 49779  
Drive Time: 10 minute radius

Prepared by Main Street America  
Latitude: 45.42047  
Longitude: -83.81679

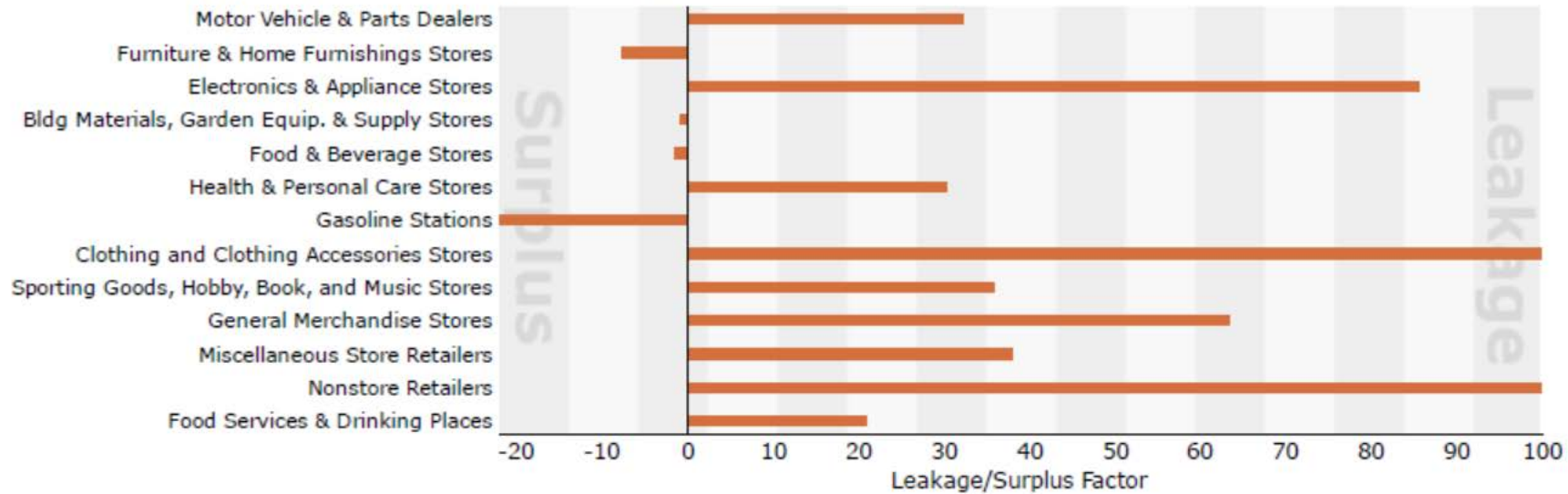
### 2017 Leakage/Surplus Factor by Industry Subsector



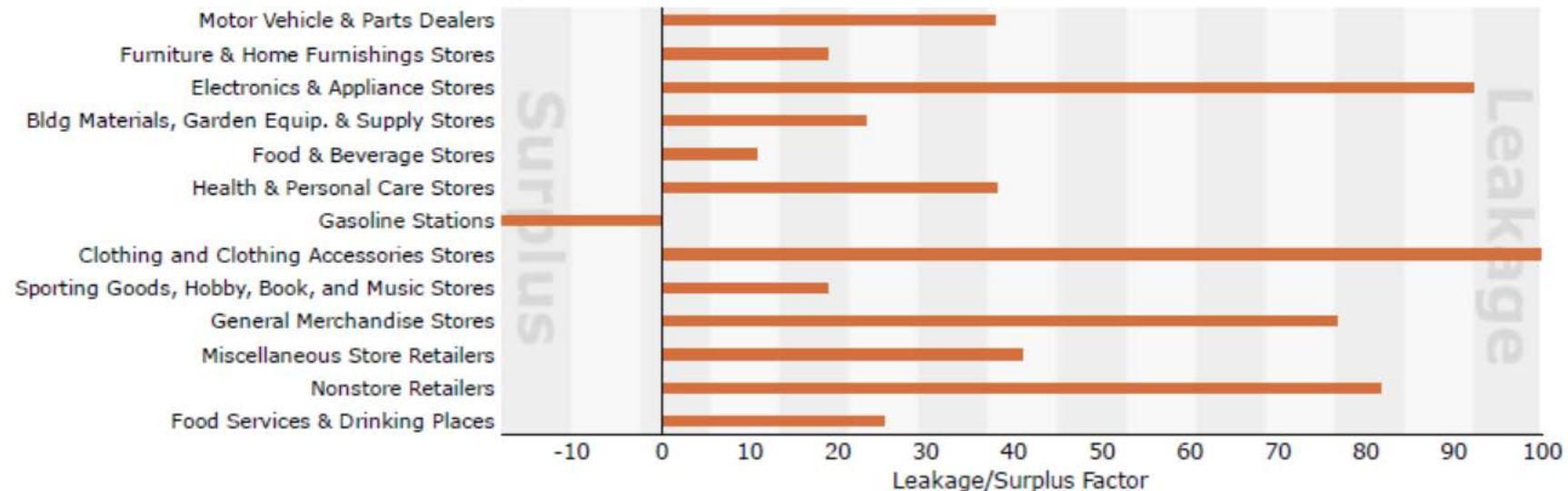
## 2017 Leakage/Surplus Factor by Industry Group



### 2017 Leakage/Surplus Factor by Industry Subsector

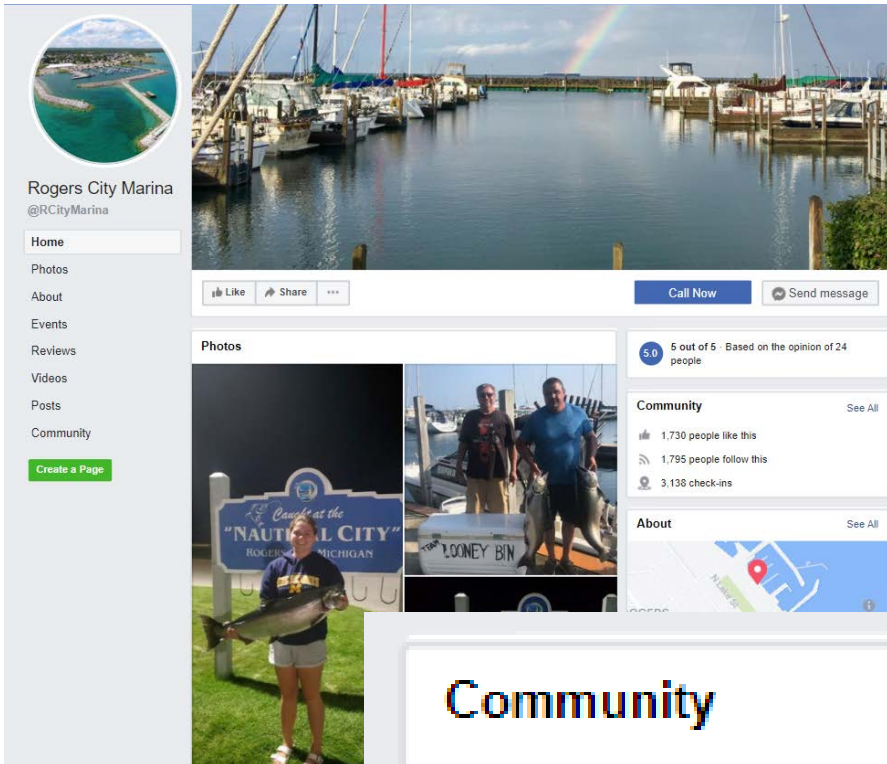


### 2017 Leakage/Surplus Factor by Industry Subsector





# LOCAL ASSETS



Rogers City Marina  
@RCityMarina

Home  
Photos  
About  
Events  
Reviews  
Videos  
Posts  
Community

Create a Page

Like Share ... Call Now Send message

Photos

5.0 5 out of 5 - Based on the opinion of 24 people

Community See All

1,730 people like this  
1,795 people follow this  
3,138 check-ins

About See All

## Community

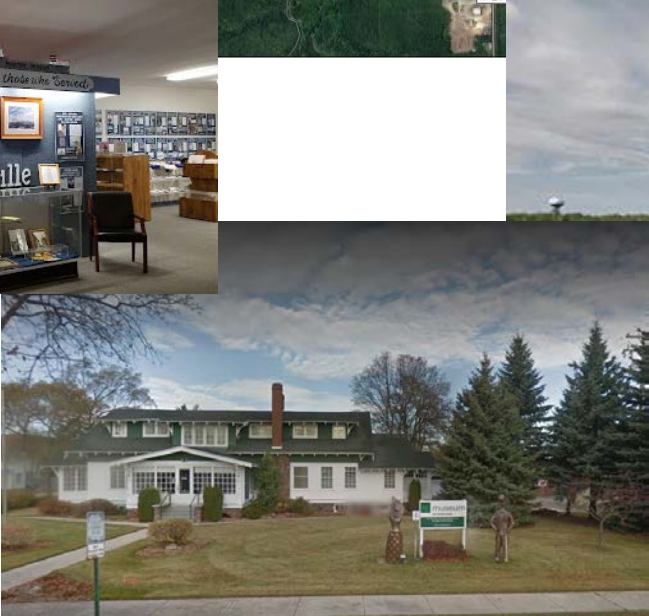
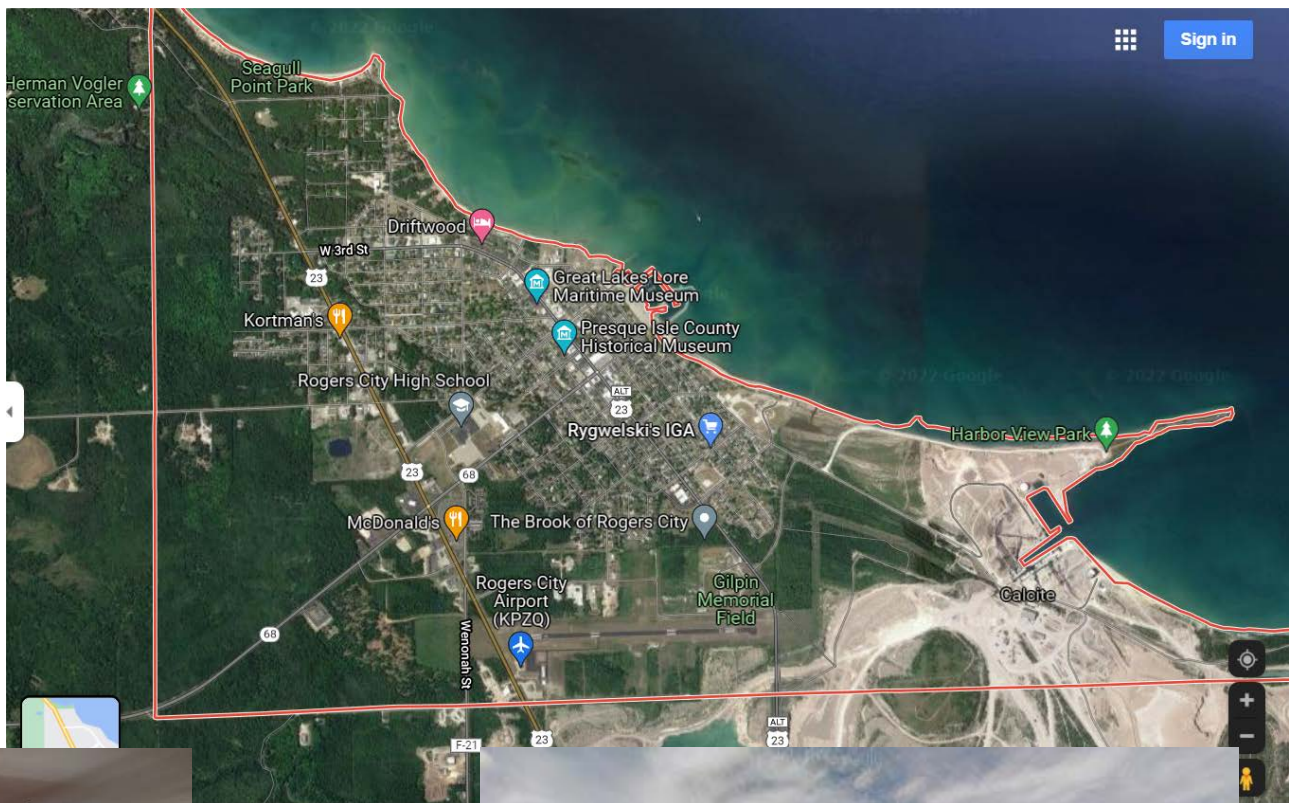
👍 1,730 people like this

📶 1,795 people follow this

📍 3,138 check-ins



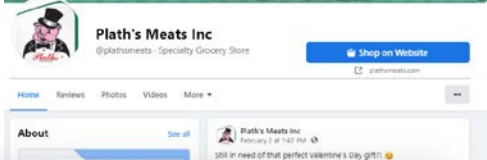
# LOCAL ASSETS



# LOCAL ASSETS



# LOCAL ASSETS



- 2,182 people like this
- 2,243 people follow this
- 528 people checked in here



**About** [See all](#)

**The Painted Lady**  
September 24, 2021

The Painted Lady  
Not your typical picture framing gallery.  
112 South Third Street  
Right next to Plath's Meats  
And yes we have ice cream all year... See more

112 S 3rd St Rogers City, MI 49779

1 Gifts, Jewelry, Framing, Toys, Pottery, Painting and Coffee Shop  
Now serving gourmet ice cream

2 Custom Picture Framing, Gifts, Jewelry, Toys, and Coffee Shop

2,182 people like this

2,243 people follow this

528 people checked in here

(989) 734-3035

Price range: \$

tpfgardens

Opening 9:00 AM - 5:30 PM

Gift Shop

**SHOP SMALL** Celebrating & Encouraging You To Visit Brick & Mortar Retailers

**News From The Painted Lady**

New Temp Tattoos

New Bisque Pottery To Paint

New Shipment Of Polish Pottery

Clothing Now On Sale

- 108 Years of Good Taste. Welcome to Plath's Meats Inc.
- 3,945 people like this
- 4,116 people follow this
- 497 people checked in here



**About** [See all](#)

**Domaci Gallery**  
February 4 at 1:50 PM

169 N 3rd St Rogers City, MI 49779

1 www.domaciartgallery.com : Domaci Gallery  
169 N. Third Street Rog

1,464 people like this

1,573 people follow this

286 people checked in here

http://www.domaciartg

(989) 734-3035

Price range: \$\$

Closed now  
10:30 AM - 5:30 PM

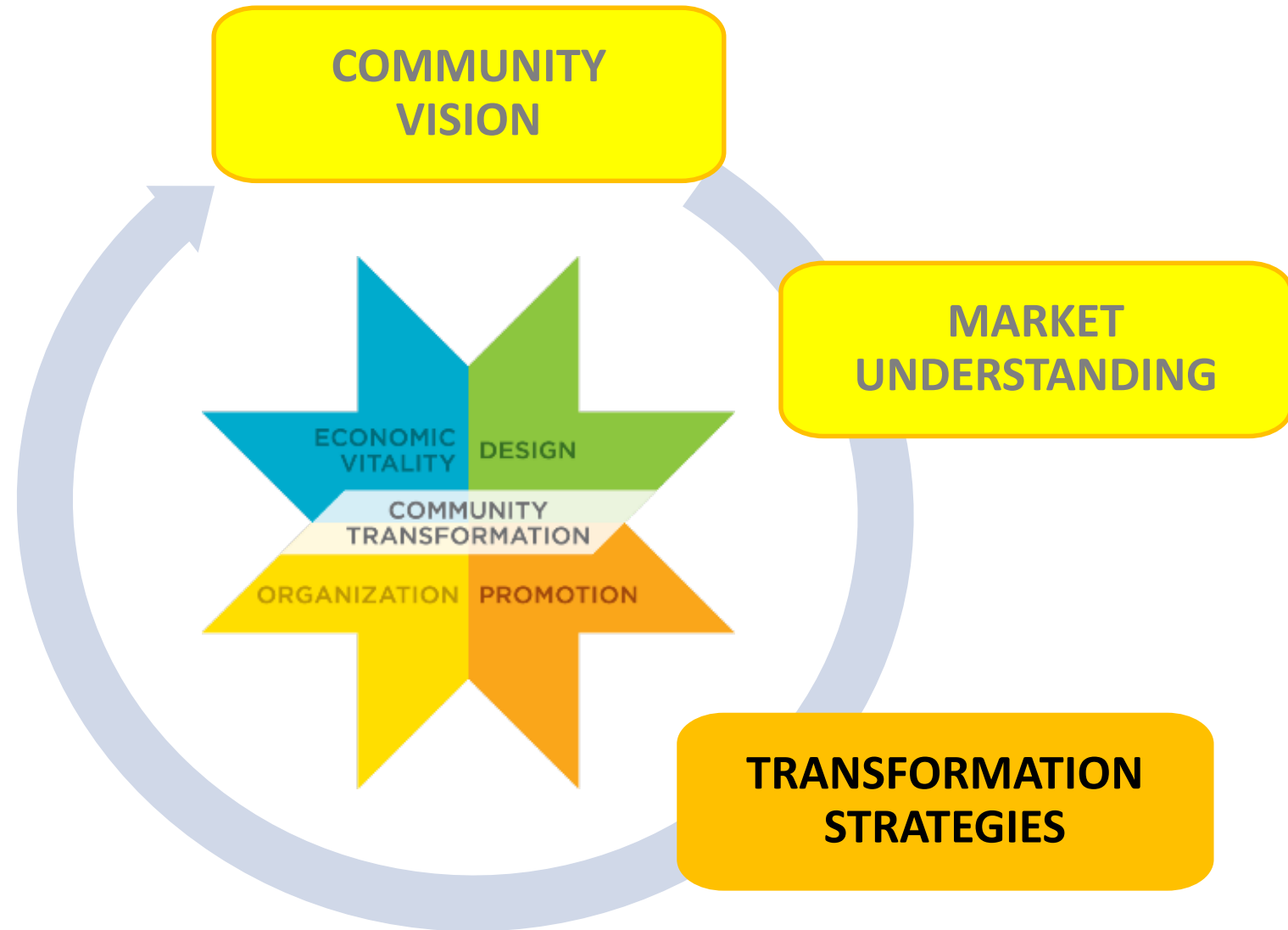
Art Gallery · Gift Shop



# POTENTIAL STRATEGIES

## □ Active Every-Day Living

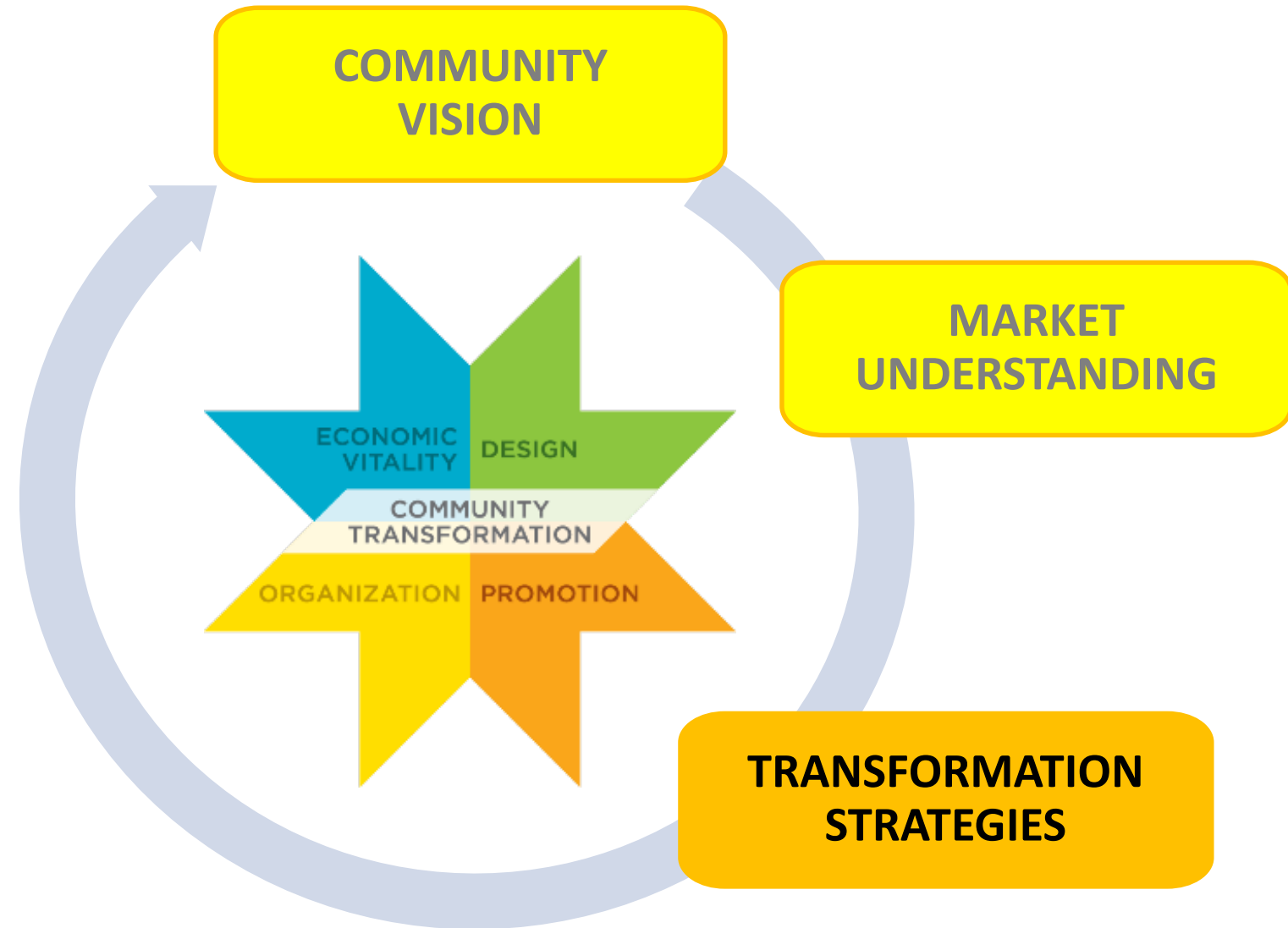
- Leveraging your base of convenience-related goods and services
- Adding unique opportunities for positioning downtown as the heart of the community – year-round (youth, families, retirees)



# POTENTIAL STRATEGIES

## □ Outdoor Recreation

- Connecting downtown to the local assets
  - Water
  - Parks
  - Conservancy Areas
  - Trails



# NEXT STEPS



Downtown and Commercial District Asset Mapping

A Tool for Market Understanding

URBAN  
MAIN



1. **Strategy Development** - work with the Board to further develop the Transformation Strategy
2. **Strategy Implementation** - creating the workplan framework following the Main Street Approach and implementing comprehensive annual programming



**MAIN STREET  
AMERICA®**

Nationally recognized.  
Locally powered.™



[www.mainstreet.org](http://www.mainstreet.org)



**THANKS!**

**LAURA KRIZOV, Manager**  
**Michigan Main Street**

Community Development  
Michigan Economic Development Corporation  
[krizovl1@michigan.org](mailto:krizovl1@michigan.org)

**NORMA RAMIREZ DE MIESS**

Vice President of Revitalization Services  
[Nmiess@savingplaces.org](mailto:Nmiess@savingplaces.org)