



At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

1,033
Survey Sample

Full-time Charlevoix city resident	27.7%
Part-time/seasonal city resident	21.2%
Full-time area resident (within 20 miles)	27.7%
Part-time/seasonal area resident	10.1%
Live 20+ miles from Charlevoix	13.4%

72%
Female

17%
Work Downtown



44%

Described pre-COVID trends in
Downtown Charlevoix as,
"Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

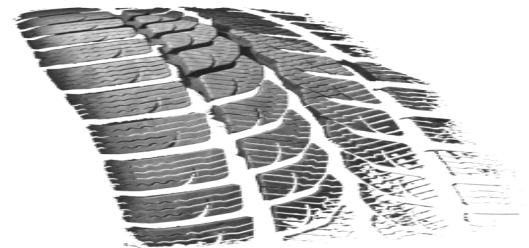
Opportunities Ahead

Eating and Drinking Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Italian Restaurant	Ethnic Restaurant	Mediterranean	Coffee Shop
Top Pick: 25.3%	Top Pick: 24.7%	Top Pick: 17.0%	Top Pick: 16.0%
Top Three: 54.4%	Top Three: 54.7%	Top Three: 50.3%	Top Three: 51.0%
Top Features:	Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating	Fresh brewed drinks
Outdoor seating	Outdoor dining	Premade and take-out	Fresh baked goods
Full-service bar	Indian cuisine	Feta	Outdoor seating
Relaxed bistro setting	Middle Eastern cuisine	Tahini	Homey atmosphere
Open for lunch	Mexican cuisine	Cocktails/Mixed drinks	Soups and sandwiches
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 19%	25 to 44: 25%	25 to 44: 26%	25 to 44: 27%
45 to 64: 44%	45 to 64: 48%	45 to 64: 54%	45 to 64: 44%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 37%	\$50K to \$100K: 33%	\$50K to \$100K: 33%
\$100K+: 64%	\$100K+: 52%	\$100K+: 54%	\$100K+: 53%

Potential Market Traction Eating and Drinking Places



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Italian Restaurant or Bistro	4.11
2. Ethnic Restaurant	4.02
3. Mediterranean Restaurant	4.00
4. Coffee Shop	3.80
5. Family Fun Café	2.88

Weighted Average Ranking:

- 1 = Definitely would not
5 = Definitely would

Opportunities Ahead

Retail Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Shoe Store	Arts/Hobbies	Books/Games	Sports/Fitness
Top Pick: 23.3%	Top Pick: 20.9%	Top Pick: 19.5%	Top Pick: 17.6%
Top Three: 53.4%	Top Three: 48.2%	Top Three: 48.1%	Top Three: 43.1%
Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Crafts and supplies	New books	Running gear
Women's athletic	Craft/Hobby classes	Educational toys	Bikes and accessories
Men's casual	Home décor items	Card & board games	Athletic equipment
Women's dress	Artist supplies	Outdoor games	Bike repair services
Men's athletic	Sewing/Needlework	Cards and gifts	Health/Fitness classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 18%	25 to 44: 23%	25 to 44: 36%	25 to 44: 29%
45 to 64: 43%	45 to 64: 51%	45 to 64: 35%	45 to 64: 54%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 32%	\$50K to \$100K: 44%	\$50K to \$100K: 35%	\$50K to \$100K: 24%
\$100K+: 55%	\$100K+: 42%	\$100K+: 51%	\$100K+: 68%

Potential Market Traction

Retail Establishments



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Shoe store	3.94
2. Books, Toys and Games Store	3.85
3. Sporting Goods/Fitness/Bike Shop	3.80
4. Arts, Crafts and Hobbies Shop	3.70
5. Pet Emporium	3.01
6. Jewelry Store	2.83

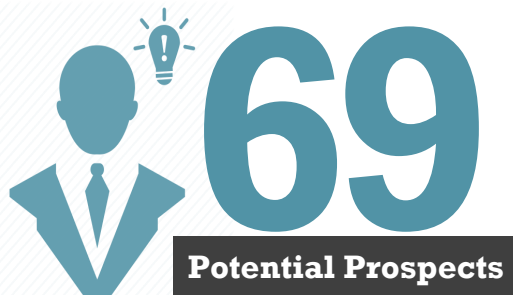
Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would

Are you a prospect?

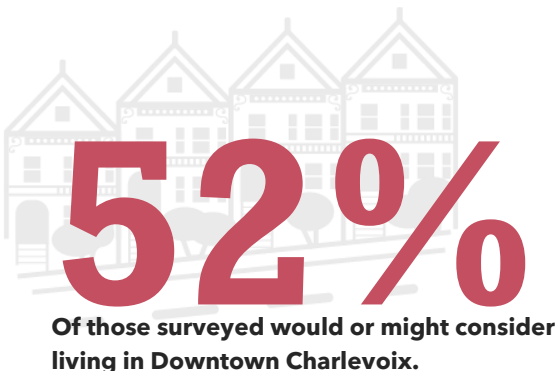
Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?



Q: Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?

Interested in moving a business to Downtown	22
Interested in opening a new business in Downtown	47

9.1% of Responding Survey Sample



Q: What style of housing in Downtown Charlevoix would you look for or consider?

Preferred housing styles:

2 BR Condo	55%
2 BR Townhome	54%
2 BR Apartment	28%
Loft	21%
Senior Housing	10%

Q: What is the monthly rent or mortgage amount you would be willing and able to pay?

Mortgage or rent payment:

Less than \$1,000	23%
\$1,000 to \$1,199	22%
\$1,200 to \$1,399	20%
\$1,400 to \$1,999	26%
\$2,400 or more	10%



At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Downtown Housing

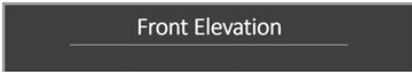
The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.74

Average Score



-0.83

Average Score



-0.96

Average Score



-1.63

Average Score



-1.96

Average Score

Infill and Mixed-use

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.95

Average Score



0.92

Average Score



0.89

Average Score



-0.42

Average Score



-0.70

Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Amenities and Features

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.72

Average Score



1.69

Average Score



0.95

Average Score



0.83

Average Score



-0.85

Average Score

Attractions

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.47

Average Score



1.87

Average Score



1.83

Average Score



1.35

Average Score



-0.52

Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.