

Listed below for your information is a general overview of who and how many participated in the City-wide goal setting, both at the meeting and via the survey and the attached document provides more detailed information.

- Approximately 60 people attended the goal setting session on January 19th.
- 377 people participated in the survey online
- 34 people submitted a paper copy of the survey, collected from the following locations:
 - Glens Market - 7, Boyne District Library - 1, City Hall - 15, Boyne Area Senior Center - 9, Chamber of Commerce – 1
- Out of the 377 online survey participants 7.1% (29) participated in the January 19th session. Those 29 participants answered a separate set of questions geared towards feedback regarding the January meeting (see page 8 – 9 of the attachment).
- Out of the 411 total participants, 119 stated they live within the City limits, 71 from a surrounding township, 31 in northern Michigan and 167 did not answer the question.
- Out of the original top 9 goals from the January meeting, 7 of those showed up in the top 10 from the survey and if you look at the top 16, the goals stayed fairly consistent. Listed below is an overview of the top 3.

Top 3 from Goal setting mtg.(most votes out of 60)

- Develop Dilworth – 25
- Healthy Local Business Base – 19
- Job Creation – 18

Top 3 from Survey (most votes out of 411)

- Job Creation – 120
- Healthy Local Business Base – 84
- Devlon Property & Develop Dilworth – 68 each

I also ran a filtered response for City residents only, the results are as follows:

- Job Creation – 68
- Devlon – 35
- Develop Dilworth - 37

Page 1 of the attachment combines the top 16 from the meeting and the top 16 from the survey for a combined result of the top 16. To see and compare the top 16 from the meeting vs. the top 16 from the survey, see page 2 of the attachment.

Also attached for your review is an overall summary of the online questions and responses and/or number of responses (pages 3 –9). Paper copy responses to the survey were typed into the online survey by City staff and incorporated into the overall results. For a summary of responses for Question # 1 “What are the top 3 challenges and/or opportunities facing Boyne City?” that prompted surveyors to type responses were incorporated into the goals and comments sheets (pages 11-25) generated from the January 19 referencing the online survey, also attached.

For questions or more information regarding the Goal Setting process, meeting, or survey; contact City Hall 231-582-6597 or email bbrooks@boynecity.com

**Top 16 Goals
from the meeting and online survey combined**

1	Job creation and retention	138
2	Healthy local business base	103
3	Develop Dilworth Hotel	93
4	Devlon Property	77
5	Broadband expansion (to attract high-tech businesses)	60
6	Extend/renew the DDA Plan	58
7	Improve recreation facilities for youth & seniors	54
8	Move city offices off the waterfront	47
9	Non-motorized trails in, out and around town	41
*	Snowmobile trails in, out, and around town	41
*	Stay positive and progressive	41
12	Declining revenue	38
13	Maintain all current city services	34
14	Build on current successes	33
15	Alternative energy sources	28
16	Shoppers dock	21

Meeting
Top 1-16 Goals/Challenges

1. Develop Dilworth Hotel – 25
2. Healthy Local Business Base – 19
3. Job Creation and Retention – 18
4. Extend/Renew the DDA – 15
5. Broadband Expansion – 12
(to attract High-Tech Businesses)
6. Build on current successes – 10
- * Move City Offices off the Waterfront – 10
- * Stay Positive and Progressive - 10
9. Devlon Property – 9
10. Snowmobile Trail– 8
in, out and around town
11. Maintain all current City Services – 8
12. Improve Recreation Facilities for - 4
youth & seniors
- * Alternative Energy Sources – 4
14. Non-motorized Trails - 3
- * Shoppers Dock – 3
16. Declining Revenue – 1

Online
Top 16 Goals/Challenges

1. Job creation and retention - 120
2. Healthy local business base - 84
3. Devlon Property - 68
- * Develop Dilworth Hotel - 68
5. Improve recreation facilities - 50
(for youth & seniors)
6. Broadband expansion - 48
(to attract high-tech businesses)
7. Extend/renew the DDA Plan - 43
8. Non-motorized trails - 38
in, out and around town
9. Move city offices off the waterfront - 37
- * Declining revenue - 37
11. Snowmobile trails - 33
in, out, and around town
12. Stay positive and progressive - 31
13. Maintain all current city services - 26
14. Alternative energy sources - 24
15. Build on current successes - 23
16. Shoppers dock - 18

survey title:
Goal-Setting Survey for the City of Boyne
 City [Edit Title](#)

[design survey](#) |
 [collect responses](#) |
 [analyze results](#)

- [View Summary](#)
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current report: [Default Report](#) [Add Report](#)

Response Summary

Total Started Survey: 411
 Total Completed Survey: 261 (63.5%)

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Page: **Opening page**

1. Did you attend the January 19th city goal-setting public meeting at St. Matthew's Parish Hall?

[Create Chart](#) |
 [Download](#)

	Response Percent	Response Count
Yes <input type="checkbox"/>	7.1%	29
No <input type="checkbox"/>	92.9%	381
answered question		410
skipped question		1

[Show this Page Only](#)

Page: **Challenges, opportunities and goals**

1. What are the top 3 challenges and opportunities facing Boyne City?

[Download](#)

	Response Count
Show replies	203
answered question	203
skipped question	208

3

2. What should we do about it - what 3 goals should the city set to address these top challenges and opportunities?

[Download](#)

Response
Count

Show replies 176

answered question 176

skipped question 235

3. YOUR TOP 3? - Following is the list of challenges and opportunities that emerged from the community meeting. Please review the list and pick the THREE you feel are most important. This is the same process utilized at the community session.

[Create Chart](#)

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		Response Percent	Response Count
Broadband expansion to attract high-tech businesses	<input type="checkbox"/>	19.8%	48
Build on current successes	<input type="checkbox"/>	9.5%	23
Healthy local business base	<input type="checkbox"/>	34.6%	84
Job creation and retention	<input type="checkbox"/>	49.4%	120
Extend/renew the DDA (Main Street Downtown Development Authority)	<input type="checkbox"/>	17.7%	43
Snowmobile trails in, out, and around town	<input type="checkbox"/>	13.6%	33
Maintain all current city services	<input type="checkbox"/>	10.7%	26
Improve recreation facilities for youth and seniors	<input type="checkbox"/>	20.6%	50
Move city offices off the waterfront	<input type="checkbox"/>	15.2%	37
Stay positive and progressive	<input type="checkbox"/>	12.8%	31
Devlon Property (located across from Glen's Market)	<input type="checkbox"/>	28.0%	68
Develop Dilworth Hotel	<input type="checkbox"/>	28.0%	68
		answered question	243
		skipped question	168

4

3. YOUR TOP 3? - Following is the list of challenges and opportunities that emerged from the community meeting. Please review the list and pick the THREE you feel are most important. This is the same process utilized at the community session.

	Create Chart	Download
Alternative energy sources <input type="checkbox"/>	9.9%	24
Non-motorized trails in, out and around town <input type="checkbox"/>	15.6%	38
Shoppers dock <input type="checkbox"/>	7.4%	18
Declining revenue <input type="checkbox"/>	15.2%	37
answered question		243
skipped question		168

4. Do you have any other comments you would like to make about city goals and priorities? [Download](#)

	Response Count
<input checked="" type="checkbox"/> Show replies	123
answered question	123
skipped question	288

5. Please tell us a little about yourself:

	Create Chart	Download
	Response Percent	Response Count
I am a resident of the City of Boyne City. <input type="checkbox"/>	48.8%	119
My mailing address is Boyne City, but I live in a surrounding township. <input type="checkbox"/>	29.1%	71
I live outside of the Boyne area, but in Northern Michigan. <input type="checkbox"/>	12.7%	31
I live downstate or in another state, but I am a seasonal visitor to Boyne City. <input type="checkbox"/>	9.4%	23
answered question		244
skipped question		167

5

2. Please check all that apply to you:

[Create Chart](#) [Download](#)

		Response Percent	Response Count
I own my principal residence	<input type="checkbox"/>	84.9%	208
I rent my principal residence	<input type="checkbox"/>	8.2%	20
I own a seasonal home in the Boyne City area	<input type="checkbox"/>	11.8%	29
	<input checked="" type="checkbox"/> Show replies	Comment:	36
answered question			245
skipped question			166

3. Do you own business property in the City of Boyne City?
Please check all that apply:

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		Response Percent	Response Count
Yes - I own the property that houses my business	<input type="checkbox"/>	15.5%	38
Yes - I own investment property for business use (other than my own business)	<input type="checkbox"/>	3.7%	9
Yes - I own investment property for residential use	<input type="checkbox"/>	7.8%	19
No	<input type="checkbox"/>	78.0%	191
answered question			245
skipped question			166

4. Do you have children who attend Boyne City or nearby public schools?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes	<input type="checkbox"/>	31.6%	81
answered question			256
skipped question			155

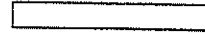
6

4. Do you have children who attend Boyne City or nearby public schools?

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No



68.4%

175

answered question

256

skipped question

155

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6. Are you a high school student?

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Response
Percent

Response
Count

Yes

23.2%

13

No

76.8%

43

answered question

56

skipped question

355

Show this Page Only

Page: Additional input from those who attended community meeting

1. What did you like about the Jan. 19th goal-setting meeting?

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Response
Count

Show replies

15

answered question

15

skipped question

396

2. What could we improve for future goal-setting meetings?

[Download](#)

Response
Count

Show replies

13

answered question

13

skipped question

398

3. Do you have any additional input about city challenges, opportunities and goals?

[Download](#)

Response
Count

answered question

13

skipped question

398

only people who
answered yes to
question # 1



8

Answered yes to question #1

3. Do you have any additional input about city challenges, opportunities and goals? [Download](#)

Show replies	13
answered question	13
skipped question	398

4. Please tell us a little about yourself: [Create Chart](#) [Download](#)

	Response Percent	Response Count
I am a resident of the City of Boyne City. <input type="checkbox"/>	64.7%	11
My mailing address is Boyne City, but I live in a surrounding township. <input type="checkbox"/>	35.3%	6
I live outside of the Boyne area, but in Northern Michigan.	0.0%	0
I live downstate or in another state, but I am a seasonal visitor to Boyne City.	0.0%	0
answered question		17
skipped question		394

[Show this Page Only](#)

Page: Tell us a little more about yourself

1. Do you have any suggestions for how the city can reach out and obtain more input from the public? [Download](#)

Show replies	133
answered question	133
skipped question	278

9

Top 9 Challenges and/or Opportunities the City will face during the next couple of years

(in order of most votes)

#1 (25 votes)

Develop Dilworth Hotel

Discussion items:

- City will need to be “real” involved
- Government should not be involved
- Move City Hall offices to the Dilworth
- M-Tech center
- Cultural Arts Center
- City should stay at arms length
- Always needs to be a priority
- Maintain standards with current owner
- Culinary/hospitality school
- Visitor conference center
- Private / Public partnership
- Structural analysis
- “Signature Building” grant
- Senior Citizen complex
- Explore full potential of a boutique hotel and restaurant

14 survey respondents agreed that the city should assist in saving or preserving the Dilworth.

One response indicated that the Dilworth should be left to the private sector.



#2 (19 votes)

Healthy Local Business Base

Discussion items:

- Healthy advertising dollars
- Incentives to attract new businesses
- Help existing businesses – promote shopping local
- Zoning Ordinance – retail on first level of a building
- Visually unify streetscape
- Expand – don't focus on just the downtown
- Expand broadband
- Expand shoppers dock
- Cutting edge of technology information gathering
- Low income source of funding – seed money
- Peer group support
- Support from existing business to teach others
- City should be positive and involved
- Seek out grants
- Infrastructure improvements
- Façade improvements
- Build one business at a time

19 survey respondents wanted to see different and diverse shopping opportunities and art cultural centers expanded

6 survey respondents wanted to see affordable restaurants

17 survey respondents wanted to see empty store fronts filled

24 survey respondents wanted to see tourism base built upon to attract visitors

(12)

#3 (18 votes)

Job Creation and Retention

Discussion items:

- Prioritize broadband expansion (and “Cloud Computing”)
- Creative marketing program putting Boyne City in front of job creators
- Survey possible industry/services to identify
- Refocus concerted effort for A.I.P to fill and expand career based jobs
- Create a niche for Boyne City to identify and go after
- Keep people here – are we willing to be retrained
- Focus of “Team Boyne”
- Assess the health/condition of existing employers one-on-one
- Build on arts, create business entrepreneurial opportunities – independent
- Build and connect on why people come here
- Build on tourism (events) – year around
- Enhance the quality of life year around
- Expand on the arts community and cultural events
- Research and look into cottage industries...green and artistic
- Look at other communities
- Green energy
- Long term tax breaks for industry
- Spend money on advertising tourism
- Create jobs above minimum wage
- Capitalize on being a 4-seasons Sports Mecca

124 survey respondents agreed that business opportunities, job creation and retention were important.

(13)

#4 (15 votes)

Extend/Renew the DDA

Discussion items:

- Important to downtown for events, improvements, and development – responsible in good measure for the success of Boyne City
- Brings in additional revenue through financial leverage – brought 1.78 for every dollar of TIF revenue
- Grant opportunities – important for improvements City-wide
- Loss of general fund revenues
- Would like to see it put to a vote
- Maintains volunteer staff
- Broadband Expansion (priority #5) is a DDA project to attract high tech businesses
- Core of the City is the best of any town
- Best thing in Boyne in over 35 years
- DDA – public education (explain benefits), term/length and tax base (need to develop a consensus)

26 survey respondents wanted to see the city retain the main street program, expand the DDA, seek available grants

4 survey respondents would like to see the DDA eliminated

14

#5 (12 votes)

Broadband Expansion to attract High Tech Businesses

Discussion items:

- Add a new T-1 line to move data and teleconference
- Wireless City – Wi-Max
- Private / Public cooperation
- Marketing and outreach
- Cloud Computing
- Identify potential partnerships (City, County, Private, College, Schools, State, Federal, and Council of Government)
- Define needs
- Identify existing assets – who has it and how?
- Take the lead – research it

7 survey respondents agree that we need improve our technology to attract more high-tech businesses

(15)

#6 (10 votes)

Build on current successes

Discussion items:

- After Labor Day to May
 - Outdoor Events on the Lake/Ice and at Avalanche
 - Indoor events at the High School
- Seek professional council for new ideas

44 survey respondents agreed that we should build on and add more family friendly ongoing events (Stroll the Streets, Evenings @ the Gazebo, and Farmers Market)

#7 (10 votes)

Move City Offices off the Waterfront

Discussion items:

- Move City Hall to the Dilworth building
- Millage vote
- Move City Hall to the Old Middle School
- Move City Hall to the Consumers Power Building
- Move the DPW to north Boyne City, MI 49712
- Move Police, Ambulance, and Fire together
- Move Police, Ambulance, and Fire to the 1910 building site
- Combine City and County offices in Boyne City
- Start the design process
- Decide how many facilities and where

#8 (10 votes)

Stay Positive and Progressive

Discussion items:

- Invest now to ready for recovery
- Communicate good news
- Keep reaching for the brass ring
- Keep improving
- Engage all citizens to be good news ambassadors
- Bring motivational/positive speakers
- Public celebrations of success
- Good ambassador awards
- Spread the word outside of Boyne City
- Media/Public relations
- Perception is reality
- Boyne is Better!!!
- Continue to educate
- Dwell on what's good

#9 (9 votes)

Devlon Property

Discussion items:

- Remove concrete and fence
- Hold the developer accountable to all applicable zoning
- Apply community-wide pressure
- Develop an advisory committee to work with the developer
- Pursue purchase of property
- If the property changes hands – protect the City from a replay of the current situation
- Discuss and get ideas from Glen Catt
- Develop positive incentives to clean-up the property

5 survey respondents would like to see improvements specifically at the Devlon property

19

Remaining
Challenges
and/or
Opportunities
the City will
face during the
next couple of
years

(in order of most votes)

#10 (8 votes)

Snowmobile Trail in, out, and around town

Comments/Input:

21 survey respondents agreed that recreational trails were important

#11 (8 votes)

Maintain all current City Services

Comments/Input:

26 survey respondents agreed that maintaining current city services were important

18 specified streets and sidewalk repair/maintenance

#12 (4 votes)

Improve Recreation Facilities for youth & seniors

Comments/Input:

35 survey respondents agreed that recreational facilities for youth and seniors were important

#13 (4 votes)

Alternative Energy Sources

Comments/Input:

3 survey respondents wanted to see “green” technology

#14 (3 votes)

Non-motorized Trails

(connect to other communities & trails and proper paths in the City)

Comments/Input:

21 survey respondents agreed that recreational trails were important

#15 (3 votes)

Shoppers Dock

Comments/Input:

13 survey respondents agreed that the shoppers dock and marina expansion were important

#16 (1 vote)

Declining Revenue

Comments/Input:

Other noted Challenges and/or Opportunities (not listed in a particular order)

- Downtown skating rink

Comments/Input:

- Traffic light located by the Post Office

Comments/Input:

- Upgrade and expand marina facilities

Comments/Input:

13 survey respondents agreed that the shoppers dock and marina expansion were important

- Prioritize Spending

Comments/Input:

10 survey respondents agreed that the need to prioritize or have better spending of tax dollars were important

- Unemployment Rates

Comments/Input:

- Community Involvement

Comments/Input:

9 survey respondents agree more communication / community involvement

- Destiny of the old Carters building

Comments/Input:

- Transition of downtown on Lake St. towards Glen's Market

Comments/Input:

- Keeping retail spaces full downtown/vacant store fronts

Comments/Input:

17 survey respondents agreed that filling the vacant storefronts downtown were important

- Maintain or grow population / Promote quality of life

Comments/Input:

23 survey respondents agree that we need to maintain young families and year 'round residents

19 survey respondents agree that we need more affordable housing

- Promote airport and facility

Comments/Input:

- Career opportunities

Comments/Input:

124 survey respondents agreed that the creation of business opportunities, retention of jobs were important

- Sustain our progressive programs with less funds

Comments/Input:

- Tannery Beach improvements

Comments/Input:

- X-Country skiing at Rotary Park

Comments/Input:

Volunteers can groom
Parking is already there
Some lighting is already there

- Additional Grocery Store in town

Comments/Input:

Would benefit locals and tourists

2 survey respondents – Additional grocery store

Additional Opportunities and Challenges suggested by survey participants:

3 survey respondents - Preserve local history (Water Works Bldg.)

17 survey respondents agree that lack of parking including handicap is an issue

25 survey respondents - Retain/protect waterfront property

7 survey respondents – No more development on the waterfront

29 survey respondents agree the City should reduce taxes

11 survey respondents agree that we need to focus on our schools

39 survey respondents - Controlled growth/development of City & Waterfront (small town feel)

17 survey respondents agree there needs to be changes at City Hall (ordinances, attitudes, staff, and decision making.