



Boyne City Main Street
Request for Proposals:
Dated: May 7, 2026



**BOYNE COMMUNITY THEATER
& EVENT VENUE**

Proposal Submission:
July 15, 2026



BOYNE COMMUNITY THEATER & EVENT VENUE

July 15, 2026

Ms. Ingrid Day
Executive Director
Boyne City Main Street
113 South Lake Street
Boyne City, Michigan 49712

Dear Ingrid:

There is a high level of interest in our community around preserving and restoring the Boyne Theater. "What's happening with the theater?" is a question often asked around town. "The lights of the Boyne Theater will shine again!" was in Main Street's founding vision.

A nonprofit corporation, the Boyne Community Theater & Event Venue, has been formed to do just that. It will take much effort, significant funds and dedication over several years to bring this vision to life. The endeavor will have both tangible and intangible benefits to our community. It will be a regional draw and an economic driver for downtown businesses. It will be a unifying project for all ages and sectors of the community. And it will be unique to Boyne.

The nonprofit corporation's purpose: To provide the Boyne community with a sense of place through a multi-purpose venue for community gatherings and cultural experiences; to preserve and honor the memory of the historic theater; and to serve as an economic driver contributing to a vibrant downtown.

When we contacted the Executive Director Scott Langford of The Lyric Theater in Harbor Springs he said, "I have been waiting years for your call!" He also said we have something very special that most community theaters do not have – our marquee. And, he has jumped right in to assist us in our endeavor.

Our response to Main Street's RFP is included within this document.

THE VISION:

To be a welcoming community hub where people gather to celebrate the arts and culture, connect with one another, and honor the historic legacy of the Boyne Theater while supporting a vibrant downtown.



BOYNE COMMUNITY THEATER & EVENT VENUE

Property disclosures are outlined in the RFP. Please verify that the crossover building systems outlined have been completed and any other crossovers that are outstanding. Also, please identify any encumbrances or easements affecting the property.

We look forward to providing any additional information, answering any questions that the Main Street Board may have, and collaborating to determine the best path forward in preserving Boyne Theater. Thank you for your consideration.

Sincerely,
Boyne Community Theater & Event Venue

Scott MacKenzie, President

Michelle Cortright, Secretary

Ralph Gillett, Treasurer

Trustees:

Bob Earl

Robin Berry

Tom Neidhammer

Michele Nickel-Frasz

Exhibits:

- *Earnest Deposit*
- *Nonprofit Documents*
- *Video (flash drive):* This video is for RFP purposes only with future use intended with strategically phases release for education and fundraising purposes. **PLEASE DO NOT post or distribute video.**

THE VISION:

To be a welcoming community hub where people gather to celebrate the arts and culture, connect with one another, and honor the historic legacy of the Boyne Theater while supporting a vibrant downtown.

A photograph of the top of a theater marquee at night. The word "BOYER" is partially visible in large, illuminated, gold-colored letters. Below the letters is a row of small, round, glowing lights.

Boyne City Main Street
Response to Request for Proposals, Dated May 7, 2026

PURCHASE

Enclosed is the required earnest money deposit of \$17,500 for the proposed purchase of the theater property, to be credited toward the final purchase price upon execution of a definitive purchase agreement. As required by the RFP guidelines, this deposit is submitted as a demonstration of our good-faith commitment to the proposed transaction and our shared interest in the theater's long-term success.

We appreciate the opportunity to submit this proposal and recognize that certain elements of the RFP will benefit from further discussion and refinement. We look forward to continued dialogue as we work together to establish a clear path forward that supports the interests of both organizations and ensures a vibrant future for the theater as a valued community and regional asset.



STATEMENT OF PURPOSE

Main Street America Vision Statement:

“Main Street America leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.”

Boyne City Main Street Vision Statement:

“Through community partnerships and a shared vision for the future, work to keep downtown Boyne City vibrant and successful while preserving its historic heritage and supporting sustainable projects.”

Boyne Community Theater & Event Venue Mission Statement:

“To be a welcoming community hub where people gather to celebrate the arts and culture, to connect with one another, and to honor the historic legacy of the Boyne Theater, while supporting a vibrant downtown.”

These three vision statements are perfectly aligned, with an emphasis on economic vitality, community partnerships, historic preservation, place-making and a celebration of local culture.

The Main Street Program Four-Point approach:

1. ORGANIZATION	People, leadership, partnerships, funding
2. PROMOTION	Marketing, events, branding, tourism
3. DESIGN	Historic preservation, beautification, placemaking
4. ECONOMIC VITALITY	Business growth, investment, entrepreneurship

This proposal meets all four criteria of the Main Street Program.

In fact, what is being proposed is why Main Street originally acquired the theater—to transition the theater into a nonprofit organization. This has been the vision and goal of Boyne City Main Street since its inception in 2003.



Laura Krizov, manager of Michigan Main Street said,

*"This project is key in the continued efforts to revitalize downtown.
The Boyne City Main Street program focuses on fulfilling the economic
vitality and historic preservation values that are important to their mission
and to the community."*

Visits by community groups and Main Street to other northern Michigan theaters have underscored the positive impact that theaters have on their communities, both socially and economically.

The Boyne Theater is a contributing structure to downtown Boyne City's listing on the National Register of Historic Places.



COMMUNITY IMPACT & ECONOMIC VITALITY



MORE
VISITORS



MORE
SPENDING



STRONGER
BUSINESSES



VIBRANT
COMMUNITY



YEAR-ROUND
ACTIVITY

Revitalization of the Boyne Theater represents far more than the restoration of a historic building—it is an investment in the long-term economic vitality of downtown Boyne City. Experience from comparable northern Michigan communities demonstrates that a thriving downtown theater serves as a year-round destination, increasing foot traffic that directly benefits nearby restaurants, bars, coffee shops, retailers, lodging, gas stations and service businesses.

Communities including Harbor Springs, Frankfort, Suttons Bay, Elk Rapids, Grayling, Manistee and Traverse City have demonstrated that community theaters can become economic anchors by drawing thousands of visitors annually into their downtowns.



APPROXIMATELY
400,000+
VISITS OVER 10 YEARS

A community theater in a town of ~1,300 residents has welcomed approximately 400,000 visits in its first decade, all while closing for two years during COVID.

When **THE LYRIC THEATRE** was developed in Harbor Springs, organizers cited the successful revitalization of these Michigan theaters as the model for their project. Within its first year of operation, the Lyric welcomed more than 50,000 patrons*, reinforcing its role as a catalyst for downtown activity and year-round visitation.

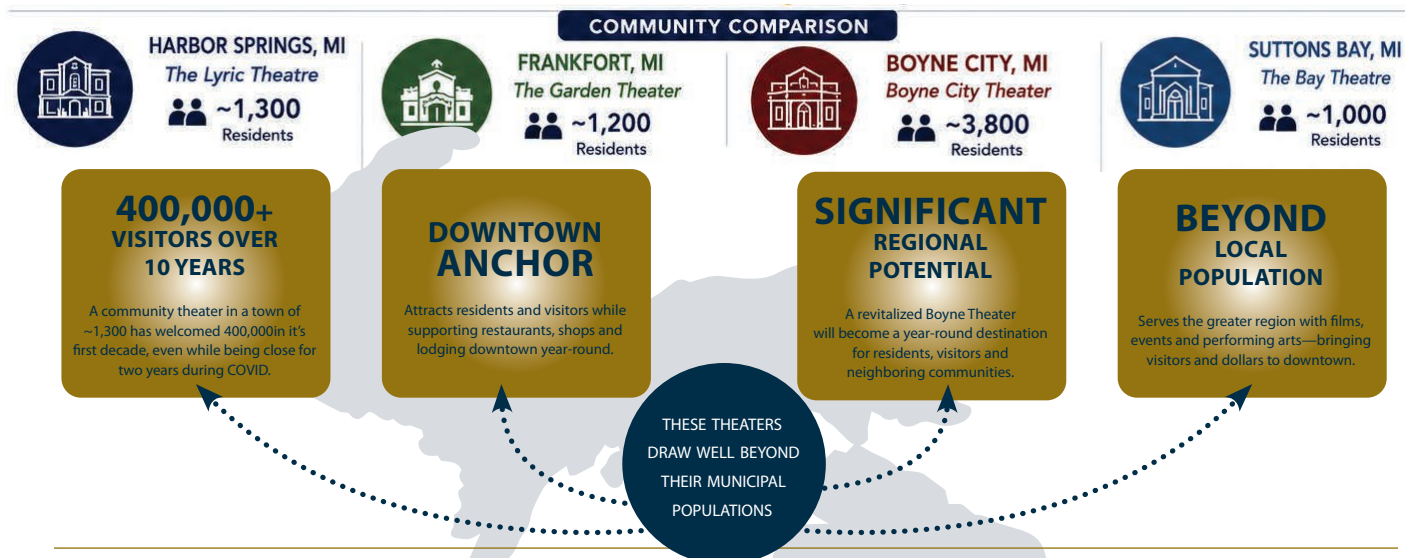
Likewise, the restored **GARDEN THEATER** in Frankfort has evolved beyond a movie house into a community gathering place featuring films, concerts, festivals and special events that strengthen downtown commerce throughout the year.

COMMUNITY	POPULATION	THEATER IMPACT
Harbor Springs	~1,300 residents	The Lyric Theatre welcomed approximately 400,000 visits over its first decade — more than 300 times the city's population annually
Frankfort	~1,200 residents	The Garden Theater serves as a downtown anchor, attracting residents and visitors while supporting surrounding businesses
Boyne City	~3,800 residents	A revitalized Boyne Theater has the opportunity to become a regional destination serving residents, visitors and neighboring communities

**Source: MyNorth.com interview with The Lyric's Scott Langton; article: Small-Town Theaters Help Revitalize Northern Michigan Communities by Carly Simpson | October 30, 2017*

IT'S NOT ABOUT POPULATION, IT'S ABOUT REGIONAL DRAW.

Successful community theaters in northern Michigan prove that a great venue attracts visitors from **across the region**, not just local residents.



Boyne City is uniquely positioned to realize similar benefits. With a population of approximately 3,800 year-round residents, the city already attracts a seasonal and regional customer base through tourism, recreation, nearby resort communities and seasonal events. A restored theater would complement these existing assets by encouraging visitors to extend their stay, dine before or after performances, shop downtown, purchase fuel and return for repeat visits. Unlike many retail destinations, theaters generate predictable evening and shoulder-season traffic—times when many downtown businesses seek additional customers.

National economic research consistently finds that arts and cultural venues generate spending well beyond the price of admission. Audience expenditures on dining, beverages, shopping, transportation and lodging often exceed ticket purchases, creating a multiplier effect that supports local businesses, jobs and tax revenues. For smaller downtowns, these secondary expenditures are among the most significant economic benefits produced by arts and entertainment venues.

THE ECONOMIC RIPPLE EFFECT

Every theater visit creates opportunities for additional spending and strengthens the local economy.





STATEMENT OF USE



What was the first movie you ever saw?
Who did you see it with?
Have you ever been to a movie at the Boyne Theater?
What was your favorite movie of all time?
Can you even name just one?

"Movie theaters of all sizes are the cornerstones of communities in cities, big and small, around the world and across all 50 states here at home. This has been true for more than a century and will be true for generations to come."

— FROM THE LYRIC THEATRE, HARBOR SPRINGS

Imagine the incredible vibrancy Boyne will experience in a couple of years when the lights of the Boyne Theater shine again and the Dilworth Hotel is open for boutique lodging and dining. Once operational, the theater will encourage small retail to locate in the vicinity. It will be a catalyst for the future of downtown Boyne City.

The theater will be a multi-dimensional, family-friendly event center, involving all generations and many artforms. Uses may include:

- First-run & Classic Movies
- Saturday Kids' Matinees
- Live Performances
- Concerts
- Lectures
- Educational Programs
- Celebrations
- Digital Presentations & Livestreams
- Rambler Sports Network Broadcasts
- Main Street Functions
- Rentals for Private Events
- Community Events
- Graduation Parties
- Chamber of Commerce Functions
- State of the Community
- Marquee Rental for Special Events



Visitors often comment that the only nightlife in Boyne is going to bars. The Boyne Community Theater will provide year-round entertainment for locals and visitors alike, and for all generations and interests.

The economic and community development aspect of the project is profound. Our theater will, once again, make Boyne a destination, as have theaters in many small towns in northern Michigan. The fact that ours will also have a historic component will attract an even larger audience.

As a community enhancement, the theater will bring positivity, pride, unity and nostalgia to our residents. All sectors of the community will benefit—youth, adults, seniors.

It will be a part of the Boyne we know and love. It will be another example of loving our community.

The public relations outreach will be enormous. The theater will be another feather in Boyne City's cap.

The theater will make Boyne a destination for one more reason and it will draw visitors from throughout the region.

Think about the ability to cross-sell dinner and a movie, with visitors wandering around our shops before and after the movie—and then return to Boyne at another time.

THE GOALS ARE CLEAR:
Community,
Bringing people together,
The common good.



STATEMENT OF TERMS

As in any nonprofit fundraising effort, we will begin with a quiet campaign, where we approach high-level donors first. Once 75% of the financial goal has been met, the public portion of the campaign will commence.

When ready to go public with the campaign, the community will be invited to become engaged in the future of the theater. There will be a facilitated community-wide focus group session, for input and ideas from residents, as well as donations. Broad community input will be followed by regular updates and progress reports.

**100% of the Boyne Community Theater Nonprofit
Board and Trustees have already donated to the project.**

Once the property has been secured, the nonprofit will have the ability to apply for high-level donations and grants. It will be possible to apply for grants and approach benefactors when ownership has been secured.

Several grants have already been identified, with timelines, amounts and purpose. And, there are two grant writers ready to assist in the process.

Work will be done in phases. The first phase focused on getting the property into basic operating condition and open for use. Funds will be secured through donations and grants, and each construction phase will commence as funds are raised. No phase will begin until the funding needed has been secured. The timetable for phases will be determined by the achievement and timing of the fundraising levels. The first invitation-only fundraising event is already being planned.

The Lyric Theatre followed a different path, with one year focused on fundraising, one year on construction and then opened in the third year. If fundraising exceeds our expectations, we may be able to follow a similar model.



THE FOUR PHASES

1

PHASE ONE

- Secure ownership of the building
- Architectural/engineering assessment
- Stabilize the structure to bring it to a stable and secure state
- Marquee refurbishment
- Refurbishment of restrooms, fire suppression, HVAC, electrical, asbestos removal, roofing, partitions, security
- Securing insurance and utilities
- Target of this phase is “doors open” compliance
- Early events planning
- Estimated cost \$2MM

2

PHASE TWO

- New projection equipment
- Auditorium seating, acoustics
- Continuing limited events planning
- Estimated cost \$2MM

3

PHASE THREE

- Balcony reconstruction, main lobby
- Estimated cost \$2MM

4

PHASE FOUR

- Concession area, backstage dressing rooms, aesthetics
- \$2MM

If the property were to be used for a purpose other than the Boyne Community Theater, the community would experience great loss, both economically and socially, by the collapse of a historic landmark and in the long-held community passion for this iconic downtown landmark.

**Today, we can chart a new path forward
for the restoration and revival
of the Boyne Community Theater.**

The future is up to us!