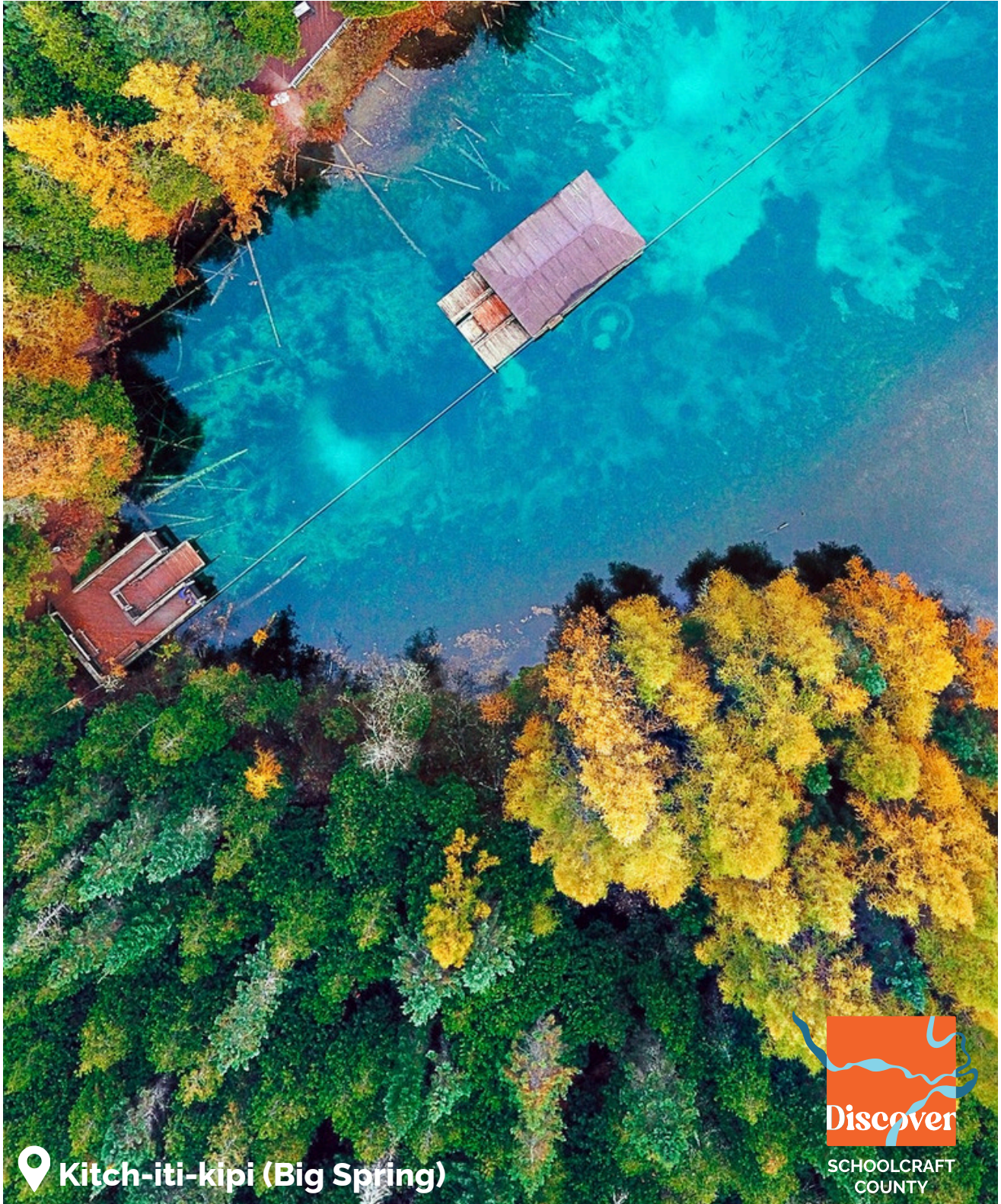


# Welcome to Schoolcraft County



 **Kitch-iti-kipi (Big Spring)**



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# We're glad you're here

Welcome to Schoolcraft County: The Heart of the U.P. Schoolcraft County and the City of Manistique boast a strategic location that offers a harmonious blend of natural beauty and accessibility. Whether you're a new resident seeking a vibrant natural haven, or a business owner drawn to a strategic location, Schoolcraft County and Manistique have something special to offer.

A paradise for outdoor enthusiasts, our area features pristine lakeshore sandy beaches where you can bask in the sun on the shores of Lake Michigan, renowned for its breathtaking beauty. You can also lose yourself in miles of vibrant woodlands filled with diverse wildlife or explore captivating trails perfect for hiking, ATV/snowmobile rides, or snowshoeing, offering endless adventures in our stunning landscape. Beyond the natural wonders, Schoolcraft County and Manistique offer convenient access, with state highways providing easy connections to other communities and local attractions. Moreover, our community is known for its close-knit spirit, where you can experience the warmth and support of a welcoming neighborhood.

## **Victoria George**

STC and EDC  
Executive Director

## **Corey Barr**

City of Manistique  
Manager

## **Paul Walker**

Chair, Schoolcraft County  
Board of Commissioners

# Schoolcraft County

## Demographics

Population

**8,188**

and growing

Median Age

**51.8**

years

Schoolcraft County ranks as the **fourth largest county in Michigan per square mile**, covering 1,171.88. Despite being the **fourth smallest by population**, this abundance of space signals vast opportunities for thoughtful development and expansion.

Median household  
income

**\$54,163**

Median owner-occupied  
housing value

**\$123,900**

indicating stability and potential for  
growth in the real estate market.

Housing Units

**5,979**

Occupancy\*

**84.5%**

\*This statistic is influenced by the presence of summer homes in the area.



# Real Estate Overview

The STC works with Local Real Estate Agencies to gather statistics on real estate information in Schoolcraft County.

## Home Sales:

	Average Price	Average Days On Market
Waterfront	\$371,153	34
Non-Waterfront	\$176,691	46
City (Up to 1,300 sq. ft.)	\$107,278	44
New Construction (1 acre or more)	\$535,000	37

## Commercial Sales

## Residential Sales

## Vacant Land Sales

	Average Sales Price	Days on Market	Average Sales Price	Days on Market	Average Sales Price	Days on Market
2020	\$99,000.00	277	\$139,834.00	191	\$42,556.00	926
2021	\$131,553.00	239	\$170,229.00	103	\$71,307.00	474
2022	\$223,353.00	315	\$178,362.00	60	\$90,313.00	236
2023	\$180,083.00	111	\$193,970.00	55	\$80,206.00	130
2024	\$241,625.00	122	\$206,998.00	42	\$96,763.00	96

# Economic Stability

Schoolcraft County is a welcoming community offering an array of exceptional natural, economic and cultural amenities. What's unique about our county? Well, we're among one of the largest counties in Michigan while one of the smallest in population. So nature is always omnipresent in Schoolcraft County, highlighted by the Seney National Wildlife Refuge, miles of Great Lakes shoreline, national forests, state parks, trails, lakes and blue ribbon trout streams.

Schoolcraft County, more than just a natural place, offers wide-ranging economic opportunity with a political mindset to aggressively pursue economic development and explore its potential for growth. Our Schoolcraft Memorial Hospital along with local wellness professionals provide a robust health care system.



Economic and cultural activities are supported by numerous local business enterprises, institutional anchors, regional associations, community service and initiative groups, and international corporations. Pioneering industries of building trades, lumbering, milling and stone quarrying continue to be strong economic drivers, complemented by a vibrant and thriving tourism and service community.

Deeply woven into the fabric of Schoolcraft County is our Native American heritage, providing a compelling and significantly important cultural element to the richness and solidarity of our community.



In essence, our Schoolcraft County is a special place. It's where state-of-the-art cultural resources converge with the wonderful wildness of nature, where local charm intersects with international influence and where community spirit thrives amidst economic diversity. We are enthusiastic about our continuing efforts to build on our heritage and role in history; we are steadfastly confident in our expectations for today; and we're incredibly optimistic about what tomorrow holds for our community.

Whether just passing through, visiting or considering relocating to Schoolcraft County, you're welcome to join us on our journey.



# Investing and Growing our Community



Schoolcraft County is experiencing a surge of growth and opportunity, highlighted by the arrival of seven new businesses. Among them, the grand openings of Elle Jay Aesthetic Studio and a new McDonald's in Manistique mark major investments in the community, offering unique services and creating valuable local jobs.

Elle Jay Aesthetic Studio, led by owner Laura Everhart, has already made a splash with a highly anticipated grand opening that drew a crowd eager to experience its innovative offerings. In addition to providing a range of aesthetic services—including advanced treatments like laser skin rejuvenation and hair restoration using TED technology—Elle Jay is creating jobs and boosting the local economy. The studio's focus on high-quality care and its private-label medical-grade skincare line marks a significant contribution to the region's wellness and beauty sector. The opening reflects strong community support for entrepreneurs and highlights the studio's role in offering unique services while driving economic growth.



Simultaneously, Tim and Cathy Wilson's new McDonald's restaurant is a testament to the family's dedication to the community, building on their already successful locations in Gladstone and Escanaba. This expansion brings convenient dining options for both residents and travelers while creating many full- and part-time jobs. The restaurant's modern amenities, including self-service kiosks and mobile ordering, reflect a strong commitment to enhancing the customer experience. The project stands as a result of a collaborative effort, with local leaders expressing appreciation for the Wilson family's investment in Manistique.

These new ventures, along with many others, underscore the positive momentum in Schoolcraft County, bringing diverse employment opportunities and enriching the local business landscape. The combined impact of these businesses signifies a period of growth and prosperity, reinforcing the region's appeal as a vibrant and thriving community.



**Curious about more local success stories?**

Scan the QR code or click the link to browse our blog for more local business success stories and community updates. <https://www.discovermanistique.com/blog>

# Investing and Growing our Community

## Walk Manistique: New River Pathway

Step back in time as you stroll along the new 2,950-foot gravel path of the Manistique Riverside Pathway. This accessible, ADA-compliant trail extends the Manistique Boardwalk, adding more scenic shoreline and enhancing the experience with even more breathtaking views of Lake Michigan and the Manistique River. Along your walk, you'll encounter the remnants of the old Broom Handle Factory, a direct link to Manistique's industrial past. Informative interpretive displays are strategically placed along the path, providing fascinating insights into the city's heritage and the river's significance.

The pathway features a cozy picnic area with tables and a grassy space. Along with convenient amenities like a parking lot and bike rack. Throughout the path, you'll find benches and trash and recycling receptacles. The Manistique Riverside Pathway stands as a testament to the city's dedication to preserving its history, protecting its natural resources, and creating a welcoming space for everyone to enjoy.

Local government funding and was instrumental in creating the Manistique Riverside Pathway, demonstrating a commitment to investing in the community's well-being. This investment provides accessible outdoor recreation, enhancing the quality of life for residents and boosting local appeal and tourism.

## A New Life for the Manistique Bank Building

The Manistique Bank Building, a historic landmark, has undergone a significant transformation thanks to a major investment by a local developer. The Michigan Economic Development Corporation (MEDC) and Build UP gave support for the redevelopment of the building into much-needed residential units. This project was aimed at addressing the growing housing needs in the area while preserving the architectural integrity of this iconic structure.

The revitalization is expected to not only to provide new housing options for residents but also contribute to the overall economic growth and vibrancy of the community. The development is being spearheaded by local developers who recognize the importance of revitalizing this historic asset and creating a more sustainable and thriving community for years to come.



# Looking to build your business or home in Schoolcraft County?



# We're Ready to Help

Schoolcraft Tourism & Commerce (STC) developed a resource page aimed at helping individuals starting their own businesses. The page offers valuable information and guidance on five basic steps involved in starting a business, along with resources and tips.

## Meet Victoria George



Your one-stop resource, Victoria can give you the information that you need while addressing questions along the way.

(906) 341-5010

vgeorge@stc906.com

Whether you're an aspiring entrepreneur or a seasoned business owner looking to expand, this resource provides a wealth of information to assist you on your journey: [STC Resource Page](#)



We have Information on:

- Licensing and Permits
- STC Membership
- Funding Opportunities
- Business Plans

# Living and Working in Schoolcraft County

Imagine what you can Discover! Explore all our community has to offer by visiting the following resources for more information:

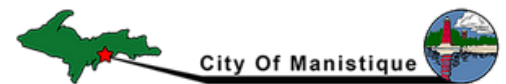
Discover Manistique: <https://www.discoverschoolcraft.com>



Schoolcraft County: <https://www.schoolcraftcounty.net>



City of Manistique: <https://cityofmanistique.org>



Schoolcraft Memorial Hospital: <https://scmh.org/>



Cloverland Electric Cooperative: <https://www.cloverland.com/>



Schoolcraft County Transit Authority: <https://sctransit.org/>



Manistique Area Schools: <https://manistiqueschools.org>



# Resources

## **[Building Code Administration](https://www.schoolcraftcounty.net/departments/building-code-administration)**

<https://www.schoolcraftcounty.net/departments/building-code-administration>

## **[Schoolcraft County Zoning Ordinance](https://www.schoolcraftcounty.net/departments/zoning-ordinance-administration)**

<https://www.schoolcraftcounty.net/departments/zoning-ordinance-administration>

## **[City Of Manistique Zoning Ordinance](https://cityofmanistique.org/wp-content/uploads/2021/10/zoning-ordinance.pdf)**

<https://cityofmanistique.org/wp-content/uploads/2021/10/zoning-ordinance.pdf>

## **[Michigan Works](https://upmichiganworks.org)**

<https://upmichiganworks.org>

## **[Small Business Development Center](https://michigansbdc.org/)**

<https://michigansbdc.org/>

## **[InvestUP Business](https://www.investupmi.com)**

<https://www.investupmi.com>

## **[WorkLive UP](https://www.workliveup.com)**

<https://www.workliveup.com><https://www.workliveup.com>

## **[Build UP \(Housing Development\)](https://www.investupmi.com/index.php/build-u-p-program-objectives-products-and-principles/)**

<https://www.investupmi.com/index.php/build-u-p-program-objectives-products-and-principles/>



## **[Health Department](https://www.lmasdhd.org/)**

<https://www.lmasdhd.org/>

## **[Michigan EGLE](https://www.michigan.gov/egle)**

<https://www.michigan.gov/egle>

## **[Schoolcraft County Airport](https://www.schoolcraftcounty.net/departments/airport)**

<https://www.schoolcraftcounty.net/departments/airport>

# Contacts

## Your Contacts for Special Use, New Construction and Signage Permits:

### ● City of Manistique:

Planning and Zoning Administrator  
citymanager@cityofmanistique.net  
(906) 341-2290 ext. 108

### ● Schoolcraft County:

Electrical Inspector  
(906) 458-7883

### ● Schoolcraft County:

Schoolcraft County Building Inspector  
(906) 341-3678

### ● Schoolcraft County:

Zoning Administrator  
zoning@schoolcraftcounty.us  
(906) 341-3674

## Additional Resources

Corey Barr  
Manager, City of Manistique  
citymanager@cityofmanistique.net  
(906) 450-3682

Kim Shiner  
Mayor/City Planning Commission  
kshiner@scmh.org  
(906) 281-4055

Nicole Potvin  
Michigan Small Business Development Center  
nmyoungp@mtu.edu  
(906) 450-5042

Lance Wolfe  
Michigan Small Business Development Center  
lwolfe@mtu.edu  
(906) 399-2647

Jamie Van Buren  
Operations Manager - InvestUP/LiveWork U.P.  
jvanburen@investupmi.com  
(906) 251-0592

Paul Walker  
Chair, Schoolcraft County Board of Commissioners  
district4@schoolcraftcounty.us  
(906) 450-3021

Jessica Kaleta  
Business Services Specialist, Upper Peninsula Michigan Works!  
jkaleta@upmichiganworks.org  
906-293-8551 Ext. 1801

Greg Schuetter  
Chair, Schoolcraft County Economic Development Corporation  
jgregs@psbup.com  
906-387-2009

Ilana Minor  
Michigan Small Business Navigator  
iminor@mtu.edu  
(906) 370-1576

For more Resources  
scan our QR code to  
check out our website:



# We invite you to join Schoolcraft Tourism & Commerce



Manistique Boat Marina

As a member of Schoolcraft Tourism & Commerce you join local businesses that are contributing to the future of Schoolcraft County. In addition to the contribution you are making to the economic viability of our community, your investment entitles you to a host of valuable benefits such as networking opportunities, business referrals and directory, business trainings, connection to resources, celebration services, keeping you informed of local issues, and much more. To learn more about STC membership perks, please reach out to Victoria George or visit:

<https://www.discovermanistique.com/benefits-and-value>



For more Benefits  
scan our QR code:



A portion of membership dues support the Manistique Merchants committee, which orchestrates numerous town events that attract both residents and tourists to our local establishments. If you would like to be a part of Manistique Merchants, contact Bristol Snider at (906) 341-5826.

# Private & Public Schools

## Manistique Middle & High School

100N Cedar Street  
Manistique, MI 49854  
(906) 341-4300  
<https://manistiqueschools.org/>



## Emerald Elementary

628 Oak Street  
Manistique, MI 49854  
(906) 341-4332  
[https://manistiqueschools.org/schools/emerald\\_elementary\\_school](https://manistiqueschools.org/schools/emerald_elementary_school)



## St. Francis De Sales Catholic School

210 Lake Street  
Manistique, MI 49854  
(906) 341-5512  
<https://www.sfdsraiders.com/>



## Delta-Schoolcraft Intermediate School District

2525 3rd Ave S,  
Escanaba, MI 49829  
(906) 786-9300  
<https://www.dsisd.net/>



## Bay College

Located 51 Miles West of Manistique  
2001 N Lincoln Rd  
Escanaba, MI 49829  
(800) 221-2001  
<https://www.baycollege.edu/>



# Events

## Independence Day Celebration

First Saturday in July  
South Cedar Street Manistique, MI 49854

Our annual Independence Day Celebration brings the community together for a tradition unlike any other. Kick off the day with the parade through downtown, then enjoy vendors and activities that keep the fun going for all ages. As the sun sets, gather for a spectacular fireworks display.



## Folk Fest

Second Saturday in July  
South Cedar Street Manistique, MI 49854

The Folk Fest event has been happening in Manistique since 1990. Featuring plenty of vendors, including but not limited to, food, crafting, and music. This is the biggest event in Manistique and always a very lively and exciting weekend.

For a full list of events go to:

<https://www.discovermanistique.com/events>

Or Scan our QR code



## Manistique Merchants Car Show

Friday and Saturday Before Labor Day  
South Cedar Street Manistique, MI 49854

A great family event in Downtown Manistique's Social District! Rain or Shine, check out the cars, browse the shops, enjoy live music, street dancing, good food and brews!



# Events

## Westside Flannel Fest

Last Weekend in September  
Deer Street, Manistique

Westside Flannel Fest is the biggest event of the fall season for the town. The event spans over 5 blocks, starting at the Historic Water Tower and all the way to Blanchard Park. Activities include chainsaw carvings, pumpkin painting, yard games, and pie eating contest.



## Music in Manistique

Every Wednesday, May to August  
Manistique Bandshell

Nothing beats summer nights filled with great music. Music in Manistique is a community event that brings live performances to town, showcasing talented musicians from every genre.

## Farmers Market

Every Wednesday, May to October  
Oak Street, Manistique

Each week, from spring to fall, the farmers market brings growers, makers, and community members to celebrate the best of what we have to offer. From farm-fresh goods, to homemade baked goods, jams, and handcrafted items, you'll find something special every visit.



# Discover your next adventure in the Heart of the U.P.

Jake Shampine



# Discover your next adventure in Manistique



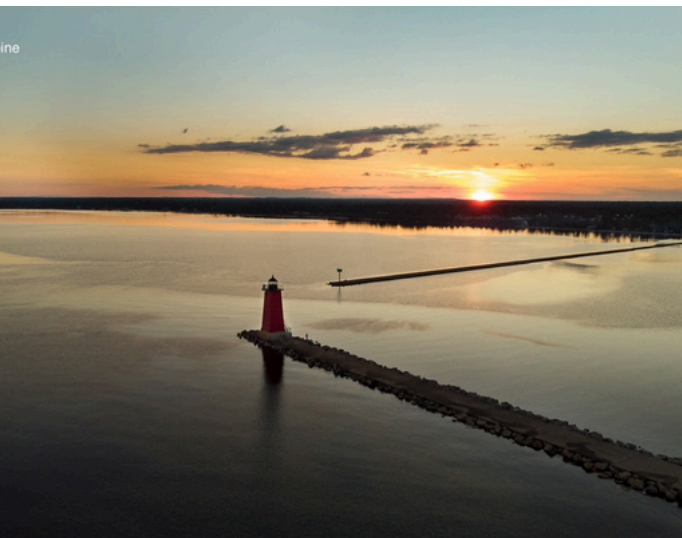
## Historical Downtown

Starting from South Cedar Street and extending onto River Street, downtown Manistique offers a unique blend of urban convenience and small-town charm. Live above bustling local businesses where you can easily access necessities. Browse unique boutiques, delve into local history at the water tower, savor delicious meals at nearby eateries, and explore artistic treasures at the local art center. Enjoy leisurely strolls along the scenic Manistique Boardwalk. Downtown living here promises a fulfilling lifestyle amidst history, art, and community spirit.



## Manistique Boardwalk

Providing stunning views and a unique experience for visitors. The Manistique Boardwalk is a true gem, offering an ideal blend of natural beauty and man-made structure. Stretching over a mile along the Lake Michigan coastline, the boardwalk serves as a gateway to the region's breathtaking landscapes. Whether you're an avid photographer, a nature enthusiast, or simply someone seeking a peaceful escape, the boardwalk promises a serene and rejuvenating experience.



## East Breakwater Lighthouse

The picturesque red Manistique East Breakwater Lighthouse, located on the end of a concrete breakwater, welcomes travelers to the town of Manistique. The pier is located on the east side of Manistique where you will find walkways leading visitors to the beginning of the breakwater offering a good view of the Lighthouse. You can park at Lakeview Park and walk west on the boardwalk or turn south at the first road east of the bridge to the parking lot near the marina and take the path to the pier.

# Discover your next adventure



## Kitch-iti-kipi (Big Spring)

Located in Palms Book State Park, Kitch-iti-kipi, also known as "Big Spring" is Michigan's largest freshwater spring. Once parked follow the short path to the shore of Kitch-iti-kipi and take in the crystal clear, aqua-colored spring. After you've explored the shore and read the history, ride the self-operated raft across the 200 foot long spring. While on your journey enjoy views of water bubbling up from limestone fissures and displacing sand on the spring floor, fallen tree trunks, and giant trout.



## Seul Choix Point Lighthouse

Originally built in 1895 and standing over 78 feet tall. The tower is surmounted by a 10-sided cast iron lantern that originally held a Third Order Fresnel lens, but is now fitted with a modern airport beacon lens. Today, the light is still operational, and is actually the only working light on the northern shores of Lake Michigan. A set of 96 stairs will take you up to the tower. Seul Choix Lighthouse is also said to be haunted by the old lightkeeper, Joseph William Townshed.



## Seney Wildlife Refuge

Explore Seney Wildlife Refuge and experience the magic of nature firsthand. Established in 1935, this sprawling refuge protects a diverse landscape of wetlands, forests, and waterways. Over 200 bird species call Seney home, making it a birder's paradise. Trumpeter swans, common loons, osprey, and bald eagles are just a few of the feathered residents you might spot. Wind your way down calming trails and soak in the beauty of the refuge's scenery. Keep your eyes peeled for wildlife sightings – you may encounter red foxes, deer, bears, porcupines, or even a fisher!

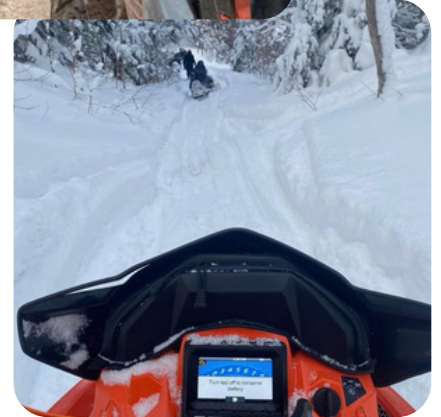
[Click or scan for more area attractions:](#)



# Outdoor Adventures

## ATV and Snowmobiling

Michigan's Upper Peninsula is hailed as the ultimate destination for snowmobiling and trail riding in the U.S. With top rankings in numerous polls and 234 miles of trails, visitors rave not only about the exhilarating rides but also the warm hospitality. Explore iconic trails like the Haywire Trail, originally a railroad route, now open for ATV, snowmobile, biking, hiking, and horseback riding. Whether you seek scenic routes or thrilling challenges, your next summer or winter adventure awaits in Schoolcraft County.



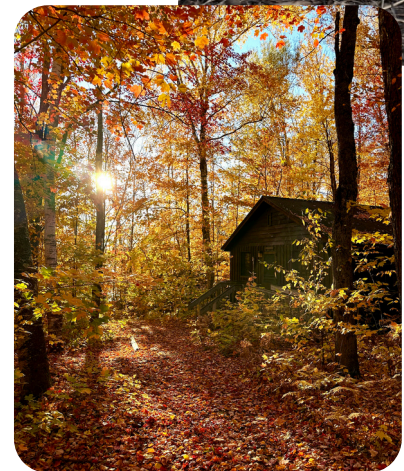
## Cross Country Skiing and Snowshoeing

There is no place like Michigan's Upper Peninsula when it comes to deep snow and lots of it. We snowshoe deep into the Hiawatha National Forest for some incredible scenery. Snowshoeing and Skiing trails also double as beautiful hiking trails in the fall and summer months. Explore trails such as the Ashford Lake Pathway, Indian Lake Pathway, Seney National Wildlife Refuge, and you can even snowshoe or ski your way to Big Springs during the colder months.



## Hiking and Biking

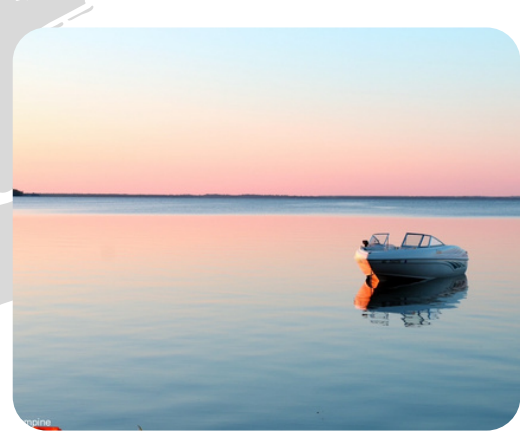
While known as paradise for winter sports, Schoolcraft County also offers over 80 miles of areas suitable for hiking and biking during the summer and fall months, including some that are mostly ADA accessible. Explore trails like Indian Lake State Park, Pine Martin Run, Colwell Lake Hiking Trails, Gemini Lake Pathway, and the Fox River Pathway.



# Outdoor Adventures

## Fishing and Hunting

Surrounded by over 50 lakes, Schoolcraft County is home to several great fishing options including walleye, perch, smallmouth bass, bluegill, panfish, northern pike and muskie. Whether you're a novice angler or a seasoned fisherman, you can enjoy casting your line in these diverse waters. Also known for its hunting, hunters can find whitetail deer, black bear, and small game. The county's expansive forests and diverse terrain provide excellent habitats for wildlife, ensuring memorable hunting experiences. Please be aware of all laws and regulations set by the DNR. Find more information at: <https://www.michigan.gov/dnr>



## Canoeing and Kayaking

The Manistique River starts at Manistique Lake and flows southwesterly more than 60 miles emptying into Lake Michigan at the city of Manistique. This is one of the longest, undeveloped stretches of river still left in Michigan and is suitable for paddlers of all skill levels. Enjoy the beautiful views while kayaking and canoeing, and utilize one of the many boat rental liveries for guidance and spotting.



## Boating

The Manistique Marina operates from mid-May to mid-October and is conveniently located just outside downtown Manistique, offering easy access to local restaurants and shops. Catering to both short-term visitors passing through and long-term boaters seeking a well-equipped and comfortable facility. The marina provides essential amenities such as 30-amp electrical service, restrooms, showers, ice, and a fish cleaning station. Boaters can also take advantage of the boat launch, long-term parking, and amenities like a dog run, park, and grills. In addition to the marina, Schoolcraft County offers numerous public access sites for boaters to explore its many lakes and waterways. For more information contact 1-800-447-2757.



**We extend a warm welcome and look forward to you becoming a part of our community! Should you have any questions or need assistance, please do not hesitate to reach out.**



For more information  
check out our website  
[discoverschoolcraft.com](https://discoverschoolcraft.com)  
by scanning the QR code: