



Agenda

City of Charlevoix Downtown Development Authority and Main Street Meeting

Monday, August 22, 2022 - 5:30 PM

Council Chambers, City Hall

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**
 - A. Minutes for July 25, 2022 Regular Meeting
 - B. Monthly Report to MEDC
 - C. Financial Report
 - D. Committee Minutes
 - E. Resilient Lakeshore Heritage Grant Resolutions
Lindsey Dotson, Main Street DDA Director
- 6. Reports**
 - A. Director's Report
- 7. Old Business**
 - A. Downtown Housing Incentive Program
Lindsey Dotson, Main Street DDA Director
- 8. New Business**
 - A. Alley Corridor Implementation Discussion
Lindsey Dotson, Main Street DDA Director
 - B. Property Acquisition Discussion
Lindsey Dotson, Main Street DDA Director
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**

12. Adjourn

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.

Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Minutes for July 25, 2022 Regular Meeting

Date: August 22, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. 2022.07.25 DDA draft

Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Minutes for July 25, 2022 Regular Meeting

Date: August 22, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. 2022.07.25 DDA draft

City of Charlevoix
Downtown Development Authority and Main Street Meeting minutes
Monday, July 25, 2022 - 5:30 PM
Council Chambers, City Hall

1. Call to Order

The meeting was called to order at 5:30 p.m. by Chair Owens.

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens

Members Sean Bradley, Liam Dreyer, Kirby Dipert, Mayor Luther Kurtz, Anne Oosthuizen,

Present: Paul Silva (virtually), Ron Way

Members

Absent: Sam Bingham

City Staff: Lindsey Dotson, DDA Main Street Director

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

Motion by Mayor Kurtz, seconded by Member Bradley to approve the Consent Agenda as presented.

Motion carried by unanimous voice vote.

A. Approve Minutes for June 27, 2022 Regular Meeting

Motion to approve to approve the minutes for June 27, 2022 Regular Meeting as presented.

B. Monthly Report to MEDC

Motion to approve the Monthly Report to MEDC as presented.

C. Financial Report

Motion to approve the Financial Report as presented.

D. Committee Minutes

Motion to approve the April 7, 2022 and June 2, 2022 Design Committee meeting minutes and the June 14, 2022 Economic Vitality Committee minutes.

6. Reports

A. Director's Report

Lindsey Dotson, Main Street DDA Director

Director Dotson responded to questions from the Board members regarding items in her report.

7. New Business

A. Cafe Meria Parklet Proposal

Lindsey Dotson, Main Street DDA Director

Director Dotson reviewed the positive reaction regarding the parklet concept received over the course of the community input efforts conducted by the SBEI group from MSU. The conversations about parklets focused on Bridge Street and reducing parking spaces was a concern. Chair Owens mentioned that all of the parklets reviewed by SBEI were in places that did not have parking.

Jesse Meria, owner of Cafe Meria, stated that what he was proposing would take up one (1) parking space in front of 101 Mason Street. He further reviewed the parklet proposal and responded to questions from the Board members. Discussion followed regarding allowing this parklet may set a precedent for this type of opportunity within the downtown, potential loss of parking spaces, outdoor seating, limited delivery access in the alley behind the Cafe Meria location, and potential cost to "rent" the parking space from the City for the parklet.

Motion by Mayor Kurtz to recommend that City Council approve the placement of the parklet outside of 101 Mason Street at Cafe Meria.

Motion died for lack of a second.

B. Bridge Park Building: Restroom Signage & Awning Replacement

Lindsey Dotson, Main Street DDA Director

Director Dotson stated that last year the DDA purchased new restroom signage to match the wayfinding signs, but they did not purchase signage for the public restrooms at the Bridge Park Building. In addition, the awning over the main shared entrance into the lobby of the Bridge Park building is in poor condition and needs to be replaced.

Motion by Mayor Kurtz, seconded by Member Way to purchase two (2) restroom signs for \$179.62 for placement near the Bridge Park Building public restrooms.

Motion carried by unanimous voice vote.

Motion by Member Bradley, seconded by Member Dreyer to replace the awning on the Bridge Park Building for a total cost of \$4,005.

Motion carried by unanimous voice vote.

8. Old Business

A. Wayfinding Sign Update

Lindsey Dotson, Main Street DDA Director

Director Dotson stated that ProImage Design removed the wayfinding sign pointing toward Boulder Park on Park Avenue and she had been talking to ProImage about relocation of the sign, but the sign is not large enough to be placed on US31 or M66. She stated that once she has recommendations from ProImage for relocation of the sign she will report back to the Board.

B. Big Belly Information

Lindsey Dotson, Main Street DDA Director

Director Dotson stated that during the June 27 DDA Meeting, a tentative financial contribution from the DDA of \$25,000 was approved to support the purchase of additional Big

Belly trash/recycling bins. City staff discussed the topic and made the recommendation that four (4) high capacity, solar-powered, self-compacting double units with software be purchased to greatly improve efficiency with overall removal of garbage in downtown. She stated that the Board in August 2021 decided to consider the funds for the Big Belly units for the 2022-23 budget utilizing the money in the fund balance.

Motion by Member Way, seconded by Member Oosthuizen to approve the purchase of five (5) Big Belly units for installation in the spring of 2023 contingent upon agreement with the City to split the cost 50/50.

Motion carried by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

Member Silva addressed the need for additional restrooms downtown and questioned if they could look at placing port-a-lets for the entire summer, not just for the Venetian Festival, at strategic locations throughout the downtown. He asked for the topic to be added to the agenda for the August meeting.

Mayor Kurtz asked to include on the next agenda a discussion regarding the SBEI Study and implementation of some of the recommendations from the Study.

Chair Owens asked staff to also provide information on the current DDA fund balance to assist in the discussion of the two (2) items for the next meeting agenda. Mayor Kurtz asked that the Director work with the City Manager to determine the cost of adding brick pavers to the alley and other amenities that do not impact the City's infrastructure.

11. Board Comments

12. Adjourn

The meeting adjourned at 6:15 p.m.

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Monthly Report to MEDC

Date: August 22, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. July Monthly Report

M-0000129963 City of Charlevoix Main Street Progress Report

Submitted **16**
2022

 Submitted

Reporting Period: Jul 1, 2022 To Jul 31, 2022

For more information about how to collect these reinvestment statistics please see the **Data Resource Guide**. Report only those items occurring in your specific Main Street project area for this month.

Once updates are complete, submit the Main Street Progress Report from the "Additional Details" tab.

Business and Employment Data

New Businesses Opened

New businesses that opened in your Main Street Area within the past month.

On the Edge

100 Michigan Ave Charlevoix, MI Eating & Drinking
49720

FTE Jobs Added

3

Part-time Jobs Added

5

J. Bird Provisions

109 Bridge Park Drive Charlevoix, Grocery Store
MI

FTE Jobs Added

2

Part-time Jobs Added

2

Businesses Closed

Businesses that are no longer operating in your Main Street Area.

Businesses that Moved out of Downtown

Businesses that are still operating as businesses but have moved out of your Main Street Area.

Existing Downtown Businesses that Expanded

Existing businesses in your Main Street Area that have significantly expanded their business operations or physical space.

Hotel Earl 120 Michigan Ave. Hospitality Charlevoix, MI		
Type of Expansion	FTE Jobs Added	Part-time Jobs Added
Square Footage	1	2

VUE Wine Bar 101 Bridge Street Charlevoix, Eating & Drinking MI		
Type of Expansion	FTE Jobs Added	Part-time Jobs Added
Square Footage	1	3

Existing Downtown Businesses that Contracted

Existing businesses in your Main Street Area that have significantly reduced their business operations or physical space.

Housing Data

Housing

Enter information related to new and/or rehabbed housing units within the Main Street Area.

Investment Data

Façade & Exterior Renovations

Only count upon completion of a project, to avoid double-counting. A façade is the face of a building that looks onto a street or open space. Exterior renovations include an improvement to a building’s exterior walls, roof, windows, or signage. Improvements could also include painting the exterior of the building, replacing awnings and exterior doors. If a project includes improvements to both the interior and exterior of a building, count that in the “Building Rehabilitation” category.

Anonymous		
Private Investment	Public Investment	Project Description
\$300,000.00		Anonymous

VUE Wine Bar
101 Bridge Street

Private Investment	Public Investment	Project Description
\$100,000.00		Addition of outdoor deck on the channel.

Public Improvements

Only count upon completion of a project, to avoid double-counting. "Public improvements" are defined as any improvement to the public realm – or the spaces between the buildings including streets, sidewalks, parking lots, lighting, alleys, bike lanes, public signage, benches, trash cans, public arts, banners, and crosswalks.

Charlevoix Main Street DDA
210 State Street

Private Investment	Public Investment	Source of Public Fund
	\$16,000.00	Local

Project Description

Replacement and repair of downtown tree lights plus holiday tree in East Park.

Buildings Sold

"Buildings sold" refers to the number of properties in your Main Street Area that have been purchased by a new owner. This does not include the sale of any individual residential units.

Building Rehabilitation

Only count upon completion of a project, to avoid double-counting. "Building renovations and rehabs" are defined as any repairing, renovating, or modifying of an existing building. This could include new carpeting, flooring, HVAC, or the installation of major appliances or interior structures. If a renovation or rehabilitation project includes improvements to both the interior and exterior of a building, classify that in this category, not in "Façade & Exterior Renovations".

New Construction

Only count upon completion of a project, to avoid double-counting. "New construction" is defined as the development of any entirely new building. This does not include small building additions, such as a patio or side deck.

Main Street Data

Volunteer Hours

Enter all volunteer hours related to project (non-event) and board volunteer hours.

Volunteer Hours

Number of Board Volunteer Hours	Volunteer Cost	Number of Project (Non-Event) Volunteer Hours
20	\$0.00	11

Training Sessions

Total number of training or professional development events attended by the Executive Director, board members, or volunteers.

Fundraising

All funds raised by the organization for projects, programming, events, operations, etc. Private - Funds raised through all private organizations and individuals including donations, sponsorships, and grants from non-government sources; Public - Local, state or federal contributions including government grants; In-kind donations - contributions or donations of goods or services that have a market value; Earned - Funds raised from membership dues, merchandise sales, or any other goods or services offered by the organization.

Earned

Amount of Fundraising

\$3,355.00

Private

Amount of Fundraising

\$765.00

Downtown Events & Activities

Enter event information for all events that take place in the Main Street Area including event attendees, event expenses and revenues, and event volunteer hours. This should include the events that are organized or co-organized by your Main Street Program. These can include general community events, retail or business promotional events, or fundraising events in your Main Street Area.

Live on the Lake Summer Concerts
Community

Number of Event Attendees	Number of Event Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
1,800	30	\$6,500.00	\$6,500.00

Board Member Changes

Board Member Changes

Position, Names Leaving and Names Arriving.

Additional Details

Other News or Commentary

Program & Outlook

Suggestions for State and National Staff

Attachments



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Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Financial Report

Date: August 22, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. DDA - Financials as of 8-19-22

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 5 MONTHS ENDING AUGUST 31, 2022

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	REVENUE						
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,329.77	5,610.72	17,043.89	40,400.00	(23,356.11)	42.19
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	453,334.71	.00	363,125.27	453,300.00	(90,174.73)	80.11
255-000-420.000	DELINQUENT TAXES - DDA	500.94	.00	(244.02)	.00	(244.02)	.00
255-000-437.000	IFT/CFT TAXES	771.02	.00	.00	.00	.00	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	155.36	.00	.00	100.00	(100.00)	.00
255-000-523.001	FEDERAL GRANTS	10,201.44	.00	(7,606.44)	.00	(7,606.44)	.00
255-000-566.001	STATE GRANTS	75,000.00	.00	.00	.00	.00	.00
255-000-573.000	STATE REVENUE - OTHER	13,121.49	.00	.00	10,000.00	(10,000.00)	.00
255-000-580.001	GRANTS - OTHER	14,000.00	.00	.00	5,000.00	(5,000.00)	.00
255-000-665.000	INTEREST EARNINGS	929.43	7.01	(42.82)	1,000.00	(1,042.82)	(4.28)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	.00	1,000.00	(1,000.00)	.00
255-000-668.002	PROPERTY RENT - BIBCO	32,400.96	.00	14,011.75	33,600.00	(19,588.25)	41.70
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.004	PROPERTY RENT - LC BREWERS	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.005	PROPERTY RENT-LONG RD DISTILL	14,960.00	.00	1,300.00	.00	1,300.00	.00
255-000-668.006	PROPERTY RENT - BRIDGE PARK	.00	1,375.00	6,150.00	.00	6,150.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	398.61	23.22	92.88	.00	92.88	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	1,959.58	.00	2,242.45	6,000.00	(3,757.55)	37.37
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	14,083.22	.00	.00	.00	.00	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	4,301.63	.00	1,980.00	.00	1,980.00	.00
255-000-692.000	MISCELLANEOUS	1,809.50	.00	.00	14,300.00	(14,300.00)	.00
255-000-692.001	MISCELLANEOUS-THE VAULT	13,786.70	.00	.00	17,000.00	(17,000.00)	.00
	TOTAL FUND REVENUE	692,044.36	7,015.95	398,052.96	612,300.00	(214,247.04)	65.01

CITY OF CHARLEVOIX
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 5 MONTHS ENDING AUGUST 31, 2022
FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	45,565.36	3,152.78	16,497.35	50,000.00	33,502.65	32.99
255-255-706.001	WAGES (ICMA)	4,771.43	331.03	1,992.71	5,200.00	3,207.29	38.32
255-255-719.000	EMPLOYEE FRINGE BENEFITS	35,540.99	2,459.17	12,867.94	39,000.00	26,132.06	32.99
255-255-740.000	OPERATING SUPPLIES	11,296.55	1,736.17	4,437.29	9,400.00	4,962.71	47.21
255-255-740.001	OPERATING SUPPLIES-THE VAULT	12,792.88	.00	.00	17,000.00	17,000.00	.00
255-255-776.000	IWF MAINTENANCE	.00	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	35,618.19	6,645.40	21,717.66	28,300.00	6,582.34	76.74
255-255-801.003	PROMOTION COMMITTEE EXPENSES	15,238.00	4,747.65	7,855.86	7,300.00	(555.86)	107.61
255-255-801.004	ORGANIZATION COMMITTEE	648.00	.00	.00	500.00	500.00	.00
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	75,596.00	.00	.00	.00	.00	.00
255-255-818.000	CONTRACTUAL SERVICES	29,974.10	8,520.54	21,196.48	30,700.00	9,503.52	69.04
255-255-818.002	DESIGN COMMITTEE	17,869.82	.00	.00	15,600.00	15,600.00	.00
255-255-826.000	LEGAL FEES	2,187.41	31.00	108.50	500.00	391.50	21.70
255-255-853.000	TELEPHONE	1,083.54	100.52	468.06	1,900.00	1,431.94	24.63
255-255-860.000	CONFERENCE & TRAVEL	2,054.77	.00	1,956.20	1,000.00	(956.20)	195.62
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	.00	30,000.00	30,000.00	.00
255-255-910.000	INSURANCE & BONDS	1,748.66	.00	(50.49)	1,800.00	1,850.49	(2.81)
255-255-933.000	MAINTENANCE - BRIDGE PARK	3,078.43	2,670.05	5,042.79	5,000.00	(42.79)	100.86
255-255-962.000	MISCELLANEOUS	6,973.42	.00	.00	100.00	100.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	13,459.59	.00	.00	500.00	500.00	.00
255-255-964.000	REFUNDS & REBATES	4,172.50	.00	4,394.42	6,000.00	1,605.58	73.24
255-255-999.000	TRANSFER TO OTHER FUNDS	2,175.66	.00	.00	.00	.00	.00
255-255-999.594	TRANSFER TO MARINA FUND-BOND	336,200.00	.00	.00	336,100.00	336,100.00	.00
	TOTAL DOWNTOWN DEVELOPMENT	688,045.30	30,394.31	98,484.77	591,900.00	493,415.23	16.64
	TOTAL FUND EXPENDITURES	688,045.30	30,394.31	98,484.77	591,900.00	493,415.23	16.64
	NET REVENUES OVER EXPENDITURE	3,999.06	(23,378.36)	299,568.19	20,400.00	279,168.19	1,468.47

Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Committee Minutes

Date: August 22, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. Org and Promo minutes 7.27.22
2. 8-4-2022 MS Design Committee Minutes



Promotions/Organization Committee

Thursday, July 27, 2022; 4:00pm

Charlevoix City Hall

Council Chambers

Minutes

Present: Caitlin Cole, Lindsey Dotson, Nancy Suzor

Approval of Minutes from previous meeting

Ongoing Business:

A. Events & Projects – Updates, Needs

1. **Ad Campaign Update** – Director Dotson shared the overall reach of the ads so far:
 - a. **April** – The Clothing Company: 407,873
 - b. **May, That French Place:** 358,343
 - c. **June, Beaver Island Boat Company:** 321,836
2. **First Fridays** – The group discussed and evaluated the First Fridays event from this past winter using the Event Evaluation Self-Assessment Toolkit provided by Michigan Main Street.
 - a. The event vision is to increase foot traffic in the winter, increase revenue for downtown businesses once per month during slower season, and to add winter vibrancy and family friendly activities.
 - b. The event goals are to Increase year-round activity, increase # of people downtown, and increase sales in local businesses.
 - c. Most event attendees fit into the following categories:
 - i. Household income 100,000 – 149,999
 - ii. 25-34 years old
 - iii. Large majority live in or near Charlevoix
3. **Yiftee Community Card/Downtown Dollars** – 37 locations - \$8,145 sold so far, \$3,334.27 left to redeem
 - a. Still need helper to encourage more businesses to sign up to participate.
4. **Concerts** – The group discussed needing someone to do announcements for the last concert on August 11th in Director Dotson's absence.

B. Organization

1. **Email Newsletter** – May and June newsletter stats:

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

Details Reporting Heat Map

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent	Open Rate	Click Rate
1062	57.1%	5.2%

	Original	Resend	Total		Original	Resend	Total
Opens	517	88	605	Clicks	43	10	53
Sent	1062	548	1610	Did Not Open	499	444	943
Bounces	46	16	62	Unsubscribed	0	0	0
Successful Deliveries	1016	532	1548	Spam Reports	0	0	0
Desktop Open Percentage			90.1%	Mobile Open Percentage			9.9%

Details Reporting Heat Map

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent	Open Rate	Click Rate
1066	59.1%	8.1%

	Original	Resend	Total		Original	Resend	Total
Opens	528	109	637	Clicks	68	16	84
Sent	1066	549	1615	Did Not Open	492	423	915
Bounces	46	17	63	Unsubscribed	0	0	0
Successful Deliveries	1020	532	1552	Spam Reports	0	0	0
Desktop Open Percentage			89%	Mobile Open Percentage			11%

2. Fairy Doors – 18 are installed, Life in Charlevoix app is updated.

New Business:

- C. Pulse Poll Survey – Director Dotson stated that some help would be needed the week the survey launches and possible the week after.
- D. Michigan Downtown Day – September 24th: The group discussed possible contests/promotions that could be done to giveaway leftover downtown dollar gift cards from First Fridays events. The group suggested maybe posting photos, like the Buy Nearby event.

9:00am Adjournment

Next meeting: August 24 2022

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Main Street Design Committee

Thursday, August 4, 2022

4:00 PM – City Hall

Minutes

Attendees: G. DeMeyere, L. Dotson, J. Duerr, D. Fate, D. Miles, P. Weston, J. Rowley

Absent: C. Kranz, M. Owens

- I. The meeting was called to order at 4:00 pm. The Minutes from the June 2, 2022, meeting were approved as written.
- II. Outstanding Business
 - a. Report from DDA highlights: The DDA voted to order 5 more Big Belly trash cans for Bridge Street locations. Restroom signs and directional markings on the pavement for the facilities at the Beaver Island Ferry terminal building are in the works. As part of the 2023 infrastructure project in the alley between Clinton and Mason, not only will the parking lot be replaced, but pavers will be used to restore the walkways, which fits with the SBEI alleyway plan. There is approximately \$297,000 in a fund balance available to partially cover these projects, leaving an approximate \$226,000 gap.
 - b. SBEI updates: A draft of the final report should be forthcoming soon.
 - c. National Register Historic District and Signage: The application for the district is going before the State Historic Preservation Review Board in January. A subcommittee will be formed with representatives from the Design Committee (D. Fate, J. Duerr and D. Miles) and Historic District Commission (TBD) to determine type of signage to recommend identifying the district and possibly the contributing historic buildings. Lindsey will get in touch with Prolmage to participate.
 - d. Feedback from the Michigan Downtown Association Summer Workshop - June 3rd in Charlevoix. Attendance was quite good as was the quality of the presentations by the Association.
 - e. Tree Lights: Holiday Lighting is in town to perform extensive replacement and repair of street tree lights on Bridge Street, in East Park and on Clinton St.
- III. New Business
 - a. Historic Sign proposal: Graphic artist Liz Evans has been commissioned to create a map of the Charlevoix area like one she did for the Antrim/Charlevoix area which names places and natural sites in the Ojibwe language. Once the map is produced, it could be placed on some sort of sign to complement the one on the channel on Indigenous people of the area. The group suggested that it might work well on the brick surface of the McCarthy building in the alley. A native garden could be an interesting addition to beautify the alleyway and help with water runoff.

CHARLEVOIX MAIN STREET MISSION

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- b. Dumpster Enclosures: One item from the Alley and Corridor Implementation of Designs report which needs to be addressed is the trash removal and recycling. To assess the sentiment from the business owners, J. Duerr prepared a survey which was reviewed. It was suggested to discuss this with the business owners to determine the best method and timing to circulate it and have them complete it.
- c. Wayfinding Signs: The Boulder Park directional sign has been removed and taken to Pro Image Design for storage until a better use (content) and placement is decided.

The meeting adjourned at 5:05 pm.

Next meeting: Thursday, October 6, 2022 @ 4:00 PM in City Hall.

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Downtown Development Authority and Main Street Consent Agenda

Title: Resilient Lakeshore Heritage Grant Resolutions

Date: August 22, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

[The Resilient Lakeshore Heritage Grant Program](#) is a reimbursement grant program intended to support long-term investment in the irreplaceable heritage assets of Michigan's rural lakeshore communities. The grant program is supported by funding from the Paul Bruhn Historic Revitalization Grants Program, administered by the National Park Service, U.S. Department of the Interior.

Program funding is specifically for building rehabilitation (i.e., "bricks and mortar") projects and associated pre-development (e.g., plans and specifications) work in select communities along the Great Lakes (see below). Local units of government, non-profits, public entities, business owners, and non-residential property owners in these communities are eligible to apply for funding.

The program places a particular focus on projects that positively contribute to the economic, social, and/or cultural life of Michigan's lakeshore communities and promote continued or new investment in historic properties. Projects that benefit underserved or disadvantaged communities (see map here) are also a priority. The minimum grant award is \$30,000. The maximum grant award is \$100,000. To stimulate local investment, grants require a minimum 10% match of the grant amount requested.

Attached are two resolutions that we need to include in the grant application packet for Spartiland LLC, owners of 203 Bridge Street where Round Lake Bookstore is located and 211 Bridge Street Associates, owners of 211 Bridge Street where The Taffy Barrel and Elements Gallery is located.

Recommendation:

Motion to approve Resolution 2022-08-22 supporting the application for the Resilient Lakeshore Heritage Grant on behalf of Spartiland, LLC for 203 Bridge Street and 211 Bridge Street Associates for 211 Bridge Street.

Attachments:

1. Resolution 2022-08-22
2. Resolution - 211 Bridge Street

I, Sarah Dvoracek, the duly qualified and acting City Clerk of City of Charlevoix, do hereby certify that the following resolution was adopted at a meeting of the Charlevoix DDA held on August 22, 2022; is on file; has not been amended, altered or revoked; and is in full force and effect.

RESOLVED:

Whereas, the City of Charlevoix DDA has entered into an agreement with Spartiland LLC to complete the preservation work for the resource located at 203 Bridge Street, Charlevoix, MI 49720, and;

Whereas, the City of Charlevoix DDA will file an application to the Michigan State Historic Preservation Office (SHPO) for the Resilient Lakeshore Heritage Grant program in the amount of \$100,000 for the Storefront Restoration of the Buttars Building for the resource located at 203 Bridge Street, Charlevoix, MI 49720 and;

Whereas, the City of Charlevoix DDA and Spartiland LLC, owner of the property at 203 Bridge Street, Charlevoix, MI 49720, have entered into an agreement delineating the parties responsible for grant administration and related activities necessary for the successful completion of the project, and;

Whereas, the City of Charlevoix DDA has appointed Lindsey Dotson, Executive Director, as the Grant Project Manager;

Whereas, the City of Charlevoix DDA acknowledges that the Resilient Lakeshore Heritage Grant Program is an expense reimbursement program. The City of Charlevoix DDA authorizes expenditures in the amount of \$100,000 for the project work, with funds from the DDA Fund, and;

Whereas, the Spartiland LLC acknowledges that reimbursements may be made, upon request, at fifty percent (50%) completion following SHPO receipt of a reimbursement request and SHPO audit and acceptance of related financial documentation and that the remainder will be reimbursed upon completion of final project work, SHPO acceptance of the final completion report, SHPO audit and acceptance of financial documentation for eligible costs and SHPO acceptance of a historic preservation easement recorded at the Register of Deeds, and;

Whereas, upon approval of the application by the SHPO the Executive Director of the City of Charlevoix DDA shall be authorized to sign the grant agreement, any necessary grant agreement amendments, and other agreement-related documents, and;

Whereas, upon completion of the project, the Spartiland LLC shall be required to execute the required historic preservation easement and record it at the County Register of Deeds before the grant reimbursement will be processed by the SHPO;

RESOLVED, that City of Charlevoix DDA directs the Executive Director to file an application for a grant from the SHPO Resilient Lakeshore Heritage Grant Program for \$100,000, and;

RESOLVED, that the Executive Director be authorized to sign the grant application and any additional grant documentation, and to take any additional administrative actions necessary to implement this resolution.

SEAL

Signature of (title)

I, Sarah Dvoracek, the duly qualified and acting City Clerk of City of Charlevoix, do hereby certify that the following resolution was adopted at a meeting of the Charlevoix DDA held on August 22, 2022; is on file; has not been amended, altered or revoked; and is in full force and effect.

RESOLVED:

Whereas, the City of Charlevoix DDA has entered into an agreement with 211 Bridge Street Associates to complete the preservation work for the resource located at 211 Bridge Street, Charlevoix, MI 49720, and;

Whereas, the City of Charlevoix DDA will file an application to the Michigan State Historic Preservation Office (SHPO) for the Resilient Lakeshore Heritage Grant program in the amount of \$100,000 for the rehabilitation of the Kroger Building for the resource located at 211 Bridge Street, Charlevoix, MI 49720 and;

Whereas, the City of Charlevoix DDA and 211 Bridge Street Associates, owner of the property at 203 Bridge Street, Charlevoix, MI 49720, have entered into an agreement delineating the parties responsible for grant administration and related activities necessary for the successful completion of the project, and;

Whereas, the City of Charlevoix DDA has appointed Lindsey Dotson, Executive Director, as the Grant Project Manager;

Whereas, the City of Charlevoix DDA acknowledges that the Resilient Lakeshore Heritage Grant Program is an expense reimbursement program. The City of Charlevoix DDA authorizes expenditures in the amount of \$100,000 for the project work, with funds from the DDA Fund, and;

Whereas, the 211 Bridge Street Associates acknowledges that reimbursements may be made, upon request, at fifty percent (50%) completion following SHPO receipt of a reimbursement request and SHPO audit and acceptance of related financial documentation and that the remainder will be reimbursed upon completion of final project work, SHPO acceptance of the final completion report, SHPO audit and acceptance of financial documentation for eligible costs and SHPO acceptance of a historic preservation easement recorded at the Register of Deeds, and;

Whereas, upon approval of the application by the SHPO the Executive Director of the City of Charlevoix DDA shall be authorized to sign the grant agreement, any necessary grant agreement amendments, and other agreement-related documents, and;

Whereas, upon completion of the project, 211 Bridge Street Associates shall be required to execute the required historic preservation easement and record it at the County Register of Deeds before the grant reimbursement will be processed by the SHPO;

RESOLVED, that City of Charlevoix DDA directs the Executive Director to file an application for a grant from the SHPO Resilient Lakeshore Heritage Grant Program for \$100,000, and;

RESOLVED, that the Executive Director be authorized to sign the grant application and any additional grant documentation, and to take any additional administrative actions necessary to implement this resolution.

SEAL

Signature of (title)

Charlevoix Downtown Development Authority and Main Street Reports

Title: Director's Report

Date: August 22, 2022

Presented By:

Background:

In the News

[Interview on WJR](#)

Director Planned Out of Office Dates

September 5 - Labor Day

September 14 - 15 (tentative): CEC Conference in Alma

September 23 - Volunteering at NLEA Sporting Clays event at Rod & Gun Club

Cooperative Ad Campaign Update

Attached is the Pita Cruiser ad performance report. Charlevoix Harbor Wear is running now, The Lake House and Mushroom House Tours will run in September.

Live on the Lake

The season concluded and went really well.

SBEI Update

We have yet to receive a draft, but as soon as we do, it will be shared with the appropriate parties.

Dumpster Enclosures Update

The survey will be distributed starting this week.

Pulse Poll Survey

Please take a moment to complete the Pulse Poll survey by clicking this link: <https://4eyes.io/s/8ueSc/>

Michigan Main Street Quarterly Training

Lansing – October 3-4, 2022

Grow Your Own Storytellers Workshop 1.0

Outcomes: All participants leave the one-day workshop knowing the philosophy behind incorporating storytelling in place-focused marketing, having created a story from start to finish, are equipped with the skills to continue creating stories independently, have created a year-long editorial calendar, and have sent interview requests to three story leads.

Please let me know if you'd like to attend this training session on October 4th. Thank you!

Downtown Day - September 24th



The third annual Downtown Day is aimed to honor and support downtowns and all the small businesses located within. The Michigan Downtown Association (MDA) made a push with Governor Whitmer in 2020 to officially claim the fourth Saturday in September as Downtown Day. Knowing that downtown businesses create jobs, commerce, and investment, the City of Charlevoix is planning a special celebration for Downtown Day by giving away Downtown Dollars e-gift cards to seven lucky winners that day. The amounts of the gift cards range from \$10 - \$50. How to enter:

1. Get downtown on September 24th.
2. Take a photo of your downtown activity (like the meal you're eating, a drink you're enjoying, or a store you're shopping at!)
3. Post to Facebook or Instagram and use the hashtag #downtowndaycvx + tag Downtown Charlevoix

Winners will be chosen randomly from qualifying entries submitted and notified on Monday, September 26th.

Downtown Tree Lights

Holiday Lighting has been in town for the past couple of weeks, working to replace the tree lights on the 100 and 200 blocks, the side streets, and the holiday tree in East Park. They also worked to repair lights on the remainder of the trees.

Recommendation:

Attachments:

1. Ad Performance Report - July

Downtown Cooperative Ad Campaign Performance Report

July 2022 | Pita Cruiser Food Truck

18,409 TOTAL IMPRESSIONS

Push Notifications in the Life in Charlevoix app:

DELIVERED 07/26/2022 09:00:00 AM Find the Pita Cruiser Food Truck in Van Pelt Alley! They are located in Van Pelt Alley behind The Cantina. Pick up their delicious hand rolled falafel or spit roasted gyro on your way to the beach! 1364

DELIVERED 07/19/2022 09:00:00 AM Follow the Pita Cruiser Food Truck on social media! Check out the Pita Cruiser's Instagram and Facebook for their latest menu items! 1352

DELIVERED 07/12/2022 09:00:00 AM Mediterranean Street Food in Downtown Charlevoix! Visit the Pita Cruiser's profile and watch their latest video! Feeling hungry yet? 1342

DELIVERED 07/05/2022 09:00:00 AM Spit roasted gyro, chicken shawarma, and fresh hand rolled Grandmas falafel... learn about the Pita Cruiser! New blog alert! Read all about the Pita Cruiser Food Truck, just select the "Downtown Blog" icon on the app to read the post! 1336

TOTAL: 5,394

Views / Visitors Total

Date Range Start Date - End Date	2022-07-01 - 2022-07-31	Update
Total Views This is a measure of every view of your app, regardless of the number of people.	1702	
Total Unique Visitors This is a measure of every individual that visits your app.	419	

Tickets sold at Charlevoix Cinema III: 3,337

Social Media Ad Performance: 8,035

Performance

\$149.99 spent over 30 days.

ThruPlays

5,957

Reach

5,214

Cost per ThruPlay

\$0.03

Activity

Post engagement

8035

3-second video plays

7948

Link clicks

72

Post reactions

13

See all

Get more results like this

Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

Get started

Audience

This ad reached 5,214 people in your audience.

People

Placements

Locations

100.0% Women 0.0% Men

0%

10%

20%

30%

13-17

18-24

25-34

35-44

45-54

55-64

65+

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status

Completed

Goal

Get more video views

Total budget

\$150.00

Duration

30 days

See all

Preview

@[629077493871968:274:Pita Cruiser Food Truck] is an energetic, imaginative, green safe Michigan based company aimed at offering high quality, fresh, fast, made to order pitas and more served curbside. Learn more about what sets them apart ...



View ad

Edit ad

Payment method

VISA

Visa • 5850

Change

Amount spent

Total Amount

\$149.99

Page 30 of 43

Blog Views: 199



Jul 1 · 3 min

Pita Cruiser Food Truck

Located in Van Pelt Alley behind The Cantina. Pita Cruiser Food Truck is an energetic, imaginative, green safe Michigan based company...

199 views

0 comments

1

Website Traffic: 757 visitors in July

Traffic Overview

Previous month (Jul 1 - Jul 31, 2022) compared to previous period (May 31 - Jun 30, 2022)

Site sessions
1,069 ↑ 3%

Unique visitors
757 ↑ 7%

Avg. session duration
4m 5s ↑ 18%

Sessions by traffic source

Direct	↑ 8%	634
Facebook	↓ 30%	144
9and10news.com	↑ 45%	144
business.charlevoix.org	↑ 48%	34
weather.vare-chi.com	↑ 81%	29

See full report

Sessions over time

See full report

New vs returning visitors

Unique visitors
757

New
85% ↑ 647

Returning
15% ↑ 110

See full report

Sessions by device

Site sessions
1,069

Mobile
81% ↑ 868

Desktop
16% ↑ 167

Tablet
3% ↑ 34

See full report

Avg. sessions by day

See full report

Traffic insights

Your site is most popular on Monday, 4:00 PM.

Email Newsletter Performance: 687 opens

Sent Main Street Messenger - July 2022

Copy Share on Social ...

Details Reporting Heat Map

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent			Open Rate			Click Rate i		
1072			61.7%			7.5%		
	Original	Resend	Total		Original	Resend	Total	
Opens	570	117	687	Clicks	64	13	77	
Sent	1072	530	1602	Did Not Open	455	396	851	
Bounces	47	17	64	Unsubscribed	0	0	0	
Successful Deliveries	1025	513	1538	Spam Reports	0	0	0	
Desktop Open Percentage			91.6%	Mobile Open Percentage			8.4%	

Charlevoix Downtown Development Authority and Main Street Old Business

Title: Downtown Housing Incentive Program

Date: August 22, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

During the Economic Vitality Committee meeting on June 14th, the committee members motioned to make a recommendation that the Board consider keeping the Downtown Housing Incentive program so that it continues to be a tool in our toolkit and a mechanism to help fulfill our overarching goals of creating more housing that is occupied year round in the downtown.

Last year, when the program was created, the Board voted to budget \$50,000, which could support two grant awardees for the creation of a housing unit tied to a deed restriction for year-round occupancy. \$25,000 has been awarded thus far (decided on in March), but not yet paid out since it is a reimbursement grant and the project is still under construction.

During budget discussions for this fiscal year, we did not earmark \$25,000 for another potential grant.

For more information about the program [visit our website](#).

Recommendation:

Motion to reinstate the Downtown Housing Incentive for the 2022-23 fiscal year and amend the current budget to include \$25,000 for the program.

Attachments:

None

Charlevoix Downtown Development Authority and Main Street New Business

Title: Alley Corridor Implementation Discussion

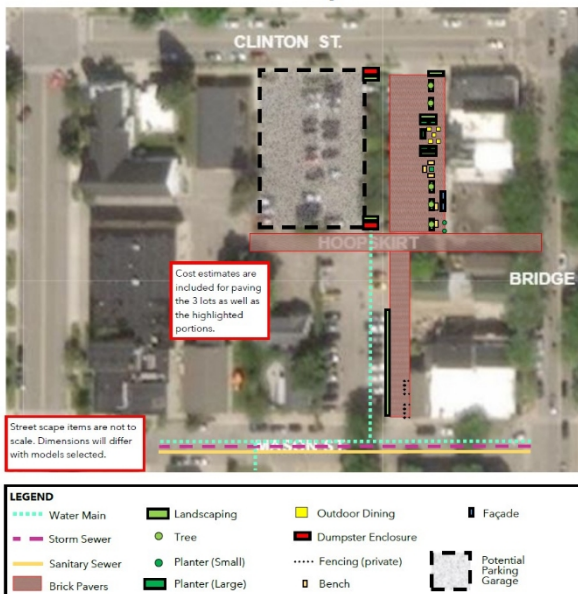
Date: August 22, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

Fund balance to work with (estimated, as of August 2022): \$192,036

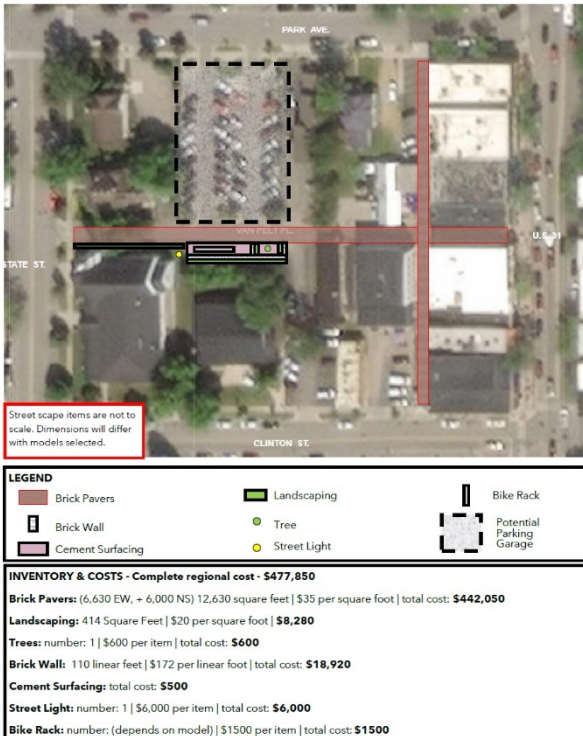
Mason to Clinton Street - Implementation



Mason to Clinton Street Implementation in conjunction with the city's infrastructure project:

- Landscaping: 669 square feet | \$20 per square foot | **\$13,380**
- Dumpster Enclosure Build: **\$30,000** per enclosure | (still working to determine how many would be necessary/feasible)

Clinton Street to Park Avenue- Implementation



Clinton to Park implementation:

- Brick Pavers North to South in Van Pelt Alley: **\$210,000**

Antrim to Mason Street - Implementation



Antrim to Mason Implementation:

- Pavers for walkway/sidewalk areas: **\$138,950**
- Landscaping: **\$8,000**

This information was pulled from the Implementation Report prepared by CEDAM Fellow Dean Martin and approved by the Council. Pricing information was checked to ensure accuracy in accounting for inflation.

Given the potential fund balance, we could afford to:

- Do the Mason to Clinton landscaping in conjunction with the city's project + 3 dumpster enclosures and still have \$88,000 remaining.
- Fund a portion of the Van Pelt alley pavers and seek grant funding and private contributions to cover the \$122,000 gap.

Recommendation:

Board discussion & direction.

Attachments:

None

Charlevoix Downtown Development Authority and Main Street New Business

Title: Property Acquisition Discussion

Date: August 22, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

During our last work session to set/refine overarching goals, the Board discussed a number of goals related to housing, some of which include the following:

- Investigate investing in a property for housing that would be tied to a year-round work requirement.
- Look at partnerships with area employers to create new housing units.
- Continue to engage with Housing North and the Chamber of Commerce.

Recently I was made aware of the fact that a redevelopment project is not moving forward at one of our Priority Sites for RRC & the owners are now going to sell. We received correspondence from the property owner notifying us of this sale requesting an offer from the DDA. Two other parties received the same letter. The offer must be submitted by the end of September.

Generally speaking, if the DDA were to acquire a piece of property, the MEDC would work with us through the preliminary stages of public engagement and formal bidding process for a redevelopment team to purchase the property with certain parameters put into place, like the year-round work requirement, for example.

Looking at other examples, I found some of the following recent projects that are similar in nature:

- City of Farmington: City purchased two downtown properties a few years ago, and the DDA manages them (via a pro property management company) in anticipation of a mid-density residential redevelopment. A developer has been selected and the two structures will be incorporated into an improved site.
- Coldwater DDA bought a 20,000 sf building downtown using cash reserves (109k). To afford the renovations, the City Council is loaning them \$350,000 and they're fundraising (and committing more DDA cash).
- [Fenton DDA purchases property \(link\)](#)
- Calumet has done this on several occasions.

I do acknowledge the ways in which our community differs from some of the aforementioned, especially when it comes to property values. However, we also have to acknowledge some of the realities we face with our local population. Some screenshots of our draft Master Plan are included to better tell the story.

An excerpt from the plan reads:

Residential infill and redevelopment often means creating smaller, more affordable units that meet the missing middle housing option, a housing type discussed in the Target Market Analysis completed by Housing North. With the City's focus on housing solutions and an incremental investment in housing development, the opportunity exists to create movement in the housing market which would open up new housing units. New housing options – at all price points – allow residents and new home buyers an opportunity to find the right fit for their housing needs. As movement occurs, Housing units become available and the potential to attract new residents to the city grows. With a focus on year round occupancy, there is an opportunity to have a sizeable increase in the population. As this is a regional issue, the same can be said for growth in surrounding townships. With Charlevoix as the economic center of the surrounding region, such increases may put pressure on the City and its facilities, but it may also strengthen the economy by continued and expanded support for local businesses and bring jobs.

While this property in particular may or may not be a good choice for this type of transaction, especially given the quick turnaround time, there are other potential properties within our boundaries that could be good candidates for a housing development or redevelopment in the future.

The question to consider is: if an underutilized portion of the district is for sale, is there a general interest in purchasing property to control the outcome of the redevelopment? Private investors may never be able to build the housing inventory needed because, financially, it doesn't have a great return. If the DDA were to partner with the likes of Housing North, the community foundation, habitat for humanity, and area employers while bringing a slew of public resources to the table, a project might end up being financially viable.

Financing such a purchase can be accomplished in a number of ways, including, but not limited to:

- Including it in our next TIF Plan renewal and using bonds
- Some DDAs have put aside a % of each budget to create a fund for purchasing property.
- "Borrowing" money from the City
- Crowdfunding/Community Capital

This wouldn't be the first time the DDA purchased property - the library is an example of a project that has made a positive impact on the community.

Acknowledging the issue we face as a community with the shortage of available housing options and the goals that we have had for several years now, this is one way the DDA could be more proactive in addressing the issue.

Recommendation:

Board discussion & direction.

Attachments:

1. Alice
2. Household Income
3. households
4. population decline

The United Ways of Michigan, including the Char-Em United Way, representing Charlevoix and Emmet Counties, produced a report entitled *ALICE in Michigan: A Financial Hardship Study*. ALICE, which is an acronym for Asset Limited, Income Constrained, Employed, are those households with income above the Federal Poverty Level but below the basic cost of living. Based on a calculation of the actual costs of basic necessities such as child care, transportation, housing, and healthcare, the report establishes the ALICE Threshold, “the average income that a household needs to afford the basic necessities... for each county in Michigan. Households earning below the ALICE Threshold include both ALICE and poverty-level households” (ALICE, 2). Table 2.14 provides the ALICE data for the comparison communities, Charlevoix County, and the State of Michigan.

Table 2.14: United Ways of Michigan ALICE Report Findings, 2019

	City of Charlevoix	Charlevoix Township	City of Boyne City	Charlevoix County	State of Michigan (2017)
Total Households	1,294	768	1,702	11,503	3,935,132
% Below ALICE Threshold	56%	26%	40%	37%	43%

Source: United Way of New Jersey <https://www.unitedforalice.org/state-overview/Michigan>

The Median Household Income, affordability index, and ALICE report findings in the City indicates households exist on modest means. This fact is contrasted with the City’s neighbors, as well as its wealthier, seasonal residents. Unfortunately, because of the way the census data is structured, it is not possible to reflect incomes of part-time residents, as they may declare their primary residences elsewhere. While this prohibits us from seeing an image of a year-round resident / seasonal resident socioeconomic divide, it at least affords an illustration of the City’s year-round residents.

In terms of commercial development, the higher median household incomes of neighboring communities highlight the significance of a broader market view. Especially for downtown Charlevoix, if it is to remain vibrant and successful, it must not just rely on the local market, but consider a much broader definition that includes neighboring communities and seasonal residents and visitors.

Household income is one key indicator of a community's overall economic condition, particularly when compared to neighboring communities or other larger measures. Figure 2.8 is a graphical representation of Table 2.13, a comparison of Median Household Incomes (MHI) across comparable Charlevoix communities, Charlevoix County, and the State. Of note is the decline of MHI in the City of Charlevoix where the comparison communities each saw an increase in already higher MHI levels over the 9 year timeframe.

Figure 2.8: Median Household Income Comparison, 2010-2019

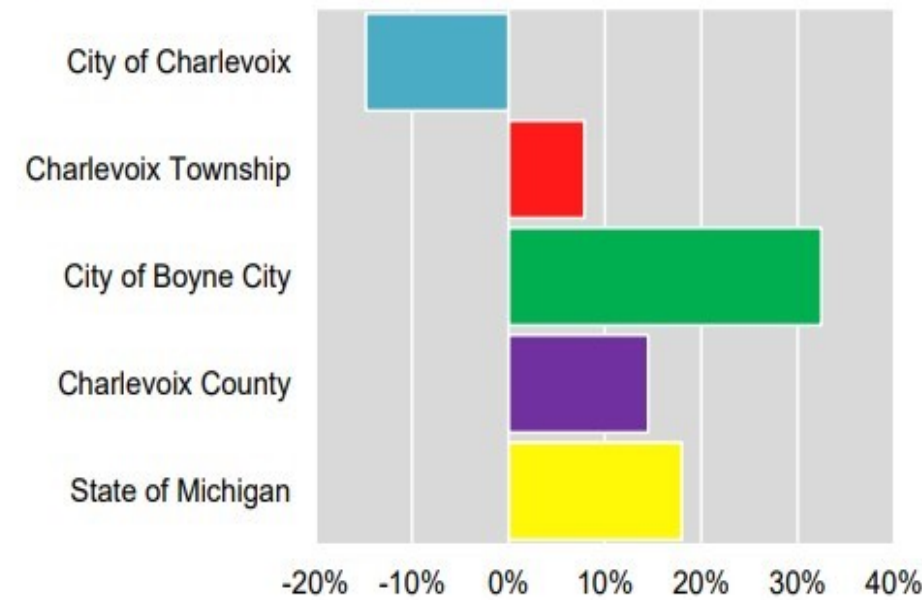


Table 2.13: Median Household Income

	City of Charlevoix	Charlevoix Township	City of Boyne City	Charlevoix County	State of Michigan
2010	\$ 37,417	\$ 55,815	\$ 39,716	\$ 48,704	\$ 48,432
2019	\$ 31,885	\$ 60,208	\$ 52,604	\$ 55,760	\$ 57,144
% Change	-15%	8%	32%	14%	18%

Source: US Decennial Census and 2019 ACS 5-Year Estimates

Housing Affordability

The rule of thumb has been 30 percent – that a household should spend no more than 30 percent of its income on housing costs. Considering the Table 2.13 above, over twelve months, a City of Charlevoix household earns \$ 2,657.08 per month. The average household can afford a \$ 797.13 monthly rent or mortgage payment. The estimated median gross rent is within this range (\$ 567.00, Table 2.10). However, anecdotally, the cost of rent is much higher and demand is driving prices higher still.

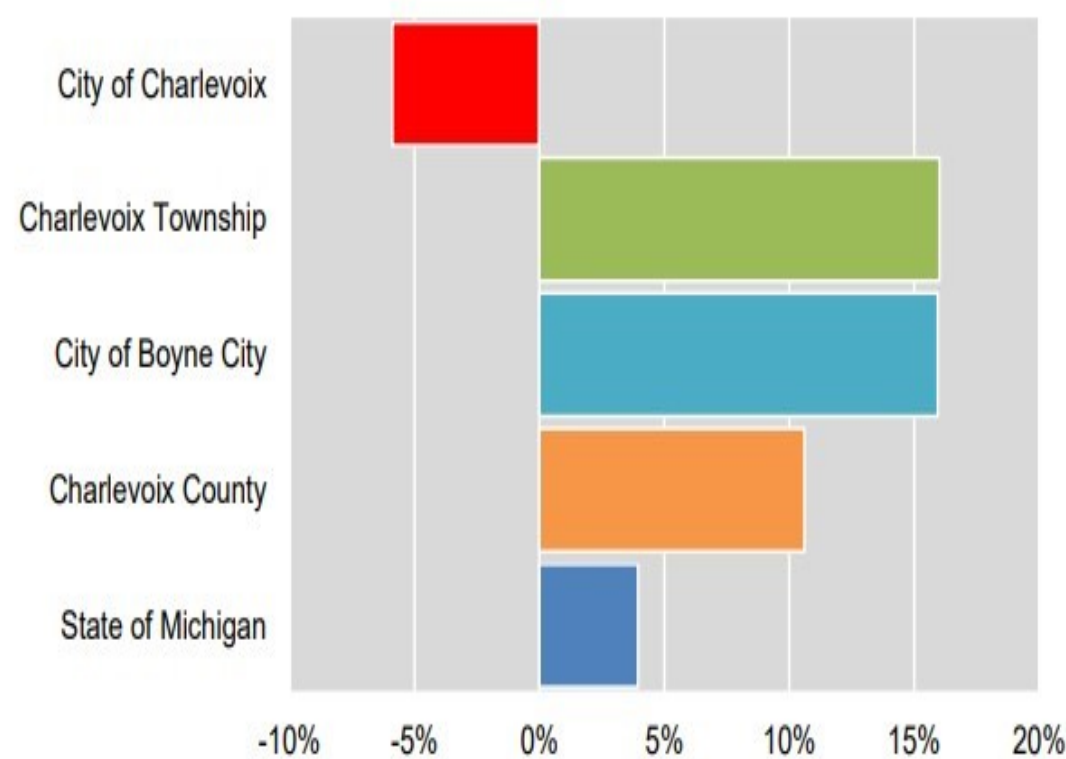
Affordability can be further described for home ownership by the ratio of the Median Housing Value (shown in Table 2.10) to the MHI. An affordability index of no more than 2.6 is considered an affordable community. The affordability index of the City of Charlevoix in 2019 is 5.3. This price to income ratio for the City has increased from 2010 when the index was 4.7. The index is calculated by dividing the median housing value from Table 2.10 (\$ 167,800) by the median household income from Table 2.13 (\$ 31,885). Income and wages determine the amount a household is able to save to pay for a down payment on a house as well as the amount that can be paid on a monthly mortgage. Increases in housing prices or decrease in income limit a household's ability to purchase a house. Similar to rent prices, home prices are also increasing where the cost to purchase a home is often as much as \$200/square foot or more.

Nationally, reports indicate the Covid-19 Pandemic has caused major disruptions in the housing market including extreme increases in housing prices, a decrease in household income, and a more mobile and flexible buyer. This is combined with an already high demand for housing at all price points and increased material and labor construction costs. Housing is further discussed in Chapter 5.

Households

The average household size for City of Charlevoix residents is 1.74, compared to the County's average of 2.25. The Census defines a household as all the people who occupy a single housing unit, regardless of their relationship to one another. Figure 2.6 is a graphical representation of Table 2.6 displaying the percent change in the number of households for the City of Charlevoix and the comparison communities. Similar to population, the City experienced a 6% decline in the number of households while the comparison communities saw an increase in the number of households.

Figure 2.6: Change in Households, 2000, 2010, 2019



Source: US Decennial Census and 2019 Community Survey

Table 2.6: Number of Households Growth Comparisons

Year	City of Charlevoix	Charlevoix Township	City of Boyne City	Charlevoix County	State of Michigan
2000	1,375	662	1,468	10,400	3,785,661
2010	1,266	681	1,635	10,882	3,872,508
2019	1,294	768	1,702	11,503	3,935,041
% Change (2000-2019)	-6%	16%	16%	11%	4%

Source: US Decennial Census and 2019 American Community Survey

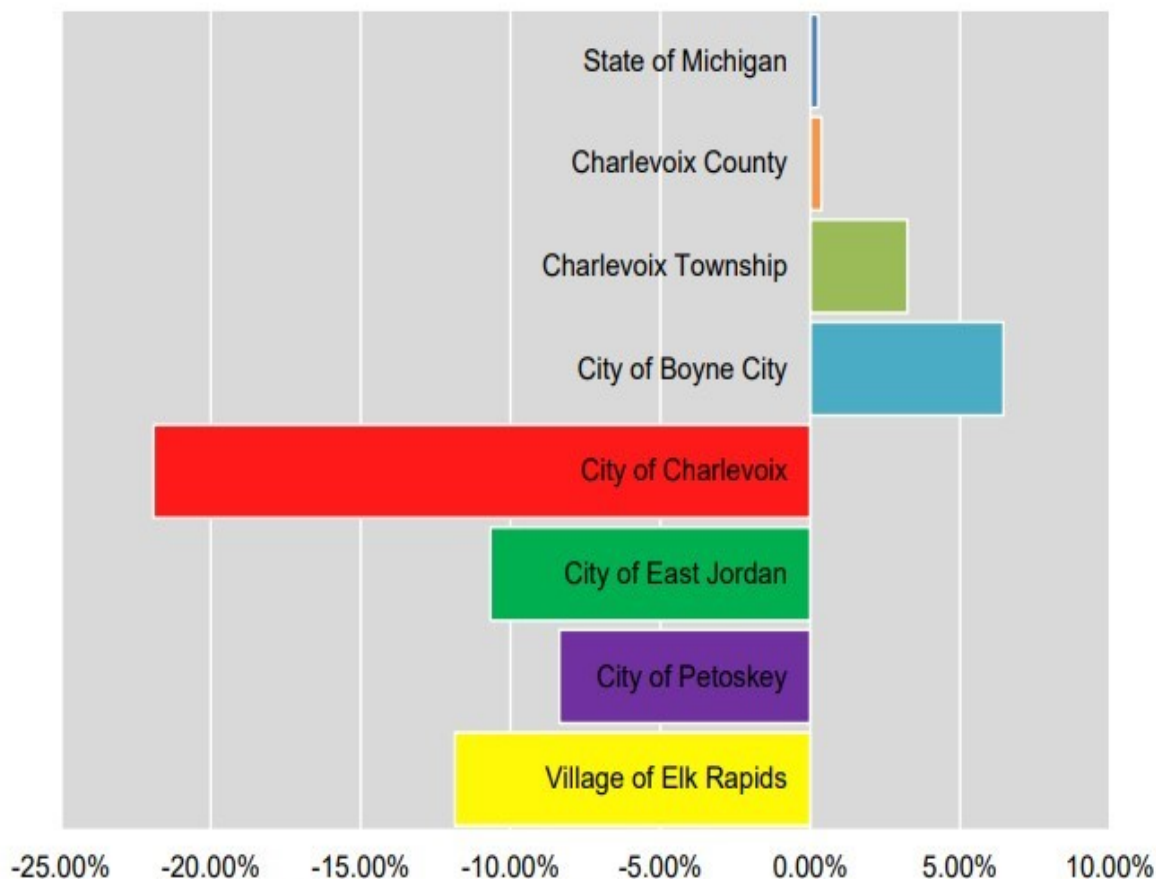
Demographic Characteristics

Through a series of tables, the next several pages show overall demographic characteristics of the City's population. The majority of tables in this chapter use data collected from US Census Bureau's Decennial Census and the 2019 American Community Survey (ACS) 5-Years estimates to represent current conditions in the City of Charlevoix. Decennial data is collected every ten years during a complete Census count while the ACS uses statistical sampling over a 5-year period to describe the average characteristic over the period of collection. Decennial data is often used as a point of comparison or to show trends throughout time. In order to show a comparison, the City of Charlevoix demographic data is often paired with data from surrounding communities, Charlevoix County, and the State of Michigan. The information selected is useful for understanding the current conditions of the population, as well as planning for housing and service needs.

Population

In a comparison of nearby jurisdictions (Figure 2.4.), Charlevoix Township, City of Boyne City, Charlevoix County, and the State of Michigan experienced a population increase while the City of Charlevoix, City of East Jordan, City of Petoskey (Emmet County), and the Village of Elk Rapids (Antrim County) experienced a population decline from 2000 to 2019. The City of Charlevoix saw the largest decline (21.91%) of the comparison communities. Table 2.1 provides a detailed description of each community's population in 2000, 2010, and 2019 and the percent change from 2000 to 2019.

Figure 2.4: Population Change, 2000-2019



Source: US Decennial Census and 2019 American Community Survey

Table 2.1: Population Growth Comparisons, 2000, 2010, 2019

	State of Michigan	Charlevoix County	Charlevoix Township	City of Boyne City	City of Charlevoix	City of East Jordan	City of Petoskey	Village of Elk Rapids
2000	9,938,444	26,090	1,697	3,503	2,994	2,531	6,247	1,695
2010	9,952,687	26,228	1,892	3,760	2,620	1,927	5,795	1,864
2019	9,965,265	26,188	1,752	3,729	2,338	2,261	5,724	1,494
% Change (2000-2019)	0.27%	0.38%	3.24%	6.45%	-21.91%	-10.67%	-8.37%	-11.86%

Source: US Decennial Census and 2019 American Community Survey