



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, February 26, 2018- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**

All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.

- A. DDA/Main Street Meeting Minutes - January 22, 2018
- B. Committee Minutes
- C. Monthly Report to MEDC - January 2018

6. Reports

- A. Executive Director's Report
Lindsey Dotson, Executive Director
- B. Wayfinding Signage Update
Lindsey Dotson, Executive Director
- C. Branding Update
Lindsey Dotson, Executive Director

7. Old Business

- A. Facade Grant Incentive Program Guidelines Revision
Lindsey Dotson, Executive Director
- B. Reserved Parking Spaces
Lindsey Dotson, Executive Director

8. New Business

- A. Wayfinding Sign 30b Relocation

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

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.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: DDA/Main Street Meeting Minutes - January 22, 2018

DATE: February 26, 2018

ATTACHMENTS:

- ▣ January 22, 2018 DDA Minutes - Draft

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MINUTES
Monday, January 22, 2018 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Vice Chair: Rick Wertz
Members Present: Richard Christner, Fred DiMartino, Carissa Mullaney, Maureen Owens, John Yaroeh
Members Absent: Kirby Dipert, Tami Gillespie, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA/Main Street Work Session Minutes – January 15, 2018
- B. DDA/Main Street Meeting Minutes – December 19, 2017
- B. Committee Meeting Minutes
- C. Annual Report to MEDC

Member Owens noted that Carissa Mullaney's name was spelled wrong in the minutes. Motion by Member Owens, second by Member DiMartino, to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson stated that they received a redevelopment liquor license application (329 Bridge Street), but at this time it is incomplete. The City Clerk wanted them to know that once the required materials were provided, Staff may be requesting a special meeting for the Board's review prior to going to Council.

Director Dotson introduced Melissa (Missy) Jollette as the new Farmers Market Manager. Ms. Jollette responded to questions from the Board members.

B. Wayfinding Signage Update

Director Dotson stated that four signs were installed and she noted 95% positive reviews for the new signs.

C. 2018 Work Plans Update

Director Dotson stated that because of the timing of the work sessions and the changes that they have made to the budget she wanted to give the Committees more time to digest the changes. She stated that two Committees have met since they had their work session and she commented that several work plans will be approved next month.

7. Old Business

A. Draft 2018-19 Budget

Director Dotson stated that with the changes that the Board discussed during the work session on January 15th they were down to \$33,500 in expenditures more than the projected revenue. This leaves \$428,000 left in cash. Member Yaroeh suggested that withholding the \$30,000 library payment would correct the deficit. Member Wertz felt they should keep the commitment to the library. Members Christner and Owens stated that they were comfortable with the \$33,500 figure.

Motion by Member Yaroeh, second by Member Owens, to approve the budget [as presented] and present it to City Council for approval. Motion passed by unanimous roll call vote.

8. New Business

9. Public Comment

10. Request for Future Agenda Items

Member Owens stated that two meetings ago they discussed leased parking spaces for Hoffman/McClean and they tabled it. Director Dotson stated that they will revisit that issue at the next meeting.

Member Yaroach requested an update on the downtown DDA business district WIFI availability. Member Owens stated that free WIFI was available in East Park and Director Dotson stated that it also worked in most businesses.

11. Board Comments

Member Yaroach felt that delivery vehicle parking on the street during the Farmers Market was an issue.

Member Owens questioned if the Board could get the results of the exit interviews that Director Dotson conducts with any businesses moving out of the area. Director Dotson stated that she could formalize it, but for now it was word of mouth type of interviews; and she could include that in her monthly reports.

Member Yaroach stated that he would like the Executive Director to send a letter of appreciation and acknowledgement to John Campbell for his work on the Design Committee. The Board members concurred.

12. Adjourn

Motion by Member Yaroach, second by Member DiMartino, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 5:58 p.m.

Joyce Golding/fgm

City Clerk

Rick Wertz

Vice Chair

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Committee Minutes

DATE: February 26, 2018

ATTACHMENTS:

- ▣ Design Committee Meeting - Feb. 1, 2018
- ▣ Promotions Committee Meeting - Feb. 15, 2018



Charlevoix Main Street Design Committee
Thursday, February 1, 2018
4:00 PM – City Hall Council Chambers
Minutes

Attendees: G. DeMeyere, L. Dotson, D. Fate, L. Keinath, M. Owens, E. Selph, P. Weston

Absent: R. Bergmann, J. Duerr, D. Grossi, H. Harrington, D. Miles, A. Munday

Call To Order

- I. Approval of Minutes** - The Minutes from the January 4, 2018, meeting which were sent out in advance via email were approved as written.
- II. Outstanding Business**
 - a.** Wayfinding Signage – The installation of the nineteen (19) Wayfinding signs by ProImage was completed as of 1/31/18. They are being well received. Feedback from one business owner as to placement is being addressed directly with them. While no Phase 2 for signs is planned at this stage, the project could be resurrected in a future year when funding is available. Additionally, if other signs in the city are replaced, it would be desirable to have them in alignment with the Wayfinding sign design concept.
 - b.** 2018 Work Plans:
 - i.** Façade Grant Program Guidelines – It is expected that a budget of \$10,000 will be approved for the grant program in 2018. Emily will proceed with the Work Plan team to review and improve the guidelines as appropriate.
 - ii.** Façade Grant Program – The group discussed possible approaches for this year. It is strongly recommended to align the program with MI Main Street Design Services which are available to business owners at no cost. CVX MS has 15 available over a five-year period, and only one has been utilized so far. Consultation is also available on an unlimited basis from MI Main Street. Emily will put more thought into an approach to solicit grant applications when the guidelines are complete and the budget is confirmed. The group agreed it would be good to have one or two larger projects, and to have a sense of what the business owners are planning as far as facade improvements. Timing is important. In the meantime, the available services need to be communicated and promoted to the business owners in the DDA. MS will have a booth at the

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Chamber Business Expo in March, and it was agreed each MS committee should take turns staffing the booth and distributing information about the services available and anticipated grant funding available this year. It was also proposed to communicate via the BizBlast and Business Owners meeting.

- iii. Main Street Design Guidelines & Design Services - Luann will work with Dave G. on the guidelines.
- iv. MSU Sustainable Built Environment Initiative - The details of the \$4,000 budget are still pending.
- v. Street Tree Lights - No action is required until later in the summer. The Work Plan will be transferred to the new format.
- vi. Pole Banners - No money allocated for 2018.

III. New Business

- a. Denise F. presented the concept of historic interpretive signage to be put on downtown buildings of historic interest. A design needs to be developed, probably by ProImage. The cost should not be too high. Lindsey D. stated that it would likely be possible to fund with historic preservation funding once our CLG status is finalized later this year. One approach would be to start with buildings who have already taken part in the facade grant program.

IV. Call for Future Agenda/Research Items - none

V. Volunteer Hours - were reported.

VI. Adjournment - the meeting was adjourned at 5:00 PM.

Next meeting: Thursday, March 1st, 4:00 PM at City Hall

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Promotions Committee
Thursday, February 15, 2018
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Jessica Anderson, Lindsey Dotson, Larry Levingood, LeAnne Ackert, Carissa Mulaney, Shelly Furgeson, Nancy Suzor, Dan Barron

- I. Call to Order: 8:04 Lindsey**
- II. Approval of Minutes: January 18, 2018; Leanne, 2nd Larry**
- III. Event Recap**
 - a. Live Life Local (Lindsey): No updates
- IV. Ongoing Business: Project Updates and Work Plans**
 - a. Charlevoix is Open (Lindsey): Commercials are running now on 9&10 and Local 32. Ads are also running on Lite 96FM and a Facebook Friday was done last week-2 winners were given Chamber Bucks.
 - b. Restaurant Week - April (Lindsey): Created a subcommittee to meet on an as needed basis. After a meeting with restaurants, the fall date was changed to November 4-10. The dates will be set for the first full week in November and the last full week of April moving forward. Carissa suggested talking to Munson about sponsorship in conjunction with classes on healthy eating/raw foods as discussed previously.
 - c. Live on the Lake (Lindsey): They are reducing the number of buskers and the lineup is set.
- V. Event Support Recap & Upcoming Needs**
 - a. Bridge Drop (Dan): Camel Cup fundraiser will be in the spring on May 5th at the Elks.
 - b. Shadow Fest (Jessica): Went well overall but weather was a deterrent so attendance was a little down. Breakfast was busy; Joe Charlevoix granted honorary citizenship. Good feedback that the chili cook off was changed to a soup contest. Kids activities very slow but beer tent was well attended.

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- c. Live from Charlevoix (Jessica/LeAnne): Next Libations for Live is this Saturday, Feb 18 at the Townhouse. The Crane Wives will perform on the 24th. Apps will be provided by Boyne City Taproom/Charlevoix Taproom. Tickets still available. Wondered if ticket sales were lower for this band because they have been playing other venues in this area quite a bit within the last few months. Nancy mentioned that she hadn't seen any fliers out and offered the services of her husband in distributing them if needed.
- d. Craft Beer Festival (Lindsey): They have contacted lots of breweries to participate.

VI. Volunteer Hours: 36

VII. Good of the Order:

Does this committee need to meet monthly? Will meet monthly in off season but will not meet in July and possibly other months deemed unnecessary/too busy for committee members in the future.

We need people to ride on the float in the Venetian parade. Groundhog will be on float.

Lindsey is updating the downtown directory and maps.

VIII. Adjournment: 8:57am

Next meeting: Thursday, March 15, 2018

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Consent Agenda

TITLE: Monthly Report to MEDC - January 2018

DATE: February 26, 2018

ATTACHMENTS:

- ▣ Monthly Report to MEDC - January 2018

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

Report only those items occurring in your specific Main Street project area for this month

Metrics Number M-0000102942
 Account City of Charlevoix
 Reporting Period Start 1/1/2018
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Katie Cross
 Reporting Period End 1/31/2018
 Due Date 2/10/2018

Design

Facade & Exterior Renovation in MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
Aartvark Studio and Gallery	413 Bridge Street	New door	\$3,000.00		
n/a	105 Van Pelt Place	Replaced windows and trim	\$6,570.08	\$3,285.00	Local

Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Economic Vitality

Building Rehabilitation in MSA: (Interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
Aartvark Studio and Gallery	413 Bridge Street	\$12,000.00		
Morning Dew Cafe	113 E Antrim Street	\$40,000.00		

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
107 Mason Street	\$439,000.00

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
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Existing Downtown Businesses Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Harbor View Cafe	100 Antrim Street	Food & Beverage	5.0	5.0
My Secret Stash	229 Bridge Street	Retail Occupied	2.0	2.0
Pizza Girl	108 Antrim Street	Food & Beverage	2.0	2.0
Sink or Swim	103 Bridge Street	Retail Occupied	2.0	2.0
Picture This	106 Antrim Street	Service Business	1.0	1.0
The Spa Charlevoix	104 Antrim Street	Service Business	3.0	

Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Charlevoix Barber Shop	110 Antrim Street	Service Business	1.0	1.0
Hearing Health USA	203 Bridge Street	Service Business	3.0	

New Housing Completed Downtown

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Promotion

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
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Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
20.00	10.00	65.00	35.00	10.00	140.00

Fundraising/Membership Last Month

Type	Amount
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Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary	Another fire happened in downtown in January, this time in the Oleson's plaza. Several businesses are closed indefinitely as they work to determine the scope of damage and make plans for rebuilding. Oleson's grocery store was closed for a short time but are open again already. Some of the businesses have found new locations already, others have not made announcements about their plans yet. In other news, the 1st phase of our wayfinding signs have been installed!
Program & Outlook	We've drafted our 2018/19 budget and are now going through the process of tweaking programming/updating work plans accordingly. A new farmer's market manager has been hired - she also took the position in Boyne City and is working for both markets.
Suggestions for State and National Staff	What is the status of our "services" this year? I know you told us there won't be applications and I know we talked during our one-on-one call about needs, but when will we be finding out what will be happening?

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2018_1_22_Meeting(63) (2).pdf	2/9/2018 4:38 PM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103

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Reports

TITLE: Executive Director's Report

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Downtown Wi-Fi Update

At our last meeting a question was raised about the status of our downtown Wi-Fi. Last spring the city installed free Wi-Fi which comes out of East Park. The network is called "Charlevoix Wi-Fi" and does not require a password to connect. At the last meeting it was mentioned that this asset is not advertised anywhere so since then I have added the info to our "Life in Charlevoix" mobile app, our website, and will include it in print on our new downtown maps, kiosks, and park directory. The Wi-Fi can be accessed from many places in the downtown even though the signal is strongest in the park. It works inside City Hall so it likely works inside most businesses on Bridge Street. We will continue to improve our promotion of this free service!

Farmers Market Parking

At our last meeting a question was raised about improving parking for the Farmers Market so that it is more accessible to the local community. Last year we tried offering 20 minute free parking at the meters along the east side of Bridge Street during market hours. Evidently it was not advertised well enough because many claimed to not know about it. Market Manager Missy Jollette and I are talking with Police Chief Gerard Doan about how the parking scenario went last year to see if anything can be improved upon. If it worked well we will continue offering the free 20 minute market parking and do a better job of getting the word out about it.

Sponsorship Policy

Another topic that was mentioned at our last meeting in relation to our budget conversation and the support we provide to downtown/community events is that we should consider adopting a policy about how those funds will be distributed. I am working to gather examples from other communities to draft something for you to review as a Board. I hope to have a draft to you at the March meeting.

Director Schedule

I have returned to work full time starting today, February 26th. Aside from the occasional sick or personal day I should be around 5 days a week approximately 8-5pm daily. I do have some upcoming planned absences, not including a weeks vacation that has not been planned yet:

March 7th - Personal Day

March 23-29th - National Main Street Conference in Kansas City, MO

March 30th - City Hall Closed for Good Friday

May 16 - 18th - Michigan Historic Preservation Network Annual Conference in Lansing (I am a speaker with Michigan Main Street).

June 4 & 5th - Quarterly Training in Niles, MI

October 8 & 9th - Directors Retreat with Michigan Main Street

Business Expo

On March 21st Charlevoix Main Street will have a table at the Charlevoix Area Chamber of Commerce Business Expo at Castle Farms from 5-8pm. Last year we had a table as well and found it to be very fruitful. It's a great opportunity to network with businesses, community members, and potential new volunteers. It allows us to tell our story of what we do, share accomplishments, and promote upcoming events. 6 people have volunteered to help "staff" the table to talk about various projects allowing me the flexibility to move freely and connect with people that I need to while also assisting them with questions people may have. We hope to see you there, it is a fun event!

2017 Investment Statistics

Michigan Main Street's Annual Report has been released along with their summary of each community's achievements over the past year of programming. I have attached the report for your reading pleasure.

ATTACHMENTS:

- ▢ 2017 Michigan Main Street Annual Report



ANNUAL REPORT

2016-2017

www.miplace.org/communities/mms

February 1, 2018

Dear Friends and Partners,

First, thank you all for making 2017 one of the best years yet for Michigan Main Street (MMS)! We would not be nearly as successful without the friendships and partnerships MMS has built through the years and 2017 was no exception.

We are very proud that Michigan was the first state-coordinating program in the country to successfully implement the refreshed Main Street Approach®, a strategy-driven, results-oriented update to the original Main Street Four Point Approach®. Michigan Main Street staff have been seen as leaders throughout the country in identifying, defining and implementing unique economic development strategies in partnership with our local Main Street programs. As a result of these efforts, in 2017 the Michigan Main Street program received the Main Street Hero Award from the National Main Street Center. The award recognized the Michigan Main Street program for our work championing community-driven economic development and our impact on local communities throughout the state of Michigan, as well as our contribution to enhancing national efforts to revitalize America's downtowns.

Michigan also was the first state to have two local Main Street programs recognized for the Great American Main Street Award in the same year. A huge congratulations goes out to the Howell Main Street program and the Saline Main Street program as 2018 Great American Main Street Semi-finalists!

Over the past year, the twenty-one Select and Master Main Street Michigan Main Street communities generated more than \$25 million in private investment, over 100 new businesses and improved 136 façades. Michigan Main Street is proof that a community-driven approach to economic development delivers tangible results while supporting local economic growth for long-term success.

We are excited to share the individual stories and successes from Michigan Main Street communities on the following pages. In the coming year, the Michigan Main Street team looks forward to building on these accomplishments by working with the amazing volunteers, staff and community stakeholders who work tirelessly to leverage local assets, build strong relationships, develop local businesses and execute community events in order to build thriving Main Streets across the state.

Sincerely,



Katharine Czarnecki
Senior Vice President, Community Development
Michigan Economic Development Corporation

MAIN STREET APPROACH™



Main Street.

Two words that evoke nostalgic feelings and warm memories in many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

The Michigan Main Street program provides technical assistance services to communities working to develop main street districts that attract residents and businesses, promote commercial investment and spur economic growth. Main Street programs use the Main Street Approach™—a common-sense method for tackling the complex issues of revitalization by capitalizing on downtown's history and the unique assets of the community itself.

The **Main Street Approach™** is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.



The Main Street Approach™ is a methodology consisting of three integrated components:

1. The vision provides a foundation for outlining the community's identity, expectations and ideals for future development while being grounded in an understanding of the economic market realities of the district.
2. Transformation strategies identify long-term and short-term actions that provide a clear sense of priorities and direction to help move a community closer to implementing their vision. Work on these strategies should align with the Main Street Four Points of organization, promotion, design and economic vitality.
3. The Main Street organization must show visible results that can only come from implementing action items and completing projects in the short-term and long-term. Main Street must focus on measuring progress and results in order to justify and demonstrate the wise use of scarce resources.

Michigan Main Street Communities 2017



▲ Master Level communities

★ Select Level communities

MICHIGAN MAIN STREET



The **Michigan Main Street 2016–17 Annual Report** includes communities that are required to report local statistics as part of their participation in the Select and Master Level of the Michigan Main Street program. Over the past year, Michigan Main Street communities have continued to generate real results for their communities by supporting new and existing businesses, planning and funding physical improvements, organizing events and promotions to raise the profile of their downtown district and engaging community members in downtown revitalization.

A note about numbers: In fall 2017, Michigan Main Street commissioned consulting firm Jon Stover & Associates to assess the reliability of locally collected Main Street program data. Economic indicators from historic annual reports were compared with one or more of the best available third-party data providers. Data collected locally by Main Street directors was found to be largely accurate. In fact, program-reported data was found to generally be more reliable than third party data for six out of seven key economic indicators used in the study, including business count, business mix, average rent, commercial vacancy, housing, and property value. The results of this assessment highlight the important role that local Main Street programs play in helping their community quantify economic impacts and track the result of downtown investments.

2016–17 TOTAL PRIVATE INVESTMENT:

\$25,614,840

Program to date: \$257,797,240



2016–17 TOTAL PUBLIC INVESTMENT:

\$20,135,064

Program to date: \$84,971,582



2016–17 VOLUNTEER HOURS: 78,082

Program to date: 634,173



2016–17 NEW BUSINESSES: 136

Program to date: 1,183



2016–17 FAÇADE IMPROVEMENTS: 136

Program to date: 1,196



BLISSFIELD

designation year: 2010



www.blissfieldmainstreet.com | Master Level

HIGHLIGHTS

- Increased event participation to record levels. The five car shows saw 100+ cars and bikes and brought in more sponsorships and prizes than in previous years. Yuletide Festival tripled donations to just under \$10,000. New event components included beer tasting, pop-up market, storefront decorating contest, and additional holiday décor. Downtown businesses recorded record sales during the three-day event. Wassail Festival participation grew to over 400 people and brought in thousands of dollars of revenue for the program while showcasing over a dozen local businesses in the light of Christmas décor and holiday cheer.
- Installed a downtown carillon sound system, skateboard deterrents on planters, and two sets of decorative banners for the 40 light posts alongside US-223 and South Lane Street. Collaborated with the village, generous donors, and the A&B Railroad to install decorative lights on 15 crabapple trees alongside US-223. and on the railroad bridge above the Raisin River.
- Created a new business recruitment and retention packet to highlight opportunities to local and outside entrepreneurs, resulting in attracting a new business that utilized a facade grant to rehabilitate their building.
- Increased volunteer participation and local business sponsorships, adding new skill sets, programming, energy, collaboration, and passion for the local community

Population (2010 Census):
3,291



2016–17 TOTAL PRIVATE INVESTMENT: \$53,041
Program to date: \$4,710,274



2016–17 VOLUNTEER HOURS: 2,236
Program to date: 14,474



2016–17 NEW BUSINESSES: 1
Program to date: 23



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 32



BOYNE CITY

designation year: 2003



RRC Certified

www.boynecitymainstreet.com | Master Level

HIGHLIGHTS

- Raised record-breaking proceeds in July 2016 and 2017 through Boyne Thunder, the organization's largest fundraising event. Main Street received \$48,000 in 2016 and \$69,000 in 2017. In 2016, the event committee reinvested \$32,000 into the dock at the Boyne City marina. Partnered with two other organizations for the event, Camp Quality of Michigan and Challenge Mountain, to raise over \$138,000 in 2016 and over \$197,000 in 2017.
- Awarded \$12,000 in matching façade grants to local business owners. Projects supported include \$7,000 to the Boyne Theatre restoration project and \$5,000 to Paga Family Dentistry for rear, street-facing façade improvements that enhance the district's vibrancy.
- Broke ground on the Veteran's Park Pavilion, a project that sits in the heart of downtown has been a priority for several years. Together with the city raised close to \$150,000 for Phase 1 of the pavilion through private donations, public investment, and grants.
- Installed The Last River Draw, a sculpture by a local artist Martha Sulfridge reflecting the lumbering heritage of Boyne City, in the Boyne River in the heart of downtown in November of 2016. Funding for this project came through MEDC's Public Spaces Community Places crowdfunding tool.

Population (2010 Census):
3,751



2016–17 TOTAL PRIVATE INVESTMENT: \$2,229,200
Program to date: \$27,930,576



2016–17 VOLUNTEER HOURS: 4,980
Program to date: 49,175



2016–17 NEW BUSINESSES: 9
Program to date: 85



2016–17 FAÇADE IMPROVEMENTS: 7
Program to date: 37



CHARLEVOIX

designation year: 2015



RRC Engaged

www.charlevoixmainstreet.org | Select Level

HIGHLIGHTS

- Launched a successful rebranding of Charlevoix through a strong partnership between City of Charlevoix, Charlevoix Main Street DDA, the Charlevoix Area Chamber of Commerce, and the Convention and Visitors Bureau. Developed a new brand adopted by the city, Main Street, and soon by the Convention and Visitor's Bureau. The new brand has already made appearances on downtown maps and kiosks, city vehicles, social media, and more. The next big rollout for the brand will be the inclusion on our new wayfinding signage throughout the downtown.
- Implemented the first phase of a \$50,000 wayfinding signage project. Developed a plan for sign placement, content, and signage design.
- Expanded year-round downtown tree lights to include side streets and installed upgraded lights in the large spruce tree in East Park used for the annual holiday tree lighting and parade.
- Developed and introduced new façade grant incentive program funding the rehabilitation of six storefronts in the downtown. The program provides a 50% reimbursement grant up to a maximum of \$10,000 per building. Main Street awarded \$28,000 out of a \$30,000 fund.

Population (2010 Census):
2,513



2016–17 TOTAL PRIVATE INVESTMENT: \$1,587,735
Program to date: \$2,909,235



2016–17 VOLUNTEER HOURS: 2,731
Program to date: 9,476



2016–17 NEW BUSINESSES: 17
Program to date: 23



2016–17 FAÇADE IMPROVEMENTS: 14
Program to date: 24



DOWNTOWN LANSING

designation year: 2012



RRC Certified

www.downtownlansing.org | Master Level

HIGHLIGHTS

- Established new destination branding and wayfinding signage design to capitalize on existing visitor destinations while simplifying and strengthening the visitor experience. On wayfinding signage an individual color and logo represents each of the four newly created downtown districts: Capital Complex, Washington Square, Riverfront District, and Stadium District.
- Updated downtown markets study and new business recruitment process to be strategic and proactive based on the results of our top prospects community survey data.
- Increased annual program revenue through a three-year renewal of the principal shopping district (PSD) along with an assessment increase of District A of the PSD for each of these years. This was the first assessment increase to pass through city council since the establishment of the district in 1996.
- Implemented a sponsorship program to offset costs of 34 beautiful two-foot-diameter hanging flower baskets on Washington Square.
- Collaborated with the Lansing Lugnuts to host the first Forks & Corks fundraising event. Forks & Corks guests enjoyed an upscale evening of wine and food pairings, highlighting wines from around the globe and culinary treats from metro Lansing's top dining spots, in the suites of Cooley Law School Stadium. The evening also featured live music, in addition to educational wine-related seminars.

Population (2010 Census):
119,128



2016–17 TOTAL PRIVATE INVESTMENT: \$4,489,240
Program to date: \$74,380,614



2016–17 VOLUNTEER HOURS: 2,800
Program to date: 10,545



2016–17 NEW BUSINESSES: 13
Program to date: 59



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 33



GRAND HAVEN

designation year: 2005



RRC Engaged

www.downtowngh.com | Master Level

HIGHLIGHTS

- Hosted a full-time VISTA Member who implemented new volunteer recruitment and management strategies, expanded social media communications and marketing plan, and wrote grants for program projects.
- Listed two community places on the National Register of Historic Places: the Grand Trunk Western Railroad Grand Haven Coal Tipple, and the Grand Haven Central Historic District.
- Expanded collaboration with local Chamber of Commerce, Small Business Development Center (SBDC), SCORE and MEDC to bring business resources to district stakeholders, included linking local businesses with grant opportunities and the Pure Michigan Business 2 Business Connect program. A peer-to-peer mentoring program distributes welcome packets and support to new businesses.
- Created a comprehensive marketing plan to support consistent use of the Grand Haven Main Street logo, stronger brand image for the organization, and outreach to local Grand Haven residents.
- Increased the impact of ArtWalk, which features the work of local, regional and national artists in businesses within the district through special events, art exhibits, youth activities, community art projects and an awards program. In 2017, 157 artists participated with art installations in 50 Main Street businesses. Public voting increased by 50 percent over prior years. Three new corporate sponsors supported the event with financial contributions.

Population (2010 Census):
10,650



2016–17 TOTAL PRIVATE INVESTMENT: \$242,900
Program to date: \$25,868,861



2016–17 VOLUNTEER HOURS: 6,727
Program to date: 55,835



2016–17 NEW BUSINESSES: 5
Program to date: 60



2016–17 FAÇADE IMPROVEMENTS: 2
Program to date: 56



GRAYLING

designation year: 2014



RRC Engaged

www.downtowngrayling.com | Select Level

HIGHLIGHTS

- Enhanced collaborative relationships in our community and grew awareness of our program's mission and works.
- Collaborated with the city in planning efforts for a new year-round market serving as an incubator and accelerator for small businesses. Coming to the edge of the DDA district, the new market will offer residents and visitors some significantly larger selections of produce and meats, other perishable goods, and some textile options. The two retail hubs of the community, downtown and the new market, will complement each other with diverse offerings at both ends of town.
- Implemented a new communication strategy to optimize social media and local resources, increasing exposure to the community. Through both a newspaper column and an enhanced social media presence Grayling Main Street reaches a larger percentage of our local population, and engages with folks outside of our region.

Population (2010 Census):
1,884



2016–17 TOTAL PRIVATE INVESTMENT: \$1,266,000
Program to date: \$2,837,950



2016–17 VOLUNTEER HOURS: 3,390
Program to date: 7,598

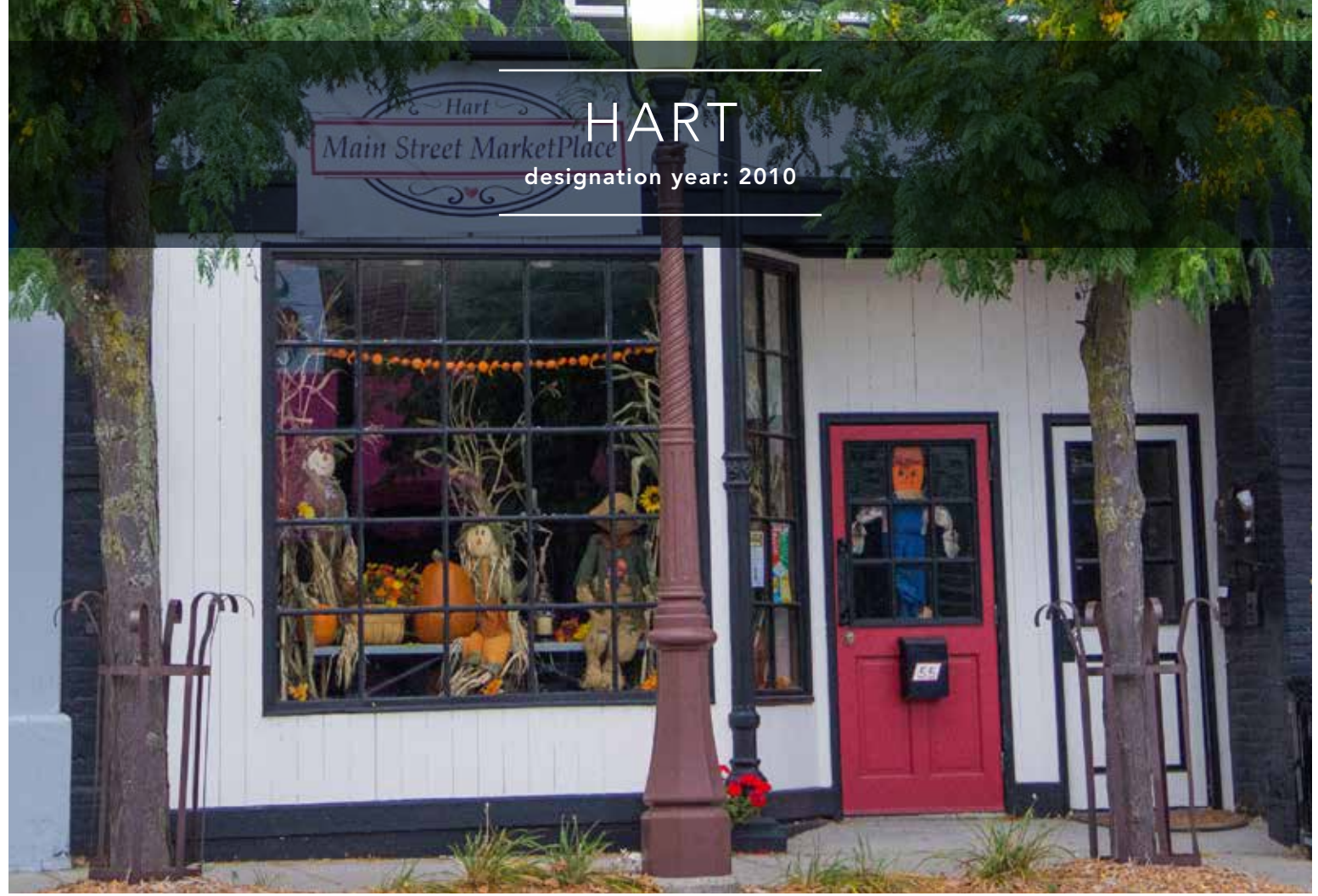


2016–17 NEW BUSINESSES: 5
Program to date: 12



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 16





RRC Engaged

www.hartmainstreet.org | Master Level

HIGHLIGHTS

- Implemented a successful outreach campaign to local businesses and organizations resulting in stronger support and sponsorships totaling over \$13,000.
- Collaborated with City of Hart to support the city's purchase of vacant property between two downtown buildings for development of a new public space. The property currently functions as a pass-through from rear parking lots to the storefronts on Main Street. Future goals include community design workshops and a crowdfunding campaign for improvements.
- Introduced farmers markets into downtown Hart through partnerships with District 10 Health Department's Healthy Families of Oceana County program and other major sponsors. Linking our rural community to our downtown provides fresh local food and an excellent source of social engagement.
- Opened a pop-up marketplace project in an empty storefront, supporting local entrepreneurs and retail shopping in downtown Hart. This model, shared from Milan Main Street, provided both of our programs compelling data that resulted in an approved proposal to present at the National Main Street Conference in Kansas City March 2018.

Population (2010 Census):
2,108



2016–17 TOTAL PRIVATE INVESTMENT: \$170,100
Program to date: \$1,387,756



2016–17 VOLUNTEER HOURS: 3,182
Program to date: 19,941

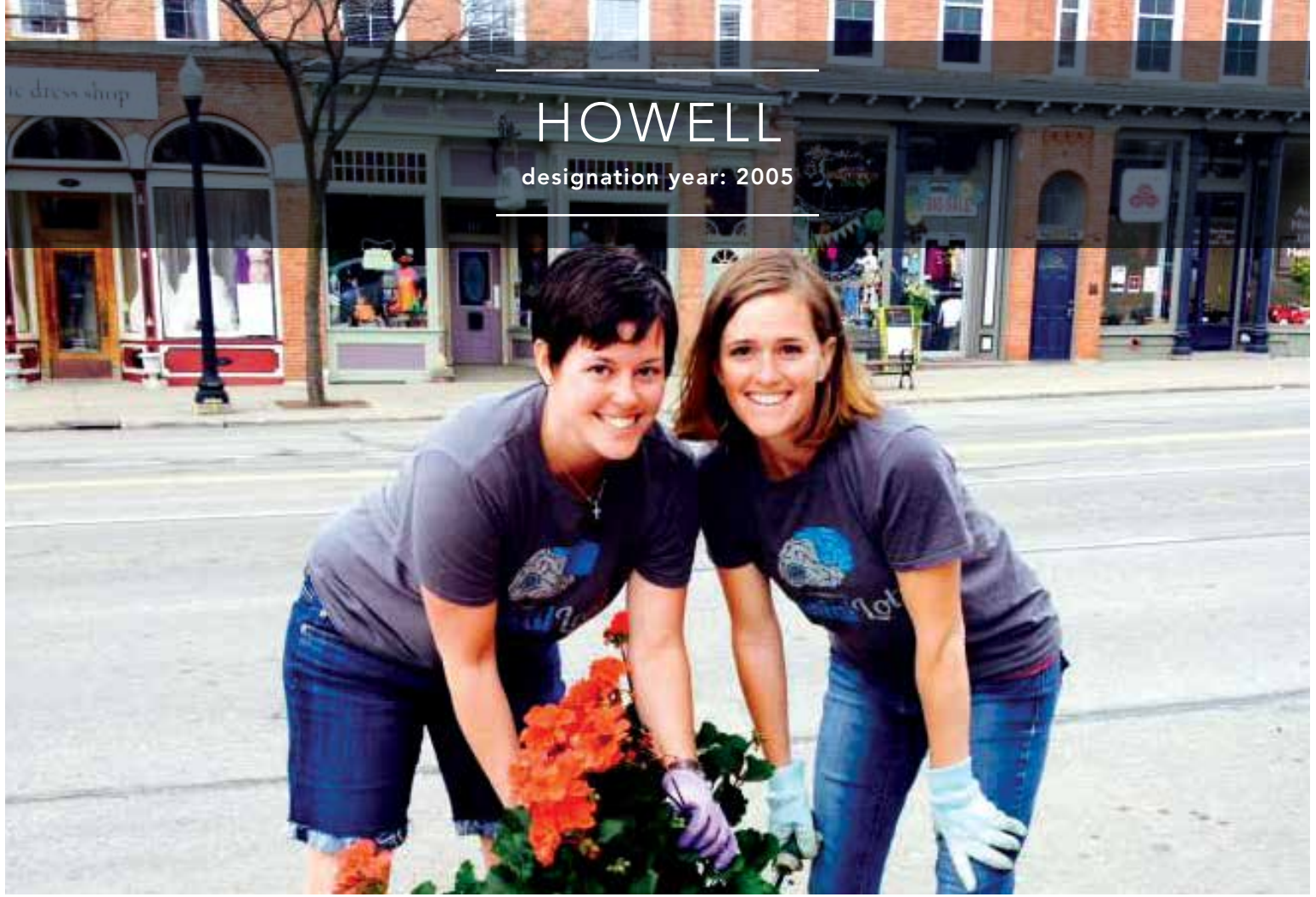


2016–17 NEW BUSINESSES: 4
Program to date: 24



2016–17 FAÇADE IMPROVEMENTS: 10
Program to date: 55





HOWELL

designation year: 2005

RRC Engaged

www.downtownhowell.org | Master Level

HIGHLIGHTS

- Named a semi-finalist for the Great American Main Street award for the second time in three years.
- Howell Main Street separated from City of Howell's DDA, securing a five-year transition agreement between Howell Main Street Inc. and City of Howell. As a result, fundraising hit an all-time high, with over \$93,000 in funds raised from goodwill donations, grants and foundation support, sponsorships, as well as event revenue.
- Marketed downtown Howell as a destination as part of Howell's Main Street Inc's strategic vision and launched new placemaking efforts to bring the community together. Through MEDC's Public Spaces Community Places crowdfunding tool, Howell Main Street Inc. funded the Peanut Row Alley project, a 100-plus-foot mural that depicts both Howell's history and new endeavors downtown. Local placemaking efforts led to an international placemaking speaking opportunity recognizing Howell Main Street staff as leaders in community engagement and creative approaches to strengthening their local economy.
- Established high levels of community support for Food Truck Rallies and Food Truck Tuesdays as well as Rock the Block, an outdoor summer music and foodie series. Planning has already begun for new community sites that can hold larger crowds while still driving traffic and sales throughout the downtown district.

Population (2010 Census):
9,505



2016-17 TOTAL PRIVATE INVESTMENT: \$5,311,033
Program to date: \$21,885,867



2016-17 VOLUNTEER HOURS: 5,321
Program to date: 48,224

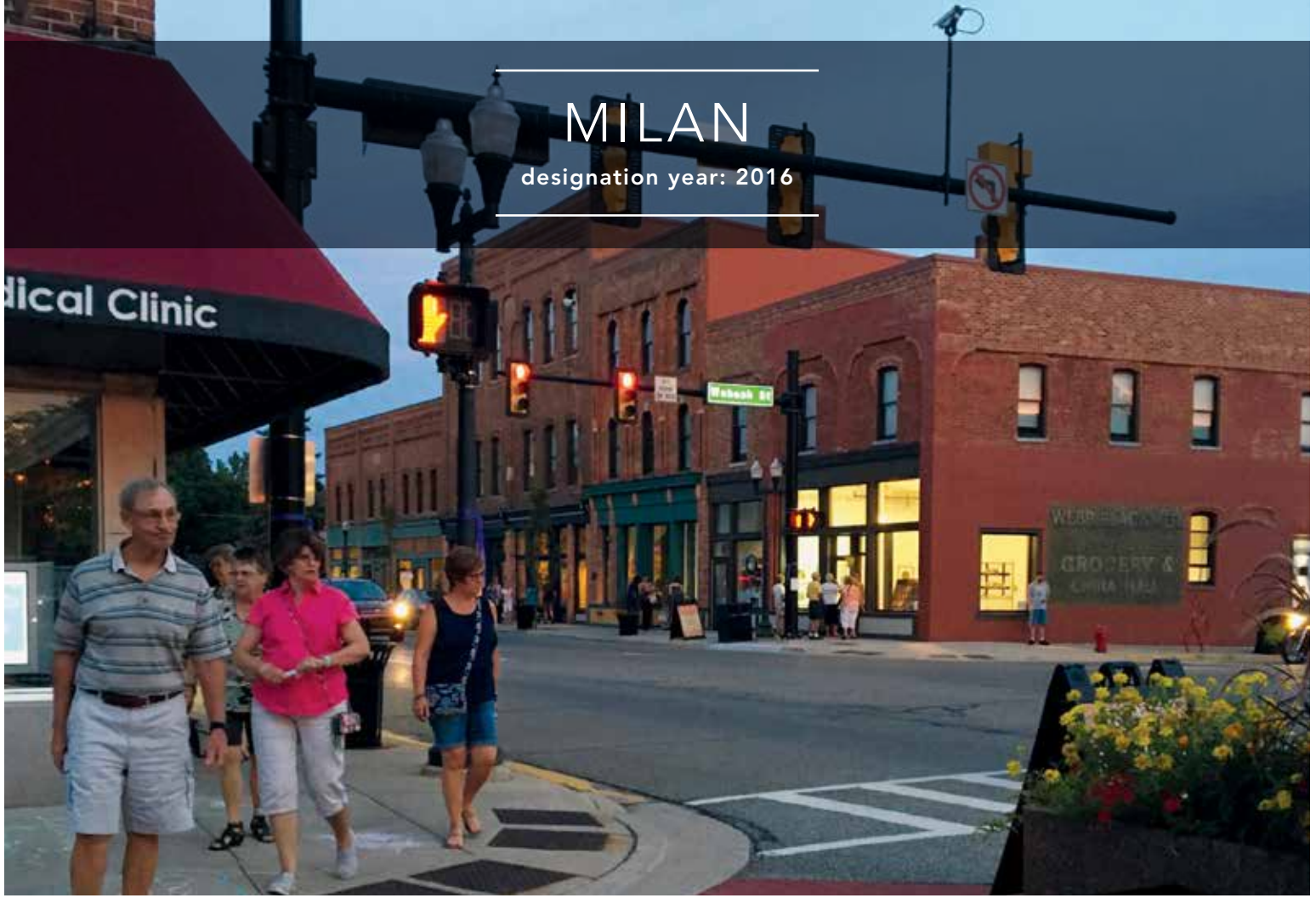


2016-17 NEW BUSINESSES: 12
Program to date: 149



2016-17 FAÇADE IMPROVEMENTS: 19
Program to date: 177





MILAN

designation year: 2016

RRC Engaged

www.facebook.com/MilanMainSt | Select Level

HIGHLIGHTS

- Presented several major events that boosted the economic vitality and image of our community. Let's Chill Winter Fest attracted participants from Mich., Ohio, Ind., and Ill., and over 5,000 attendees, generating significant revenue through sponsorships, tickets sales, and vendor fees. 3rdThursdays, a reinvention of the weekly farmers' market in downtown Milan that was struggling to secure vendors and attendees, attracted 750–1,000 visitors every week. Downtown businesses offered specials and expanded hours, reporting strong sales.
- Transitioned two pop-up markets into to traditional retail store on Main Street through the success of the 3rdThursdays event: Watchtower Comics & Collectibles and Northern Chicks. Also expanded two businesses into larger locations on Main Street, adding additional hours and staff: Fit-Mod and The Owl, Morning 'til Night.
- Received a \$10,000 grant from the Washtenaw County Convention and Visitors Bureau for enhancements to Tolan Square including lighting, a Christmas tree, additional seating, temporary fencing, and a sound system.
- Opened the MarketPlace, a community-run store in a vacant storefront offering retail space for prospective handcrafted merchandise businesses considering Milan Main Street as a new location. Open two days a week from November through the end of January, The MarketPlace earned nearly \$14,000 in sales for the artisans. Milan Main Street will present the MarketPlace's success during the national Main Street conference in Kansas City in 2018.

Population (2010 Census):
5,836



2016–17 TOTAL PRIVATE INVESTMENT: \$452,025
Program to date: \$452,025



2016–17 VOLUNTEER HOURS: 3,132
Program to date: 3,132



2016–17 NEW BUSINESSES: 5
Program to date: 5



2016–17 FAÇADE IMPROVEMENTS: 6
Program to date: 6



NILES

designation year: 2004



RRC Engaged

www.uncoverniles.com | Master Level

HIGHLIGHTS

- Selected a strategic focus for Main Street efforts based on community survey and market data. The primary strategy is food, with an emphasis on local foods, with a secondary focus on arts and antiques.
- Three new local food businesses opened in spaces not previously restaurant ready: a local coffee shop, frozen yogurt shop, and smoothie shop. We were also able to attract a very popular local Mexican restaurant back downtown to fill a vacancy left by a departing restaurant.
- Partnered with Niles Entrepreneurial and Culinary Incubator to open the first full-service bakery in downtown Niles in more than 20 years.
- The downtown outdoor market morphed into Artisan Alley, a wonderful underused alley in the heart of downtown. Local artists, joined by our high school art students, created joyful space by painting on boarded up doors and windows. The space was used for our summer market, and hosts a winter outdoor market during Small Business Saturday with live entertainment, artisan crafts, art, antiques and local food.

Population (2010 Census):
11,502



2016–17 TOTAL PRIVATE INVESTMENT: \$762,799
Program to date: \$10,892,363



2016–17 VOLUNTEER HOURS: 4,679
Program to date: 52,183



2016–17 NEW BUSINESSES: 16
Program to date: 124



2016–17 FAÇADE IMPROVEMENTS: 10
Program to date: 107



OLD TOWN LANSING

designation year: 2006



RRC Certified

www.iloveoldtown.org | Master Level

HIGHLIGHTS

- Continued to delight residents and visitors alike with festivals and retail events, including Festival of the Moon and Sun, Taste and Tour, Oktoberfest, and Chocolate Walk.
- Expanded the entries at Scrapfest, one of Old Town's signature events. What began as an opportunity for local artists to showcase their skills at upcycling scrap metal supported to a community of artists that have helped to establish Old Town as an art district. Scrapfest has now become a two-day destination festival for the midwest region thanks to the dedication of our artists and committee members.
- Supported beautification and placemaking efforts to maintain Old Town as an aesthetically pleasing area of the city. Dedicated groups of volunteers maintain public spaces through trash pickup and garden upkeep, create opportunities for pop-up placemaking, maintain our public art and lead sculpture walks.
- Maintained a historically low vacancy rate during 2017. There is avid interest from businesses and service organizations to become a part of the community thanks to strong relationships among stakeholders. Businesses understand that success goes hand-in-hand with the success of their neighbor.

Population (2010 Census):
119,128



2016–17 TOTAL PRIVATE INVESTMENT: \$773,500
Program to date: \$9,064,828



2016–17 VOLUNTEER HOURS: 3,053
Program to date: 44,674



2016–17 NEW BUSINESSES: 8
Program to date: 102



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 99





RRC Engaged

www.otsegomainstreet.org | Master Level

HIGHLIGHTS

- Expanded Otsego Main Street's special events, providing opportunities for all age groups to come downtown through the Gus Macker Tournament, Steins & Vines, Hometown Christmas, Movies at the Museum, and the Pirate Poker Crawl. The Gus Macker Tournament brought in over \$10,000 of profit to Otsego Main Street.
- Created a riverfront development plan for the Kalamazoo River in Otsego, building off the on-going success of the river clean-up process supported by MDEQ and EPA. The riverfront development master plan includes pavilion farmer's market, outdoor amphitheater, splash pad, boat launch, kayak launch, and fishing platforms, all along the Kalamazoo River near downtown.
- Created a volunteer database and management plan. This comprehensive database enhances the efficiency and effectiveness of volunteer recruitment efforts. Also created an updated volunteer waiver, Otsego Main Street volunteer nametags, and a volunteer recruitment packet explaining the mission of Otsego Main Street.

Population (2010 Census):
3,956



2016-17 TOTAL PRIVATE INVESTMENT: \$356,694
Program to date: \$1,885,844



2016-17 VOLUNTEER HOURS: 8,710
Program to date: 16,838



2016-17 NEW BUSINESSES: 4
Program to date: 15



2016-17 FAÇADE IMPROVEMENTS: 11
Program to date: 28



OWOSSO

designation year: 2009



RRC Engaged

www.owossomainstreet.net | Master Level

HIGHLIGHTS

- Over \$7 million in private investment within the Owosso Main Street District
- Organized 20 events and promotions that brought over 25,000 visitors into our community.
- Upper-floor residential units are currently at 100 percent occupancy.
- Started a community-wide marketing initiative supported by local businesses and implemented by local talent.
- Collaborated with our community partner, the Shiawassee Regional Chamber of Commerce, to support the use of the "Main Street Small Deal Fund" offered by the National Trust Community Investment Corporation by a development project in Owosso Main Street. Shiawassee Regional Chamber of Commerce secured both federal Historic Tax Credits and New Market Tax Credits through the National Trust Community Investment Corporation. This is the first such pairing in the nation and brought in \$1.24 million to the \$5 million dollar armory project.

Population (2010 Census):
15,194



2016–17 TOTAL PRIVATE INVESTMENT: \$6,987,397
Program to date: \$13,339,261



2016–17 VOLUNTEER HOURS: 5,096
Program to date: 24,558



2016–17 NEW BUSINESSES: 8
Program to date: 46



2016–17 FAÇADE IMPROVEMENTS: 15
Program to date: 93



PORTLAND

designation year: 2003



RRC Engaged

www.miportland.org | Master Level

HIGHLIGHTS

- Successfully enhanced communications through developing a database for all stakeholders and implementing a new Main Street website with a community calendar and property directory. These efforts enhanced visibility and access for the organization, stakeholders, and the community.
- Completed an overhaul of the maintenance program for the entire Main Street area. Recruited two service businesses with quality reputations and reasonable rates to assist businesses and property owners in maintaining attractive entries, windows, and awnings. Redeveloped a pocket park and staged it for future placemaking amenities for downtown visitors and community members.
- Successful engagement and outreach to local businesses generated over \$22,500 in sponsorships to support downtown programs and activities, attracting the largest numbers to date of visitors and area residents and raising the visibility of Portland downtown through signature events Block Party and BeerFest on the Bridge.
- Welcomed new developer into downtown and facilitated access to MMS and MEDC services for five continuous buildings that have all been vacant for several years. Plans include interior and exterior improvements with living space, commercial space and revitalized opera house. On-going work has generated interest for improvements among additional business owners.

Population (2010 Census):
3,892



2016–17 TOTAL PRIVATE INVESTMENT: \$408,080
Program to date: \$3,641,999



2016–17 VOLUNTEER HOURS: 3,083
Program to date: 21,269



2016–17 NEW BUSINESSES: 8
Program to date: 57



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 68



SALINE

designation year: 2011



RRC Engaged

www.salinemainstreet.org | Master Level

HIGHLIGHTS

- Created a sign grant program providing up to \$500 matching grants toward new signage for businesses in the Main Street District. In the first year, two of the newest downtown businesses participated.
- Installed replicas of local artists' work around the downtown area, in partnership with City of Saline's Arts & Culture Committee for an "Art Around Saline" project.
- Opened four new businesses, an all-time high, and supported development plans for a major building including a restaurant and high-end apartments in the first quarter of 2018.
- Hosted a certified tourism ambassador class for business owners, staff, and volunteers to enhance their customer service acumen and find new ways to promote the district.
- Performed a parking study and made recommendations to City of Saline for ways to improve parking in the Main Street district. The city implemented many of the recommendations.
- Hosted two successful Main Street events. A new Trunk or Treat event had triple the attendance anticipated. The Taste of Saline event was back in 2017, after a hiatus for road construction in 2016, and brought over 250 people to downtown to taste the food, hear the music and see the artists of Saline.

Population (2010 Census):
8,976



2016–17 TOTAL PRIVATE INVESTMENT: \$54,800
Program to date: \$1,397,702



2016–17 VOLUNTEER HOURS: 6,693
Program to date: 35,017



2016–17 NEW BUSINESSES: 6
Program to date: 18



2016–17 FAÇADE IMPROVEMENTS: 3
Program to date: 11



THREE RIVERS

designation year: 2014



RRC Engaged

www.trdda.net | Select Level

HIGHLIGHTS

- Awarded \$78,400.00 worth of matching grants to five business and property owners, through a \$100,000 program funded by the St. Joseph County Commission to promote new businesses and residential units through permanent, interior rehabilitation. Grants supported the creation of three residential rental units, a microbrewery, and a wings restaurant. Two additional projects under construction include a café and a taphouse and grill. Total project value for all grant-funded projects exceeds \$1,000,000 and has led to a dramatic increase in inquiries for vacant commercial properties.
- Secured four- and five-figure, multi-year pledges from manufacturers, chain retailers, banks, real estate firms, and other community stakeholders. American Axel, Three Rivers' largest employer, committed in the spring of 2015 to \$15,000 per year for three years, which has inspired support from additional community businesses.
- Implemented two signature downtown events and a new monthly shopping and dining promotion. The new First Fridays event series encouraged existing downtown businesses to expand their hours of operation one day per month while promoting downtown as an experiential shopping, dining, and entertainment destination. Signature retail event Christmas Around Town drew thousands of visitors downtown to shop local for the holiday season and enjoy Main Street's community spirit, while HarmonyFest provided exposure for downtown businesses to a new segment of the community.

Population (2010 Census):
7,811



2016–17 TOTAL PRIVATE INVESTMENT: \$215,850
Program to date: \$500,167



2016–17 VOLUNTEER HOURS: 6,084
Program to date: 10,378



2016–17 NEW BUSINESSES: 7
Program to date: 17



2016–17 FAÇADE IMPROVEMENTS: 6
Program to date: 12



WAYLAND

designation year: 2010



RRC Engaged

www.downtownwayland.com | Master Level

HIGHLIGHTS

- Expanded small business resources through relationships with area economic development experts and matched businesses' needs with existing services.
- Organized three small business trainings focused on local businesses needs and implemented a billboard co-op that allows downtown businesses the opportunity to participate in a marketing platform previously unavailable due to cost. Welcomed four new businesses into downtown.
- Engaged property owners in Michigan Main Street Design Services and coached them through façade rehabilitation. Successfully completed two façade rehabs, with another three under construction. Received a blight elimination grant through the CDBG program.
- Partnered with a local utility supplier for a \$9,500 commitment to build a rain garden and pavilion in an underutilized lot downtown. Built the rain garden with assistance of Main Street volunteers and the local Boy Scout troop and planned the build-out of the pavilion for future years. This project is another example of our ability to take a design consultation provided by Michigan Main Street Center, partner locally, and turn it into reality.
- Partnered with AmeriCorps VISTA to bring in a talented volunteer to enhance organizational capacity. Elevated our communication and marketing practices and developed a guide/handbook.

Population (2010 Census):
4,075



2016–17 TOTAL PRIVATE INVESTMENT: \$187,178
Program to date: \$1,560,895



2016–17 VOLUNTEER HOURS: 2,819
Program to date: 16,309



2016–17 NEW BUSINESSES: 5
Program to date: 22



2016–17 FAÇADE IMPROVEMENTS: 0
Program to date: 14





WAYNE

designation year: 2014

RRC Engaged

www.downtownwayne.org | Select Level

HIGHLIGHTS

- Increased organizational revenue by 50 percent from funding sources including AARP, Greater Metropolitan Association of Realtors, Michigan REALTORS, the National Trust for Historic Preservation, and Wayne-Westland Federal Credit Union.
- Increased participation and revenue from annual programs and events through focus on quality and partnership with other community stakeholders. Chocolate Walk grew from 50 to 100 participants; our third annual Jazz on the Avenue event saw a six-fold increase in net revenue; and Small Business Saturday grew 10-fold from 15 participants last year to 150 this year.
- Launched three new initiatives: The DIA InsideOut program, Downtown Days, and a Public Spaces Community Places campaign. DIA InsideOut included an opening event, bike tour, scavenger hunt, and a craft day for kids. Downtown Days involved partnership with the Knights of Columbus, the Wayne Dispatch, the Wayne DDA, and a number of business owners and included sidewalk sales, community events, and a concert bringing close to 20,000 people into downtown Wayne. The Public Spaces Community Places campaign crowdfunded bike racks for Downtown Wayne in coordination with Mark Chevrolet, Beaumont Hospitals, Healthy Wayne, the Wayne BicycleClub, and the Wayne DDA. The campaign was an overwhelming success, raising close to \$8,000 locally in 35 days, exceeding our goal of \$5,500.

Population (2010 Census):
17,593



2016–17 TOTAL PRIVATE INVESTMENT: \$67,269
Program to date: \$3,019,553



2016–17 VOLUNTEER HOURS: 3,367
Program to date: 8,861



2016–17 NEW BUSINESSES: 3
Program to date: 16



2016–17 FAÇADE IMPROVEMENTS: 8
Program to date: 26



CONGRATULATIONS TO THE 2016–17 SELECT LEVEL COMMUNITIES!



The following communities were welcomed to the Michigan Main Street program in February 2016 after a successful application and presentation to the Michigan Main Street Advisory Council:

- Charlotte
- Lapeer
- Sault Ste. Marie





The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community and talent development with the focus on growing Michigan's economy. Dedicated to shared economic success, MEDC promotes the state's assets and opportunities that support business investment and community vitality.

The Community Development unit focuses on creating vibrant, sustainable and unique places by providing economic development services and programs to attract and retain talent in Michigan communities. The global economy has drastically shifted how municipalities and regions establish and maintain a competitive advantage. Success is determined by the ability to attract and retain the best people and ideas. These "knowledge workers" balance job opportunities with lifestyle, seeking more than just employment when deciding where to live. The concept of placemaking considers cultural and natural amenities, resources and social and professional networks.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Wayfinding Signage Update

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

All primary directional signs have been installed but there are a few modifications forthcoming. The sign located on the corner of Grant Street and Park Avenue has an arrow that will be changed from a sharp left turn to an arrow at a 45 degree angle, which will more accurately direct people in the direction of the hospital. The arrow will be changed as soon as the weather allows (must be dry and above a certain temperature to make the change).

In addition to the primary directional signage that has already been installed you will soon see a handful of tertiary signs marking the public parking areas downtown. There had been some savings accomplished with our first phase signs that is allowing the parking signs to go in without exceeding the \$52,500 we already budgeted. Since the primary signs do direct people towards the parking areas it only makes sense to clearly label them with matching signage so that they can find them without confusion.

I will be meeting with representatives of ProImage Design to discuss possible next steps including the removal of unnecessary signage and the secondary signs originally proposed so that we can plan ahead for our next fiscal year. I will provide updates when available.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Branding Update

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

While we have received all of our deliverables and then some from a5 in relation to our rebranding process I feel the need to update the board to clarify an issue that has been raised recently.

When it comes to proper brand management we (Charlevoix Main Street DDA) are the stewards of the new brand and must do our best to ensure the proper use of the brand in all ways possible. We have the brand standards which is our primary guidebook, but at times unique situations present themselves that aren't covered in the standards. Two recent examples include a proposed modification of the logo to be customized for use as the Charlevoix Convention and Visitors Bureau logo and having the "C" logo incorporated into the branding for the Mercado at Van Pelt Alley logos. These two scenarios prompted a series of questions, including an important one: "Who owns the creative rights to the new Charlevoix brand?"

Since nothing in our contract with a5 addressed this issue it was unclear for a short time. After having several conversations with a5 Principal John Harris the answer is: Charlevoix Main Street DDA owns the rights to the new brand. Therefore, when these questions or requests arise we can decide at a local level whether or not a revision or use will be allowed. However, if we wish to reach out to a5 for their professional guidance, we can do so free of charge. a5 stands behind their work and wants to be sure that we can maintain a high level of integrity with the brand and will act as a resource in assisting us with that.

From now on this will be handled on a case-by-case basis by Director Lindsey Dotson with assistance from local graphic design professionals and a5 when needed unless the DDA Board wishes to adopt a policy on how this will be handled.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Old Business

TITLE: Facade Grant Incentive Program Guidelines Revision

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The Facade Grant Incentive Program Guideline Revisions Subcommittee has met and drafted the revisions presented here. In addition to cleaning up language and setting two application deadlines per year, they've created a draft rating scale that would be used by each member of the Design Committee upon review of each application received. This was the most productive way to approach trying to favor projects of higher significance that have received Design Services and/or takes into account improvements that would reflect the vision set forth by the Sustainable Built Environment Initiative Downtown Alley Report.

The thought is that when applications are received the Design Committee will get them ahead of time so that they can spend time reviewing the proposed work and rating the project accordingly. Then at the regular monthly meeting committee members will present their scores and discussion will take place. The committee will then "discard" the highest and lowest scores before factoring the overall average score to attempt to be sure personal biases do not affect the final score. All of this information will then be shared with the DDA Board of Directors so that they can approve or deny the Design Committee recommendation.

Please see attached drafts for consideration.

RECOMMENDATION:

Motion to approve draft amendments to the Charlevoix Main Street DDA Facade Grant Incentive Guidelines.

ATTACHMENTS:

- ❑ Facade Grant Guidelines Draft Revisions
- ❑ Facade Grant Application Rating Scale



Charlevoix Main Street Façade Incentive Grant Program Guidelines

Bringing History Back to Downtown Storefronts

January 2018

Background

The Façade Incentive Grant Program is developed by the Design Committee of Charlevoix Main Street (CMS).

Program Purpose

The grant program was created to encourage private investment in historic facades by providing financial incentives. Historically sensitive rehabilitation and dramatic improvement of facades in downtown Charlevoix will encourage good design that will serve as quality examples to preserve the architectural character that is distinctive to Charlevoix. By improving the appearance of the building facades, the Program helps to improve the economic viability of the downtown.

Source of Funding

This program is funded by Charlevoix Main Street. The number of projects receiving grants in a fiscal year is based on program budget, with a new funding cycle beginning April 1. Grants are awarded biannually in August & January.

Program Process

Applications are submitted to the Charlevoix Main Street Design Committee for initial review. The Design Committee will then recommend projects to the Charlevoix Main Street/DDA Board of Directors, who makes all final grant funding approvals.

Program Target Area

The target area for the Charlevoix Main Street Façade Incentive Grant Program is the Charlevoix Main Street downtown district. (See Exhibit A)

Eligible Applicants

1. Owners of commercial buildings in the Charlevoix Main Street district, used for commercial purposes, and conforming to zoning use are eligible to apply for grant funds.
2. Applications for projects must be approved by the CMS Board of Directors prior to commencement of the work funds are requested for.
3. Tenants of eligible buildings may request grant funds if they submit a notarized letter of permission from the property owner with their application.

Eligible Improvement Projects

1. Exterior brick or wall surface cleaning using gentlest means possible (no sandblasting).
2. Re-pointing of brick mortar joints.
3. Patching and painting of façade walls.
4. Storefront Window and/or door repair or appropriate replacement.
5. Cornice repair or appropriate replacement.
6. Removal of angled projecting roofs from the façade and repair of surface.
7. Other exterior improvements of a historical or structural nature.



Ineligible Projects

Grant funds cannot be used for any of the following: interior improvements or furnishings, financing or refinancing debt, loan origination fees, property acquisition, building permits or development review fees, property appraisals, legal fees, architectural fees, landscaping, interior maintenance, signs and awnings with signage, building additions, roof repair, painting unpainted brick, or labor costs paid to owner/applicant or relatives of the owner/applicant.

Funding Guidelines

1. Grants will reimburse 50% of eligible project costs up to \$10,000.
2. If applying for multiple facades, reimbursement will not exceed \$20,000 for the entire project.
3. All rehabilitation projects must meet City of Charlevoix zoning and building codes.
4. Any grant for surface cleaning must ensure that best management practices shall be used and environmental permits are obtained if removing lead-based paint or discharging paint materials into the City's storm sewer. Projects where cleaning methods are used that damage the historic building materials, particularly sandblasting, shall not be awarded grants.
5. Projects funded by grant monies must be completed within one year of the date that the grant application is approved. An extension may be approved at the sole discretion of the CMS Design Committee under significant special circumstances.
6. Any improvements that have been made through the Façade Incentive Grant Program must be maintained by the applicant and may not be removed or significantly altered for a period of ten (10) years.
7. All applicants must have all property (real and personal) taxes paid to date.

No grant funds will be released until 100% of the approved façade work is complete and final inspections of the work show that all program requirements have been met. This grant is awarded on a reimbursement basis with funds released upon provision of adequate proof of payments to contractors and waivers of lien.

Step-by-Step Application Process

1. A complete grant application must be submitted to the Charlevoix Main Street office. Since funds for this program are allocated based on funding availability, estimates for the façade work to be performed must be submitted on letterhead from licensed contractors that will perform the work. Two estimates are required, and three estimates are recommended. The exact amount of funding being requested shall be based on the estimate selected and outlined on the application. Proof of funding must be provided. If the cost of the project exceeds the initial estimate, the applicant only receives the original grant amount approved.
2. If an applicant is requesting funding for more than one building, the applicant must complete a separate application for each building. Each eligible building will be considered a separate project for purposes of grant funding.
3. A \$250 application fee made payable to Charlevoix Main Street to cover historic review consultant and proof of project funding must accompany the completed application form. The application fee will be reimbursed if your project is not approved for funding.
4. Charlevoix Main Street staff will forward the application to the City of Charlevoix



Economic Development & Planning Department to make sure the work proposed complies with the city's zoning and building codes. If it complies, it will be returned to the Charlevoix Main Street staff. If the work does not comply, the applicant will be contacted for a meeting with the Economic Development & Planning Department to resolve the zoning and building code issues. A revised application may be required. No grant application will proceed that does not meet City of Charlevoix Zoning Ordinances or the Michigan Rehabilitation Code. This preliminary review will not replace City requirements for obtaining zoning approval or building permits.

5. Once a compliant application is returned to Charlevoix Main Street staff, it will be reviewed by the Charlevoix Main Street Design Committee at their next grant cycle meeting (the applicant or representative may attend). The Design Committee will use the Secretary of Interiors Standards of Rehabilitation to recommend approval of grant awards. Approved applications will then be forwarded to the Charlevoix Main Street Board of Directors for the final grant decision.

6. Once the application has been approved, the applicant will be notified in writing by the Board of Directors, and the amount of the grant will be clearly stated in the letter.

7. The Design Committee must approve of any changes in the drawings and work specifications, subject to approval by the CMS Board. Deviations from an approved plan may disqualify the applicant from the grant program.

8. "Before" and "After" pictures must be taken by the applicant and be submitted to the Charlevoix Main Street Office upon completion of the project. "Before" pictures must be taken before the commencement of the work.

9. When a façade improvement project is completed and "Before" and "After" pictures are submitted, it will be examined by Charlevoix Main Street staff, and a licensed architect, builder, or code official hired to serve as grant inspector, to ensure that the work has been completed as specified in the grant application, as approved by the Design Committee and Main Street Board.

10. Once staff and grant inspector have verified completion of the façade improvement project, the applicant must submit copies of invoices, receipts, and an itemized statement of the total cost of the project signed by the applicant. All documentation for payment must be provided at one time to Charlevoix Main Street for one payout. Receipts must be provided no later than 60 days after completion of project. After receipt and verification of the information, Charlevoix Main Street will release the grant money to the applicant. The grant is awarded on a reimbursement basis.

Project Rating and Approval Criteria

The Design Committee will base their recommendations for grant awards and prioritize applications based on the following:

1. Applicants must submit all items specified in the grant application.
2. The improvement must be planned for a building in the program target area (CMS District).
3. The property owner must agree to adhere to the Charlevoix Main Street Façade Incentive Grant Program Guidelines.
4. The property owner must agree to adhere to the Secretary of the Interior's Standards for Rehabilitation. (See Exhibit B)
5. Changes in the façade of the buildings should not remove, alter, damage or cover up



significant architectural features of the building which are original or which reflect a major alteration that is itself architecturally significant.

6. Changes to the façade of buildings should either:

- a.** Partially or fully restore the historic appearance of the building based on actual evidence, including photographs, written documentation, data on the building or site or other data.
- b.** Represent a design which is compatible with the buildings historic character and with the adjoining buildings.
- c.** In general, the Design Committee will encourage repair and preservation of existing historic features of facades, and encourage appropriate changes to alterations to these facades that have resulted in an incoherent, unattractive or inharmonious appearance.
- d.** Paint and material colors will be reviewed, and should either be based on original colors obtained from paint samples on the buildings, historic color samples, or be compatible with adjoining buildings and colors in downtown Charlevoix. Trim colors, which highlight building details, are encouraged. Spectacular colors should be avoided.

Program Amendments

The details of the Charlevoix Main Street Façade Incentive Grant Program may be amended at any time during the fiscal year, subject to the formal approval of the Charlevoix Main Street Board of Directors.

All decisions of Charlevoix Main Street Board of Directors are final. There is no appeal process in place therefore there will be no appeals accepted.

Indemnification

The Applicant hereby agrees to defend, indemnify and hold harmless to the fullest extent permitted by law the Charlevoix Main Street Board, and any and all other employees, agents, directors, volunteers, successors in interest and/or representatives from any and all claims, liabilities, damages, personal injuries, requests for reimbursement or other such requests for payment arising out of or in connection with the project referenced in this Agreement. The parties agree that the Applicant's duty to defend and indemnify is intended to be interpreted in the broadest possible sense, except that the Applicant shall have no responsibility to defend or indemnify where the Charlevoix Main Street Board, or its employees, agents, directors, volunteers and/or representatives are found to be solely negligent.

Contact Information

For questions or to apply for the Façade Grant Incentive Program, contact the Charlevoix Main Street Office.

Charlevoix Main Street 210
State Street
Charlevoix, MI 49720
Phone: 231-547-3257
Email: lindseyd@cityofcharlevoix.org

Façade Grant Rating Guidelines & Chart

Design Services: 0-10 points

Has the building received a design service? If so, does the project follow the recommendations of the service?

SBEI: 0-10 points

Does the project meet the SBEI report recommendations?

Project Scope: 0-10 points

Does the project improve multiple aspects of the façade/exterior?

Design Guidelines/Appropriateness 0-5

Does the project follow Design Guidelines (once adopted)

Does the project comply with the Secretary of the Interior's Standards for Rehabilitation

Need: 0-10 points

Building considered an eyesore

Façade and/or storefront in danger of being lost or compromised due to deferred maintenance

Inappropriate change in past have left façade with an undesirable appearance.

Windows, bricks, or cornices in danger of falling off of the building

Building in danger of demolition

Significance: 0-5 points

Is it contributing to a National Register listed district

Is it individually eligible for listing in the National Register

Is the building >50 years old

Rating Chart:

Project Name:		
	Score	Notes
Design Services		
SBEI		
Project Scope		
Design Guidelines/Appropriateness		
Need		
Significance		
Total:		

Notes:

- Minimum 20 points
- High & Low scores will be dropped and remaining averaged for a final score

DDA/Main Street Board
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Old Business

TITLE: Reserved Parking Spaces

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

At the October 30, 2017 meeting the topic of reserved parking spaces was brought to the DDA by City Manager Mark Heydlauff after receiving a request from Hoffman McLane CPA in relation to their new location in the Beacon Center. To review:

(from October 30, 2017 meeting packet):

As you may know Hoffman CPA is relocating their office from the Edgewater Complex to a larger space in the Beacon Center (formerly occupied by the Elks Lodge). Mr. Hoffman questioned whether the City would consider some kind of paid, reserved parking space program similar to what we have in the former Acacia lot. Given the impact to downtown businesses and parking, I thought it was important to get the input of the DDA Board before passing this request along to the City Council. There is no defined plan and I would suggest the Board consider the following:

- *whether it makes sense to have paid, reserved spaces*
- *if there should be other spaces in other lots*
- *how a program like this should be structured (permits, me-limited, etc)*
- *other factors deemed relevant*

Chief Doan believes this is possible but he and I both would like more direction from you before creating a plan for it.

I have since reached out to the National Main Street Listserv to get feedback on the topic from other downtowns. Their responses follow:

Burlington, IA:

"Our city leases some spots in the public lots to businesses and downtown residents. We developed a comprehensive parking study that noted issues such as lack of signage, poor maintenance, etc., and came up with a number of short to long term strategies: <https://drive.google.com/file/d/0B1p8lRYuG-chaWNpbm12cm5JclE/view>. One problem that we are finally addressing is that the leased spots were 24/7/365, but the great majority were used by businesses only on workdays. The result was public lots that were nearly empty on nights and weekends but couldn't be used by anyone else.

Under the new system, those who want to continue with 24/7/365 leases will pay a higher amount, and a new daily lease option for 7:30 - 5 Monday through Friday will have a lower rate (but still scheduled to go up on an annual basis, as our current rates are laughably cheap). Together with better signage and clearer payment instructions, we think this will help, while freeing up space for visitors on nights and weekends. The one issue I'm seeing is that the City loves the lease income and is all too willing to convert spaces to

leased when someone asks, thereby reducing the number of truly open spaces in public lots."

Carbondale, IL:

"We (our Main Street program) rent four spots for \$25 a year from our City government (\$300 a year). Other nonprofits get similar discounts. We have a sign, instead of a meter. If people park there outside of 8-5 pm M-F, we can call, and the City either tickets or tows."

Businesses can rent a spot for \$30 per spot, per month. Same deal; sign, call, ticket or tow.

Citizens and businesses can also buy an annual pass (transferable) for a little over \$350 per year, so employees can share passes and park in any public space."

Salem, MA:

"Our city has a program where you can buy parking passes for specified "discount zones" in public lots - generally in the back area of the lot, in lots that are less "desirable". You're not given a specific spot, so it's first come, first served, but the spaces are reserved only for people with passes, so it rarely gets full. This was in large part designed for the situation you're describing (we are also a tourist town, so parking becomes limited at times), so the idea was that downtown employees would be ok with parking further away and walking further if they had a dependable spot and were spared the frustration of searching for parking. It would ideally have the added benefit of discouraging employees and business owners from taking prime parking spots in front of their own businesses by giving them a cheaper, more dependable option elsewhere."

It's honestly underutilized right now because it's not promoted very well, but I think it's solid in concept."

In summary, there are multiple ways this topic could be approached but without a professional parking study to assess the feasibility of such an arrangement we would be making recommendations to City Council without looking at parking in downtown Charlevoix comprehensively. To clarify, when the topic was introduced at the October meeting it was not as a potential source of revenue to the DDA. Any money collected would go to the City of Charlevoix.

RECOMMENDATION:

Motion to recommend that a comprehensive parking study be conducted so that any decisions made on this topic will be well-informed with the intention to improve the overall parking experience in downtown Charlevoix.

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New Business

TITLE: Wayfinding Sign 30b Relocation

DATE: February 26, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

It has been brought to my attention by a member of our Board that Bill Schulman of Schulman Paddle Works expressed concern over the placement of sign 30b for two reasons: it blocks his business signage and also makes loading and unloading kayaks in the summer difficult. After meeting with Mr. Schulman and consulting with Matt McCormick of ProImage Design I present the following information, quoted from Matt McCormick:

Reasons behind this sign's location:

"There are lots of variables that go into determining the location, not the least of which are those governed by MDOT as with this particular sign in question as it is in the right-of-way along a state highway.

I made this document (attached) to show the progression of the eventual location for that Primary Directional sign #30b. At first, Alan (Hubbard) wanted to place it in the grassy area shown but in meeting with the rep from MDOT he wanted it moved much closer to the roadway so that the driver's experience of it would be much more likely to be seen. The alternate location #1 was fine with MDOT but Alan felt, upon review on-site, that it may be problematic in its spot where that side pathway leads to the walkway along the building edge as would have been right in the middle of that with seasonally high pedestrian traffic. The eventual spot was chosen with consideration of the tree canopy and a centered position between the tree and the light post."

Costs to relocate if an alternate location can be agreed upon:

"It would be a costly endeavor and would require sidewalk repair/replacement of the old location in addition to the new anchor bolts and concrete for the new spot. All said, we'd estimate that to be around \$1,500 or so." - Matt McCormick

Attached you will find a photo of the sign in question, a diagram showcasing the optional sign placements and comments about the benefits or drawbacks of said placements, and a map of the signs installed and their locations. In my conversation with Mr. Schulman when looking at the option in yellow he stated that would still interfere with the loading and unloading of kayaks on cars.

RECOMMENDATION:

Motion to relocate wayfinding primary directional sign #30b at a mutually agreed upon location and spend approximately \$1,500 to do so.

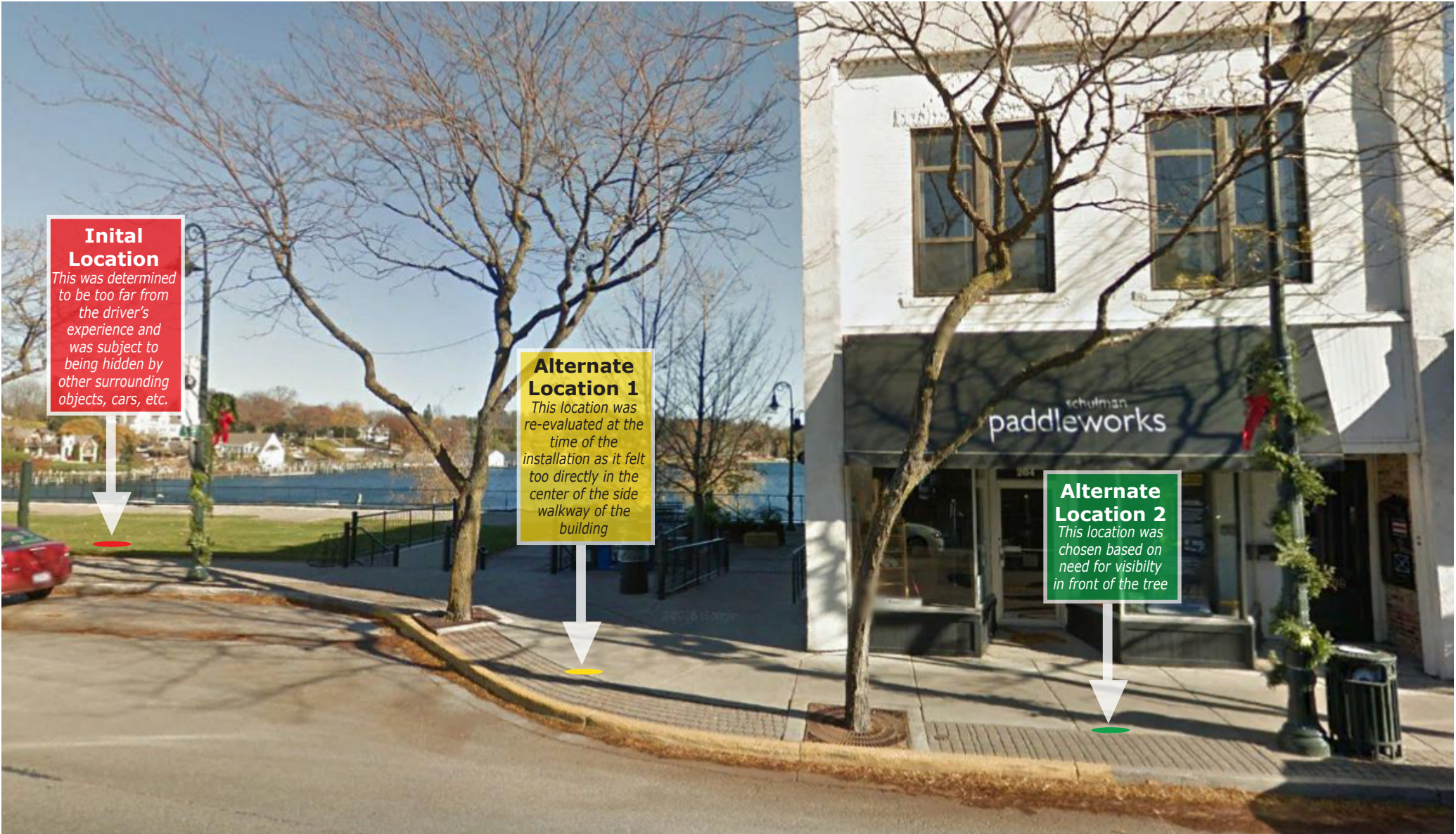
OR

Motion to leave sign at current location and revisit topic if Schulman Paddleworks's business is negatively affected.

ATTACHMENTS:

- ▣ Sign 30b
- ▣ 30b Sign Location Considerations
- ▣ Map of Sign Locations





Initial Location
This was determined to be too far from the driver's experience and was subject to being hidden by other surrounding objects, cars, etc.

Alternate Location 1
This location was re-evaluated at the time of the installation as it felt too directly in the center of the side walkway of the building

Alternate Location 2
This location was chosen based on need for visibility in front of the tree

