CHARLEVOIX
MAIN STREET DDA

AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, April 22, 2019- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

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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 itemis required,it will be removed from the Consent Agenda and considered separately.

A. Minutes
B. Committee Minutes
C. Monthly Reports

6. Reports

A. Director's Report
Lindsey Dotson, Executive Director
B. Snowmelt System Discussion
Dana Kollewehr - Economic Development Specialist, Michigan Main Street
C. National Main Street Conference Recap
Lindsey Dotson, Executive Director

7. Old Business

A. Downtown Plan Adoption
Lindsey Dotson, Executive Director
B. Hoop Skirt Alley Project Update
Lindsey Dotson, Executive Director & Sean Bradley

8. New Business

A. MSU FIT Findings

Lindsey Dotson, Executive Director

B. Request for Funding - Historic Signage Project
Denise Fate, Charlevoix Historical Society

C. Radio Proposal from Joe Charlevoix
Lindsey Dotson, Executive Director

D. AmeriCorps VISTA Application
Lindsey Dotson, Executive Director

E. Request for Funding - Experience CVX Event
Lindsey Dotson, Executive Director

F. Live on the Lake Concert Series Work Plan
Lindsey Dotson, Executive Director

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: Minutes

DATE: April 22, 2019

ATTACHMENTS:

- Regular Meeting of the DDA - January 28, 2019
- Work Session of the DDA - February 25, 2019

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, January 28, 2019 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Luther Kurtz (by phone), Carissa Mullaney, Maureen Owens, Paul Silva, Rick Wertz
Members Absent: Amanda Wilkin
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Member Mullaney disclosed a conflict of interest with item 8.A. because she worked on that project.

5. Consent Agenda

A. Minutes – December 2018
B. Monthly Report – December
D. Annual Report Data Summary
E. Committee Minutes

Member Owens stated that the December minutes reflected that the Board passed the budget for 2019-2020 and she understood that they tentatively passed it with the caveat that it be left open for further discussion. Chair Dipert felt that was the intent. Mayor Kurtz questioned whether the *More Than Summer* campaign was included in the budget.

Motion by Member Christner, second by Member Mullaney to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report
There were no questions related to the Director's Report.

B. Downtown Plan – Draft
Director Dotson stated that Katie Miller was unable to attend the meeting. She requested that members email her any questions or comments so she can pass these along to Ms. Miller for response at the next meeting.

7. Old Business

Chair Dipert revised the order of the agenda to consider the Bridge Lighting item at this time.

B. Request for Additional Funding – Charlevoix Bridge Lighting Project
Leilani Durbin stated that they made some changes to the lighting plan as a result of the testing when they found out that the lights would create too much of a glare. They requested permission from MDOT to put the lights underneath the bridge so the lights face down along the blue arch of the bridge. She was requesting additional funding for added lights on three levels of the railing in red, white and blue to honor veterans. She stated that the lights would be revealed on July 4th. She explained that the light colors would change with the holidays/seasons.

Motion by Member Wertz to approve $2,000 of funding toward the Charlevoix Bridge Project. Chair Dipert felt it would be premature to approve the $2,000 expenditure prior to approval of the DDA's budget for fiscal year 2019/20. Motion died for lack of a second.
Motion by Member Wertz, second by Member Christner to amend the motion to have this as a $2,000 line item for the lighting of the bridge [in the FY 2019/20 DDA budget]. Motion passed by unanimous voice vote.

A. Draft 2019/2020 DDA Budget
Director Dotson reviewed the corrections to the Draft 2019/2020 DDA Budget that were discussed at their recent work session and other highlights. She noted that expenses would exceed revenue by about $45,000. The $750 Community

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Foundation grant received for wayfinding signage was discussed at length. The consensus was to delete the $3,600 line item for the signage and forgo the grant funding.

The Board also debated whether to slowly use up the "excess over revenues" amount or earmark it for a large project. They generally agreed that they should hold a separate meeting to brainstorm ideas which would include opportunity for public input. Chair Dipert requested that this be a future agenda item.

Motion by Member Owens, second by Member Wertz to approve the 2019-2020 Budget [as presented] except [deletion of] the Wayfinding sign and addition of $2,000 for the Bridge Lighting line item. Motion passed by unanimous voice vote.

8. New Business

A. New Charlevoix Cultural Corridor Logo

Director Dotson explained that the Cultural Corridor group had a new proposed logo which the Board favored.

Motion by Member Owens, second by Member Christner to tell them [the Cultural Corridor group] "looks good – nice job". Seven Ayes. One Nay (Wertz). Motion passed.

B. Letter from Fred DiMartino

Chair Dipert discussed Member DiMartino's resignation from the DDA Board. The Board thanked Member DiMartino.

C. Public Act 57 Update

Director Dotson summarized that the state updated the original DDA law. Most of what will be affected is the DDA's annual reports to the State Treasury, which used to be handled by our City Treasurer. In addition Director Dotson stated that another change will require the DDA to hold two "informational meetings" for the purpose of Sec. 910 (4) informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. Director Dotson explained some of the reporting requirements.

Motion by Member Wertz, second by Member Owen to approve these two proposed dates [set dates for Informational Meetings during the regularly scheduled Main Street DDA meetings on Tuesday, May 28 and Monday, November 25, 2019.] Motion passed by unanimous voice vote.

D. Cooperative Advertising Package

Director Dotson stated that the new downtown marketing subcommittee met recently to discuss how to get the most bang for our advertising buck. The idea of doing a cooperative advertising campaign was discussed as a way to potentially double our ad spend if we were to split the costs with businesses 50/50. She presented the idea at the most recent business owners meeting and the response was very positive with five businesses expressing interest. Director Dotson noted that they would need 12 total in order to have an effective campaign. Potential adjustments to the advertising package were discussed.

Motion by Member Owens, second by Member Christner to approve the Cooperative Advertising Package as presented. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Mayor Kurtz thanked the Board for allowing him to participate by telephone.

12. Adjourn

Motion by Member Wertz, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:54 p.m.

Joyce Golding	City Clerk	Kirby Dipert	Chair

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CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Monday, February 25, 2019 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

The meeting was called to order at 5:30 p.m. by Director Dotson.

1. Call to Order

2. Roll Call

Chair:	
Members Present:	Richard Christner, Amanda Wilkin, Carissa Mullaney
Members Absent:	Sean Bradley, Luther Kurtz, Kirby Dipert, Rick Wertz, Paul Silva, Maureen Owens
City Staff:	Lindsey Dotson, Executive Director
Others Present:	Katie Miller, Networks Northwest Andy Northrup, MSU Extension (remotely)

3. Reports

a. First Impressions Tourism Assessment Results

Andy Northrup from MSU Extension presented findings from a brief assessment on "first impressions" of downtown Charlevoix that was conducted in October of 2018 during a session he hosted at the Connecting Entrepreneurial Communities Conference. The results have been shared with the board electronically.

b. Downtown Plan Draft

Katie Miller of Networks Northwest presented the latest draft of the Downtown Plan that is being put together as a requirement of the city becoming a Redevelopment Ready Certified Community through the Michigan Economic Development Corporation. Board members present provided positive feedback about the document.

4. Adjourn.

Meeting adjourned at 6:30 p.m.

_____ _____

Lindsey J. Dotson Executive Director Richard Christner Director

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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: April 22, 2019

ATTACHMENTS:

- Design Committee - February 7, 2019
- Organization/Promotions Committee - February 21, 2019
- Economic Vitality Meeting Minutes - March 12, 2019
- Organization/Promotions Committee - March 21, 2019
- Design Committee - April 4, 2019

Charlevoix Main Street Design Committee
Thursday, February 7, 2019
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, L. Keinath, D. Miles, M. Owens, E. Selph

Absent: R. Bergmann, G. DeMeyere, J. Duerr, A. Munday, P. Glotzhober, P. Weston

I. **Approval of Minutes** - The Minutes from the December 6, 2018, meeting which were sent out in advance via email were approved as written.

II. **Outstanding Business**

a. Report from the DDA meetings - Funding of $20K was approved in the DDA budget for façade grants, with the hope that the monies can be allocated to alley improvement projects. There are twelve (12) participants in the co-op advertising campaign. $2500 was given to the bridge lighting project. There are going to be informational meetings twice per year, and Lindsey will likely call on committee members to participate with her.

b. 2019 Work Plans:

i. Street Lighting - While there is no update, we need to be mindful of the DDA request that the committee look at alternative aesthetic lighting sources for the alleyway trees. It was requested that the holiday lights in the pine tree in the park be turned off.

ii. Historic Signage - Denise reported on the status of the project, and while it is a partnership with MS, it is being transitioned more to the Historical Society in order to seek grant funding. The budget for seven (7) signs now stands at $17,400. The latest proposed locations as determined with ProImage Design and the sub-committee were shown on a map, as well as with images and descriptions. These have also been reviewed with the City Planner. Next steps: send letter to Planning Commission and present to City Council, apply for grants.

c. Main Street Design Guidelines & Design Assistance - Jessica Flores submitted a draft for committee review. Comments should be sent to Lindsey for consolidation by end of February, with the aim of getting these approved at our next meeting in April.

d. Hoop Skirt Alley Report: Lindsey reported that the Jr Main Street committee will be presenting their ideas to City Council for permission to proceed per required standards. They are now considering historic photos on the walls, lighting, benches, planters and table games. DDA approved a $4,000 budget.

III. **New Business**

a. Design Services Application for 115-117 Antrim: Based on the forms submitted by the review committee, the application for design services was approved.

b. Façade Grant Funding Application: The application received by John Murray for Morning Dew Cafe was not accepted. It was not submitted in its entirety by the deadline of January 24, 2019. John will be offered to re-apply in the next grant cycle.

c. Wayfinding Sign: Lindsey applied for a C3F grant in the amount of $3,000 to fund one sign to be installed on the entry to town from the south. $750 was awarded. Rather than pay for the balance from the DDA MS budget, the grant money will be returned.

III. **Call for Future Agenda/Research Items -** none

IV. **Adjournment** - the meeting was adjourned at 4:45 PM.

V. **Volunteer Hours** - were reported.

VI. **Next meeting: Thursday, April 4, 4:00 PM at City Hall**

Promotions/Organization Committee
Thursday, February 21, 2019
8:00 a.m.; City Hall; Upstairs
MINUTES

Present: Dan Barron, Janet Kalbfell, Sue Barnard, Jean Musilek, Carissa Mullaney, Caitlin Cole, Katherine Bitely, Leanne Ackert, Sarah Hagen, Lindsey Dotson

8:00am **I.** **Call to Order** 8:04am by Sarah Hagen

8:01am **II.** **Approval of Minutes: January 17, 2019**
Dan Barron noted typo on Petoskey Steel Drum Band. With edit, minutes approved. Sarah Hagen motioned, Dan Barron second.

8:03am **III.** **Ongoing Business:**

***Marketing Subcommittee**: Lindsey recapped Downtown Marketing Subcommittee's plan and status. Marketing plan of 12-month billboard/advertisement packages, half paid by business and half by Main Street, approved by board. Has all 12 months already signed up for with a diverse mix of businesses. Need to organize photography of businesses/consumers, might be difficult for some businesses as summer inventory not in or may need to 'stage' experience. Billboard design only needs 2 weeks so timeframe is good, Lamar can design billboards too and it's included in cost, so will try that and see if we like their design.
Katherine asked if website would be updated if billboards are directing them to it, as mobile version of Downtown Charlevoix/Main Street isn't very attractive, no photos and not clear links. Lindsey has limited ability and access to revise website, will look into it.
Carissa asked for suggestions on a 'healthy living' C logo. Suggestions went out for incorporate fruits/veggies/exercise equipment into a C shape. Another suggestion for an animated C character exercising.

A. Events & Projects – Updates, Needs

1. Restaurant Week – Upcoming (Katherine or Caitlin)
   Need $500 sponsor, have feelers out but no commitment. Sarah suggested Carmela, will reach out to last contact from Castle wine room. Restaurants will begin being contacted in a week or two to

secure participation, will be offering to buy into April and November weeks.

2. Summer Concert Series – Upcoming (Jean)
   All main acts booked, buskers filling in/checking availability and slots. Grant applied for, hopeful to get some. Volunteers filling in on poster distribution. Have a hold up with News Review, can't get in contact with anyone and usually a big sponsor for design and advertising. Carissa shared her contact with Jean.

B. Supported Events – Needs

1. Shadowfest – Recap (Caitlin)
   Went great! Negative comments of not adequate signage to beer tent. Rail jam in E. park went great. Next year need a bigger generator for tent.
2. Live from Charlevoix – Upcoming (Caitlin)
   Show this weekend, teams filled. Libations for Live 3/2. All set!

C. Organization

1. Newsletter – Content Creation & Assignment (Richard & Sarah)

Sarah discussed changes to newsletter – content categories with assignments to volunteers/always fillable content; more regular newsletters. Committee went through and discussed categories, volunteers assigned as follows:

<u>Upcoming Events:</u> Richard pull from event calendar/webpages
<u>Charlevoix Highlights:</u> THIS WILL BE A CATCH ALL CATEGORY. It can feature awards/accolades, shopper testimonial, 'where to go for what' articles, etc. MONTHLY PROMO MEETINGS WILL ASSIGN NEXT MONTH VOLUNTEER, who will choose and gather content for this category.
<u>Business Spotlight:</u> Caitlin, rotate through Main Street businesses, if pop-up or new business use them, otherwise any other business/focus on ones that are smaller/can't be involved in sponsorships as much
<u>Sponsor Spotlight:</u> Jean & Sarah, rotate through sponsors of any Main Street event or initiative
<u>Volunteer Spotlight:</u> Leanne, rotate through all Main Street active volunteers
<u>Committee Updates:</u> Lindsey, as she has connections to all committees. Use as a simple update on what one committee has done that is new/exciting/urgent to promote. Rotate through committees.

Dan asked if there is a list on the website of all sponsors/what they contribute too, might be good to have it on the website for extra promotion of sponsors.

Jan asked who all gets newsletter/how many subscribers. Committee discussed need to better promote newsletter and actively look for subscribers. Leanne suggested Lindsey have a newsletter sign-up sheet at the business expo and go around signing up businesses at the show too during networking.

Newsletter Target Date: Monthly, middle of the month. Day of the week to be determined by looking at other local Chamber and Main Street newsletters to ensure no overlap. Content to Richard from all volunteers on the 1st of each month.

8:45am **IV.** **New Business**

A. Volunteer Rewards
Sarah mentioned volunteer reward program Howell Main street offers. Couldn't remember all of the details, but involved an incentive of some sort for volunteering, so want to look at creating something. Committee discussed and all felt that a volunteer appreciation event would be great. Not looking for any sort of monetary or other incentive. Just more comradery and having a fun social together! Casual, food and awards. Joke and serious awards. Have fun with it. Two a year, one before summer and one after.
National "Volunteer Appreciation Week" is 4/7-4/14 this year, possible host one event then?

8:50am **V.** **Volunteer Hours** 57.5, Maureen absent so add hers

8:55am **VI.** **Good of the Order**

9:00am **VII.** **Adjournment** 8:55am, Jean motioned, Leanne seconded.

Next meeting: Thursday March 21, 2019

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street
Economic Vitality Committee
Meeting Minutes
March 12, 2019 - 8am

Present: *Lindsey Dotson; Maureen Owens; Rich Hodgson; John Haggard; Amanda Wilkin; Sarah Hagen; Laura Simmonds*

Rich Hodgson called the meeting to order at 8:00am.

Remote Office/Home Office Collaborative Update – Laura Simmonds

12 Attendees thus far with the following professions:

a. Solar Panel Salesperson
b. CPA
c. Tech Company Downstate
d. Registered Nurse
e. Graphics/Interior Design
f. Training for Medical Company
g. Tech support for hospitals
h. Attorney
i. Business Consultant
j. Social Media Specialist for Special Events
k. Triathlete/Salesperson for downstate company/Coffee Roaster

Ms. Simmonds attended the meeting to represent the ROHO Collaborative and told her story and distributed handouts about remote workers and the need for a coworking space/business incubator in Charlevoix.

Project Updates:

Recruitment Materials – a final draft has not yet been received.

Property Inventory – Ms. Dotson updated the committee about the new volunteers involved in the database and surveying businesses: Jen Brown, Tom Kirinovic, & Randy Tarzwell are tag teaming this effort!

SBDC Business Training Series Schedule – Ms. Dotson discussed the dates for the upcoming business trainings and mentioned that registration is open. Details are:

- Grayling – April 10th (Online Sales / E-commerce) Time 6-8pm – Grayling City Hall

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- Charlevoix – April 18th (Leveraging community events to boost sales) Location – Library Community Room. Time 9am-12pm – *need help spreading the word*

Topic: Marketing and Sales

Think of it as "opportunistic advertising." Consumers get tired of being marketed at, so it makes perfect sense to leverage other community events already in the works and align your own advertising efforts to attract some of that additional traffic through your own front doors instead of fighting it. Participants will learn how to leverage community events as a viable marketing strategy, Get Your Business Online with Google, and even to create customer databases that can work for you.

Speaker(s): Annie Olds, Michigan Small Business Development Center

Co-Sponsor(s): MEDC Michigan Main Street

Michigan Main Street members are able to register at a special rate. Please contact your local Michigan Main Street Director or the Northwest MI-SBDC Regional Center at 231.929.5060 / sbdc@networksnorthwest.org to obtain the appropriate coupon code.

Local Investing Workshop "Grubstake"- Ms. Dotson passed out posters to attendees for assistance in spreading the word about the workshop on Thursday, May 9th at 6:00 PM at Charlevoix Public Library Community Room www.whatisgrubstake.com

Building Your District's Entrepreneurship Ecosystem Technical Visit – Ms. Dotson informed the committee that the technical assistance has been received and shared the following details:

In Person Site Visit: May 21st 9am – 4pm @ City Hall – please mark your calendars!

LEARNING OBJECTIVES –

1. Understand the process for developing an entrepreneurial ecosystem focused on commercial district revitalization.
2. Identify key entrepreneurship assets, targets, and partners.
3. Develop key strategies to align your ecosystem with transformation strategies.
4. Understand your role on a holistic basis to lead community transformation.

Pre-Visit

- Brief Survey of Local Entrepreneurs to be Distributed by Main Street Director (Survey Monkey Tool)
- List of any Local Entrepreneurship Programming to be provided by local program to NMSC
- Any workplans associated with Transformation Strategy(s)

1 Day Visit On-Site: AGENDA -

9 to 10 am – Entrepreneurship Ecosystems Introduction (Invitees: Main Street Staff and EV Committee members)

- Program Examples
- EE and the new Main Street Approach

10 am to Noon – Entrepreneur Focus Group Convening(Invitees: Would be good to have mix of new, old, emerging, entrepreneurs from cross section of fields – tech, retail, office, and mfg. Could also include social entrepreneurs if you would like)

Noon to 2 pm Working – (Working Lunch) Assessment Through Asset Mapping (Invitees: Entrepreneurship providers – examples include academic institution programs, SBDC, economic development officials, private sector programs, etc.)

- Entrepreneurship Programs
- Business Services
- Capital Programs
- Place-Based Assets
- Gap Review

2 pm to 4 pm – Implementation (Invitees: Main Street Staff and EV Committee members)

- Filling the Gaps
- Role of Main Street
- Partnerships
- Project Implementation (Specifically the Entrepreneurship Ecosystem Grant)

Deliverable

Summary Report that outlining the following:

a. Results of Focus Group and Survey Tools

b. Asset and Gap Review

c. Outline of the Ecosystem detailing the Main Street and partner organizations roles and programming

d. Implementation Strategies to be incorporated into workplans (reflective of Transformation Strategy)

e. Recommendations on additional technical services (based on the list provided by NMSC)

Sounds interesting right? The other thing to mention is that we don't see this as a one off service. **We actually anticipate that Matt / National will revisit communities to provide additional tools and resources that would be completely tailed to the needs / gaps identified in the first TA service. These services would all take place in 2019.**

New Business

1. Hoop Skirt Alley Project: www.patronicity.com/alley - fundraising goes live on March 20th
2. Cooperative Advertising Campaign Schedule:
    a. April - Thistle
    b. May - Lake Charlevoix Brewing Company
    c. June - Brian's Ice Cream Experience
    d. July - The Mercado

e. August - Mushroom House Tours
f. September - Bridge Street Tap Room
g. October - The Clothing Company
h. November - Harbor View Cafe
i. December - That French Place
j. January - Hoffman McLane CPA Firm
k. February - Elements March - Dennis Halverson

"Match on Main" grant – Ms. Dotson talked about the new grant program available to businesses in Main Street districts sometime this summer. Details below:

i. **Background & Program Goals** Small business is the cornerstone of Michigan Main Street Communities. Many small businesses have difficulty gaining access to capital. Match on Main will provide a unique opportunity for new and expanding businesses located in a master or select level Main Street district. This grant program will provide funding directly to small business owners for both technical assistance needs as they explore ways to improve the interior space in a building and for capital outlays.
The goal of Match on Main is threefold: 1) to strengthen small business by reducing their potential debt load and giving them a firm business foundation through consulting with the Small Business Development Center thus making the business more sustainable for the long term, 2) to reactivate vacant commercial space in MMS districts, and 3) to grow the Community's entrepreneurial ecosystem through place-based businesses that fit within the Main Street Program's strategy and priorities.

ii. **Program Partners** Match on Main partners include Michigan Main Street, the local Main Street Program, the Community Development Block Grant team, and the Small Business Development Center (SBDC). In order to apply for any of the Match on Main incentives, a business must begin working with the local Main Street director and the local SBDC consultant. New and expanding businesses must provide a strong business plan as part of their application to Match on Main. SBDC will provide business plan guidance, review, and recommendations to increase the viability and sustainability of the business.

iii. **Grant Program Outline**
Track 1: Technical Assistance – Interior design & layout
New or expanding businesses may apply for technical assistance that will provide conceptual renderings of interior floor plan, merchandise layout, and interior design concepts.
Grant award is up to $5,000.
Business must provide a 10% cash match.
Business must have a specific site identified within the Main Street district.
Track 2: Interior Renovations New or expanding businesses may apply for a cash match for interior building renovations, furniture and fixtures, permanent equipment, and code compliance.
Grant award is up to $25,000 per business.
**Businesses that will be creating jobs or eliminating blight may be eligible to access additional grant funding through Community Development Block

Grants to cover eligible expenses.
Businesses must provide a 10% cash match.
Track 3: Working Capital New or expanding businesses may apply for a cash match for working capital. Examples of eligible working capital include expenses for items such as point of sale system, rent, marketing expenses, inventory for retail goods, and overhead.
Grant award is up to $25,000 per business.
**Businesses that will be creating jobs may be eligible to access additional grant funding through Community Development Block Grants to cover eligible expenses.
Businesses must provide a 10% cash match.
Funding Sources:
MEDC Corporate Funding will provide $500,000 for Match on Main. Of that, $50,000 will be allocated for a minimum of 10 Technical Assistance awards and $450,000 will be allocated for a minimum of 18 cash awards.
Community Development Block Grants (CDBG) will be leveraged for eligible projects.
Who is eligible to apply? This program is available to locally owned and operated businesses located in or looking to establish themselves in a Select or Master level Main Street districts. This includes either startup or new businesses, businesses relocating the district, or businesses currently located in the district who are looking to expand. As part of the pre-application process, businesses must meet with both the local Main Street Director and the Small Business Development Center to ensure a viable business plan has been developed and reviewed.

Economic Development Update: no new updates were discussed

Volunteer hours were reported: 27

Meeting adjourned at 9:05am.

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Promotions/Organization Committee
Thursday, March 21 2019
8:00 a.m.; City Hall; Upstairs

Members Present: Lindsey Dotson, Sarah Hagen, Jessica Anderson, Leanne Ackert, Sue Barnard, Caitlin Cole, Janet Chambers, Richard Christner, Katherine Forrester, and Dennis Kusina

8:00am I. Call to Order: 8:50

8:01am II. Approval of Minutes: February 21, 2019 Katherine

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Hoop Skirt Alley Project (Lindsey): Fundraising started March 20th and raised $1,400 in one day! Goal is $6,000 by April 30th. It is an all or nothing grant. If we raise $6,000, the State will double it. April 18th there will be another fundraiser in conjunction with Volunteer Appreciation at the Brewery from 5-9pm. The Brewery will donate $1 for every pint sold to the campaign.
2. Cooperative Ad Campaign (Lindsey): Ads start running in April. The bulk of the business photos are done.
3. Restaurant Week – Upcoming Event (Katherine or Caitlin): 2 sponsors- Charlevoix State Bank and GFS. 11 restaurants have confirmed. Menus are due April 11. Press release will go out next week. Sarah will format menus.
4. Summer Concert Series – Upcoming Event (Sarah): Low on sponsors; one sponsor just doing one concert and they used to do full series. Shakespeare in the park added extra cost but committee has applied for a grant for that group. Discussed having a box at the concerts for donations and a booth to sell main street merch.

B. Supported Events – Updates, Needs

1. Live from Charlevoix – Recap & Upcoming (Caitlin): Last show was sold out! April 6 and April 13th Libations for Live. April 27th is Frank and Allie. They will be doing a Banjo workshop at the Circle of Arts the next

day. Need ideas for next season. Suggested that we investigate who Lavender Hill Farms books for summer.

2. Camel Cup – Upcoming Event (Dan): No update.

C. Organization

1. Newsletter – Content Progress (Richard & Sarah): Content needs to be created and to Richard by April 1st. Please send it to his personal email: christner.richard@gmail.com

8:40am IV. New Business

A. Volunteer Appreciation Event – April 18th LCBC

B. April Meeting Date – 25th (18th is SBDC Training)

8:50am V. Volunteer Hours: 50

8:55am VI. Good of the Order

9:00am VII. Adjournment: 9:05; All

Next meeting: April 25th

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street Design Committee
Thursday, April 4, 2019
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, P. Glotzhober, L. Keinath, M. Owens

Absent: R. Bergmann, G. DeMeyere, J. Duerr, D. Miles, A. Munday, E. Selph, P. Weston

I. **Approval of Minutes** - The Minutes from the February 7, 2019, meeting were sent out in advance via email. A correction was noted in para. III.b. and the Minutes were approved with the correction.

II. **Outstanding Business**

a. Report from the DDA and Main Street America meetings: DDA did not meet in March. Lindsey reported on her attendance and speech at the national Main Street conference. She has also earned the designation of Main Street America Revitalization Professional. Of special note is grant funding available for brownfield properties which might be relevant for Charlevoix.

b. 2019 Work Plans:

i. Street Lighting - Cheboygan MS informed Lindsey that they have been notified that Holiday Lighting will no longer be able to service their tree lighting due to the owner's illness.

ii. Historic Signage - Denise displayed the full-size render with cardboard posts and reported on the status of the project. Planning Commission and City Council approvals have been obtained, and two funding sources confirmed: a Rotary Grant ($2400) and private donor T. Wyett ($4500). Applications have been submitted for two more grants, which will just about cover the needed funding ($18,500). We will request DDA sponsorship in May. If funding comes in, construction and installation can hopefully begin in June. The group agreed that 'sponsored by' is the preferred language for funders' plaques on the sign posts.

iii. Main Street Design Guidelines & Design Assistance - Very few comments were received about the draft circulated. Lindsey will proceed with a final draft.

iv. Hoop Skirt Alley Report: Lindsey reported that the project is funded and being executed with a June 8 unveiling event scheduled at 6 pm.

III. **New Business**

a. Façade Grant Timeline: It was agreed that May 20, 2019, will be the deadline for applications for the next cycle of façade grants. Lindsey will update the website and communicate to property owners.

III. **Call for Future Agenda/Research Items -** none

IV. **Adjournment** - the meeting was adjourned at 4:45 PM.

V. **Volunteer Hours** - were reported.

VI. **Next meeting: Thursday, June 6, 4:00 PM at City Hall**

DDA/Main Street Board

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

Consent Agenda

TITLE: Monthly Reports

DATE: April 22, 2019

ATTACHMENTS:

- January Report to MEDC
- February Report to MEDC
- March Report to MEDC

Michigan Main Street Monthly Report

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

Metrics Number	M-0000110292	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	1/1/2019	Reporting Period End	1/31/2019
Submitter's Name	Lindsey Dotson	Due Date	2/10/2019

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Charlevoix Barber Shop	110 Antrim Street	Service Business	1.0	
Tatum Photo & Design	108 Antrim Street	Service Business	1.0	
Angel Nails	104 Antrim	Service Business	2.0	2.0
Way Building Contractors	108 Van Pelt #2	Office	1.0	

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added

Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost

Housing

New & Rehab Housing in MSA

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

Investment

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
Grey	101 Bridge Street	Exterior paint, new door, lighting, and signage	$1,500.00		

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
Harbor View Cafe	100 Antrim Street	$100,000.00		
Grey	101 Bridge Street	$5,700.00		

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
0.00	$0.00	142.50

Training Sessions Attended

Event Title	Who Attended	Date	Topic
NLEA DDA Forum	Lindsey Dolson, Kirby Dipert, Maureen Owens	1/14/2019	Act 57

Fundraising/Membership Last Month

Type	Amount
Private	100.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenu
Live Life Local Holiday Shopping Promotion	R-Retail	4,389	50	$1,538.00	$0.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member	Fred DiMartino	trademarkpropertiesllc@gmail.com		

Other News or Commentary

Program & Outlook

Suggestions for State and National Staff

Upload Attachments

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

Name	Date Uploaded
Agenda_2019_1_28_Meeting(75) (3).pdf	2/8/2019 3:52 PM

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Michigan Main Street Monthly Report

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

Metrics Number	M-0000110293	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	2/1/2019	Reporting Period End	2/28/2019
Submitter's Name	Lindsey Dotson	Due Date	3/10/2019

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added

Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost

Housing

New & Rehab Housing in MSA

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

Investment

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

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
3.00	$0.00	34.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic

Fundraising/Membership Last Month

Type	Amount
Earned	2500.00
Private	100.00

Downtown Events & Activities - All Committees

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

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email

Other News or Commentary

Program & Outlook

Suggestions for State and National Staff

Upload Attachments

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

Name	Date Uploaded
Agenda_2019_2_25_Meeting(149).pdf	3/6/2019 12:05 PM

Michigan Main Street Monthly Report

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

Metrics Number	M-0000110294	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	3/1/2019	Reporting Period End	3/31/2019
Submitter's Name	Lindsey Dotson	Due Date	4/10/2019

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Picture This	106 Antrim Street	Service Business	1.0	

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added

Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost

Housing

New & Rehab Housing in MSA

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

Investment

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

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
0.00	$0.00	135.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Main Street Now Conference	Lindsey Dotson	3/25/2019	Main Street everything

Fundraising/Membership Last Month

Type	Amount
Private	1195.00
Earned	1050.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member	Carissa Mullaney	carissa@studiomidesign.com		

Other News or Commentary

Patronicity campaign for Hoop Skirt Alley met its goal quickly. April is the start of our year-long ad campaign featuring downtown businesses as part of a co-op buy in. Our Remote Office/Home Office worker collaborative is growing steadily each month. The Board has not had a quorum since January so there is nothing attached - however all minutes and updates will be a part of the April meeting so you will get that in May when I submit that report.

Program & Outlook

Suggestions for State and National Staff

Upload Attachments

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

Name	Date Uploaded

DDA/Main Street Board

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

Reports

TITLE: Director's Report
DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Facade Grant Update
The second phase grant application deadline was January 24th but only one application was received and it was incomplete. The Design Committee decided to not review it since we did not receive a completed application before the deadline. Therefore, $3,712.50 will not be awarded last fiscal year.

The new deadline for our first round this year is May 20th. I've been engaged with a few property owners that are working on applications now.

Charlevoix County Community Foundation Grant Application
Charlevoix Main Street DDA's Live on the Lake Summer Concert Series subcommittee is submitting a grant application to the Charlevoix County Community Foundation to support the 2019 performance lineup. This year a Shakespeare performance will be taking place twice in July and this has increased the amount of funding needed for programming. Additionally, grants will help reduce the need to seek out sponsorships from the business community. The amount requested will be $4,000. See attached application for reference.

Charlevoix Local Consumer Presentation
I held a special meeting for the business owners on Monday, March 11th at 3pm at City Hall to present the information I gathered about our local consumer base outlining their lifestyles and how that effects spending behavior. It went so well at the January business owners meeting I scheduled this during a different time of day hoping we will get more attendees. It worked! We saw people who don't normally attend our business owner meetings which was great. I will continue putting this information out into the world hoping that it helps businesses make a more informed decision on how they spend their marketing dollars.

Entrepreneurial Ecosystem Technical Assistance from the National Main Street Center
We've received news from Michigan Main Street that Charlevoix has been awarded a new Technical Assistance program. The visit is scheduled to take place on Tuesday, May 21st. The description and schedule is below:

Building Your District's Entrepreneurship Ecosystem Technical Visit

LEARNING OBJECTIVES –

1. *Understand the process for developing an entrepreneurial ecosystem focused on commercial district revitalization.*

2. *Identify key entrepreneurship assets, targets, and partners.*
3. *Develop key strategies to align your ecosystem with transformation strategies.*
4. *Understand your role on a holistic basis to lead community transformation.*

Pre-Visit

- *Brief Survey of Local Entrepreneurs to be Distributed by Main Street Director (Survey Monkey Tool)*
- *List of any Local Entrepreneurship Programming to be provided by local program to NMSC*
- *Any workplans associated with Transformation Strategy(s)*

1 Day Visit On-Site: AGENDA -

9 to 10 am – Entrepreneurship Ecosystems Introduction
(Invitees: Main Street Staff and EV Committee members)

- *Program Examples*
- *EE and the new Main Street Approach*

10 am to Noon – Entrepreneur Focus Group Convening
(Invitees: Would be good to have mix of new, old, emerging, entrepreneurs from cross section of fields – tech, retail, office, and mfg. Could also include social entrepreneurs if you would like)

Noon to 2 pm Working – (Working Lunch) Assessment Through Asset Mapping
(Invitees: Entrepreneurship providers – examples include academic institution programs, SBDC, economic development officials, private sector programs, etc.)

- *Entrepreneurship Programs*
- *Business Services*
- *Capital Programs*
- *Place-Based Assets*
- *Gap Review*

2 pm to 4 pm – Implementation
(Invitees: Main Street Staff and EV Committee members)

- *Filling the Gaps*
- *Role of Main Street*
- *Partnerships*
- *Project Implementation (Specifically the Entrepreneurship Ecosystem Grant)*

Deliverable

Summary Report that outlining the following:

a. Results of Focus Group and Survey Tools
b. Asset and Gap Review
c. Outline of the Ecosystem detailing the Main Street and partner organizations roles and programming
d. Implementation Strategies to be incorporated into workplans (reflective of Transformation Strategy)
e. Recommendations on additional technical services (based on the list provided by NMSC)

Sounds interesting right? The other thing to mention is that we don't see this as a one off service. We actually anticipate that Matt / National will revisit communities to provide additional tools and resources that would be completely tailed to the needs / gaps identified in the first TA service. These services would all take place in 2019.

Michigan Main Street Photo Contest Winners!

Charlevoix Main Street was named the winner of the Economic Vitality category, which focused on photos that display the vibrancy of the local businesses and the downtown's unique atmosphere.
For winning, the Charlevoix Main Street/Downtown Development Authority will receive $1,000. The winning photo is attached. Positive press related to this win has included an interview on WTCM radio (which has aired at least twice), 7&4 News/UpNorthLive article, and the Charlevoix Courier. We also received a letter from Triston Cole which is attached.

Trademark Update

2-13-19 Notice of Publication Received- Publication Begins March 5, 2019
Hi Lindsey,

We received the Notice of Publication on the C design trademark application. The application has completed the review process and will now be published for opposition of 30 days beginning March 5, 2019. If no opposition is filed, the application will proceed towards registration.

We will keep you updated as we hear from the USPTO.

Pat

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 88149489) is scheduled to publish in the Official Gazette on Mar 5, 2019 . To preview the Notice of Publication, go to the Trademark Status & Document Retrieval (TSDR) database, accessible at https://tsdr.uspto.gov/search.action?sn=88149489. If you have difficulty accessing the Notice of Publication, contact the Trademark Assistance Center (TAC) by e-mail at TrademarkAssistanceCenter@uspto.gov or by telephone at 800-786-9199.
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Media Mentions

https://www.petoskeynews.com/charlevoix/featured-cvx/main-street-approach-shows-positive-results-for-charlevoix/article_16c8f800-d1ec-5df9-a3b6-87ed94fe02f7.html

https://www.petoskeynews.com/charlevoix/featured-cvx/charlevoix-main-street-dda-gets-economic-recognition/article_75418704-55b8-5c48-8458-a50826db6ab6.html
https://www.petoskeynews.com/featured-pnr/high-school-students-look-to-revamp-charlevoix-s-hoop-skirt/article_7f9686db-4ca4-5edc-b53b-84ca3356860c.html
ROHO Collaborative Meetings

https://www.9and10news.com/2019/03/07/charlevoix-high-school-students-look-to-redesign-downtown-alley-way/?fbclid=IwAR2-e7X_URrtPrMxKVcgQOiwzu_9mBumzIS7Fcyyppkyy7a9DqIkkgR4R-o

https://upnorthlive.com/news/local/charlevoix-named-winner-of-2019-michigan-main-street-photo-contest?fbclid=IwAR3aYy3ZPfEs74gap_htUfGsmfw1UfAJXs2CAscy63lFHlhEGq8MzajOAyM

https://www.petoskeynews.com/charlevoix/news/business/charlevoix-main-street-q-a-with-downtown-business-owner-deidre/article_df444ed1-7642-544d-bfae-246de79e0100.html

https://www.9and10news.com/2019/04/05/charlevoix-co-downtown-development-director-1-of-3-in-state-to-receive-credential/

https://www.petoskeynews.com/charlevoix/featured-cvx/crowdfunding-campaign-for-hoop-skirt-alley-project-begins/article_c646fa8a-c75d-5093-95df-6c4131184699.html

https://www.petoskeynews.com/charlevoix/news/opinion/letter-junior-main-street-program-seeks-donation-downtown-enhancements/article_02e78207-3fb5-53ec-8f93-30f10b6b92da.html

https://www.petoskeynews.com/charlevoix/featured-cvx/historical-society-plans-new-historical-image-signs-for-charlevoix/article_e76c6a45-df9e-505f-ad4f-15690340a190.html

https://www.record-eagle.com/news/food/food-in-brief/article_487b0b93-26e2-574a-9bd9-6442e48f7d33.html

https://www.mainstreet.org/blogs/national-main-street-center/2019/04/12/community-spotlight-crowdfunding-campaign-launched

Business Expo
Charlevoix Main Street DDA had a booth (#1) at the Business Expo (3/20/19) to get more newsletter sign ups, app downloads, and donations for Hoop Skirt Alley! Junior Main Street students joined me to help pass out postcards. We collected $190 in cash that night and have gotten several donations via mail from people we talked to during the event.

Volunteer Appreciation Event on April 25th 6pm:
We are hosting a volunteer appreciation event taking place at Lake Charlevoix Brewing Company. Appetizers will be served, "awards" will be given, and appreciation will be felt! This is paired with our Hops for Hoop Skirt Alley fundraising event so that all pints sold will equate to a $1 donation from LCBC. Friends and family are welcome!

Director Schedule
I am planning to be out of the office on the following days:
May 16 - 17 (MHPN Conference Speaker & Tour Guide - Holland, MI)

May 31 (MDA Spring Workshop - Petoskey)
June 3 & 4 (Michigan Main Street Quarterly Training - Owosso, MI)
July 29 - August 2 (vacation)
October 7 & 8 (Michigan Main Street Quarterly Training - Grand Haven, MI)
November 7 - 8 (MDA Annual Conference - Holland, MI)

Upcoming Director Speaking Engagements
Thursday, May 16th - Panel Speaker at MHPN Annual Conference
Friday, May 17th - Speaker at MHPN Annual Conference

Match on Main Small Business Grant
See attachment for information pertaining to a new grant program MEDC has created to directly fund business expenses for new or expanding businesses in Main Street districts. I've been working closely with a handful of qualifying businesses to prepare for when the call for applications is put out.

ATTACHMENTS:

- Grant Application C3F - Concert Series
- Economic Vitality Winning Photo
- Letter from State Representative Triston Cole
- Match on Main Grant

Live on the Lake Summer Concert Series

Grant Cycle March 1, 2019

City of Charlevoix

Mr Mark Heydlauff
210 State Street
Charlevoix, MI 49720
O: 231-547-3270

Mrs. Lindsey Dotson

210 State Street
Charlevoix, MI 49720
lindseyd@charlevoixmi.gov
O: 231-547-3257
M: 734-558-5749

Application Form

General Information

Applications are due in the C3F office no later than 4:00 p.m. EDT on Friday, March 1, 2019.

Project Name*

One sentence description.

Live on the Lake Summer Concert Series

Contact Person For This Project*

Lindsey Dotson

Phone Number (if different than organization's number)

Total Project Cost*

$18,365.00

Amount Requested from C3F*

$4,000.00

Project Start Date*

Start date can not be before April 25, 2019.

06/27/2019

Project End Date*

End date can not be after May 1, 2020.

08/22/2019

Narrative

Organization*

Brief history and mission of your organization.

The Charlevoix DDA was established in 1982 pursuant to Act 197 of 1975 to halt property value deterioration and increase property tax valuation where possible; to eliminate the causes of that deterioration, and to promote economic growth. In 1983 the “old middle school” was added into the DDA district with the intent to eventually purchase the building. In 1989 State Street Water System improvements ($175,000) & Street Lighting ($150,000) were taken on. In 1991: Bridge Park property acquisition from MDOT ($250,000) Purchase and development of MDOT property immediate north of Pine River Building

($50,000) Water Main Construction in Antrim, Mason, and Clinton Streets between Bridge and State ($25,000) Coast Guard Storage Area ($50,000) & Street Light Acquisition & Installation ($75,000). In 2003: The Downtown Development Authority and City of Charlevoix bought the Middle School building from the Board of Education for $635,000 and hold it on behalf of the library until funding could be secured. In 2005: Marina Construction ($4,829,500), East Park Construction ($2,610,597), Harbormaster Building ($1,473,869), Storm Sewer Construction ($316,344), Off-Site Parking near Library ($165,600), Personnel, & Removal of Existing Band Shell, Fish Pond, and Restroom Building – Construction of a new pavilion/performance building, with amphitheater seating ($1,490,642). In 2007: Interactive Water Feature ($380,000)

=$12,676,552 of investment in the downtown over the past 37 years.

In March of 2015, Charlevoix was awarded the honor to participate in the Michigan Main Street program which offers, to specially chosen communities, five years of intensive technical assistance with a focus on revitalization strategies for their downtown central business district. This program is designed to attract new residents, business investment, economic growth and job creation. In 2018, Charlevoix Main Street became an Accredited program through the National Main Street Center.

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.

Project Summary*

A short summary of the project for which you are requesting funds.

The Charlevoix, Michigan summer concert series, "Live on the Lake," strives to present a diversity of performances and genres that educate, engage, and entertain the entire community, residents and visitors alike. We actively seek to promote accessibility of live entertainment by means of public involvement and community engagement with no cost to our patrons. "Live on the Lake" offers support to the Charlevoix Main Street mission of downtown development and business growth through cultural outreach and partnerships within the community.

"Live on the Lake" is an 8-week, evening series featuring Michigan artists and entertainers, often local talent, in Charlevoix's Odmark Performance Pavilion. We believe this landscape offers an unmatched opportunity to utilize these striking public spaces and encourages families to dance, sing, and play together.

For 2019, "Live on the Lake" is adding a new form of entertainment to the already-diverse musical act line-up. The season will include Shakespeare in the Park, a live acting performance troupe from lower Michigan performing two nights of Shakespeare plays. This addition will bring a new, educational entertainment opportunity to our entire area.

In addition to the pavilion performances, "Live on the Lake" employs Buskers, or street performers, each week. These single or duo musicians are located throughout the downtown, attracting patrons directly into our local businesses. These talented artists entertain pedestrians, shoppers, and diners alike as they stroll our avenues, showcasing Charlevoix as an entertainment destination.

"Live on the Lake" is almost entirely volunteer ran. Directed and assisted by the Executive Director of the Charlevoix Main Street, DDA, a six person committee plans and executes the program, including the weekly time commitment during the season to host each event. A Chairperson spends 4 months prior to the series seeking talent, which includes internet research, concert attendance, and outreach. Another Chairperson is responsible for securing sponsorships, which provide the bulk of the program's expense-coverage and are integral to the program's existence. Along with the Co-chairs, the committee is responsible for the publicity and marketing that includes the creation and distribution of 240 posters and 2500 rack cards, newspaper advertising, utilization of events calendars, and social media.

Collaboration

List your partnering agencies, if any, and their roles for this project.

Charlevoix Main Street DDA is the creator and host of the Live on the Lake program along with many other downtown events used to promote increased exposure and visitation to downtown Charlevoix. The organization ensures the program is implemented and carried out, and organizes the volunteer tasks and follow through. The organization contributes $7,000 to assist in funding the program.

The City of Charlevoix Public Works and Recreation Departments ensure reserved use of East Park/Odmark Performance Pavilion and ensure properly maintained facilities for duration of the program, devoting labor and material costs for hosting the series.

Premier Series Sponsors: Our Premier Series Sponsors are businesses that contribute $2500 to fund the program and receive recognition at each weekly event throughout the series. Our current secured $2500 sponsors include Bickersteth, Brown & Associates and Northern Michigan Review (in-kind sponsor for advertisement design and print costs).

Concert Sponsors: Our Concert Sponsors are businesses that contribute $500 to fund the program and receive recognition at one weekly musical event during the series. Currently there are no $500 sponsors secured.

Charlevoix Public Library is a partner in planning a kids/family concert during the series each year.

Needs Statement*

Why is this project needed? What factors contribute to the need?

The importance of Charlevoix's "Live on the Lake," is much deeper than offering our residents and summer visitors fun evening entertainment. This series engages partnerships, community investment, and local talent. Additionally, it maintains community viability.

"Live on the Lake" works with local business partners who value this engagement for a variety of reasons: recognition is widely received leading up to and during the performances, increased foot traffic, and they feel a sense of pride in supporting a loved community program. The addition of our buskers in 2017, and now our Shakespeare in the Park for 2019, have especially intensified this effort. Continuing this program for the Charlevoix Main Street DDA offers support as well as excellent and extensive exposure to the organization.

"Live on the Lake" offers a variety of volunteer opportunities, giving our community a place to invest their passion for where they live. These volunteers, as they involve themselves more deeply, gain knowledge of the music industry, contracts, marketing, social media, sponsor relations, and stakeholder partnerships. This level of volunteer involvement has led to the creation of new leadership roles within our community.

"Live on the Lake" engages talent by bringing local, new, "up and coming," and popular Michigan artists who get to perform in a unique venue. Smaller acts have a "stage" in our streets where they can showcase their talents as Buskers. Many of the Buskers are first time, young performers who are able to stretch their wings and use this low key setting to entertain a public audience. In addition to our performers, the sound technicians running the performance audio have grown their abilities over the years, with the young assistants taking over the lead role while training the next potential successor. This specialized skill set can and has been utilized for future career growth.

This free music and entertainment series is a special offering for residents and the community at large who may otherwise not have cultural experience in the arts, maintaining community viability. Family bonds are strengthened through shared experiences that touch the heart and bring communities closer together. The City of Charlevoix's investment in East Park, Odmark Performance Pavilion, and the Marina is supported through weekly use.

Project Implementation

In this section you will describe your overall project objectives, methods, and the expected impacts and outcomes. They will need to be identified in order of priority, if there is more than one. If you have more than three objectives for this project, please contact a C3F Program Officer.

Objective 1*

What do you intend to achieve?

The first objective we intend to achieve by hosting the Live on the Lake program is increased exposure for our area as an entertainment destination. We believe that arts and culture are a defining factor for the quality of visiting and living in a community. By providing free, weekly entertainment throughout the summer season for residents and visitors to enjoy, we intend to put Charlevoix on the map as an entertainment destination.

Method 1*

List the steps to achieve Objective 1.

To make Charlevoix an entertainment destination by hosting the Live on the Lake program we will budget and plan a series that is diverse in performing acts to best receive interaction from groups of all ages and interests. We will then effectively promote and advertise our program throughout the duration of the season to ensure participation from locals and visitors alike. This includes distributing posters throughout area businesses, advertising in the local newspaper, and social media posting.

Outcome 1*

What is the expected outcome for Objective 1?

We expect to have growing audience numbers year-to-year at the specific Live on the Lake events, and in turn growing participation in Charlevoix area activities. By hosting our continued program, we expect guests to continue to look to Charlevoix for arts and entertainment events. Guests will enjoy the beautiful downtown setting for Live on the Lake, and continue to explore our area and other organizations.

Evaluation 1*

How will you evaluate the success of Objective 1? Be specific with how you will measure this success.

We will be able to measure our success by first monitoring crowd count and participation, and looking for an increase year to year with consistency week to week. We will also be able to measure our success by tracking engagement to advertisements, watching social media interaction and surveying guests in the crowd. We will also work with other organizations to collaborate on the success of all arts & entertainment programs in the area and look for continued growth across events.

Objective 2

What do you intend to achieve?

The second objective we intend to achieve by hosting the Live on the Lake program is increased spending in downtown Charlevoix and the surrounding area.

Method 2

List the steps to achieve Objective 2.

To achieve increased spending in downtown Charlevoix and the surrounding area we have added the Buskers on Bridge Street program that takes place each week before the main show. From 5-7pm, street performers are present at 5 different locations throughout the downtown to encourage people to walk around and enjoy the entertainment while shopping and dining. We are also able to hire more local talent to perform which in turn helps keep dollars in the local economy.

Outcome 2

What is the expected outcome for Objective 2?

We expect to see increased spending on dining, shopping, and travel resources downtown and in the surrounding area. We expect downtown businesses will see increased exposure, foot traffic, and transactions during Live on the Lake events. We expect other area businesses will see increased transactions leading up to and after Live on the Lake events.

Evaluation 2

How will you evaluate the success of Objective 2? Be specific with how you will measure this success.

We will be able to measure our success by monitoring downtown business traffic and guest engagement, and surveying business owners on their transaction counts and interactions during Live on the Lake events. We will measure the increased spending during our program season and compare weekly and yearly information to ensure our objective is being met.

Objective 3

What do you intend to achieve?

The third objective is to increase the amount of recycling that takes place in the downtown during special events.

Method 3

List the steps to achieve Objective 3?

We are partnering with Charlevoix County to have recycling bins in East Park during the concert series performances that will be emptied by volunteers at the end of each event.

Outcome 3

What is the expected outcome for Objective 3?

The expected outcome is to reduce the amount of waste put into trash receptacles while encouraging attendees to be good stewards of the environment to keep Charlevoix beautiful.

Evaluation 3

How will you evaluate the success of Objective 3? Be specific with how you will measure this success.

We will track the number of bags of recycled materials that were removed from the event throughout the season.

Youth Involvement*

Is this a youth related project?

No

Youth Involvement

If yes, how will youth participate? How will youth benefit?

Environment/Land Use*

Is this an Environment/Land Use proposal?

No

Environment/Land Use

If yes, is this project listed in any city, township, county, regional or watershed management plan? Is so, please indicate which one and how this request will support the plan.

Project Budget & Future Funding

Project Budget*

Complete the Project Budget Form by follow these steps:

1. Download the "Project Budget Form" below- an Excel document.
2. If a box pops up asking you to create a Dropbox account, go to the bottom and click "No thanks, continue to view". Then click "Download" in the upper right hand corner of your screen. You can then select the document at the bottom of your screen.
3. Complete this fillable form in detail as applicable to your project, including Column 1.
4. Leave Column 2 blank- to be completed for the Final Report.
5. Save the form to your computer in an Excel format. (This file will need to be accessible for your final report once your project is complete).
6. Upload the Excel document to your online application.

Complete the "Project Budget Form".

Project Budget Form.xlsx

Budget Narrative

This space is for you to add any additional budget notes, if necessary.

Total Revenue from Project Budget Form*

$18,365.00

Total Expenses from Project Budget Form*

$18,365.00

Organization Cash Commitment*

Did you include a cash commitment from your organization? (Please be aware that it is required)

Yes

Is this a one-time project?*

No

How will the project be sustained in the future?*

The Live on the Lake program has become a staple to Charlevoix's summer entertainment activities and recreational opportunities. By continually hosting new, diverse acts and promoting the growth of the program and its effect on surrounding businesses, we will ensure future participation by our collaborating partners and our event guests. By enhancing the quality of life in our area, we will see continued volunteer involvement to host the Live on the Lake program.

Hiring a Consultant(s)*

Does your project include hiring a consultant(s)?

No

Hiring a Consultant(s) (ONLY)

If you are hiring a consultant(s), please explain how you arrived at the amount requested.

Additional Attachments

Board Information*

Attach a list of your governing board and officers.

Charlevoix Main Street Board - Sheet1.pdf

Additional Project Information

- **Multiple item purchase-** If numerous items are going to be purchased, you will need to include an itemized list with the quantities and costs.

- **For equipment purchases only-** Attach a copy of the vendor bid document or an estimate with a picture and price. Shipping costs may be included.

- **For building construction/renovation projects only-** Upload in a single attachment, a copy of the construction estimate, an 8 ½ x 11 inch copy of the site plan, and existing & proposed floor plans. Optional: photo(s) showing the "before" project conditions.

FOR NONPROFIT ORGANIZATIONS ONLY:

The three attachments below are required for all non-profit organizations. If your attachment is too large to upload (audit or annual report), please provide the link.

Annual Report

Attach your most recent annual report, if available.

Operating Budget

Attach a copy of the organization's current fiscal year operating budget.

Audit/Balance Sheet

Attach a copy of the most recent financial audit or your previous year's balance sheet.

IRS Status

First time Applicants only:
Attach your IRS Tax Determination Letter indicating your 501(c)(3) non profit status.

Submitting A Proposal

REMINDER: Applications are due in the C3F office no later than 4:00 PM EDT on Friday, March 1, 2019.

Grant Application Authorization*

Submitting a grant application to the C3F requires an authorized signature from one of the following people: CEO, Board Chair/President, Superintendent, City Manager or the Executive Director.

Complete the signature form by following these steps:

1. Download the "Grant Application Authorization Form" below.
2. Print the form and obtain the required signature.
3. Scan and save the document to your computer.
4. Upload the form to your online application.

"Grant Application Authorization Form".

DOC165.pdf

File Attachment Summary

Applicant File Uploads

- Project Budget Form.xlsx
- Charlevoix Main Street Board - Sheet1.pdf
- DOC165.pdf

CHARLEVOIX COUNTY COMMUNITY FOUNDATION

Giving Back. Moving Forward.

Project Budget Form

Organization: Charlevoix Main Street DDA

Project Title: Live on the Lake Summer Concert Series

Complete column (1) only. Column (2) is to be completed for the Follow Up Report. Total Revenue line MUST equal Total Expense line.

REVENUE

	Source of Funding	Pending or Committed? (P or C)	(1) Proposed Project Revenue	(2) Actual Project Revenue
A.	Grants (list below):			
	C3F	P	$4,000	
B.	Organizational Contribution		$7,000	
C.	Individual & Corporate Cash Gifts		$2,500	
D.	Fundraisers			
E.	In-Kind Support			
F.	Other (Specify) - Pigeon Creek Grant		$1,300	
G.	Other (Specify) - Sponsors		$3,565	
	Total Revenues		**$18,365**	**$0**

EXPENSES

		(1) Proposed Project Expenses	(2) Actual Project Expenses
A.	Salaries & Benefits		
B.	Consultants		
C.	Travel Costs		
D.	Equipment Purchases		
E.	Construction Costs & Materials		
F.	Publishing Costs		
G.	Training		
H.	Marketing	$1,765	
I.	Other (Specify) Main Acts	$8,000	
J.	Other (Specify) Buskers	$4,000	
K.	Other (Specify) Shakespeare	$4,600	
	Total Expenses	**$18,365**	**$0**

Kirby Dipert, Chair	231-547-4359	ragmerchant@charter.net
Rick Wertz, Vice Chair	231-645-0343	info@rickwertzbuilder.com
Sean Bradley (non-voting	231-675-9622	20brasea@rayder.org
Richard Christner	231-547-4411	rchristner@csbchx.com
Paul Silva	248-705-5969	paul@spmliving.com
Luther Kurtz	231-547-9739	lutherkurtz@hotmail.com
Carissa Mullaney	303-717-6777	carissa@studiomidesign.com
Maureen Owens	231-547-4609	maureen-owens@hotmail.com
Amanda Wilkin	231-547-2101	amanda@visitcharlevoix.com
(Vacant Seat)		

CHARLEVOIX COUNTY COMMUNITY
FOUNDATION

Giving *Back*. Moving *Forward*.

Grant Application Authorization

By signing below I agree that:

- I have reviewed this grant application.
- The information contained herein is accurate to the best of my knowledge.
- I certify that our governing board approves the submission of this grant request.

Lindsey Dotson - Executive Director

Authorized Signature & Title
(CEO, Board Chair/President, Superintendent, City Manager, Executive Director)

Lindsey J. Dotson

Print Name

2/20/19

Date

Charlevoix Main Street DDA

Organization

Crêperie Bretonne
That French Place
Artisanale Ice Cream
OPEN
FEATURING
Coffee
Detroit

MICHIGAN HOUSE OF REPRESENTATIVES

TRISTON COLE

STATE REPRESENTATIVE

105TH DISTRICT

February 26, 2019

Charlevoix Main Street
Attn: Lindsey Dotson, Executive Director
210 State Street
Charlevoix, MI 49720

Dear Ms. Dotson,

I would like to congratulate you and the City of Charlevoix for being named a Michigan Main Street Photo Contest winner and receiving $1,000 for the winning photo in the Economic Vitality segment of the 2019 Michigan Main Street Photo Contest sponsored by the Michigan Economic Development Corporation.

This accomplishment captures the City of Charlevoix's dedication to redevelopment. Thank you for being a leader in taking initiative with integrity that inspires a spirit of revitalization. Your hard work shows others how to build communities that value local history and treasure our Michigan Main Streets.

If there is anything that either my office or I can assist you with, please do not hesitate to email me at TristonCole@house.mi.gov or call at (517) 373-0829.

Congratulations,

Triston Cole
Majority Floor Leader
State Representative-105th District

P.O. BOX 30014, LANSING, MI 48909-7514

MICHIGAN MAIN STREET
MATCH ON MAIN GRANT PROGRAM

Small businesses are the cornerstone of Michigan Main Street communities. Many small businesses have difficulty gaining access to capital. Match on Main will provide a unique opportunity for new and expanding businesses located in Master or Select Level Main Street districts. This grant program will provide funding directly to small business owners for both technical assistance needs as they explore ways to improve the interior space in a building and for capital outlays.

WHO IS ELIGIBLE TO APPLY?

This program is available to locally owned and operated businesses located in or looking to establish themselves in Select or Master Level Main Street districts. This includes both startup or new businesses, businesses relocating to the district, or businesses currently located within the district who are expanding their business by activating underutilized or vacant space.

As part of the pre-application process, businesses must meet with both the local Main Street director and the Small Business Development Center to ensure a viable business plan has been developed and reviewed.

GRANT PROGRAM OUTLINE

Track 1: Technical Assistance—Interior design and layout

- Technical assistance that will provide conceptual renderings of interior floor plan, merchandise layout, and interior design concepts.
- Grant award is up to $5,000.
- Business must provide a 10% cash match.
- Business must have a specific site identified within the Main Street district.

Track 2: Interior Renovations

- Cash awarded for interior building renovations, furniture and fixtures, permanent equipment, and code compliance.
- Grant award is up to $25,000 per business.
- Businesses must provide a 10% cash match.

Track 3: Working Capital

- Cash awarded for working capital. Examples of eligible working capital include expenses for items such as point of sale system, rent, marketing expenses, inventory for retail goods, and overhead.
- Grant award is up to $25,000 per business.
- Businesses must provide a 10% cash match.

A business may apply to either Track 2 ***or*** Track 3, but not both, based on their needs. Prior to applying to Track 2 or 3, a business may apply for Track 1 to help identify the design and layout needs of the interior space, but going through Track 1 first is not required to apply for Track 2 or 3.

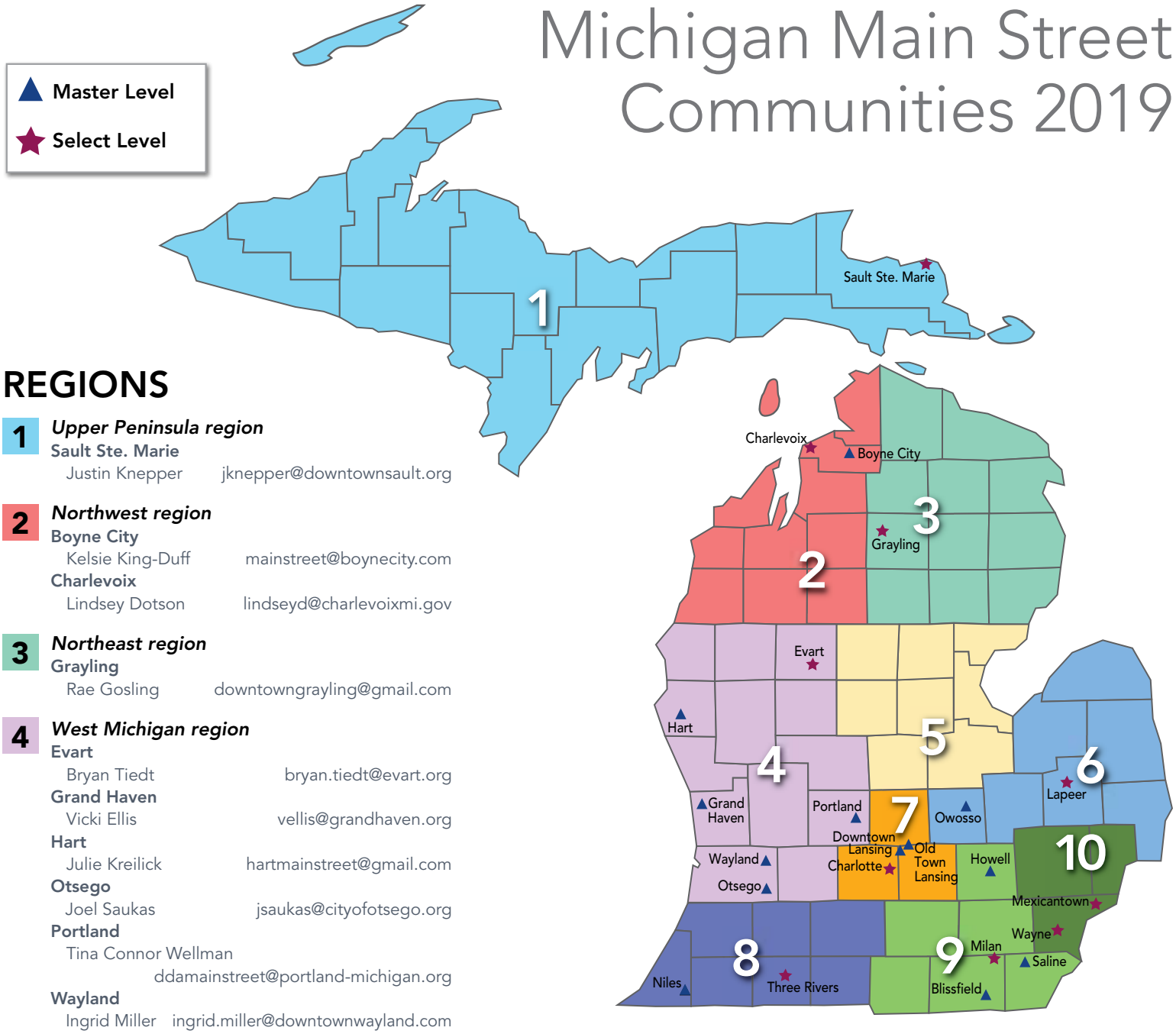
**Businesses that will be creating jobs or eliminating blight may be eligible to access additional grant funding through Community Development Block Grants to cover eligible expenses.*

MEDC
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

4426-181219

For more information, visit www.miplace.org.
Interested businesses should contact their local Main Street director (see attached map.)

Michigan Main Street Communities 2019



REGIONS

1 ***Upper Peninsula region***

Sault Ste. Marie
Justin Knepper jknepper@downtownsault.org

2 ***Northwest region***

Boyne City
Kelsie King-Duff mainstreet@boynecity.com

Charlevoix
Lindsey Dotson lindseyd@charlevoixmi.gov

3 ***Northeast region***

Grayling
Rae Gosling downtowngrayling@gmail.com

4 ***West Michigan region***

Evart
Bryan Tiedt bryan.tiedt@evart.org

Grand Haven
Vicki Ellis vellis@grandhaven.org

Hart
Julie Kreilick hartmainstreet@gmail.com

Otsego
Joel Saukas jsaukas@cityofotsego.org

Portland
Tina Connor Wellman
ddamainstreet@portland-michigan.org

Wayland
Ingrid Miller ingrid.miller@downtownwayland.com

6 ***East Michigan region***

Lapeer
James Alt james@lapeerdda.com

Owosso
Josh Adams downtownowosso@gmail.com

7 ***South Central region***

Charlotte
Lisa Barna lbarna@charlotterising.com

Downtown Lansing Inc.
Mindy Biladeau mindy@downtownlansing.org

Old Town Lansing
Vanessa Shafer vanessa@oldtownmainstreet.org

8 ***Southwest region***

Niles
Lisa Croteau nilesmainstreet@sbcglobal.net

Three Rivers
Tricia Meyer threeriversdda@gmail.com

9 ***Southeast Michigan region***

Blissfield
April Welch mainstreet@blissfieldmichigan.gov

Howell
Cathleen Edgerly cedgerly@downtownhowell.org

Milan
Jill Tewsley jillt@milanmainstreet.com

Saline
Holli Andrews director@salinemainstreet.org

10 ***Detroit Metro region***

Mexicantown Detroit
Myrna Segura myrnas@southwestdetroit.com

Wayne
Maxwell Cameron director@downtownwayne.org

4128-180101 | updated Jan 2019

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

DDA/Main Street Board

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

Reports

TITLE: Snowmelt System Discussion

DATE: April 22, 2019

PRESENTED BY: Dana Kollewehr - Economic Development Specialist, Michigan Main Street

BACKGROUND:

Dana will join us via internet to share her experience dealing with two snowmelt systems in other West Michigan downtowns including Holland and Grand Haven.

DDA/Main Street Board

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(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: National Main Street Conference Recap

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The conference this year was incredible on many levels. I won a drawing for a free month of a device that counts pedestrian traffic (more info to come soon), my presentation went really well, I was invited to participate in a round table with American Express about Small Business Saturday because I have been deemed a "Neighborhood Champion Rock Star," and I received my certificate for my Main Street America Revitalization Professional credentials. Below are notes I took during some of the sessions I attended. I understand some of it may not be clear, but I feel like the sessions were top quality this year and a lot of good connections were made. I'm happy to discuss any questions you may have about my random thoughts/notes!

Harnessing the Third Place: Placemaking for Learning, Creativity, and Economic Development

Laura Torchio DEPUTY DIRECTOR, TRANSPORTATION INITIATIVES Project for Public Spaces
Nate Storring DEPUTY DIRECTOR, BASS INITIATIVE ON INNOVATION & PLACEMAKING Project for Public Spaces
Lindsey Wallace SENIOR MANAGER, SPECIAL PROJECTS National Main Street Center

The Great Good Place by Ray Oldenburg

- What is a Third Place?
- First Place: Home
- Second: Work
- Third Place: “The core settings of informal public life”
    - A second home
    - Regular set of acquaintances
    - Think of “Cheers” - where everybody knows your name, the troubles are all the same
    - Barber shops
    - Parks
    - Informal social spaces
        - Third Place Books
        - Starbucks/Coffee Shops
        - Coworking Spaces - WeWork
            - Not just selling office space, selling an experience
        - Office spaces - more common space needed: increases productivity

The Rise of Innovation Districts:
Economic Assets > Networking Assets > Physical Assets

"Venture Cafe" CIC Cambridge, MA
Non profit to connect entrepreneurs
Created a community space
Thursday night event to bring together entrepreneurs for social event
Networking, loose, not very formal

"District Hall" - Innovation Hall
Classroom space, maker space, municipal building, 5 businesses on ground floor who activate space, event space,

Third places can be a platform for an entrepreneurial ecosystem
Hard infrastructure

- Space
- Public space - hanging out, meeting, attracting customers - indoor and outdoor spaces
- Meeting and event space - formal or on the fly
- Affordable work spaces - coworking spaces
- Private office spaces
- Public ground floor - coworking second floor - private offices third floor
- Shared tools, commercial kitchens,
    - Experienced users become teachers

Soft Infrastructure

- Communities of practice - learning from each other socially in an informal way
- Communities of interest - hobbies/side hustle
- Opportunities for feedback and exchange - pitch nights, exhibits, food vendor
- Formal learning opportunities - trainings - good ways for newcomers to plug in

Eight Ways to Harness the Third Place

1. Focus on a community of independent economic actors
2. Aim for return visitation
3. Keep it open to the public - don't monetarily limit who can access resources
4. Reach out beyond the usual suspects
5. Host and organize related events, especially recurring ones - Thursday night entrepreneurs night
6. Create opportunities for formal and informal learning
7. Offer shared space and tools for working, meeting, and learning
8. Make it easy for people to get more and more involved

Brownfields Resources: Now is the Time!

Blase Leven DIRECTOR OF TECHNICAL ASSISTANCE TO BROWNFIELDS PROGRAMS Kansas State University
Rachel McIntosh SENIOR OPPORTUNITY INVESTMENT OFFICER Local Initiatives Support Corporation
Sarah Sieloff EXECUTIVE DIRECTOR Center for Creative Land Recycling

Asbestos, lead paint = Brownfield
We can request resources for ourself or on behalf of others

Practical implication: Brownfields are everywhere!

Housing: meth houses

Vacant lot in housing area: former use - gas stations - dry cleaners

Old service stations - underground tanks - they were unregulated so leaks may have occurred

Perception of contamination “buyer beware”

Certain steps to follow:

- Liability protection from past contamination (for any type of new owner)
- DO PHASE I Environmental assessment before transferring the property to new owner

Planning: Match properties to revitalization goals

Step 1: Identify brownfields and do redevelopment planning with community involvement

Environmental: Clean Title

Step 2: Investigate - Phase I/II environmental site assessments before property transfer

Step 3: Clean-up; if necessary

Step 4: Redevelop

Phase I costs about $2000

If purchase is made without Phase I buyer takes on all liability but can have title cleared with attorney involvement to say current owner had nothing to do with contamination

Golden Nuggets: Sharing Success through Storytelling

Gayle Langley MAIN STREET COORDINATOR Colorado Main Street
Matt Ashby URBAN PLANNER Ayres Associates
Ben Muldrow PARTNER Arnett Muldrow & Associates

IT'S ALL ABOUT WHY

- We never stop to talk about “Why” we do this.
- “I want my children to have a strong connection to the place they call home”
- Order matters. START WITH THE WHY, put your emotions before your data.
- No one ever marched on Washington because of a pie chart. - Andy Goodman
- Facts now lead to argumentative dialogue
- All stakeholders communicate a different way
- We have to somehow communicate with all fo these entities in an effective way
- Storytelling gives you a way to achieve connection with people
- Communications is not just the role of the manager - it is a shared effort
- Brand Score
    - Sets Branding Implementation Baseline
    - Business card - boots on the ground - give to Main Street board members and they leave a card every time they do business in the downtown
    - Downtown Lowdown - a single board member is now designated to be the content creator - instead of taking minutes person during meeting is recording content - a one pager
    - Explore expanding brand to
    - Text message giving program
        - If you appreciate how the downtown looks - text us money so we can keep it clean
        - If you like free concerts,donate so we can keep this series alive

Prime/Main 5:

- Donors

- Owners
- Public
- Volunteers
- Government
    - Why would a donor want to be affiliated with Main Street

Basic PowerPoint presentation to tell what our Main Street program is:
10-12 slides - all the same format
What is steamboat strings
Photo checklist

The Road Map
- Introducing the community to the owner - January & Feb
- Volunteer opportunities - March and April
- Summer - text giving
- Holiday - promote businesses - product based focus vs. owner

NOT JUST A PLACE TO BUY THINGS BUT A PLACE WHERE THINGS ARE MADE

General Session: Entrepreneurship on Main Street: Making the Case for Place
Alex Weld PROJECT AND OUTREACH MANAGER Wheeling Heritage
Maiko Winkler-Chin EXECUTIVE DIRECTOR Chinatown International District Preservation and Development Authority
Enoch Elwell FOUNDER Co-Starters
Matt Wagner, Ph.D. VICE PRESIDENT OF REVITALIZATION PROGRAMS National Main Street Center

Enoch Elwell - Costarters - enoch@costarters.co

Why Do you do what what you do?

Chattanooga - Gig City - a playground for pioneers

Industrial Age >>>> Connected Age

Invest in culture makers -
People + Culture = Everything

When you talk about a place you love you don't refer to a large employer/manufacturer - you refer to Main Street businesses - that cool restaurant, etc.

Community First - Identify your rallying flag
- Identifying Strong shared purpose
- Build strong relationships/trust

KEEP IT SIMPLE

If we support them all, you could see success that you might not have seen because we aren't good at "picking winners."

Stages of community growth

Stage 1: connection - connecting in chaos
Starve 2: awareness - moving to mainstream
Stage 3: action - ideas to action
Stage 4: structure - taking root
Stage 5: support - growing up
Stage 6: transfer - retaining value

KEEP BEING AWESOME!

Pitching Entrepreneurship: Building Partnerships to Jumpstart Your Downtown Economy

Jessica Hupp Hartness BUSINESS LAUNCH COORDINATOR Virginia Dept. of Housing and Community Development
Jenny Crittenden EXECUTIVE DIRECTOR Main Street Preservation Trust
Todd Wolford EXECUTIVE DIRECTOR Downtown Wytheville, Inc.
Tamyra Vest EXECUTIVE DIRECTOR Destination Downtown South Boston

Program that assists communities or organizations take a systems approach to asset based small business development

Strategy

- Who lives there, who shops there, strengths and weaknesses, (tapestry segments)

Not all biz will get funding but can collaborate with each other - one participant opened up their storefront to other participants during small biz sat

Education
Entrepreneurs
Educating Community - 30.2 million in the United States 99% of employers

- A weakness is a low vacancy rate
- Vacancies at that time mostly owned by the same owner that had an inflated sense of what rent he could command
    - You don't want the state to think you're taking advantage of these people - you're going to be in the paper
- PARTNERSHIPS
- Have a long term vision - not one off
- Build compelling prize packages - free websites, startup capital, marketing money
- Marketing campaign about program and follow success
- Know the motivation behind each potential partner and alighn your messaging to resonate with them

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

Old Business

TITLE: Downtown Plan Adoption
DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
Attached is a draft version of the document being created as part of our Redevelopment Ready Community Certification requirement in partnership with the Parking Study document that was included in the December Board Packets.

This document has taken into consideration all of the "plans," reports, and studies that exist along with documentation of the public feedback that has been collected in various ways and puts all of the professional recommendations pertaining to downtown Charlevoix into one place.

Not only is a requirement for RRC being met, but a great planning document for the Main Street DDA Board is being created. It can be used as a checklist of sorts as we move forward with planning projects and preparing for an update to the TIF Plan.

RECOMMENDATION:
Motion to adopt the following resolution:
WHEREAS, the City of Charlevoix is pursuing Redevelopment Ready Communities® certification through the Michigan Economic Development Corporation;

WHEREAS, Networks Northwest was hired by the City of Charlevoix to assist in the preparation of the Downtown Plan;

WHEREAS, the procedures as outlined in Redevelopment Ready Communities® Best Practice 1.1 were followed for preparing a Downtown Plan;

WHEREAS, the Charlevoix Downtown Development Authority and City Manager were provided an opportunity to review and comment on the plan;

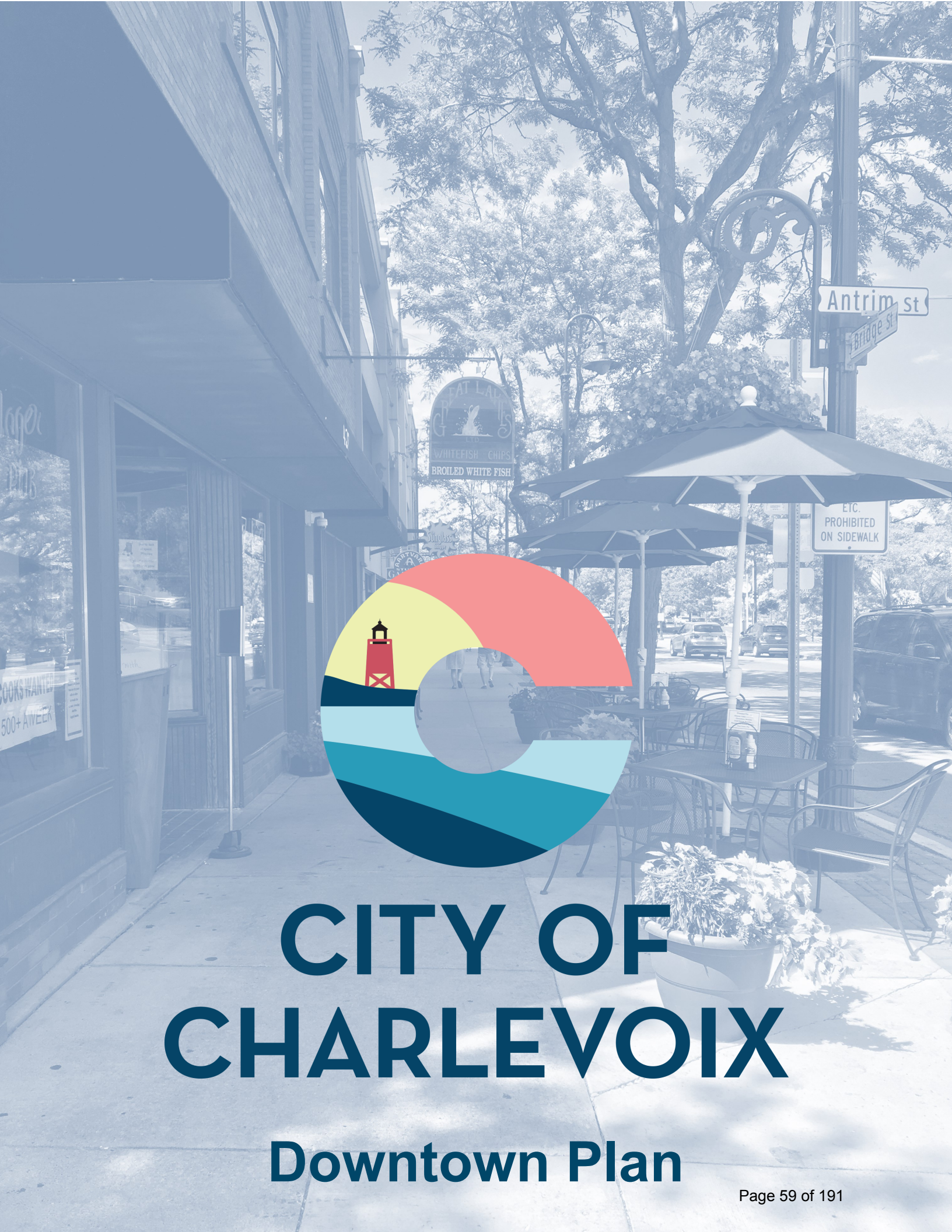
WHEREAS, the Charlevoix Downtown Development Authority will use this report in conjunction with the DDA TIF Plan for planning;

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority hereby adopts the Charlevoix Downtown Plan presented at this meeting, including maps and other descriptive matter included as a part thereof to be a guide for future development in downtown Charlevoix.

RESOLVED this 19th day of March, 2019 A.D.

ATTACHMENTS:

- Downtown Plan
- Downtown Plan Resolution



CITY OF CHARLEVOIX

Downtown Plan

ACKNOWLEDGEMENTS

CITY OF CHARLEVOIX: Lindsey Dotson, Executive Director, Charlevoix Main Street

Mark Heydlauff, City Manager, City of Charlevoix

CONSULTANT: Networks Northwest

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HOW THIS PLAN IS ORGANIZED

Each section of this document includes recommendations and action items pulled from existing plans pertaining to downtown Charlevoix (see list of plans on pg. 4). The recommendations and action items are organized as follows:

Topic

Priority	Description of recommendation or action item Additional information	Source	Page #

INTRODUCTION

From June 2018 through March 2019, Networks Northwest staff worked with the City of Charlevoix and the Charlevoix Downtown Development Authority (DDA) to create the following downtown plan. This downtown plan follows the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) Best Practice One as part Charlevoix's RRC certification. Through the adoption of a downtown plan, Charlevoix will be better equipped to set development expectations and provide the public some degree of certainty about the community's vision for the future.[1]

Downtown Charlevoix

Charlevoix's downtown commercial district along Bridge Street has been a focus of the community since the city was established in late 1800's. Today, downtown Charlevoix is characterized by streets lined with charming buildings of varying architectural styles that contain small retail shops, offices and restaurants. While Charlevoix is mostly built-out, there exist significant opportunities for infill and redevelopment. [2]

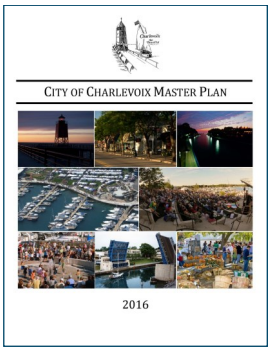
> "Charlevoix will strive to be the focal point for the region and build on its distinctive character, downtown, and diverse neighborhoods; while respecting its unique setting and environment and creating a foundation for future economic prosperity and personal success."
>
> - Community Vision Statement, 2016 Master Plan

[1] Redevelopment Ready Communities Best Practices Training Workbook (page 4)

[2] 2016 Master Plan (page 18)

EXISTING PLANS AND STUDIES

The following plans and studies were incorporated into this downtown plan:



2016 City of Charlevoix Master Plan

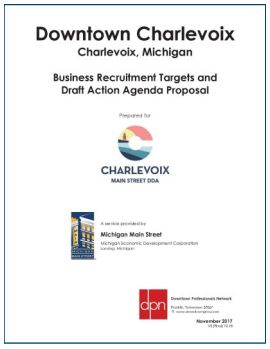
City of Charlevoix Planning Department, LSL Planning, Inc.

The City of Charlevoix Master Plan, adopted in 2016, provides long range community guidance covering future housing needs, economic development, transportation needs, infrastructure improvements, and changes in zoning. This current version is a five-year update to the City's adopted 2011 Master Plan and incorporates a 2009 Community Survey with participation from over 300 Charlevoix residents.

2017-18 Capital Improvements Plan

Charlevoix City Manager, City of Charlevoix Planning Commission

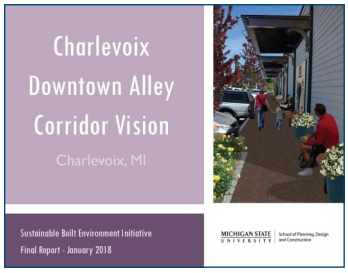
Charlevoix Tomorrow, or the Charlevoix City Government's Capital Improvements Plan, was approved in January 2017 and provides a summary of plans, goals and opportunities for the future of the City of Charlevoix. It is intended to annually summarize the goals of the City Council, the development goals of the Master Plan, and future capital investments for the long-term sustainability of the community.



2017 Main Street Business Recruitment Targets and Draft Action Agenda Proposal

Michigan Main Street, Downtown Professionals Network

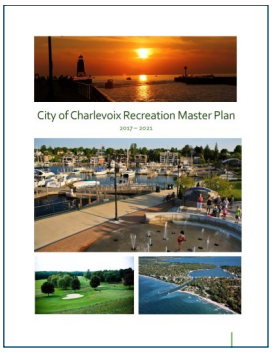
In 2017, Charlevoix Main Street/Downtown Development Authority was selected by Michigan Main Street to receive an advance level market study and business development services. These services were provided with the intention to capitalize upon the community's past investment of time and effort, re-energize local staff and volunteers, and elevate local business development initiatives. This process included an online survey to identify and profile business types that could be candidates for expansion and recruitment in downtown Charlevoix.



2018 Charlevoix Downtown Alley Corridor Vision Report

MSU Sustainable Built, Environment Initiative (SBEI)

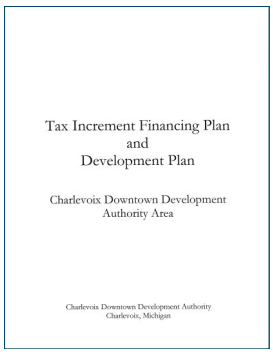
Students from Michigan State University's Sustainable Building and Environment Initiative (SBEI), in partnership with the City of Charlevoix and the Charlevoix DDA, developed a set of recommendations for downtown Charlevoix's alleys and incorporated them into the 2018 Charlevoix Downtown Alley Corridor Vision Report. In order to develop these recommendations, SBEI students held two community input sessions during June and August of 2017.



2017—2021 City of Charlevoix Recreation Master Plan

Charlevoix City Council, Recreation Advisory Board, City Staff, Spicer Group

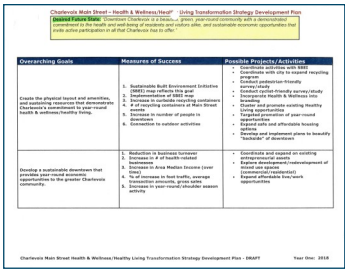
The City of Charlevoix's Recreation Master Plan serves as a guide for all work on future recreational and parks projects within the City. This five year strategic document articulates specific goals with consideration to parks and recreation acquisition and improvement projects. It was developed in accordance with the guidelines for *Community Park, Recreation, Open Space, and Greenway Plans* published by the Michigan Department of Natural Resources (MDNR).



1983 Tax Increment Financing Plan and Development Plan

Charlevoix Downtown Development Authority

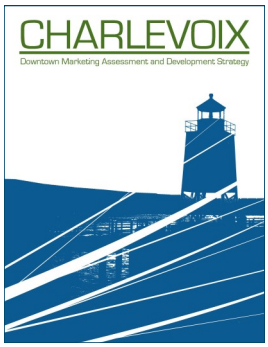
This document was written following the creation of the Charlevoix Downtown Development Authority in April 1982. It lays out the framework for collecting and spending tax revenues attributable to increases in value of real and personal property located within the approved development area. This tax increment financing plan will continue through (and including) December 31, 2026.



2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan

Charlevoix Main Street

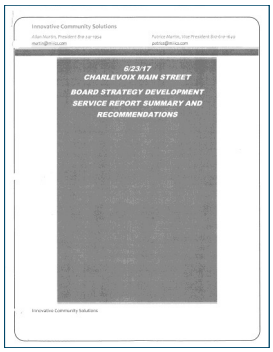
The 2018 Charlevoix Main Street Transformation Strategy work plan provides a strategy to focus the actions of Charlevoix Main Street towards their desired future state of Health and Wellness/Healthy Living. It includes overarching goals, measures of success and possible projects/activities.



2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary

The Chesapeake Group, LSL Planning

A comprehensive marketing assessment was prepared for downtown Charlevoix in 2017. This Executive Summary of the marketing assessment provides strategic goals and development tools to enhance the downtown and local economy. The full technical document provides in depth analysis and forecasting of Charlevoix's downtown.



2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations

Innovative Community Solutions

These recommendations reflect the results of the June 12th, 2017 strategy development process that was designed to build on the Transformations Strategy Development visit and presentation to Charlevoix Main Street. During this process, the Charlevoix Main Street board selected Health and Wellness as its transformations strategy, and Entrepreneurship as its community strategy.

2018 Main 5 Comprehensive Communication Planning

Arnett Muldrow & Associates

Arnett Muldrow & Associates hosted a half day workshop with organizational committees to identify how best to communicate values of Charlevoix Main Street to the community at large. This workshop targeted pertinent stakeholders including the general public, business and building owners, donors, local government, and volunteers.

2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations

Michigan Main Street, National Main Street Center

The 2015 Baseline Assessment Visit brought community stakeholders from all sectors together to identify assets and recognize opportunities, and to review and celebrate the progress made toward establishing a new Main Street program in the community. The recommendations intend to help local leadership define priorities and direction following a common vision for revitalization efforts.

2018 Certified Local Government Application for the City of Charlevoix

Preservation Forward

This application was submitted by the City of Charlevoix in 2018 to complete the process of becoming a Certified Local Government with the Michigan State Historic Preservation Office and the National Park Service. It includes the 2016 Historic District Study Committee Report and Survey used to establish The Earl Young Buildings Historic District and a Public Participation Plan.

2014 Historic Preservation Recommendations, City of Charlevoix

Michigan Historic Preservation Network (MHPN)

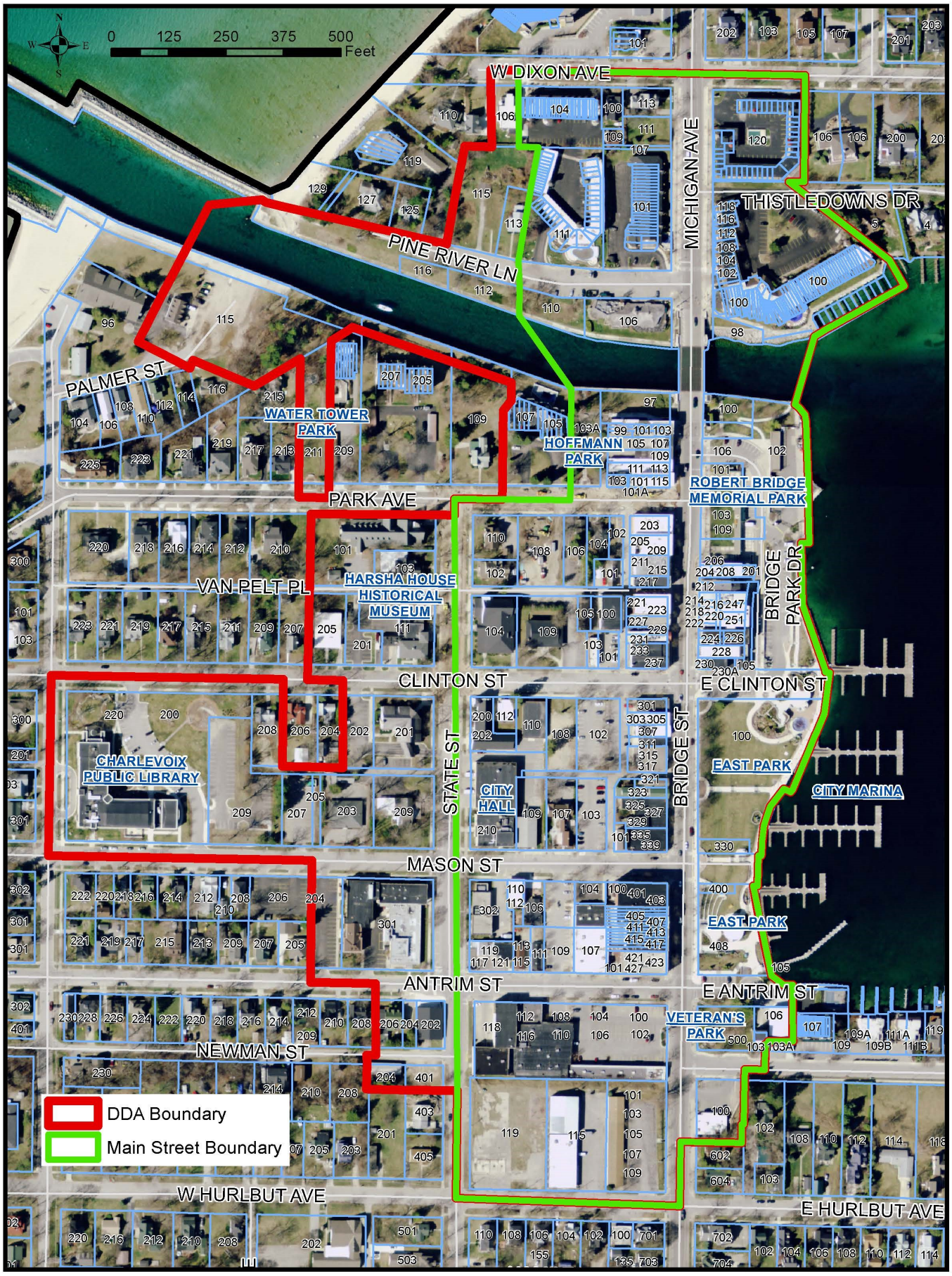
The Michigan Historic Preservation Network prepared this report to summarize the results of the community's responses to the MHPN's "Community Historic Preservation Assessment" survey.

2017 Charlevoix Community Survey

Charlevoix Main Street

The feedback from this 2017 survey is the end result of a community engagement process that was conducted online in conjunction with accreditation visit with Natural Main Street and Business Recruitment test.

DOWNTOWN CHARLEVOIX DEVELOPMENT AREA



ECONOMIC DEVELOPMENT

Charlevoix is the economic center of the surrounding region.[3] In addition to being served by two major highways (US-31 from the north and south and M-66 from the southeast), the Charlevoix Municipal Airport is the region's third largest hub, and Charlevoix harbor is one of the busiest in the region. The ability to support local retail and commercial enterprises is partially defined by what can be supported by the income levels in Charlevoix and surrounding communities.

Supporting new and existing small businesses, and the entrepreneurs who run them, represents a vital aspect of the revitalization of downtowns.[4] "New businesses, especially those owned and operated by Millennials, immigrants, and minority groups, will bring new ideas, innovation, excitement, and jobs to communities" (*Entrepreneurial Ecosystems and the Role of Commercial Districts*, National Main Street Center).

[3] 2016 City of Charlevoix Master Plan (page 18)

[4] 2017 Innovative Community Solutions Strategy Development, Charlevoix Main Street

ECONOMIC DEVELOPMENT

RECOMMENDATIONS / ACTION ITEMS

1	Continue collaboration with the Charlevoix Area Chamber of Commerce, Visit Charlevoix, the Convention and Visitors Bureau, local governments, and the business community regarding regional economic development.	2017-18 Capital Improvements Plan, Development Strategy 2016 Master Plan, action #2	pg. 2 pg. 61
2	Support the Michigan Main Street Program.	2016 Master Plan, action #5	pg. 62
3	Coordinate activities with MSU's Sustainable Built Environment Initiative (SBEI).	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1 2018 Main 5 Comprehensive Communication Planning	- pg. 6
4	Coordinate with Charlevoix Township, community leaders and property owners to plan for and promote future development.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
5	Coordinate and expand on existing entrepreneurial assets.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #2 2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, strategic goal #4	- pg. 3
6	Support and promote technological advances, such as high speed internet and fiber optic networks in Charlevoix to encourage economic development.	2017-18 Capital Improvements Plan, Development Strategy 2016 Master Plan, action #2	pg. 2 pg. 61
7	Aggressively market and provide incentives to entrepreneurs and businesses in emerging industries. Incentives: - Commercial Facilities Exemption (P.A. 255 of 1978) - Redevelopment Liquor License (P.A. 501 of 2006)	2017-18 Capital Improvements Plan, Development Strategy 2016 Master Plan, action #2	pg. 2 pg. 61
8	Support efforts to implement the Regional Comprehensive Development Strategy (CEDS) put out by Networks Northwest, designed to retain, grow, and attract new business.	2017-18 Capital Improvements Plan, Development Strategy 2016 Master Plan, action #2	pg. 2 pg. 61
9	Develop a grant assistance program (to waive or reduce utility extension or hookup fees) for businesses seeking to expand.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2

ECONOMIC DEVELOPMENT

10	Pursue goals outlined in the Economic Development Strategy prepared by the Chesapeake Group.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
		2016 Master Plan, action #5	pg. 62

1. Retain and attract new households headed by individuals under the age of 35.
2. Support aging in place. Work to retain the current seniors and other residents who will seek alternative living arrangements, not traditional single-family homes, in the future.
3. Extend employment opportunities and the range of types of employment in the local economy.
4. Enhance conditions that attract and encourage entrepreneurial activity.
5. Expand full year economic activity.
6. Expand the year around activities in the Downtown by attracting residents from surrounding communities.

ECONOMIC DEVELOPMENT

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Continue collaboration with the Charlevoix Area Chamber of Commerce, Visit Charlevoix, the Convention and Visitors Bureau, local governments, and the business community regarding regional economic development.		
2.	Support the Michigan Main Street Program.		
3.	Coordinate activities with MSU's Sustainable Built Environment Initiative (SBEI).		
4.	Coordinate with Charlevoix Township, community leaders and property owners to plan for and promote future development.		
5.	Coordinate and expand on existing entrepreneurial assets.		
6.	Support and promote technological advances, such as high speed internet and fiber optic networks in Charlevoix to encourage economic development.		
7.	Aggressively market and provide incentives to entrepreneurs and businesses in emerging industries.		
8.	Support efforts to implement the Regional Comprehensive Development Strategy (CEDS) put out by Networks Northwest, designed to retain, grow, and attract new business.		
9.	Develop a grant assistance program (to waive or reduce utility extension or hookup fees) for businesses seeking to expand.		
10.	Pursue goals outlined in the Economic Development Strategy prepared by the Chesapeake Group.		

SEASONAL ECONOMY: WORKFORCE AND HOUSING

Charlevoix has been a summertime destination for seasonal residents and tourists since the establishment of the Charlevoix Summer Home Association in 1878. The City relies heavily on its large tourist and resort population, however, the peaks and valleys between summer and winter populations strain road and infrastructure capacity for relatively short periods.[5]

This tourism-based economy has an immense impact on downtown retailing and has made it difficult for businesses to survive the off-season by only relying on local, year-round residents. Charlevoix is also experiencing an increasing older population combined with low numbers of young people. In 2010, the median age was 48.1, which is significantly older than in 2000 (40.8) or the overall state figure (38.9).[6] The 2016 Master Plan indicates that “providing a source of year-round employment for our youth is critical not only for the City, but for the region as well” (page 26).

According to the 2016 Master Plan, sixty percent of the housing in Charlevoix is considered seasonal or rental and a significant number of new homes are not expected in the near future. The most likely future scenario is modest infill development and home reconstruction or rehabilitation (page 17).

[5] 2016 City of Charlevoix Master Plan (pages 7-8, 17)

[6] Ibid. (pages 15, 17)

SEASONAL ECONOMY: WORKFORCE AND HOUSING

RECOMMENDATIONS / ACTION ITEMS

1	Be prepared to respond, and assist to the extent practicable and appropriate, to concerns regarding the workforce and labor force challenges posed to businesses during peak visitor months.	2017 Main Street Business Recruitment Targets and Draft Action Agenda Proposal, recommendation #2	pg. 10
2	Promote Charlevoix and the region as a viable place to live and work year-round.	2016 Master Plan, Action #3	pg. 61
		2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
3	Establish the foundation for a year-round economy by expanding shoulder season activity (including events and festivals) and attracting patrons from surrounding communities.	2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations	pg. 3
		2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, strategic goal #6	pg. 3
		2015 Baseline Assessment Visit Observations and Recommendations	pg. 9
4	Expand safe and affordable housing options by working with the real estate community to target specific groups interested in locating to the area.	Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan (2018), goal #1	-
		2016 Master Plan, action #3	pg. 61
5	Expand employment opportunities and the range of types of employment in the local economy.	2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, strategic goal #3	pg. 3
		2015 Baseline Assessment Visit Observations and Recommendations, item #3	pg. 8
6	Expand opportunities to create upper level residential units above storefronts for year-round residents, and work with the city to allow parking for them in city lots.	2015 Baseline Assessment Visit Observations and Recommendations	pg. 11, 22
	Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts		
7	Investigate options for regulating rental property within the City through a rental inspection program, licensing fees, lodging taxes or other means.	2016 Master Plan, action #3	pg. 61

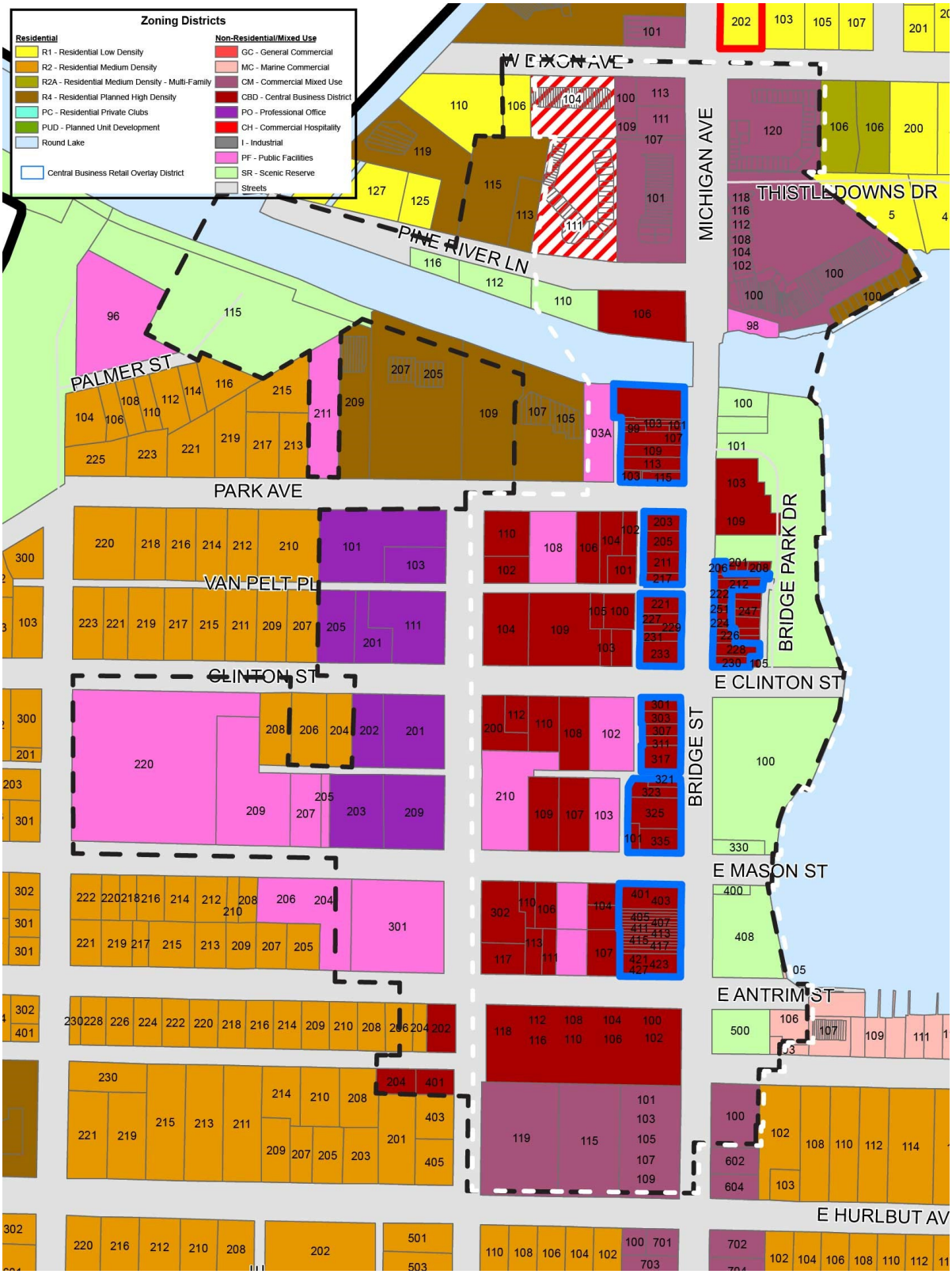
SEASONAL ECONOMY: WORKFORCE AND HOUSING

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Be prepared to respond, and assist to the extent practicable and appropriate, to concerns regarding the workforce and labor force challenges posed to businesses during peak visitor months.		
2.	Promote Charlevoix and the region as a viable place to live and work year-round.		
3.	Establish the foundation for a year-round economy by expanding shoulder season activity (including events and festivals) and attracting patrons from surrounding communities.		
4.	Expand safe and affordable housing options by working with the real estate community to target specific groups interested in locating to the area.		
5.	Expand employment opportunities and the range of types of employment in the local economy.		
6.	Expand opportunities to create upper level residential units above storefronts for year-round residents, and work with the city to allow parking for them in city lots.		
7.	Investigate options for regulating rental property within the City through a rental inspection program, licensing fees, lodging taxes or other means.		

DEVELOPMENT POLICY

Based on 2017 American Community Survey data, the City of Charlevoix has 2,457 year-round residents and is in population decline. The City lost 374 residents between 2000 and 2010 and has decreased by 167 since 2010. These figures indicate that Charlevoix has the capacity to handle a population much greater than which exists today, or is anticipated in the future.[5]



[5] 2016 City of Charlevoix Master Plan (page 14)

DEVELOPMENT POLICY

RECOMMENDATIONS / ACTION ITEMS

1	Encourage higher density.	2016 Master Plan, action #5	pg. 62
2	Explore and encourage development/ redevelopment of mixed use spaces (commercial and residential).	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #2	-
		2016 Master Plan, action #5	pg. 62
	Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts		
3	Expand affordable live/work opportunities.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation	-
4	Promote diverse and viable housing options through incentives and flexible zoning requirements.	2016 Master Plan, action #3	pg. 61
5	Cluster and promote existing Healthy Living opportunities.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation	-
6	Develop and maintain long-term infrastructure plans.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1
7	Update Zoning Ordinance dumpster and utility box screening sections to include more prescriptive requirements.	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality action step #3	pg. 35
	Zoning Ordinance: Section 5.83 Trash Receptacles, Section 5.84 Mechanical Equipment		
8	Develop ordinance specific to alley spaces concerning safety and aesthetic features.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification action step	pg. 38
9	Investigate the feasibility of locating an outdoor ice rink that is more centrally located in the downtown area.	2017 Recreation Master Plan, action Y	pg. 44
		2015 Baseline Assessment Visit Observations and Recommendations, item #3	pg. 7
10	Develop and implement plans to beautify “backside” of downtown. Add rear shop entrances to provide alternative access to buildings. Provide alternatives behind Bridge Street.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
		2018 Charlevoix Downtown Alley Corridor Vision, Revitalization Design Consideration #1, #2, #4	pg. 31
11	Develop community design guidelines as a step toward a larger policy implementation such as Form -Based Code, to protect and promote the charming historic vernacular architectural style of Charlevoix.	2018 Charlevoix Downtown Alley Corridor Vision Report, Revitalization action step #3	pg. 31

DEVELOPMENT POLICY

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Encourage higher density.		
2.	Explore and encourage development/ redevelopment of mixed use spaces (commercial / residential).		
3.	Expand affordable live/work opportunities.		
4.	Promote diverse and viable housing options through incentives and flexible zoning requirements.		
5.	Cluster and promote existing Healthy Living opportunities.		
6.	Develop and maintain long-term infrastructure plans.		
7.	Update Zoning Ordinance dumpster and utility box screening sections to include more prescriptive requirements.		
8.	Develop ordinance specific to alley spaces concerning safety and aesthetic features.		
9.	Investigate the feasibility of locating an outdoor ice rink that is more centrally located in the downtown area.		
10.	Develop and implement plans to beautify “backside” of downtown. Add rear shop entrances to provide alternative access to buildings. Provide alternatives behind Bridge Street.		
11.	Develop community design guidelines as a step toward a larger policy implementation such as Form-Based Code, to protect and promote the charming historic vernacular architectural style of Charlevoix.		-

NATURAL RESOURCES / GREEN BUILDING

Residents of Charlevoix enjoy celebrating the City's abundance of scenic beauty and place great value on their scenic view corridors. When East Park in downtown Charlevoix was redesigned in 2007, the City decided to incorporate low roof lines to avoid obstructing views of Round Lake from Bridge Street. The 2016 Master Plan promotes infill development in order to protect open spaces, and also to enhance individual and municipal budgets with greater efficiencies by helping spread utility, infrastructure and service costs among more users (page 25).

There are five parks located within Charlevoix's DDA boundaries:

* East Park
* West Dixon Park
* Water Tower Park
* Hoffmann Park
* Veteran's Park

Charlevoix's annual population increase caused by seasonal visitors must be acknowledged when planning for the preservation of area natural resources. The real user population for the City's recreational lands and facilities is far greater than the City's permanent population. [7]

[7] 2017 Charlevoix Recreation Master Plan (page 3)

NATURAL RESOURCES / GREEN BUILDING

RECOMMENDATIONS / ACTION ITEMS

1	Support Keep Charlevoix Beautiful's petunia planting program.	2016 Master Plan, action #4	pg. 62
2	Encourage energy optimization and water conservation.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1
3	Enforce landscaping standards for commercial development, City parking lots and parks. Zoning Ordinance: Section 5.81 Landscaping	2016 Master Plan, action #4	pg. 62
4	Incorporate infrastructure design standards to protect waterways, preserve trees, and encourage healthy living.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1
5	Look for ways to implement “green” and sustainable facilities and projects.	2017 Recreation Master Plan, action D	pg. 44
6	Add more colorful plantings, green rooftop spaces, and trees to help green/soften public space. “Street trees and vegetation are a simple way to improve aesthetic, slow vehicle traffic, reduce the urban heat index, and support urban wildlife.” (Charlevoix Downtown Alley Corridor Vision, p. 38)	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification design consideration #1	pg. 38
7	Update Zoning Ordinance to include intent of trees and vegetation in the Central Business District. Zoning Ordinance: Section 5.81 Landscaping	2018 Charlevoix Downtown Alley Corridor Vision, Beautification action step #1	pg. 38
8	Coordinate with the City to expand recycling program.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1 2017-18 Capital Improvements Plan, City Council Goals	- pg. 1

NATURAL RESOURCES / GREEN BUILDING

PLAN FOR ACTION ITEMS

PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1. Support Keep Charlevoix Beautiful's petunia planting program.		
2. Encourage energy optimization and water conservation.		
3. Enforce landscaping standards for commercial development, City parking lots and parks.		
4. Incorporate infrastructure design standards to protect waterways, preserve trees, and encourage healthy living.		
5. Look for ways to implement “green” and sustainable facilities and projects		
6. Add more colorful plantings, green rooftop spaces, and trees to help green/soften public space.		
7. Update Zoning Ordinance to include intent of trees and vegetation in the Central Business District.		
8. Coordinate with the City to expand recycling program.		

TRANSPORTATION / PARKING

Traffic in downtown Charlevoix can be an issue during peak tourist season, but congestion is rarely an issue during the off season. Charlevoix residents enjoy the luxury of a street network developed pre-automobile resulting in a modern city that is compact and almost entirely accessible by foot.[8] However, pedestrian travel is impacted by snow and ice in the off-season, and also complicated by the increase in vehicular traffic during the summertime.

The Downtown Charlevoix Parking Study, completed by Mission North in December 2018, is included as Appendix A. This comprehensive report includes best practices and strategies for addressing parking needs in Downtown Charlevoix.

[8] 2016 City of Charlevoix Master Plan (pages 27, 29)

TRANSPORTATION / PARKING

RECOMMENDATIONS / ACTION ITEMS

1	Continue to support the Lake to Lake Trail initiative during its expansion phase.	2016 Master Plan, action #8	pg. 63
2	Prioritize the space for pedestrians and bicycles as well as deliveries and emergency vehicle access.	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality design consideration #1	pg. 35
3	Coordinate Transportation efforts: * Meet annually with MDOT to discuss transportation issues and projects * Work with MDOT to study summertime traffic counts, review options, and evaluate development proposals.	2016 Master Plan, action #7	pg. 63
4	Incorporate bike lanes into the design and future construction of streets and roads.	2016 Master Plan, action #8	pg. 63
5	Provide informational signage for bikers.	2016 Master Plan, action #8	pg. 63
6	Explore funding for bike amenities available through Transportation Alternatives Program (TAP) grants.	Charlevoix Downtown Alley Corridor Vision Report (2018), Functionality action step #1	pg. 35
7	Explore the option to update parking requirement for waived downtown parking (Section 5.93) to include businesses along alleys originating on Bridge Street.	Charlevoix Downtown Alley Corridor Vision Report(2018), Revitalization action step #2	pg. 38
8	Conduct cyclist-friendly survey/study.	Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan (2018), goal #1	-
9	Adopt a Complete Streets ordinance, as included in the Master Plan, to allow for safe travel for those walking, bicycling, driving cars, or conducting business. "Moving toward Complete Streets will reduce auto-dependence and air/noise pollution, and encourage activity that will lead to healthier lifestyles." (2016 Master Plan, p. 28)	Charlevoix Downtown Alley Corridor Vision Report, Connectivity action step #3	pg. 28
10	Inventory existing sidewalks and identify and prioritize new sidewalk connections.	2016 Master Plan, action #8	pg. 63
11	Improve accessibility parking at Charlevoix parks and beaches	2017 Recreation Master Plan, action #A	pg. 44

TRANSPORTATION / PARKING

12	Establish a City wide and regional bike route by tying the existing downtown bike networking into waterfront/marina area, and The Boyne City to Charlevoix Non-motorized Trail.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity action step #1 2016 Master Plan, action #8	pg. 28 pg. 63
13	Maintain parking numbers and add possible parking garage. see Appendix B for parking garage rendering	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality design consideration #1	pg. 22

TRANSPORTATION / PARKING

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Continue to support the Lake to Lake Trail initiative during its expansion phase.		
2.	Prioritize the space for pedestrians and bicycles as well as deliveries and emergency vehicle access.		
3.	Coordinate Transportation efforts: * Meet annually with MDOT to discuss transportation issues and projects * Work with MDOT to study summertime traffic counts, review options, and evaluate development proposals.		
4.	Incorporate bike lanes into the design and future construction of streets and roads.		
5.	Provide informational signage for bikers.		
6.	Explore funding for bike amenities available through Transportation Alternatives Program (TAP) grants.		
7.	Explore the option to update parking requirement for waived downtown parking (Section 5.93) to include businesses along alleys originating on Bridge Street.		
8.	Conduct cyclist-friendly survey/study.		
9.	Adopt a Complete Streets ordinance, as included in the Master Plan, to allow for safe travel for those walking, bicycling, driving cars, or conducting business.		-
10.	Inventory existing sidewalks and identify and prioritize new sidewalk connections.		
11.	Improve accessibility parking at Charlevoix parks and beaches		
12.	Establish a City wide and regional bike route by tying the existing downtown bike networking into waterfront/marina area, and The Boyne City to Charlevoix Non-motorized Trail.		
13.	Maintain parking numbers and add possible parking garage.		

PLACEMAKING

“A distinct sense of place is the glue that holds any commercial district together.”

- 2017 Innovative Community Solutions Strategy Development

Downtown Charlevoix’s unique identity has been enhanced through decades of street improvements and successful placemaking strategies. Bridge Street is lined with benches, planters, street lights and signage that help to create a welcoming pedestrian-scale environment. The following recommendations primarily focus on the alleys that connect the main thoroughfare to the rest of the DDA district.

PLACEMAKING

RECOMMENDATIONS / ACTION ITEMS

1	Continue funding through the DDA's Façade Incentive Grant Program.	2018 Charlevoix Downtown Alley Corridor Vision Report, Revitalization action step #1 2018 Main 5 Comprehensive Communication Planning	pg. 31 pg. 3
2	Increase and expand the use of City properties for festivals and events.	2016 Master Plan, action #3	pg. 62
3	Encourage foot traffic and connectivity through alleys by increasing visibility of pedestrian routes between anchor locations.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity recommendation #2	pg. 28
4	Provide outdoor spaces to encourage family and kid friendly activity areas. Consider addition of public furniture such as picnic tables and chess tables that encourage organic interaction among the public.	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality design consideration #2	pg. 35
5	Activate a shared project between the Design and Economic Vitality committees of the DDA to brainstorm identity/theme of Charlevoix alleys. Use this theme to design charming signage for alley corridors.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification recommendation #2	pg. 22, 38
6	Apply for MEDC's Michigan Council for Art and Affairs Grant to help fund the continued promotion of the arts and culture in Charlevoix.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification action step #4	pg. 38
7	Provide visual links to tie the alley corridor to the waterfront marina—Prioritize this connectivity in the Design Committee's "Wayfinding Signage" Project.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity design consideration #1	pg. 28
8	Work with the Promotions Committee to use alleys as temporary art galleries or museum-like exhibition spaces to learn about the cultural history of Charlevoix and provide points of interest along the alley corridors.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification recommendation #4	pg. 38
9	Register key points of interest as features on Google Maps.	2018 Charlevoix Downtown Alley Corridor Vision Report, Revitalization action step #2	pg. 31
10	Incorporate maps of downtown walking routes as part of wayfinding signage.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity action step #2	pg. 28

PLACEMAKING

11	Develop signage at recreation amenities and facilities.	2017 Recreation Master Plan, action #Q	pg. 44
12	Connect Library and Art Gallery to the alleys by adding access and seating areas.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity design consideration #2	pg. 28
13	Provide spaces for dining, gathering and outdoor seating; Outdoor dining is permitted in the Central Business District; amend the Zoning Ordinance to allow for special licensing (temporary or permanent) for outdoor dining on sidewalks. Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality design consideration #3	pg. 35
14	Enhance the paving in alleys to help wayfinding and encourage use for walking and biking. see Appendix B for alley paving renderings	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity design consideration #2	pg. 21
15	Conduct pedestrian-friendly survey/study.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
16	Establish and implement a downtown marketing plan.	2016 Master Plan, action #5	pg. 62

PLACEMAKING

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Continue funding through the DDA's Façade Incentive Grant Program.		
2.	Increase and expand the use of City properties for festivals and events.		
3.	Encourage foot traffic and connectivity through alleys by increasing visibility of pedestrian routes between anchor locations.		
4.	Provide outdoor spaces to encourage family and kid friendly activity areas. Consider addition of public furniture such as picnic tables and chess tables that encourage organic interaction among the public.		
5.	Activate a shared project between the Design and Economic Vitality committees of the DDA to brainstorm identity/theme of Charlevoix alleys. Use this theme to design charming signage for alley corridors.		
6.	Apply for MEDC's Michigan Council for Art and Affairs Grant to help fund the continued promotion of the arts and culture in Charlevoix.		
7.	Provide visual links to tie the alley corridor to the waterfront marina—Prioritize this connectivity in the Design Committee's "Wayfinding Signage" Project.		
8.	Work with the Promotions Committee to use alleys as temporary art galleries or museum-like exhibition spaces to learn about the cultural history of Charlevoix and provide points of interest along the alley corridors.		
9.	Register key points of interest as features on Google Maps.		
10.	Incorporate maps of downtown walking routes as part of wayfinding signage.		
11.	Develop signage at recreation amenities and facilities.		
12.	Connect Library and Art Gallery to the alleys by adding access and seating areas.		
13.	Provide spaces for dining, gathering and outdoor seating in alleys. Amend the zoning ordinance to allow for special licensing (temporary or permanent) for outdoor dining on sidewalks.		

PLAN FOR ACTION ITEMS

PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
14. Enhance the paving in alleys to help wayfinding and encourage use for walking and biking.		
15. Conduct pedestrian-friendly survey/study.		
16. Establish and implement a downtown marketing plan.		

HISTORIC PRESERVATION

Charlevoix Main Street embraces preservation as an economic development tool to preserve the community's historic character and maximize its value as "selling" points for tourism, business development, and additional economic opportunities. Downtown Charlevoix's historic building stock fosters a sense of place, promotes a position as a "destination" for visitors, and can continue to be a strong indicator of the community's quality of life.[9]

[9] 2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations (pg. 4)

HISTORIC PRESERVATION

RECOMMENDATIONS / ACTION ITEMS

1	Work jointly with the Charlevoix Historical Society to create community preservation goals.	2014 Historic Preservation Recommendations	pg. 6
2	Recognize the role and promote further awareness of our cultural corridor institutions and build on their programming through collaboration of our municipal programs and staff.	2018 Certified Local Government Application Basic Requirement #5 2014 Historic Preservation Recommendations	- pg. 14
	Charlevoix Main Street has been spearheading awareness efforts with workshops in partnership with the Michigan Historic Preservation Network.		
3	Conduct outreach to help build historic committee (Historic District Commission) membership.	2014 Historic Preservation Recommendations	pg. 5
	The Historic District Commission was established May 2006; members are appointed by City Council for a term of three years.		
4	Encourage board members and staff of the Economic Development Corporation, Downtown Development Authority and other relevant city staff to learn more about existing economic incentives by researching other communities' programs and attending economic incentive conferences/workshops.	2014 Historic Preservation Recommendations	pg. 11
5	Encourage enthusiastic property owners to join together to create a local preservation group to facilitate educational workshops, compile local preservation resources, and serve as advocates for preserving/rehabbing local historic buildings.	2014 Historic Preservation Recommendations	pg. 10
6	Enhance the role of heritage tourism within the community to promote historic preservation and economic development.	2018 Certified Local Government Application, basic requirement #5	-
7	Incorporate historic preservation into community planning documents.	2014 Historic Preservation Recommendations	pg. 8
8	Collaborate with Michigan Historic Preservation Network to provide technical assistance, funding, staff time and/or grant seeking efforts for historical groups.	2014 Historic Preservation Recommendations	pg. 6
9	Work jointly with nonprofits, government staff, and private sector firms to find creative and coordinated ways to promote a local cultural event identifying and incorporating historic resources. Tie existing events to historic resources.	2014 Historic Preservation Recommendations	pg. 13

HISTORIC PRESERVATION

10	Update survey data of historic places including eligibility for the National Register or local historic districts.	2014 Historic Preservation Recommendations	pg. 4

The current survey and inventory system was conducted in 2016 and facilitated by an appointed Historic District Study Committee. It includes documentation of contributing and non-contributing

11	Design and implement an ongoing process to continually identify unrecognized historic assets and update surveys.	2014 Historic Preservation Recommendations	pg. 4
12	Establish a local plaque (or sign) program for individual downtown businesses or neighborhoods.	2014 Historic Preservation Recommendations	pg. 9, 12
13	Assist the Charlevoix Historical Society with continuous support of exterior repairs and rehabilitation efforts on the Harsha House Museum project that will include exterior painting, new exhibits, and modifications to improve artifact storage areas and exhibit space.	2018 Certified Local Government Application Basic Requirement #5	pg. 35
14	Support ongoing efforts to establish a National Register historic district within Downtown Charlevoix.	2018 Certified Local Government Application Basic Requirement #3, #5	
	Assist the State Historic Preservation Office with receiving public support for the National Register of Historic Places nomination for the downtown historic district.	2015 Baseline Assessment Visit Observations and Recommendations	pg. 20
	Promote the passage of a resolution of support from the City Council for the historic district.		

Charlevoix Main Street DDA will serve as a liaison between the SHPO and the City in order to achieve the City's goal to have the downtown listed on the National Register of Historic Places.

HISTORIC PRESERVATION

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Work jointly with the Charlevoix Historical Society to create community preservation goals.		
2.	Recognize the role and promote further awareness of our cultural corridor institutions and build on their programming through collaboration of our municipal programs and staff.		
3.	Conduct outreach to help build historic committee (Historic District Commission) membership.		
4.	Encourage board members and staff of the Economic Development Corporation, Downtown Development Authority and other relevant city staff to learn more about existing economic incentives by researching other communities' programs and attending economic incentive conferences/workshops.		
5.	Encourage enthusiastic property owners to join together to create a local preservation group to facilitate educational workshops, compile local preservation resources, and serve as advocates for preserving/rehabbing local historic buildings.		
6.	Enhance the role of heritage tourism within the community to promote historic preservation and economic development.		
7.	Incorporate historic preservation into community planning documents.		
8.	Collaborate with Michigan Historic Preservation Network to provide technical assistance, funding, staff time and/or grant seeking efforts for historical groups.		
9.	Work jointly with nonprofits, government staff, and private sector firms to find creative and coordinated ways to promote a local cultural event identifying and incorporating historic resources. Tie existing events to historic resources.		
10.	Update survey data of historic places including eligibility for the National Register or local historic districts.		
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PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
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COMMUNICATION

Many of Charlevoix's community minded groups organize projects and activities in silos, without much collaboration between groups to maximize time, resources, and volunteers for their efforts. This shows a great opportunity for exploring ways to build more connection and communication that can in turn increase the sense of community unity and collaboration.[10] In addition, downtown Charlevoix is experiencing both volunteer and donor fatigue due to local organizations competing for limited resources.[11]

[10] 2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations (pg. 5)

[11] Main 5 Comprehensive Communication Planning (pg. 2, 5)

COMMUNICATION

RECOMMENDATIONS / ACTION ITEMS

1	Continue business owner meetings and support for new business owners.	2018 Main 5 Comprehensive Communication Planning	pg. 3
2	Use business community as ambassadors for downtown and the Main Street Program	2018 Main 5 Comprehensive Communication Planning	pg. 2
3	Do a better job promoting Main Street to young families, millennials and year-round residents.	2018 Main 5 Comprehensive Communication Planning	pg. 4
4	Bring businesses together to cooperate and coordinate resources to market downtown.	2015 Baseline Assessment Visit Observations and Recommendations, priority #2	pg. 9, 23
		2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations	pg. 3
5	Show impacts and results of the work Main Street is doing Downtown through use of measureable metrics to continue to grow and drive donations. * Monetary value of donations * number of contributors * # of Downtown businesses or DDA businesses that contribute to the program * # of downtown businesses or DDA businesses that are connected/engaged in the program * maintain # of pledges	2018 Main 5 Comprehensive Communication Planning	pg. 2
		2015 Baseline Assessment Visit Observations and Recommendations	pg. 13
6	Utilize text messaging, Charlevoix Main Street app alerts, and/or sponsorship brochures to share the value of Main Street.	2018 Main 5 Comprehensive Communication Planning	pg. 2
7	Share the value of Main Street: * regional and national media coverage to draw people to visit * CVB promotions of community using downtown as a main marketing point * promotions committee—promoting year-round events and businesses—Charlevoix as a destination and place of activity * Charlevoix is Open—winter campaign * focus on promoting all winter activities to draw visitors in * promoting young leadership, entrepreneurs, investors, etc. to draw more young families	2018 Main 5 Comprehensive Communication Planning	pg. 4
		2015 Baseline Assessment Visit Observations and Recommendations	pg. 11

COMMUNICATION

8	Create messaging that will connect with the value of the organizations, donors, and business owners.	2018 Main 5 Comprehensive Communication Planning	pg. 2, 3
9	Incorporate Health & Wellness into branding.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
10	Improve communication to City Council through attending meetings and sending more formal reports.	2018 Main 5 Comprehensive Communication Planning	pg. 6
11	Survey business owners annually to discover wants/needs and gather feedback about Main Street.	2018 Main 5 Comprehensive Communication Planning	pg. 3
12	Use crowdfunding for back alley improving project—Sustainable Built Environment Initiative.	2018 Main 5 Comprehensive Communication Planning	pg. 2
13	Create an annual giving campaign that includes all sponsorship opportunities (events, committee projects, infrastructure/development, etc.) for the entire year, include multiple giving levels. Use multiple channels.	2018 Main 5 Comprehensive Communication Planning	pg. 2
14	Improve volunteer program: * voluntary volunteer program (do not try to upsell volunteers) * develop a volunteer database and volunteer recognition to entice volunteers to participate * document volunteer needs in detail within work plans * develop volunteer management with targeted volunteer opportunities over general volunteer asks; identify needs, create job descriptions, match volunteers * utilize Maestro to manage volunteers * follow-up on initial pledge forms Post volunteer opportunities on organization website and with United Way.	2018 Main 5 Comprehensive Communication Planning	pg. 5
	Regularly share volunteer opportunities with large organizations like the Hospital and Keep Charlevoix Beautiful.	2015 Baseline Assessment Visit Observations and Recommendations	pg. 9

COMMUNICATION

PLAN FOR ACTION ITEMS

	PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1.	Continue business owner meetings and support for new business owners.		
2.	Use business community as ambassadors for downtown and the Main Street Program.		
3.	Do a better job promoting Main Street to young families, millennials and year-round residents.		
4.	Bring businesses together to cooperate and coordinate resources to market downtown.		
5.	Show impacts and results of the work Main Street is doing Downtown through use of measureable metrics to continue to grow and drive donations. * Monetary value of donations * number of contributors * # of Downtown businesses or DDA businesses that contribute to the program * # of downtown businesses or DDA businesses that are connected/engaged in the program * maintain # of pledges		
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8.	Create messaging that will connect with the value of the organizations, donors, and business owners.		
9.	Incorporate Health & Wellness into branding.		

COMMUNICATION

PLAN FOR ACTION ITEMS

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10.	Improve communication to City Council through attending meetings and sending more formal reports.		
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APPENDIX

A. CHARLEVOIX PARKING STUDY
B. GRAPHICS FROM ‘CHARLEVOIX DOWNTOWN ALLEY CORRIDOR VISION’
C. REDEVELOPMENT READY PACKAGING
D. PROPERTY INFORMATION PACKET TEMPLATE

APPENDIX A: CHARLEVOIX PARKING STUDY

Downtown Charlevoix Parking Study

DECEMBER 2018

CITY OF CHARLEVOIX

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Introduction

Charlevoix's 2016 Master Plan establishes a path for the community's future. This future is based on growing while preserving the character that makes Charlevoix what it is. The master plan's vision statement is "Charlevoix will strive to be the focal point for the region and build on its distinctive character, downtown, and diverse neighborhoods; while respecting its unique setting and environment and creating a foundation for future economic prosperity and personal success." The master plan goes on to set a goal of "encouraging economic sustainability and growth in downtown Charlevoix."

The fundamental question driving parking policy in Charlevoix is whether or not downtown Charlevoix wants to grow. If the answer is no, Charlevoix's parking plan should focus on maintaining the parking it has while upgrading the technology used to manage parking.

If, however, there is growth in downtown Charlevoix's future as the master plan anticipates, it likely will take up land that is currently used for surface parking. Downtown's parking supply will decrease while demand increases with more density. This direction calls for a more thorough and proactive approach to parking and mobility.

Study Approach

The current state of mobility is in flux. Americans are getting around in new ways, and are making living and working choices that affect traditional use of the automobile. This study starts from the perspective of making the most out of the parking you have, while acknowledging trends in mobility. Providing parking is expensive, especially in a high value downtown such as Charlevoix's. Any decision to add facilities should not be made until tactics that squeeze the most use out of precious parking spaces are considered.

The City of Charlevoix recently completed a number of studies and plans that provide guidance on how parking is to be addressed. These are reports include the 2015 Market Assessment and Strategy, 2016 Master Plan, the 2018 Charlevoix Downtown Alley Corridor Vision, and are discussed in more detail below in the *Planning Context* subchapter.

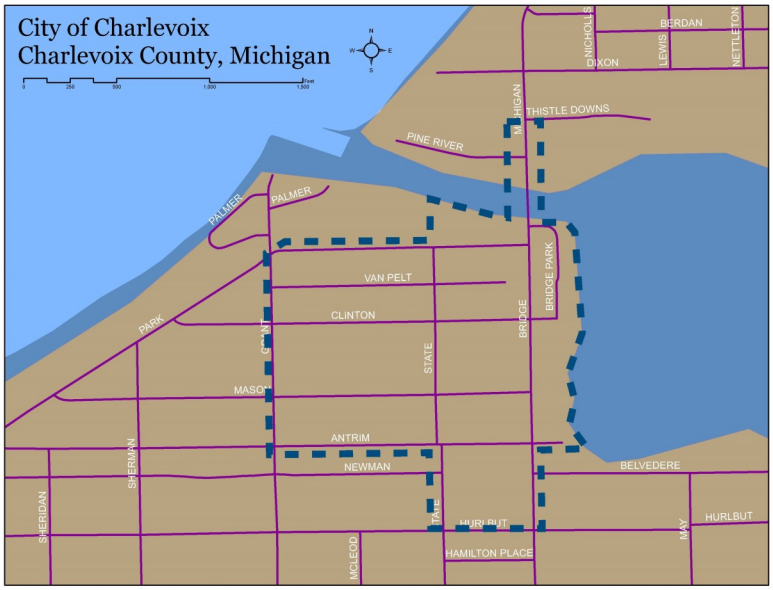
The approach taken with this study started with looking at best practices for mobility that might be applicable to Charlevoix. Charlevoix should be commended for already utilizing some of these approaches such as bike sharing, prominent bike parking, event shuttles and its overall walkable environment. Next, parking facilities and their usage were studied. We also looked at ridership on Charlevoix Transit, which offers on call services throughout the county. For input we conducted a commuter and visitor online survey. We specifically talked to a group of downtown businesses regarding their concerns and question about parking.

Context

Downtown Charlevoix is a destination for visitors from all over the Midwest. Visitors come for the character, amenities and unique setting on four water bodies. It is this setting nearly surrounded by water that also provides challenges for people accessing the downtown. US-31 runs right through downtown carrying over 15,000 vehicles on busy days. Vehicles continuing beyond downtown to the north must travel over a draw bridge that goes up every half an hour during the busy boating season. This frequent opening of the draw bridge backs up traffic into and beyond downtown, making access to downtown more difficult.

Downtown Charlevoix's water front location, however, provides opportunities for access by water, not something every downtown can boast. In fact, tens of thousands of people access downtown Charlevoix by water during the year. Annually, the Beaver Island Boat Company shuttles around 15,000 visitors from its downtown dock, and another 15,000 to downtown from Beaver Island. The Charlevoix marina is located downtown, allowing recreational boaters to access downtown without a car.

Figure 1 - Study Area



Beyond a visitor destination, downtown Charlevoix is also the county seat for Charlevoix County, is home to City Hall, and provides regional banking and businesses services. East Park with its amphitheater on the harbor, and planned community events throughout the year, draw locals downtown. All of these combine to provide demand throughout the year, even beyond the height of tourist season.

The study area extends from Hurlbut Street north to the Pine River Channel, and from the Pine Lake Yacht Basin on the east to Grant Street on the west. The area between State and Grant was included primarily to assess downtown spillover parking. We also looked at on-street parking on Michigan Street north of the draw bridge. The specific boundaries for the study are shown in **Figure 1.**

Planning Context

Charlevoix has been in an aggressive mode of planning. These plans provide guidance on issues of parking, mobility and development, among other things.

Figure 2 - "Site 4," Pine west of Bridge

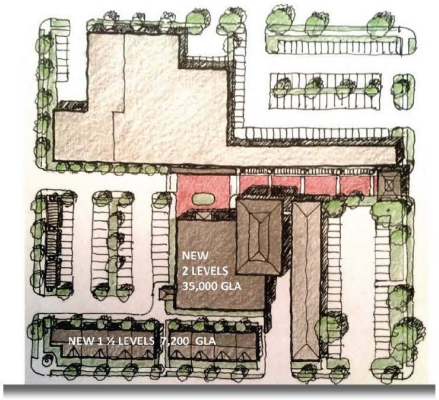
In the *2015 Market Assessment and Strategy* offered the following comments on parking:

- Identified two infill sites in downtown that would, if built, increase demand and decrease supply. **Figure 2** and **Figure 3** from this report, illustrate these projects. **Table 2,** in the *Development Outlook* section, shows their impact on parking supply and demand.
- Listed tactics used by other communities to preserve character and enhance sustainability including where Seattle created overlay zones that reduced parking requirements and limited the size of parking areas.
- A business community survey indicated that, for those who rated Charlevoix's location not meeting their expectations, parking was listed as one of several reasons for that response.
- In describing "the tree-lined core of Main Street" as part of the local character, the study stated that "on-street parking and traffic congestion in season are the norm."

The *2016 Land Use Master Plan* identified the following action items that related to parking:

- Revise zoning standards to encourage smaller scale development on commercial corridors with established maximum building sizes and parking away from the street side of buildings.
- Encourage smaller scale development on commercial corridors with established maximum building sizes and parking away from the street side of buildings.
- Address the future parking needs of the Beaver Island Boat Company.

Figure 3 - "Site 5", Hurlbut/Bridge

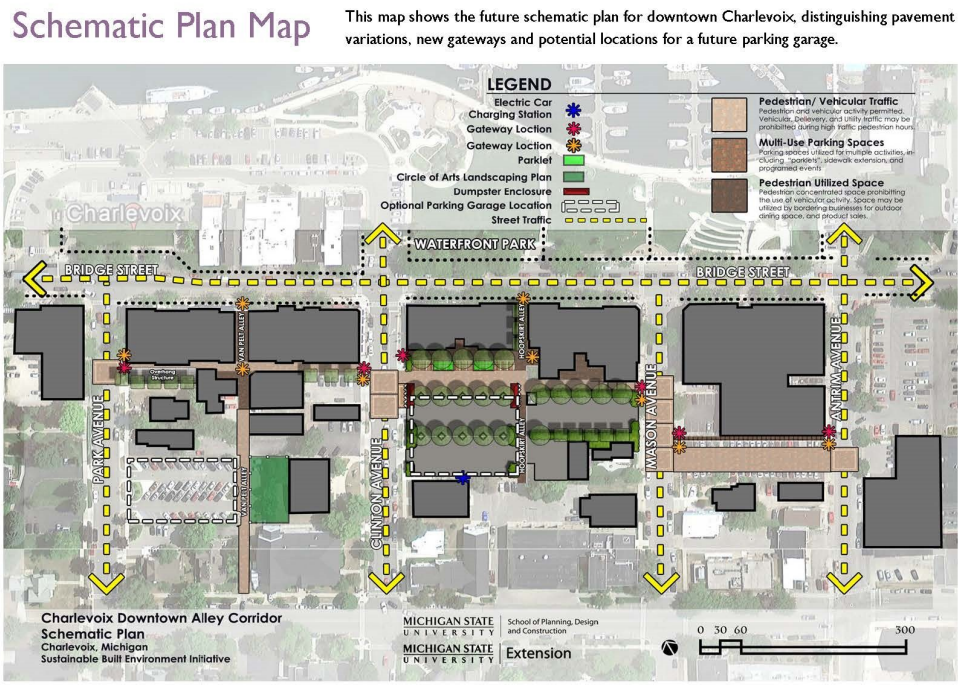


2018 Charlevoix Downtown Alley Corridor Vision provided the following points on parking:

- Includes a Schematic Plan Map that identifies two locations for a potential parking garage (shown in **Figure 4**).
- Community input on parking included suggestions for a mixed-use parking structure, better way-finding for parking, and eliminating parking on Bridge Street
- Suggested waiving parking requirements for businesses on alleys off Bridge Street.

Figure 4 - Schematic Plan Map with Potential Garage Sites

Charlevoix Downtown Alley Corridor Vision



Regulatory Environment

Title V of Charlevoix's Zoning Ordinance regulates parking in the City. Charlevoix's parking regulations require minimum site parking based on use. Developments are not allowed to exceed these minimums unless the Planning Commission determines that evidence has been presented warranting more spaces. Further, the Zoning Ordinance allows for sharing and even reductions in required parking where buildings share a parking lot, as long as there is a shared parking agreement in place. Beyond shared parking facilities, the Planning Commission is given some latitude to reduce parking requirements for other circumstances such as near public parking facilities, and where walking traffic is more prevalent.

There are a couple of notable parking provisions specific to the Central Business District. One applies to developments that take place waived for all buildings fronting Bridge Street between the Pine River Channel and Antrim Street, subject to developers paying into a fund for downtown public parking. This provision has not been used lately and there are reportedly no funds currently set aside associated with this provision.

Another provision in Title V requires that changes of use demand that the off-street parking be updated, if necessary, based on the new use. This applies everywhere but in the Central Business District.

Title X contains additional regulations related to parking. This section provides for the issuance of permits, and requires payment at meters. There is also an allowance to hood meters for $1 per day for "construction, refurbishment or maintenance for an adjacent building." Funerals are allowed hooding at no charge. Meter zones, rates and permit rates can be set by the Traffic Engineer, who is the Police Chief, with confirmation by City Council resolution.

Generally, Charlevoix's parking requirements for downtown are flexible and are better than most in terms of not encouraging (or requiring) an inordinate amount of off-street parking. Because the City is in the parking business, relieving property owners and developers from the responsibility of providing off-street parking is good policy. Let the private sector focus on creating buildings and businesses that strengthen downtown's sense of place and its vitality. The City can be responsible for providing "just enough" parking in a way that does not degradate the urban form that makes downtowns successful.

Automobile/Parking Framework

The automobile environment within the study area includes a gridded street system with on-street parking in most locations, along with off-street parking. Downtown Charlevoix is accessed primarily via US-31, which runs north/south and is called Bridge Street in the main part of downtown. US-31 becomes Michigan Avenue as it passes over the Pine River heading north.

Table 1 - Downtown Parking Supply

	Number	Percent
Public Onstreet	470	40.4%
Public Offstreet	239	20.5%
Private Offstreet	455	39.1%
Total	**1,164**	**100.0%**

The Michigan Department of Transportation (MDOT) reports a 2017 traffic count for US-31 at Garfield Avenue, south of downtown, at 14,434 ADT. The count further north in downtown is 15,372 ADT, then decreases to 13,008 ADT at the Pine River Bridge. The Pine River Bridge is a drawbridge that opens as frequently as every half an hour in the peak boating season. The

Table 2 - Parking Rate Comparison

	Metered Parking Hourly Rates		
	Short Term (≤4h)	Mid Term (>4h, <8h)	Long Term (≥8h)
Charlevoix	$0.25	n/a	free
Empire, Empire Beach	$1.00	$1.00	$1.00
Lake Township, Platte River Mouth	$5.00/ flat fee	$5.00/ flat fee	$5.00/ flat fee
Marquette	$0.50	$0.50	$0.50
Petoskey[1]	$0.50	$0.50	$0.13
Sault Ste. Marie	$0.50	$0.50	$0.25
Traverse City	$1.00	$0.80	$0.60

Notes:
1 Varies depending on location. New rates approved in December 2018 and yet to be instituted, will double the rates listed above. Long term rates will be 25 cents an hour.

bridge is the only means of crossing the Pine River and Lake Charlevoix, which create a 14 mile long east/west barrier.

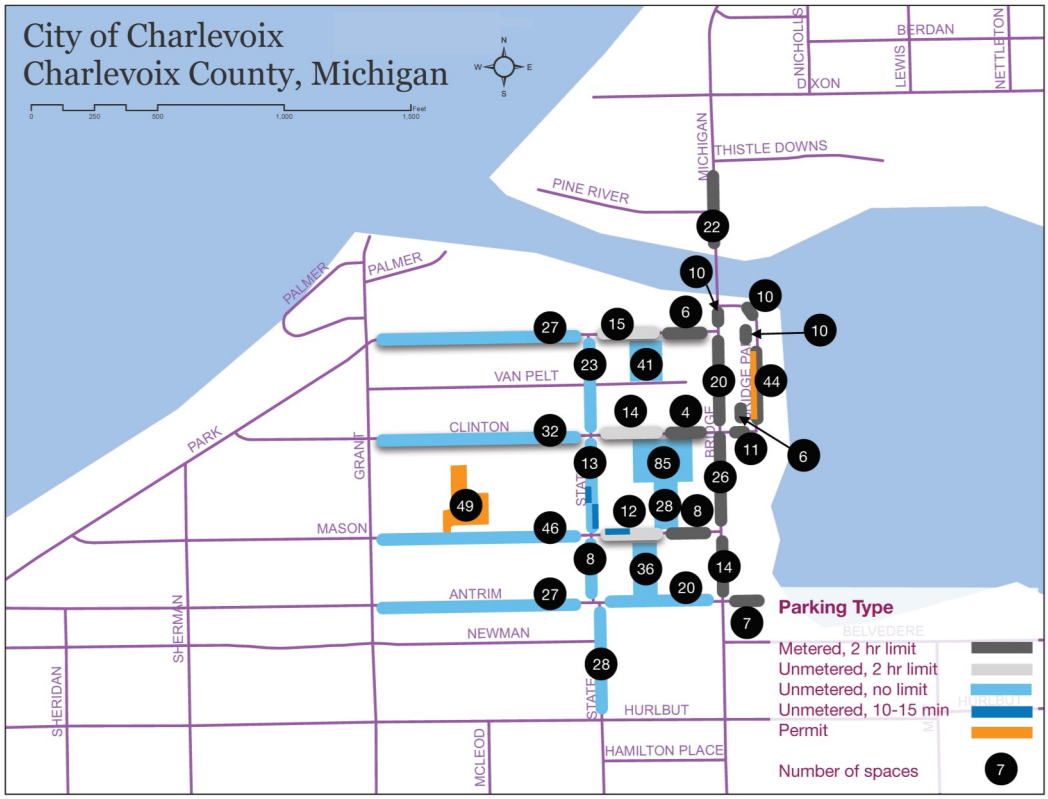
The study area contains 1,164 parking spaces generally available for visitors, shoppers and downtown employees. 455 spaces are at private off-street locations and the remainder are in public lots and on-street. Besides providing parking for the business it is associated with, private lots are being used for additional parking during events. The Knights of Columbus manage some of these lots for public parking during larger events. **Table 1** summarizes downtown's parking inventory.

Charlevoix installs meters about a week after Memorial Day and removes them by the end of September. They relax enforcement near Labor Day. **Figure 5** below reflects current public parking facilities including time limits, which are in effect year round, as well as the meter zones, which are only in effect as described above.

The City is using legacy Duncan brand mechanical meters. This old equipment makes changing the duration and meter rate extremely difficult. Meters are enforced by the Police Department using hand-written tickets.

Charlevoix's meter rate is rather reasonable at 25 center per hour. This compares with generally higher rates in other Northern Michigan communities with meters, as is shown in **Table 2**

Figure 5 - Downtown Public Parking Supply



Other Modes

Walking

Downtown Charlevoix is a very walkable environment with comfortable sidewalks affording great connectivity to neighborhoods, parks, services and businesses. The walking experience in many locations throughout downtown, such as Bridge Street, is extraordinary. Lively, entertaining store fronts line wide walkways, and beautiful views of East Park, the harbor and Lake Charlevoix beyond make it one of the most pleasant strolling areas in the Midwest. Off of Bridge Street, the walking experience diminishes a bit where storefronts are replaced with parking lots. Walkscore.com gives Bridge Street a walk score in the high 60s, which is considered "somewhat walkable." The score likely suffers from a limited array of services within walking distance as compared to a more dense urban area.

Biking

Downtown Charlevoix's proximity to neighborhoods on its south, west and north sides, and the town's tree-lined, low speed streets, make biking a viable means of transportation for City residents. Ample bike racks downtown provide a visible, safe place to park one's bike. Even

so, we noticed bikes parked at trees, along guard rails, and even in cafes, indicating a need for stronger enforcement.

Pleasure Boating

The importance of the Charlevoix City Marina cannot be overlooked. In peak summer, some businesses rely heavily on boaters for business. The City marina in Round Lake Harbor, has 70 slips which are open from May 15 through October 15. These boat parking spaces allow visitors to access downtown Charlevoix without impacting car parking spaces or street traffic.

Transit

The Charlevoix County Transit Authority operates an on demand bus service throughout the county. Figures from Charlevoix County Transit for January 2018 show an average of 103 rides per day with a destination in the City of Charlevoix. This drops to an average of 88 rides per day in July and August 2018. Charlevoix Transit does not operate any fixed routes, however, they have partnered with summer events located downtown to provide shuttle service. The commuter and visitors surveys, detailed further down in the report, indicate minimal transit use to and from downtown Charlevoix.

The Beaver Island Boat Company (BIBCO) is a private ferry operator that runs ferries to and from Beaver Island from their downtown Charlevoix dock. BIBCO operates from early April through most of December. Their estimated traffic for the 2018 season is approximately 30,000 trips. The typical traveller drives to Charlevoix and stays on Beaver Island for one week. This means most ferry goers have a lot of luggage to get onto and off of the ferry, and to and from their car. BIBCO's dock location offers loading/unloading spaces which are leased from the City. They also utilize remote parking lots and shuttles to get passengers and luggage to and from the downtown ferry dock.

Taxi and other Ride-Hailing

The Charlevoix Airport Shuttle and Limousine Service is a private company that offers taxi and limousine service in the Charlevoix area. There currently are no national ride hailing services, such as Lyft and Uber, operating in the Charlevoix area.

East Park Amphitheater and Round Lake Marina

Parking Demand

Four midday parking counts were conducted starting at about 11:15 a.m. and lasting through about 12:30-12:45 p.m. Two were done during the peak season and two in September. The seasonality of downtown's parking pressure is evident in the counts, which are shown in the following maps.

Ideally, parking facilities, whether they be on street spaces or lots, need to be no more than about 85 to 90% occupied. When parking exceeds that point, the perception is that there is no parking, and parkers become frustrated circling the block or lots looking for spaces. This increases traffic congestion and all of the ills that go along with it. The flip side of this is parking areas that have very low occupancy. Parking facilities that are consistently below 70% are considered under utilized and steps should be taken to increase their occupancy, including shifting parkers from over-occupied facilities to these lesser used spaces.

Figures 6 & 7 show parking on a summer weekend day and weekday, respectively. On the weekend, Bridge Street, State Street, most blocks in the study area had on-street parking at over 85%. The only exception was the 100 block of Mason Street, which has some 10 minute parking, that was mostly vacant. On the summer weekday, most of the street parking in the core area east of and including State Street were above 85%. Streets west of State during the weekday were below 70% occupied.

On both the weekend and weekday, off street lots were all above 90%, except for the marina parking lot next to the Library which was a bit lower at 70-85% on the weekday. This lot is designated for marina slip holders in the summer.

Figures 8 & 9 reflect parking usage on a September weekend and weekday. As is expected, demand is less that during the summer season. Most streets, with the exception of parts of Bridge Street, have occupancy below 70%. The occupancy of 400 block of State Street where City Hall and the County offices are, exceeds 90% during the weekday.

Lots in September were also mostly below 70% occupancy. The DeWitt Lot, off of Park Street

Figure 10 - Commuting Mode, 2016 U.S. Census American Community Survey - City of Charlevoix

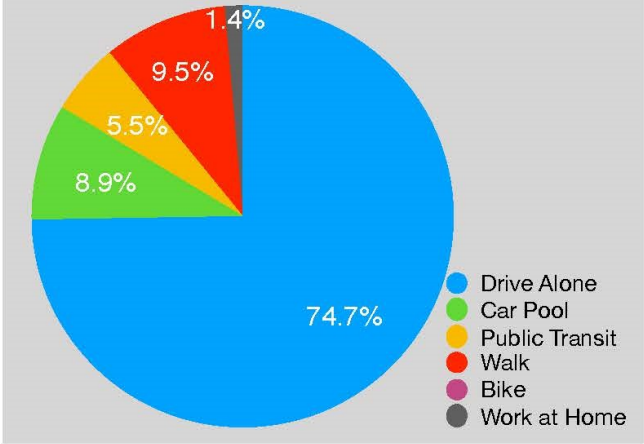


Figure 6 - Parking Occupancy, Summer Weekend

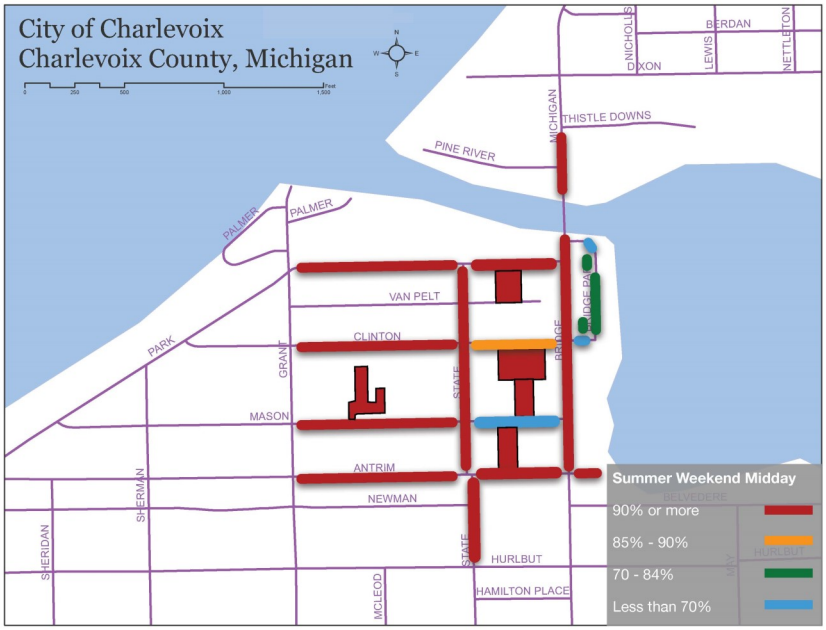


Figure 7 - Parking Occupancy, Summer Weekday

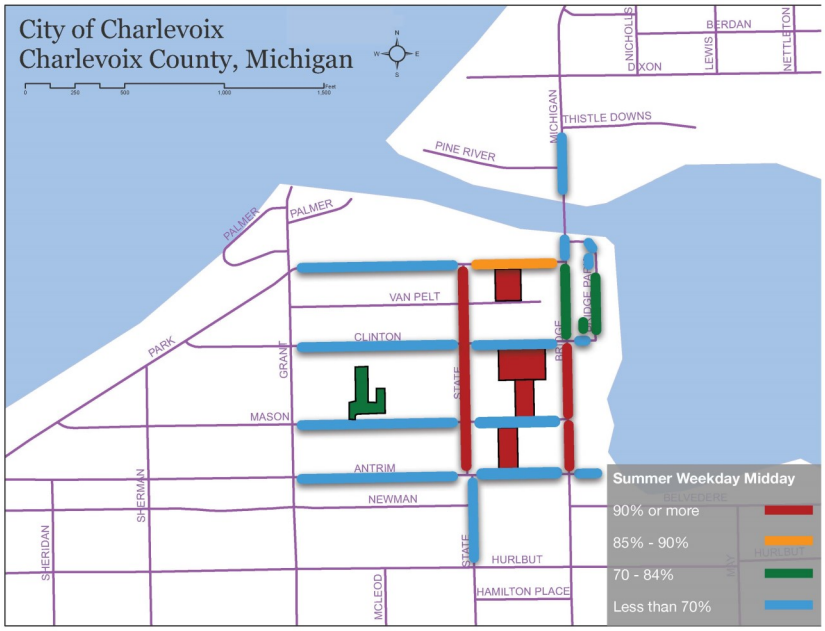


Figure 8 - Parking Occupancy, Fall Weekend

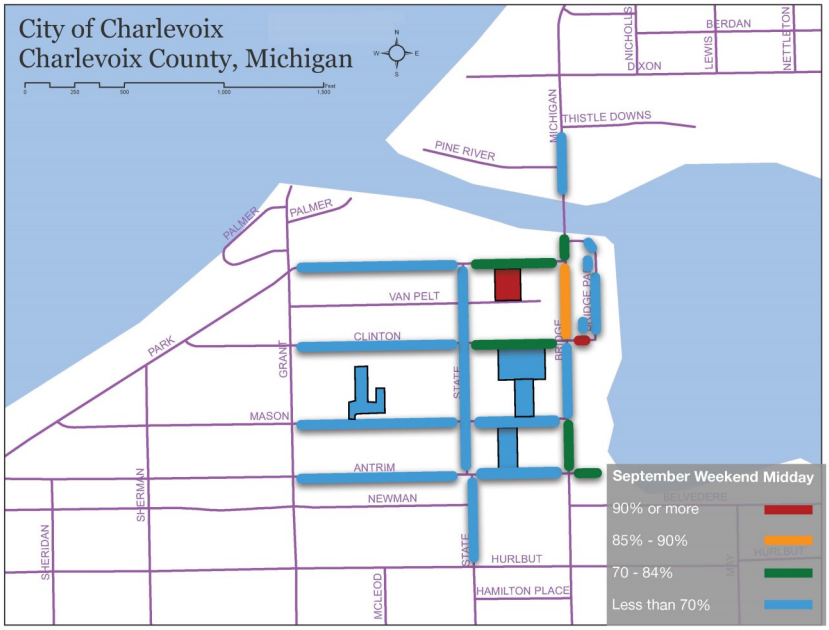
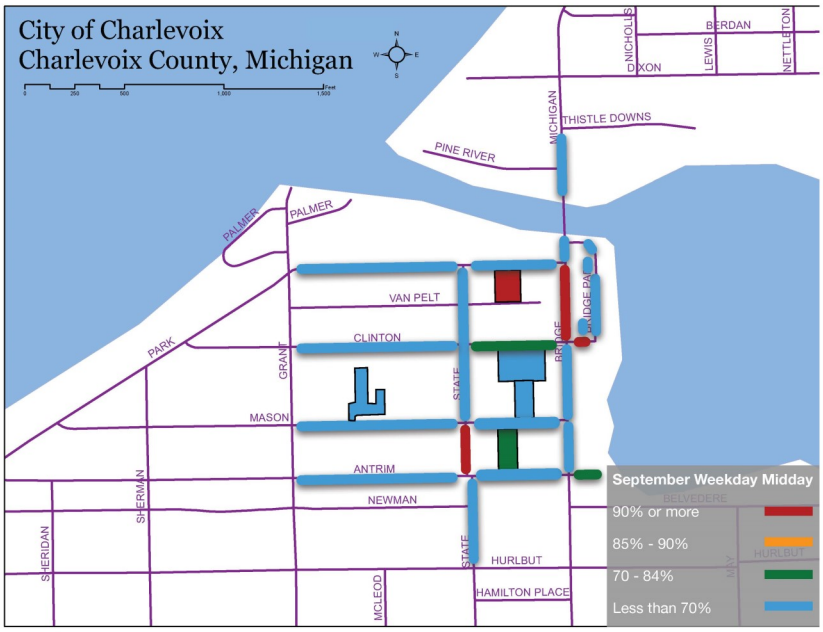


Figure 9 - Parking Occupancy, Fall Weekday



however, exceeded 90% on both the weekday and weekend.

The U.S Census Bureau tracks parking demand in the context of looking at what mode commuters take to work. They do this through the U.S Census Bureau Community Survey, the latest version of which was conducted in 2016. According to this survey, 74.8% of Charlevoix residents report driving alone to work. 8.9% report carpooling. The remainder, over 16%, use other modes such as transit, walking and biking. **Figure 10** breaks details the breakdown of mode use. The survey results, reported below, look at mode choice from the perspective of the downtown worker.

Acacia Lot with Round Lake in the background

Community Input

COMMUTER SURVEY

A survey of commuters was conducted for more than two months using Survey Monkey. 77 individuals took the survey. Survey results in their entirety are contained in the *Appendices*. The responses can be summarized this way:

- The majority of commuters are full-time workers who work 9-5.
- About half come from close in from the communities of Charlevoix Township, the City of Charlevoix, and Marion Township.
- Most drive alone to work, however 39% get to and from work some other way at least some of the time.
- There is good support for expanding parking facilities, including the addition of a parking garage.

VISITOR SURVEY

Again using Survey Monkey, visitors were surveyed as to their ideas about parking in downtown Charlevoix. 236 responded to the survey. Survey results in their entirety are contained in the *Appendices*. Highlights from the responses include:

- Dining and Shopping are the number one and two reasons for visiting downtown.
- Over half of visitors travel five or less miles
- There is strong interest in using modes other than driving alone.
- Not as many transit riders compared with other modes of transportation.
- Parking ease is seasonal - its easy in Winter and difficult in Summer.
- Visitors suggested a number of things including more spaces, a parking garage, and a shuttle for events.

OTHER INPUT

On September 17, 2018 we met with the downtown business owners and Chamber representatives, as well as had one on one conversations with downtown businesses. They offered the following comments:

- Downtown Charlevoix needs to grow.
- Don't want to become another Traverse City.
- A parking garage at Bridge Park would suffer from traffic back ups at the drawbridge.
- Concerned about events unnecessarily taking over parking, i.e. trailers sitting unused in parking spots.
- Loading spaces for retailers who do quick in and out business would be beneficial.
- Using shuttles, such as was done for October's Apple Fest, is beneficial to preserving parking spaces.

Development Outlook

Charlevoix's master plan foresees growth, at least at a conceptual level. The best indicator of growth in Charlevoix's downtown is contained in the *2015 Market Assessment and Strategy* this report lays out two new developments in this report's study area that would affect the demand and the supply of parking downtown. These two developments are show in **Figure 2** and **Figure 3** above.

Table 3 calculates the impact these conceptual projects would have on parking. Two scenarios are presented. The first "Conservative" one shows the impact if both projects are realized, with the exception of one building shown at "Site 4." The assumption is that the northern building would be built but not the south building since there is a recently renovated building, 100 Van Pelt Place, in that spot. The second "More Aggressive" scenario simply doubles the amount of new development anticipated in the first one, and assumes the additional development would displace existing parking[1].

Table 3 - Downtown Projections

	Conservative - Sites 4 & 5 in 2015 Study	More Aggressive - 2 x Conservative
New Development (square feet)	52,500	105,000
New Parking Demand (@ one space/500 s.f.)	105	210
+ Lost Parking[1]	45	141
- New Parking	43	43
Net New Demand	107	308

[1] Parking loss is calculated assuming new development averages two stories and parking spaces take up an average of 300 square feet. 52,000/2/.9 (90% lot coverage) /300 = 96 additional parking spaces lost, which is added to the 45 in the conservative scenario, for a total of 141.

Best Practices

The goal of a parking study is to create strategies that position the business district to accommodate future growth without overwhelming precious land with somewhat superfluous parking facilities. Transportation Demand Management, or TDM, focusses on making the most use out of parking facilities so as not to overbuild.

"At its most basic level, TDM is a program of information, encouragement and incentives provided by local or regional organizations to help people know about and use all their transportation options to optimize all modes in the system – and to counterbalance the incentives to drive that are so prevalent in subsidies of parking and roads" - *Mobility Lab*

Strategies for Charlevoix recognize the communities' desire to grow while preserving and enhancing the its charm and appeal. Below is a list of TDM strategies for consideration. Some of these Charlevoix is already doing, others may not apply well to Charlevoix. This list was presented during the study process to generate discussion about possible strategies for Charlevoix.

TDM strategies can be organized into four groups:

- **Expanding supply** of open, unreserved parking versus reserved spaces.
- **Shifting usage** based on supply differentials.
- **Reducing demand** for parking largely by improving alternatives.
- **Improving management** of the system to support other strategies.

Expanding Supply

TDM STRATEGIES

- Shared parking
  - add public open parking
  - private parking with shared agreements
  - public or private valet service
- Allow shared use on-street
  - Multi-use space - such as loading or transit in the morning, then parking later
  - on-street bike and motorcycle parking
  - reducing curb cuts - makes streets more pedestrian friendly and increases the opportunity for on-street parking
- General parking regulations
  - Eliminate development minimums and institute maximums
  - Reinvigorate the in-lieu fee to fund public parking
  - Alternatively - offer parking minimum "discounts" for development near transit or for those that provide multi-modal amenities

-
- Angle parking where space allows
    - There is a practice of allowing this in the 200 block of State Street. We analyzed the value of making this permanent and determined that it would only increase the number of spaces by a few spaces, and would create traffic constraints during heavy traffic days.

Shifting Usage

TDM STRATEGIES

- Pricing based on usage
    - Adjust static pricing based on usage study
    - day-to-day pricing based on availability with technology
    - seasonal pricing
    - event pricing
- Ease time limits during low demand times
- Create residential parking permit program

Reducing Demand

TDM STRATEGIES

- Offer ride-sharers the best parking
- Strengthen "park once" environment
    - Consolidate parking vertically in a parking garage
    - Eliminate curb cuts where possible
- Provide supplemental transit for events
    - Partner with transit providers, such as Charlevoix Transit and Beaver Island Transit, to provide land shuttle service
    - Support water taxi service for events and other busy times
- Add more bike parking
    - Allow in-street racks
    - expand bike parking off-street
- Add car share program, i.e. Zipcar
- Supplement bike share program

Improve Management

TDM STRATEGIES

- Offer a mobile payment option
- Upgrade meters so that rates and times can be locally updated
- Institute a process to periodically track usage
- Utilize fine collection software to enable scalable customer service
- Consider purchasing license plate recognition technology
- Formalize a parking benefit district approach
- Improve wayfinding for parking options

Strategies

Of the best practices listed above, the following have been identified as most important to accomplish in the short term.

Short Term Strategies

1. **Replace meters with new technology**. Charlevoix's aged meters do not allow for changing duration or fee. The current parking rate is 25 cents per hour, which is below other Northern Michigan towns, and does not produce enough revenue to cover maintenance and enforcement costs for a modern system. Current smart meter technology would allow Charlevoix to adjust duration and fees based on seasonal and market changes, monitor meter operation, and gather data for uses beyond parking. Charlevoix is considering whether to replace their current stock of single meters with new single meters, to move to pay stations, or a combination of both. The aspects and costs of these meter types are further discussed in **Table 4.**

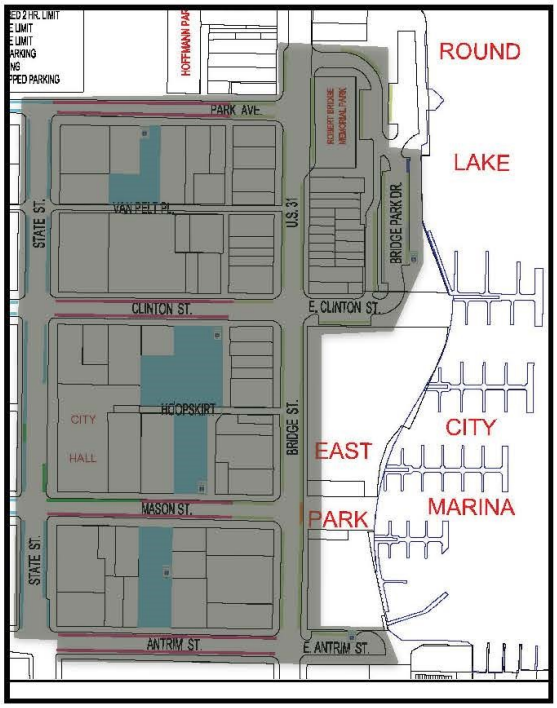
Table 4 - Meter Options

	Pros	Cons	Cost Considerations
"Smart" Single Meters	- Better audit trail - Can accept credit cards - Easier to change rate and duration - real time alerts of issues - Better data for decision making	- Highest cost of ownership - Must maintain more parts inventory - More meters to collect, creating additional labor burden	- Utilizing existing posts and housings, new meters could cost $250-$300 per space - Approx. $5.50 per space per month for software and communication costs, plus additional per transaction fee - merchant processing fees for credit card
"Smart" Paystations	- Better audit trail - Can accept credit cards - Easier to change rate and duration - real time alerts of issues - Better data for decision making	- Customers must acclimate to walking to pay	- $9,000-$12,000 per pay station - Approx. $75 per pay station for communication and software costs - merchant processing fees for credit card

2. **Expand meter zones to balance out usage**. Based on usage studies, there are three non-metered areas where demand argues for expansion of meter zones. These are the balance of the 100 blocks of Park, Clinton, and Mason; the Dewitt Lot off or Park Street, and State Street between Park and Antrim. A more proactive approach, in anticipation for further development downtown, would be to also meter the other City lots between Bridge and State Streets, and Antrim Street spaces. This would create a cohesive and

easily communicated meter zone bound by the harbor, State, Park and Antrim (see **Figure 11**). The number of metered spaces would increase from 150 to 451. If, instead, the City chose to use pay stations, you would need approximately 36 to cover the entire meter zone.

Figure 11- Proposed Meter Zone



3. **Offer mobile payment option.** A mobile payment option would afford customers the ability to pay with credit, without the expense of installing credit card-accepting meters. The City can choose to pay the processing and merchant service fee, or can pass that along to the parker. These solutions include Parkmobile, Passport, and paybyphone. Some of them offer additional functionality such as offering permits by phone or web.
4. **Convert lots into mid-range parking, institute a permit program**. Making the City lots west of Bridge more available to customers could be achieved by imposing a time limit of four or five hours. This would force all day parkers to seek further out parking leaving more of these lots for shoppers who do not want to pay at the on-street meters. Those full-time employees who are willing to pay to park at these lots could choose to purchase a permit.

Permits could be accomplished a few different ways. Low tech, paper or plastic permits could be issued at City Hall and displayed in the vehicle. Some mobile payment solutions allow customers to purchase a virtual permit by using their license plate. Enforcement staff would see these permits in real time via a smart phone app. Either way, the number of permits issued would need to be limited based on the number of spaces dedicated for that use in the lots. Open parking, where permit holders do not have a dedicated space but rather have access to an array of permit spaces, is preferred. This allows for the greatest utilization of parking spaces. The number of permits could exceed the spaces available by a limited percentage. For larger permit lots, overselling by 20% is a common industry standard.

Opening up these lots west of Bridge Street to permit parking would allow for shifting current permit parkers from the Acacia Lot, on Bridge Park Drive, away from that lot. Permit spaces in this lot are underutilized in comparison to metered spaces, which are heavily used in the summer season.

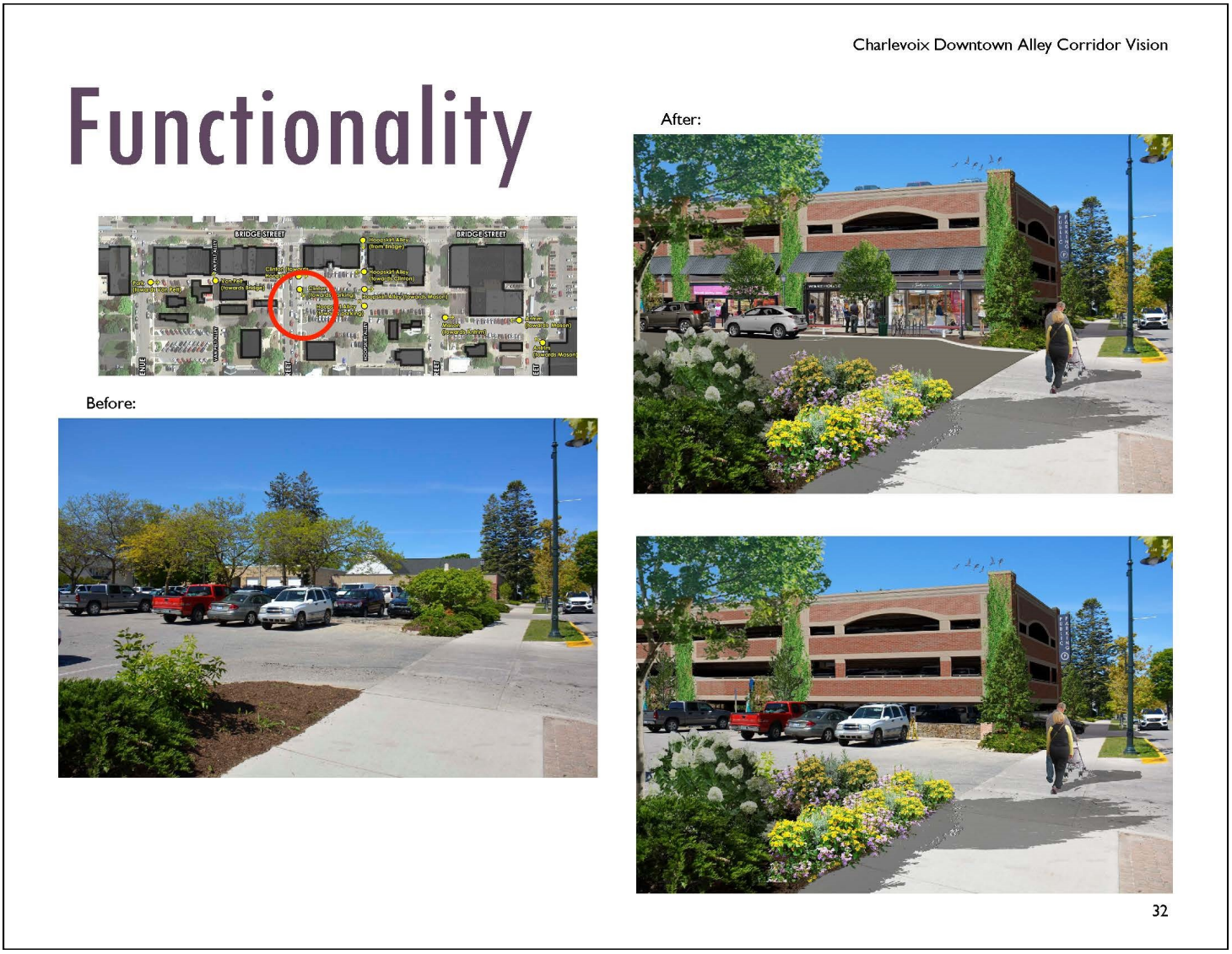
5. **Continue working with Charlevoix Transit and others on shuttles for events.** Parking demand increases dramatically with events. Encouraging travel by means other than the automobile helps soften that demand and makes more efficient use of the limited spaces downtown Charlevoix has. Charlevoix Transit has the capacity to provide shuttle service. Beyond, Charlevoix Transit, the Beaver Island Boat Company (BIBCO) also shuttles travelers from their parking lots south downtown to the dock on Pine Lake Harbor. BIBCO is another potential partner for event shuttles. Remove parking minimums, and institute maximums for downtown
6. **Remove parking minimums, and institute maximums for downtown**. Replace the existing payment-in-lieu of parking program with allowance to use tax increment financing for parking improvements. As development fills in surface parking, more taxes are collected, some which can be allocated for parking improvements, if needed.
7. **Identify location for a future parking garage**. Identify costs and capacity for possible locations. Then develop financing options for a parking garage, including adding it into the Downtown Development Authority's tax increment financing plan. These steps will better position Charlevoix to make a decision on a parking garage if and when the need arrives.

Long Term Strategies

1. **Shift time limits for short term parking on weekend**. Change time limits for spaces in front of City Hall and the Chamber to two hour on the weekend when those offices are closed. This can be achieved through a simple signage update.
2. **Track parking usage**. Develop a system of tracking parking usage to inform future pricing and time limit policy. Usage of on-street and off-street parking, including the Library Lot used for marina parking should be evaluated. This could be accomplished with physical counts conducted by City staff or an intern, and/or through technology such as license plate recognition (LPR) enforcement surveys.
3. **Move to an electronic parking violation system**. A software-based system with will allow enforcement officers, customers and those at City Hall who process ticket payments to have real time information. Officers would use electronic handheld units to write tickets, which could be in the form of smart phones and a small belt printer. Customers and treasurer's office personnel would have access to tickets via the web.
4. **Strengthen bike parking enforcement.** Encourage bike parking in appropriate bike rack locations through stronger enforcement of City code restricting where bikes can be parked. This should always be done with an eye toward assuring there is enough legal bike parking provided downtown.
5. **Connect with Passenger Rail Project**. Work with communities along the envisioned passenger rail route between Ann Arbor and Petoskey, and with Charlevoix County Transit to develop a meaningful connection between rail stops and downtown Charlevoix.

6. **Develop curbside management policies**. The advent of more on-call services (taxi, Uber, Lyft), the proliferation of electric scooters and the eventual coming of autonomous cars, demand a modern approach to curb policy. On one hand, provisions should be made to accommodate these new means of transport. On the other hand, communities must decide how much, and where these new mobility choices they want.

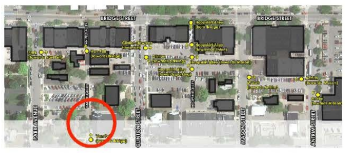
APPENDIX B: GRAPHICS FROM ‘CHARLEVOIX DOWNTOWN ALLEY CORRIDOR VISION’



parking garage rendering

Charlevoix Downtown Alley Corridor Vision

Connectivity



Before:

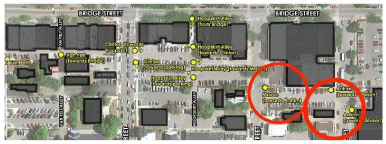
After:

27

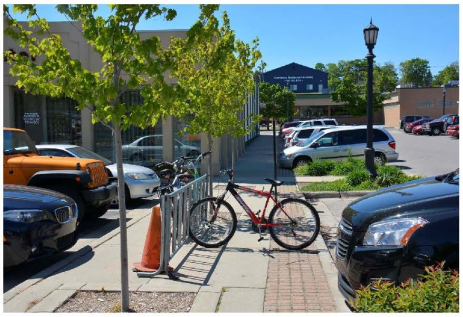
alley paving rendering

Charlevoix Downtown Alley Corridor Vision

Revitalization



Before:



After:

30

alley paving renderings

APPENDIX C: REDEVELOPMENT READY PACKAGING

The following information should be gathered and reviewed if applicable to the site:

Basic Site Information

- Photo of the site and/or rendering
- Desired development outcomes for the site
- Owner contact information
- Community contact information
- Zoning
- Lot size
- Building size
- State equalized value
- Utilities on site: Water, sewer, electricity, natural gas
- Wired broadband infrastructure: DSL, cable, fiber

Community Vision

- The vision includes desired development outcomes.
- Community champions for redevelopment of the site are identified.

Incentives and Development Tools

- The community identifies negotiable development tools, financial incentives and/or in-kind support, based on the project meeting the community's vision and desired development outcomes

Property Information Package

- Available financial incentives
- Deed restrictions
- Property tax assessment information
- Property survey
- Previous uses
- Existing conditions report
- Known environmental and/or contamination conditions
- Soil conditions
- Demographic data
- Surrounding amenities
- Planned infrastructure improvements as identified in CIP
- GIS information including site location and street maps
- Natural features map
- Traffic studies
- Target market analysis
- Market feasibility studies

APPENDIX D: PROPERTY INFORMATION PACKAGE TEMPLATE

[property photo]

PROPERTY ADDRESS

ADDRESS: 123 Main Street

OWNER: City of Charlevoix

DESCRIPTION:

BUILDING SIZE: 00,000 SF

ZONING: R-1 (single family residential)

STATE EQUALIZED VALUE: non-taxed parcel ($0)

PARKING: 10 spaces on site

[site plan]

CONTACT INFORMATION:

Lindsey Dotson
Executive Director, Charlevoix Main Street
210 State Street
Cadillac, MI 49720
(231) 547 - 3270

Mark Heydlauff
City Manager, City of Charlevoix
210 State Street
Cadillac, MI 49720
(231) 547 - 3270

[site plan / property photo]

WATER: City of Charlevoix

SEWER: City of Charlevoix

ELECTRIC: Consumers Energy

GAS: DTE

AVAILABLE TECHNOLOGIES: Fiber, Cable, DSL, 4G Wireless

SOIL: well suited to building site development

PROXIMITY: 10 - 15 minute walk to downtown restaurants and shopping

WALK SCORE: 50 / 100

FINANCIAL INCENTIVES:

The City of Charlevoix will work with interested developers to pursue financial incentives related to the proposed development. These incentives may include Brownfield TIF, MEDC programs, and other non-financial incentives.

PARTNERS:

City of Charlevoix

Charlevoix Main Street

DESIRED DEVELOPMENT OUTCOMES:

USES: (1)
(2)
(3)

ELEMENTS: (1)
(2)

CHARLEVOIX

PROPERTY ADDRESS

DEMOGRAPHICS (source: 2017 American Community Survey)

CITY OF CHARLEVOIX:

POPULATION: 2,457

MEDIAN HOUSEHOLD INCOME: $34,484

MEDIAN AGE: 50.7

HIGH SCHOOL GRADUATE OR HIGHER: 94%

BACHELOR'S DEGREE OR HIGHER: 36%

CHARLEVOIX COUNTY:

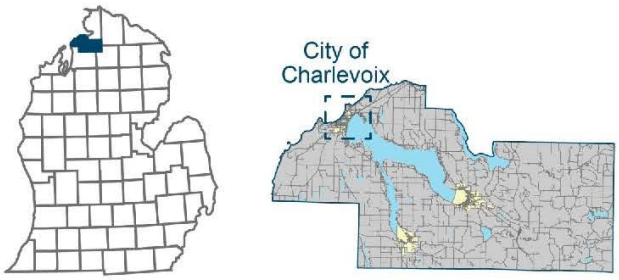
POPULATION: 26,160

MEDIAN HOUSEHOLD INCOME: $51,567

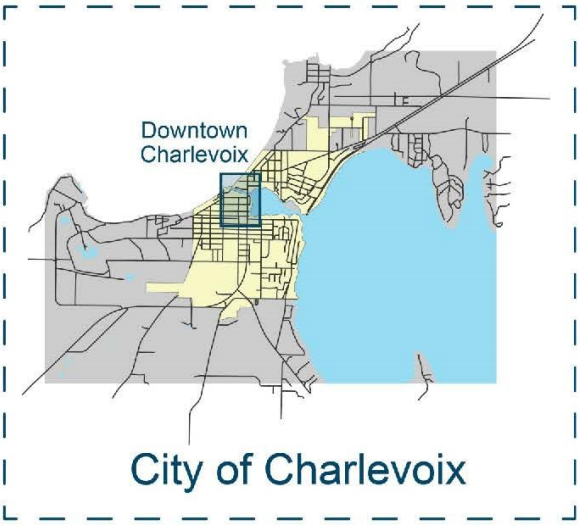
MEDIAN AGE: 47.7

HIGH SCHOOL GRADUATE OR HIGHER: 94%

BACHELOR'S DEGREE OR HIGHER: 30%



Charlevoix County, MI



City of Charlevoix

Downtown Charlevoix

EXTERIOR

[exterior photo]

[exterior photo]

[exterior photo]

INTERIOR

[interior photo]

[interior photo]

CHARLEVOIX MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY
A RESOLUTION TO ADOPT DOWNTOWN PLAN

WHEREAS, the City of Charlevoix is pursuing Redevelopment Ready Communities® certification through the Michigan Economic Development Corporation;

WHEREAS, Networks Northwest was hired by the City of Charlevoix to assist in the preparation of the Downtown Plan;

WHEREAS, the procedures as outlined in Redevelopment Ready Communities® Best Practice 1.1 were followed for preparing a Downtown Plan;

WHEREAS, the Charlevoix Downtown Development Authority and City Manager were provided an opportunity to review and comment on the plan;

WHEREAS, the Charlevoix Downtown Development Authority will use this report in conjunction with the DDA TIF Plan for planning;

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority hereby adopts the Charlevoix Downtown Plan presented at this meeting, including maps and other descriptive matter included as a part thereof to be a guide for future development in downtown Charlevoix.

RESOLVED this 19th day of March, 2019 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas:
Nays:
Absent:

DDA/Main Street Board

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

Old Business

TITLE: Hoop Skirt Alley Project Update

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director & Sean Bradley

BACKGROUND:

Attached is info related to the Hoop Skirt Alley project. The DDA Board gave permission for the Junior Main Street Committee to pursue this project but never formally approved the details of the plan. Since we have not had a quorum since January we forged ahead with the thought that we would come back to the DDA Board with more details in April.

For the sake of applying for the Patonicity/Public Spaces Community Places grant program and meeting our fundraising goals in time to order furnishings and have the space ready by June 8th things had to move pretty quickly.

We met our fundraising goal in less than two weeks and donations continue to come in. We will be receiving a $6,000 grant from the MEDC because we met our goal. We still have our fundraising event at Lake Charlevoix Brewing Company on April 25th as well.

Because we've exceeded our goal it means we can focus on higher quality furnishings and features than before. We can also consider setting aside some funds for "maintenance."

Attached is an updated sketch based on measurements I took in the alley.

The lighting company has met with Don Swem of the Electric Department and for cost savings has asked that we install a pole at the back of the alley that would be the point of the string lights connecting to the arch at the front of the alley. The pole is an old decorative downtown pole that would be refurbished before installation.

More details are outlined in the attached work plan.

Historic photos are still being decided on in conjunction with the Historical Society.

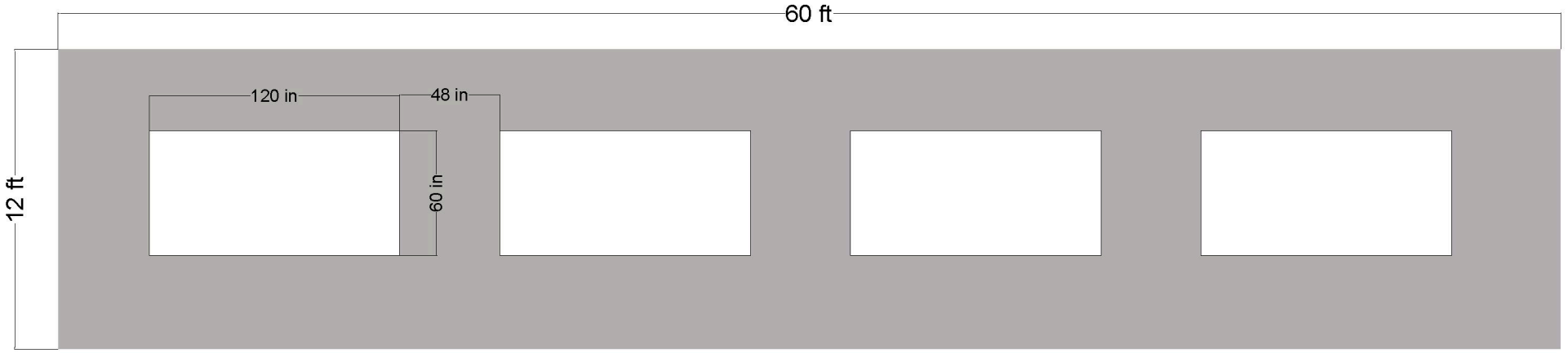
Donor recognition is also being worked on.

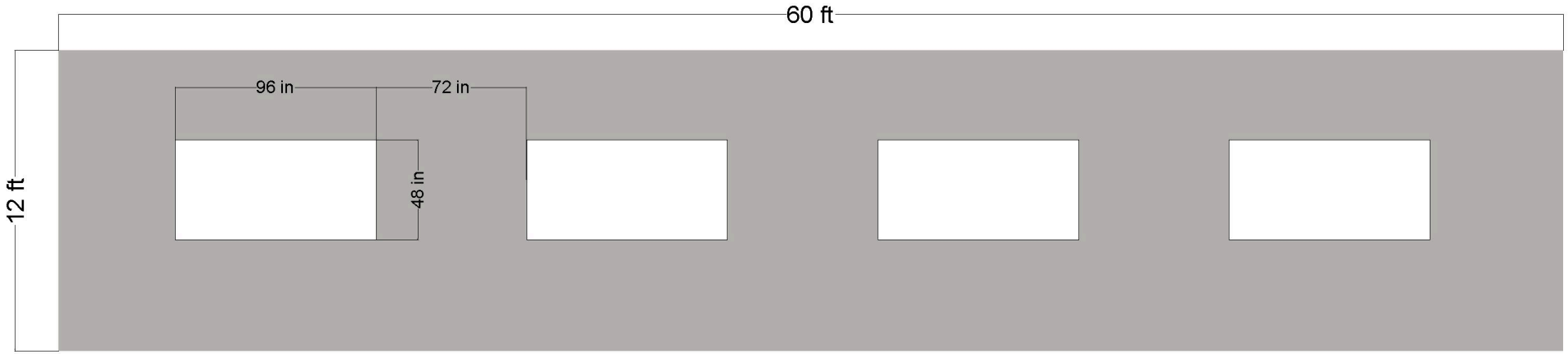
RECOMMENDATION:

Motion to approve the purchasing of alley furnishings under the guidance and cooperation with the appropriate city departments for consistency in relation to other downtown elements.

ATTACHMENTS:

- Historic Photo Layout Options
- Alley Furnishing Dimensions & Updated Sketch
- Hoop Skirt Alley Work Plan
- Patronicity Campaign





Actual Wall Size to Scale

PLEASE CHECK ALL INFORMATION CAREFULLY

PRO IMAGE Design

TRAVERSE CITY • PETOSKEY • TORCH RIVER • 231-322-8052

CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
CVX DDA	Hoop Skirt Alley		

Pro Image Design will make changes ONE time after production of initial concept, from that point any revisions will be billed at $85 per hour. This preparatory /and/or art work created or furnished by PRO IMAGE DESIGN shall remain their exclusive property and no use of the same shall be made, nor ideas obtained from be used. If reproduction does occur, PRO IMAGE DESIGN expects to be reimbursed any and all costs incurred in compensation for time, materials, and effort entailed in creating these plans. – All artwork is the property of Pro Image Design • Copyright 2016

Hoop Skirt Alley furnishing dimensions:

Planters: 40" L x 22" W x 24" H (x3?)

Tables:

Backless – 90" diameter

Backed – 94" diameter

Big Belly – needs 36" clearance in front and 20" clearance in back for service

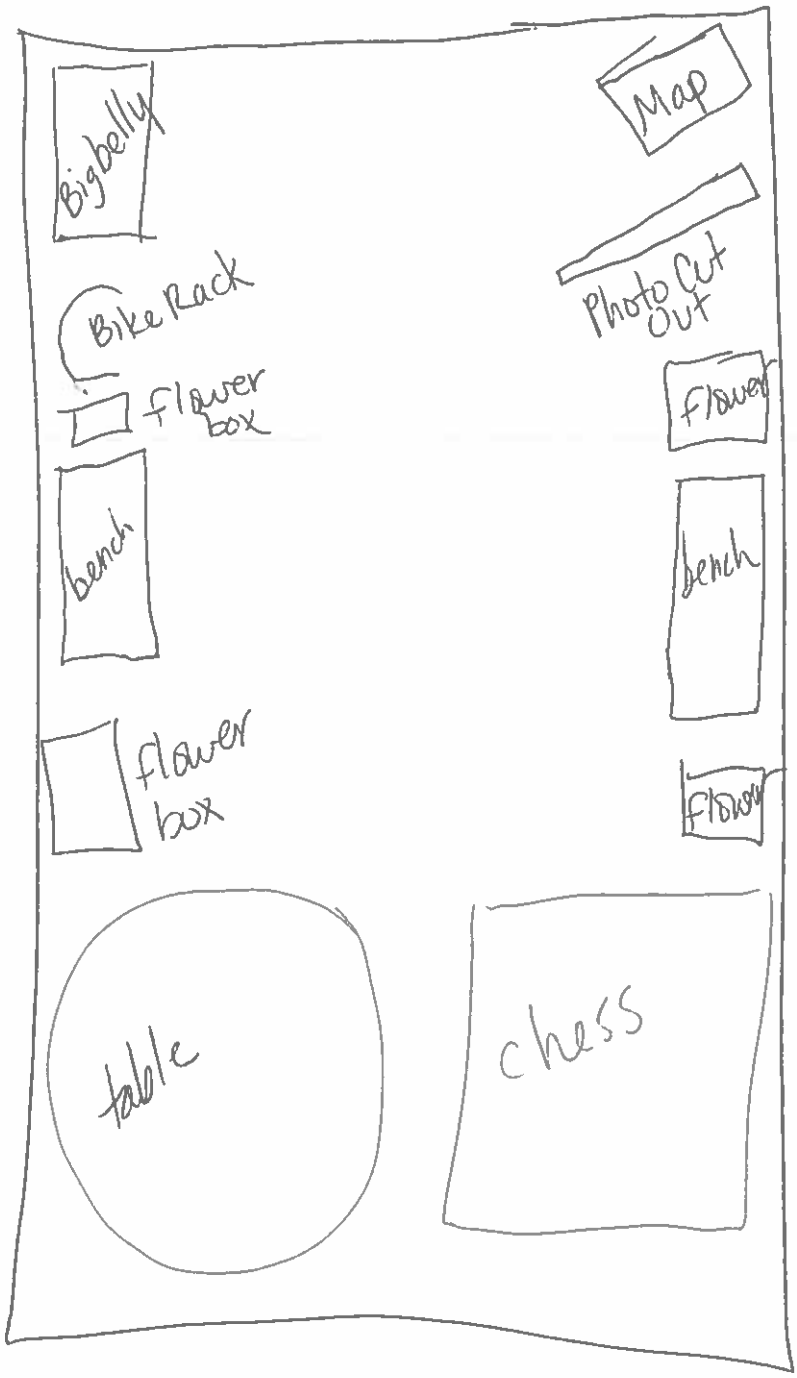
50.6 " wide

30.4" deep

Benches: 72" long 25.25" deep

Chess Board: 8' x 8'

Cutout: 3' 3" wide


Bigbelly
Map
Bike Rack
Photo Cut Out
flower box
flower
bench
bench
flower box
flower
table
chess

Maestro

Hoopskirt Alley Improvement Project

Work Plan Info		
Date	06/07/2019	
Event Chair	Sean Bradley	
Income	Est.	$17,179.45
	Actual	$18,054.20
Expense	Est.	$15,766.00
	Actual	$3,145.44

Contacts All	
Rodney Phillips	default

Involvements

There are no involvements to show.

Description

Adding a pocket park to hoop skirt alley with seating, interactive features, decorative elements, etc.

Transformation Strategies All

Goal	Results	Accomplished
Implementation of SBEI map		No

Events

There are no events to show.

Files

hoop skirt alley cutout.jpg

big belly proof.pdf

Tasks

Task	Due	Budget	Notes
Order string lights Assigned to Luther Kurtz	04/01/2019	Type Expense Est. $2,000.00 Actual $1,178.44	Similar to Van Pelt alley lights - Advance electric in Gaylord - ask for Styx - (989) 732-2485
Share a new update EVERY DAY during last week of campaign	04/15/2019	Type Income Est. $0.00 Actual $0.00	
Have fundraising event at Lake Charlevoix Brewing Company	04/19/2019	Type Income Est. $500.00 Actual $0.00	"Hops for Hoop Skirt Alley" on Friday, April 19th from 5-9pm. $1 per pint sold will be donated to the project.
Order Benches	05/01/2019	Type Expense Est. $3,610.00 Actual $0.00	Price is bench without back - with back would be $2425
Plan "ribbon cutting" celebration	06/08/2019	Type Expense Est. $0.00 Actual $0.00	Food truck? Music?
Order large chess set	N/A	Type Expense Est. $569.00 Actual $0.00	
Work on converting parking space into parking for small vehicles (motorcycles, bikes, scooters, mopeds)	N/A	Type Expense Est. $40.00 Actual $0.00	Work with Pat Eliot /Liz Anderson from DPW - parking signs are estimated to cost $20 each
Jean & River Muselik are donating flowers and maintaining them each year in memory of Caili Mueller	N/A	Type Expense Est. $105.00 Actual $0.00	Need to order plaque - David Grossi volunteering time to deliver soil and plant flowers - soil will be $40 - flowers will be $90
Order cornhole/bag toss boards	N/A	Type Expense Est. $100.00 Actual $0.00	
Get picnic table from Landscape Forms	N/A	Type Expense Est. $4,660.00 Actual $0.00	
Order 3 Urban Rectangle self watering planters from EarthPlanter	N/A	Type Expense Est. $1,682.00 Actual $1,682.00	
Historic Photos on building	N/A	Type Expense Est. $2,700.00 Actual $0.00	

Task	Due	Budget		Notes
Web presence for patronicity - Facebook, Instagram, Email Newsletter, App, Newspaper, Biz Blast	N/A	Type Est. Actual	Income $0.00 $0.00	
Make "Hit List" of potential donors we can ask personally Completed on 03/15/2019	~~02/11/2019~~	Type Est. Actual	Income $0.00 $0.00	
Write What we Need & What you Get Section of Patronicity Page Completed on 03/15/2019	~~03/06/2019~~	Type Est. Actual	Income $0.00 $0.00	
Write Story/Short Summary for Patronicity Page Completed on 03/15/2019	~~03/06/2019~~	Type Est. Actual	Income $0.00 $0.00	
Obtain permission from owner of 317 Bridge for historic photos on side of building Completed on 04/05/2019 Assigned to Lindsey Dotson	N/A	Type Est. Actual	Income $0.00 $0.00	Judy & Rod Phillips - 347-1464/231-881-1464 Jim and Molly Walters 616-402-1111
Secure funding for alley improvements Completed on 04/05/2019	N/A	Type Est. Actual	Income $4,000.00 $4,000.00	$4000 is committed from DDA - community foundation grant being applied for
stand up Cut out for photos designed and made by edith pair Completed on 04/05/2019	N/A	Type Est. Actual	Expense $300.00 $285.00	
Matching Grant from MEDC Completed on 04/05/2019	N/A	Type Est. Actual	Income $6,000.00 $6,000.00	
Patronicity Fundraising - Crowdfunding Completed on 04/05/2019	N/A	Type Est. Actual	Income $6,679.45 $8,054.20	
Identify potential donors & influencers (people who can share and spread the word) and connect with them one week before launch Completed on 04/05/2019	N/A	Type Est. Actual	Income $0.00 $0.00	

Hoop Skirt Alley Project

Creating an interactive space in downtown Charlevoix improving walkability & adding to the vibrancy of town. Hoop Skirt Alley will be a place to make memories!

10

Charlevoix, MI Community Placemaking

$8,430

funded of $6,000 goal

71

patrons

11

days left

Support

MEDC

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Michigan Economic Development Corporation will contribute **$6,000** if we reach our goal!

ALL-OR-NOTHING

This campaign will only collect funds if it reaches its goal by Apr 30, 2019 12:00 AM.

TAX DEDUCTIBLE

City of Charlevoix is a tax-exempt government organization, Tax ID 28-6004543.

CAMPAIGN BY:

Charlevoix Main Street DDA

Email Directly

Story

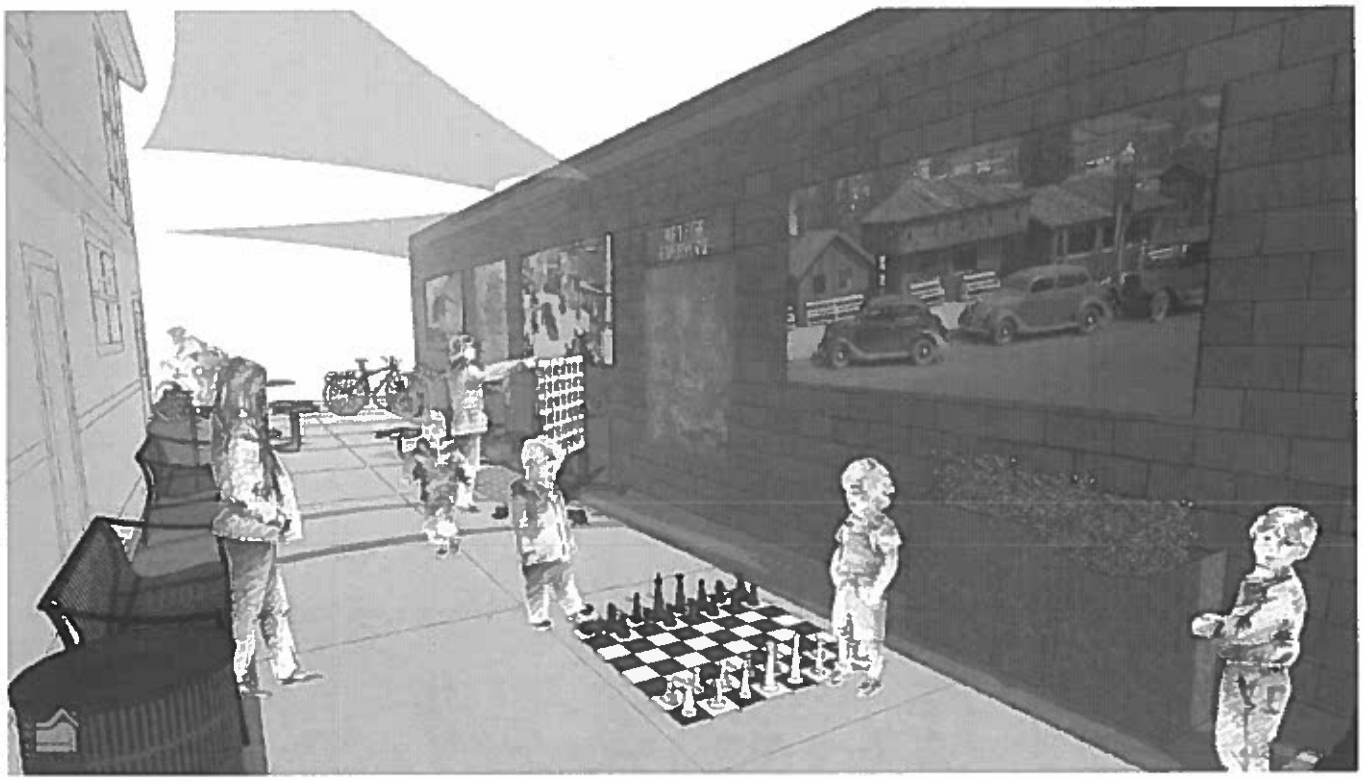
Updates

Reimagining Hoop Skirt Alley

We at the Charlevoix Main Street DDA, along with our Junior Main Street Committee of Charlevoix High School Students, have been working to re-imagine one of downtown Charlevoix's favorite alleys! The result includes **transforming Hoop Skirt Alley into a pedestrian plaza & outdoor gathering place complete with comfortable seating, decorative lighting, art, and plenty of fun.**

Meet the Charlevoix High School Junior Main Street Committee members!

Imagine Hoop Skirt alley as a place you don't just want to walk through, but you are drawn to! To relax, to play, and be inspired. Imagine a space where residents and visitors come downtown just to see, sit, and stroll in a vibrant and cool alley environment in the 300 block of Bridge Street. **Here you will enjoy art, outdoor seating with friends, twinkling lights, and games.**



CONCEPT RENDERING

Render by Freshwater Charch, a design build firm, 231-881-1470

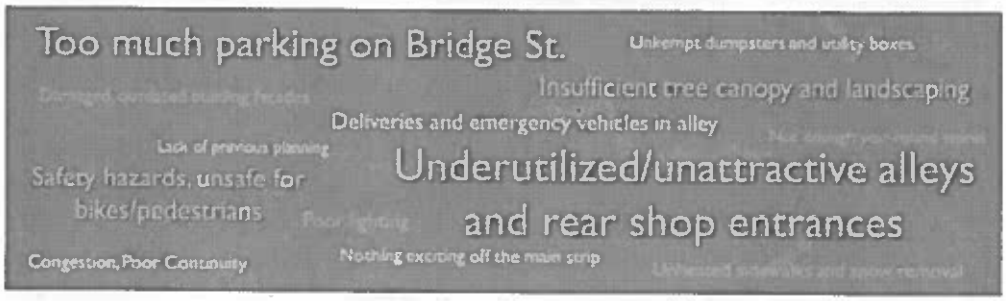
The Project

This re-imagined space is based on recommendations made in the Charlevoix Downtown Alley Corridor Vision which was written by Michigan State University's School of Planning, Design, and Construction in January of 2018. The report factors in feedback gathered at several public meetings that took place in 2017. **Charlevoix citizens had concerns mainly regarding underutilized and unmaintained alleys, and the challenges of safe and appealing pedestrian areas.**

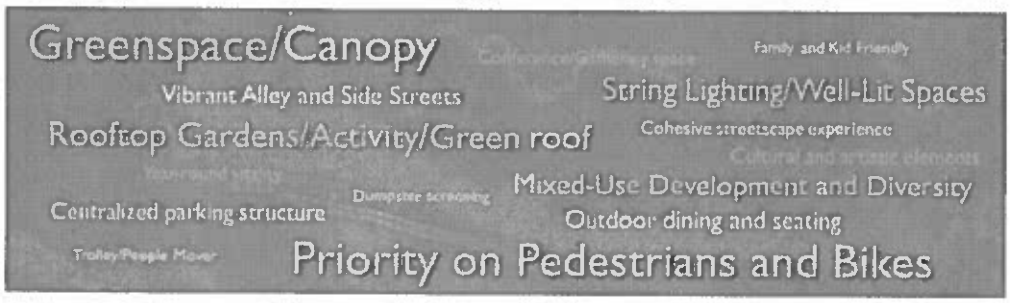
Visioning Input Summary

What are you proud about the project site and immediate area?

What are you sorry about for the project site and immediate area?



What would you like to see as you float over the site in a hot air balloon in 15 years?



You asked for more gathering spaces, family and kid friendly features, vibrant alleys, well-lit spaces, cultural and artistic elements, outdoor seating, and priority on pedestrians and bikes. **This project has been taken on by high school students as part of the Junior Main Street initiative.**

The re-imagined space will contain (dependent on how much funds are raised):

- Tables (placed throughout the alley to allow for flexible seating at each end, serving patrons of the businesses located in this area) ($4,660)
- Bench seating for relaxation and comfort ($3,610)
- Giant human scale chess game ($800)
- Eco-Friendly Self-Watering Planters ($1,200)
- Scooter Parking ($60)
- The entire alley will be adorned with overhead lighting to light the way to this outdoor gallery and gathering space. ($2,000)
- Enlarged Historic Photos of Charlevoix ($2,700)
- A Photo Cutout Designed by local artist Edith Pair for photo opportunities ($300)
- A Solar Powered, Self Compacting Garbage and Recycling Bin ($11,000 - purchased by the City of Charlevoix with support of a grant from Charlevoix County Community Foundation)
- A Bike Rack (already present)
- A downtown business directory (already present)
- Miscellaneous expenses (shipping & labor costs): $700

In total, this project will cost $16,000. $4,000 of funding is coming from Charlevoix Main Street DDA. The project will be complete by June with a Ribbon Cutting Celebration on Saturday, June 8th complete with live music, food, and a hula hooping competition! ***The remainder needs to be***

raised by the community - this is where you come in! When you contribute to this project, you are helping our youth bring a public space to life, aiding in the overall vibrancy of our beautiful downtown.

The Impact

Our alleys are already hidden gems, but the re-imagined Hoop Skirt alley will offer residents and visitors a more connected, artistic, walkable and welcoming downtown space.

Together with our community partners we will create a enchanting space for people to sit, shop, dine, and experience a hidden gem in our downtown. Your support enhances our mission to create a vibrant, strong, and economically viable downtown that serves as the heart and hub of our community!

IF we meet the alley fundraising goal, YOUR donation will be doubled thanks to the Michigan Economic Development Corporation(MEDC). Thank you for making downtown Charlevoix a great place for all!

How You Can Help

Unable to contribute financially? That's okay! Help us out by spreading the word to your friends, family, and colleagues, and then join us on June 8th to celebrate the completion of the project! Sharing this campaign on Social Media is a fantastic way to spread the word.

DDA/Main Street Board

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

New Business

TITLE: MSU FIT Findings

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

First Impressions (FIT) is a comprehensive community assessment conducted by unannounced visitors in a host community positioned to lead development based on the program results. FIT involves developing community leadership, assessing the host community, sharing the results in a community forum open to all, and providing suggestions to drive community action. Overall, FIT helps communities learn about their strengths and weaknesses through the eyes of first-time visitors.

At this year's CEC conference I delivered an abridged version of the First Impressions: Tourism Assessment (FIT) program I direct across Michigan. During that Wednesday afternoon session I gave participants the opportunity to provide their input on their first impressions of Charlevoix using a few questions from our visitors manual we use in the actual FIT program. I provide this sort of opportunity to CEC host communities via web a couple months or so after the program. I have results from 7 CEC attendees that I would like to share with you.

ATTACHMENTS:

- Powerpoint from MSU FIT presentation

FIT Results for Charlevoix-CEC2018

Andy Northrop, Tourism and Leadership Educator, MSU Extension

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Agenda

- Introductions
- Overview
  - FIT Program
  - Charlevoix Results
- Questions and Answers

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msue.anr.msu.edu

PURPOSE

FIT is a comprehensive community assessment conducted by unannounced visitors in a host community positioned to lead development based on the program results. FIT involves developing community leadership, assessing the host community, sharing the results in a community forum open to all, and providing suggestions to drive community action. Overall, FIT helps communities learn about their strengths and weaknesses through the eyes of first-time visitors.

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FIT communities will:

- Learn about their assets and opportunities from first-time visitors.
- Strengthen an existing cohort of leaders and residents by providing them an opportunity to organize on the basis of valuable feedback about their community.
- Develop a list of action items for community improvement.

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Breakout Session

- Held at the Marina
- 9 people attended
- Administered a mini-FIT assessments

The "five-minute" impression: Upon entering the destination what was your initial impression?

A lot of new developments going on in town and seems to downtown can't handle the traffic I also thought downtown is quite busy but is that a bad thing?
The community seems to have pride in property owners maintain a nice presence
Wow! So pretty- out of a picture book
Beautiful coastal town. Breathtaking harbor with quant shops, in town grocery, movie theatre, ample parking
Beautiful homes, very clean, water... amazing downtown... I want to shop
Well kept

Top 3 Motivators?

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Answer	Count
Relax	5
Enjoy the weather	5
Engage in sports activities	5
Shop	3
Be in nature	1
Visit friends and family	1
Get entertained/for entertainment	1
In transit to somewhere else	1
Eat - Other	1
Seek adventure	0
Get away from people	0
Visit historical sites	0
Experience a unique culture	0
Experience the nightlife	0
Engage in business activities	0
Engage in religious activities	0
Total	23

Destination Evaluation

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Question	Poor		Fair		Good		Excellent	
Hospitality and friendliness of residents	0.00%	0	0.00%	0	71.43%	5	28.57%	2
Customer service	0.00%	0	0.00%	0	57.14%	4	42.86%	3
Safety and security	0.00%	0	12.50%	1	12.50%	1	75.00%	6
Cleanliness	0.00%	0	12.50%	1	12.50%	1	75.00%	6
Directional signage	0.00%	0	37.50%	3	25.00%	2	37.50%	3
Variety and quality of accommodations	0.00%	0	14.29%	1	71.43%	5	14.29%	1
Variety and quality of restaurants	0.00%	0	12.50%	1	50.00%	4	37.50%	3
Variety and quality of shopping options	0.00%	0	12.50%	1	12.50%	1	75.00%	6

Are there specialty shops or attractions that would bring you back to visit?

5/9, said Yes

Answers

- Book store
- Clothing company
- Many retail shops downtown
- Momentum and weathervane
- The Castle

Downtown Mini-evaluation

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Question	Poor		Fair		Good		Excellent		Didn't Experience		Total
Benches	0.00%	0	0.00%	0	25.00%	2	62.50%	5	12.50%	1	8
Water fountains	0.00%	0	12.50%	1	25.00%	2	37.50%	3	25.00%	2	8
Public restrooms	0.00%	0	12.50%	1	62.50%	5	12.50%	1	12.50%	1	8
Waste receptacles	25.00%	2	25.00%	2	37.50%	3	12.50%	1	0.00%	0	8
Recycling receptacles	0.00%	0	12.50%	1	0.00%	0	0.00%	0	87.50%	7	8

- **What would you change about the destination?**
- Seems the marina was in a really confusing location and the brewery to0. I had to ask twice for the marina and one for the brewery to confirm location
- Less tourists
- Maybe some better signage, it's better than most but I couldn't find City Hall. I saw the Chamber of Commerce sign and had to ask the marina location as it isn't marked well from the street. I had no idea of the marina office was here.
- Easier access from major highway
- No trash receptacles outside the library

What will you remember most about the destination six months from now?

- Waterfront activities in the vibrancy of the downtown
- Waterfront views and library
- Walkable many shops view of the water
- Waterfront downtown with public space
- The main street look in the pride it seems that is taken in the appearance of the city
- The water
- I will plan a trip and bring my family.
- Waterfront

Things to consider…

- Not *how* to become a tourist town, but what do visitors *think* of your town…
- *…because every* community gets visitors.
- Will they return or not and what for?
- What are they drawn to that we might not know?
- Information, <u>not</u> criticism

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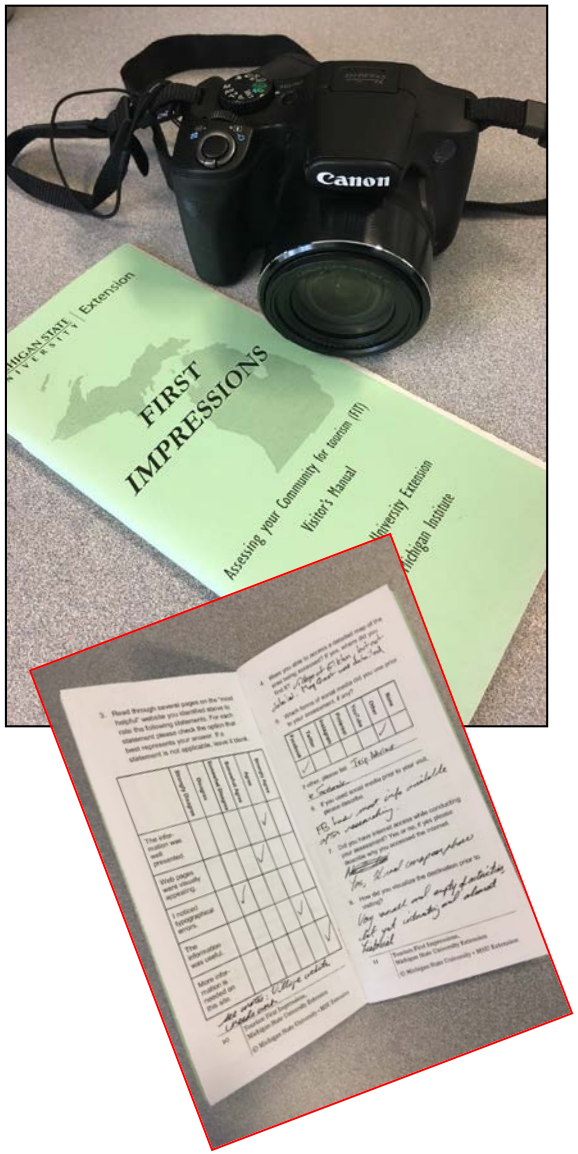
The Assessment



1. Prior to the Visit
2. Initial Impression
3. Community Information
4. Visitor Motives
5. Destination Evaluation
6. Residential Areas
7. Tourism Assets Visited
8. Main Downtown Business Area
9. Waterfront Community
10. Using Senses and Safety
11. Lasting Impressions
12. Trip Reflections

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WALKING
TRAIL
NORTH TRAIL
RIVER TRAIL

Program Overview - Process

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1. A Community Leadership Team (CLT) is formed.
2. CLT applies for FIT.
3. MSU Extension conducts a FIT orientation and outlines next steps with the CLT.
4. A team of FIT visitors visit the community unannounced
5. Internal meetings, results summarized.
6. CLT organizes a Community Report Forum (CRF) and summary of results are shared in open forum.
7. A written report is provided to the CLT.
8. CLT takes the lead with community and decides to act.
9. MSU Extension conducts follow-up with CLT to gauge impacts and offer further assistance.

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Community Leadership Team (CLT) Role:

- Public / Private Stakeholders
- Self-identified
- Team Responsibilities
- Organize Community Report Forum (CRF)
- Promotion & engagement with community
- Identify leaders for action
- Be available for follow-up

Our Role:

- Organize entire assessment
- Facilitate kick-off
- Internal Planning
- Assess community
- Prepare results
- Deliver results at CRF with CLT
- Follow-up with CLT

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FIT 2016 (Pilots)

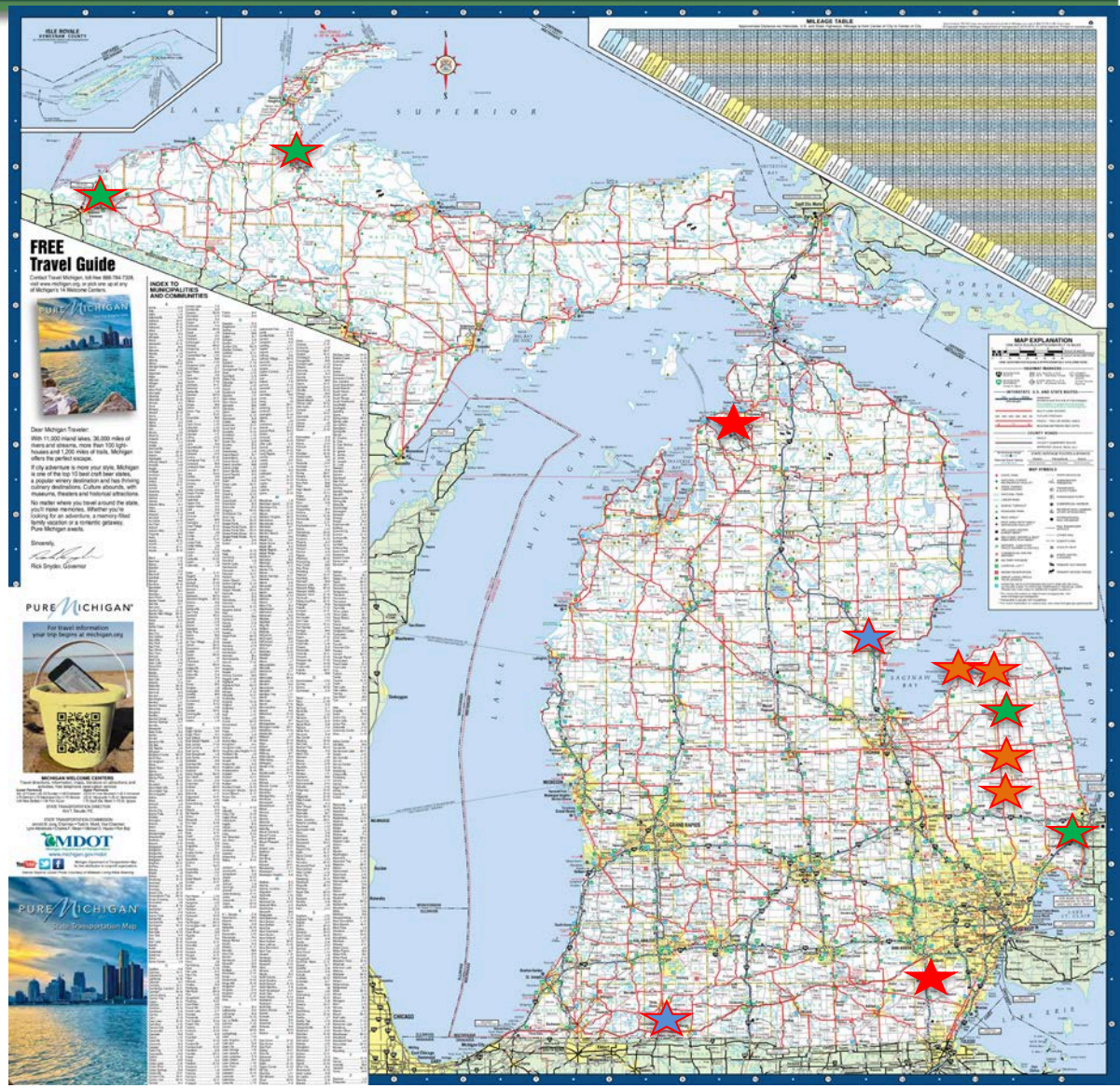
- Sturgis and Standish

FIT 2017

- Village of Elkton
- Imlay City
- City of Marlette
- Village of Sebewaing

FIT 2018+

- East Jordan
- Village of Dundee
- Bessemer
- Houghton
- Cass City
- Marine City



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FIT communities will:

- Learn about their assets and opportunities from first-time visitors.
- Strengthen an existing cohort of leaders and residents by providing them an opportunity to organize on the basis of valuable feedback about their community.
- Develop a list of action items for community improvement.
- Integrate action items into community plans.
- Take action on community improvements and strengthen their image.
- Improve community well-being and quality of life for residents and visitors.

The results of FIT can:

- Spawn **local leadership**.
- Strengthen **community vitality**.
- Form the basis for **future development**.

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Questions?

Mary Faculak, Executive Director, East Jordan Chamber of Commerce

Andy Northrop, Tourism and Leadership Educator, MSU Extension

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DDA/Main Street Board

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

New Business

TITLE: Request for Funding - Historic Signage Project

DATE: April 22, 2019

PRESENTED BY: Denise Fate, Charlevoix Historical Society

BACKGROUND:

The Charlevoix Historical Society is requesting $1,000 to support the Historic Signage project.

ATTACHMENTS:

- Request Letter

CHARLEVOIX
HISTORICAL SOCIETY
Bridging our past with our future

March 8, 2019

Charlevoix Downtown District Authority
City of Charlevoix

Re: Historic Interpretive Signs Project

Dear DDA members,

The Charlevoix Historical Society has been working with the Main Street Design Committee on a project to design and install interpretive historic signs to tell the story of Charlevoix's history to visitors and residents walking through downtown, along the channel and at the Train Depot.

The proposed sign proof is in Exhibit 1. The panel is 3'x3', and the posts are 66" high. The signs are constructed mostly of aluminum and acrylic to be extremely durable. They are either one- or two-sided, depending on the orientation of the location.

The proposed seven (7) signs are designed to fit with the City's branding and Wayfinding signs, and are from the same provider, Pro Image Design. They will be placed in strategic locations conveying themes of Charlevoix's history and development. The signs will be put in high foot-traffic spots, but situated so that they do not block views of the water. (Ref. Exhibit 2) In each case, the signs will depict what would have been seen from the respective location in ca. mid-19th to mid-20th century.

The project is well aligned with Main Street goals of creating a sense of community, place and ownership. They will also provide an engaging walking circuit for visitors and residents.

The proposed sign locations are all on public property, with the exception of #6, which is MDNR property, and the Train Depot, which is the property of the Charlevoix Historical Society. The Planning Commission voted to recommend the project signs and locations in its March 11, 2019 meeting.

The sign costs range from $1,900 to $3,100, and the total project budget is $18,500. Funding is committed or being sought from a variety of sources, including private individuals, foundation grants and potentially service organization grants. With this letter, we are requesting sponsorship from the DDA in the amount of $1,000 to support the project.

Sincerely,

Denise Fate

Denise Fate, President

103 State Street / P.O. Box 525 / Charlevoix, MI 49720 / 231.547.0373 / info@chxhistory.com / www.chxhistory.com

DDA/Main Street Board

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

New Business

TITLE: Radio Proposal from Joe Charlevoix

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

RADIO PARTNERSHIP PROPOSAL FOR THE CHARLEVOIX DDA

Proposed Deal: The Charlevoix DDA would partner with Meteorologist Joe Charlevoix of 7&4 News, who has been involved with events in Charlevoix and who has served as a well known meteorologist for 17 years across Northern Michigan to promote downtown Charlevoix events and happenings to draw people to the Charlevoix area.

How it Works: Meteorologist Joe Charlevoix would forecast the weather on WFCX 94.3 FM and WFDX 92.5 FM "Music Radio, the Fox FM" which reaches almost all of Northern Michigan from Cadillac/Traverse City north to the Mackinac Bridge and from Charlevoix east to Alpena and has a huge reach. Many towns and places where Charlevoix could draw people to spend an afternoon or weekend visiting Charlevoix. The station plays classic pop hits from the 80's/90's and is on in many Northern Michigan businesses. The Charlevoix DDA would sponsor the weather forecast with a roughly :20 second commercial that would promote events/happenings in Charlevoix that would change roughly each month after consultation with Lindsey based on what the DDA would like to promote. The weather sponsorship is good placement as people will remain listening if they know the weather is on right after. Joe would voice over the commercials himself and be exclusive to Charlevoix.

Amount of Spots: The Charlevoix DDA would get 2 commercials per day Monday-Friday during normal daytime hours that would run before the weather forecast (between 8 a.m. and 8 p.m.) for a total of 10/week. There may opportunities for additional spots at no charge on weekends and overnights. This could be split up at 2/day each month or 4/day every other month.

Length of Deal: This would be a one year deal beginning sometime in May and ending in May 2020 although certainly could be extended.

Cost: The partnership would cost $500/month for a total cost of $6,000 over a year agreement. This comes out to $12.50 per spot, well below the normal cost in the $20-25 area. It's almost half the price which is a substantial deal for what the DDA gets.

Benefits: Regular radio commercial spots on a daily basis will reach people who live and work in Northern Michigan and let them know what is happening in Charlevoix and draw them to the area whether it be for an afternoon or a weekend visit. You will also reach the Greater Traverse City area and potentially tens of thousands of people who come to that area, but might not consider or know about all Charlevoix has to offer.

Final Thoughts: I wish I could be at your meeting in person to present this proposal but due to work I cannot get up there. I think this would be great for all parties involved and I look forward to seeing how we can promote Charlevoix even more. Thanks for the consideration.

RECOMMENDATION:

Motion to approve radio partnership with Joe Charlevoix on WFCX 94.3 FM and WFDX 92.5 FM

DDA/Main Street Board

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

New Business

TITLE: AmeriCorps VISTA Application

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

A call for applications to participate in CEDAM's AmeriCorps VISTA program has been sent out with a due date of May 29th. Information below and application is attached. This is an opportunity to hire a full time staff person for an entire year for $6,000 (plus the $250 CEDAM membership dues). It is an incredible opportunity that I've been waiting for since I started.

CEDAM's AmeriCorps VISTA Members Allowable Activities:

All CEDAM's AmeriCorps VISTA members' service must fall in line with approved performance measures from the Corporation for National and Community Service. **Members are required to create a new program or expand an existing program at the host site organization.** In doing this, approved activities for our program are:

- Community Outreach (designing a community assessment plan or survey, creating an outreach plan, developing presentations, expanding media reach);
- Expanding/Strengthening Partnerships (initiating efforts for collaboration through programming and referrals, developing trainings, etc., identifying potential partners, improving communication among partners);
- Fundraising (developing/expanding a diversified funding stream, creating a fundraising committee, identifying resources, drafting and submitting proposals, soliciting in-kind donations);
- Marketing (improving or expanding materials that support programming);
- Program development (improving or expanding existing programming or developing new programs);
- Technology improvements (developing or revising databases, developing social media, training staff on new tools, developing ongoing staff/volunteer technology resources); and
- Volunteer management (establishing or expanding pool of volunteers, training volunteers, creating a volunteer tracking system, recruiting committee members, creating committees).

Who Can Apply to Host AmeriCorps VISTA members?

The following are requirements that organizations must meet in order to apply to host an AmeriCorps VISTA member through CEDAM's program. Applicants must:

- Be a current CEDAM organizational member;
- Be a nonprofit, government entity, public institution of higher education or Native American Tribe;
- Have a project that focuses specifically on alleviating poverty;
- Have the capacity to provide full-time, on-site supervision;
- Have the capacity to provide dedicated work space, computer, phone and any other equipment

necessary to complete required tasks;

- Have the capacity to provide travel reimbursement to four AmeriCorps VISTA trainings in Lansing;
- Provide a nonrefundable, yearly $6,000 host site fee per AmeriCorps VISTA member by June 10, 2019; and
- Send the selected site supervisor to orientation in Lansing on May 29, 2019.

April 9	Informational webinar, 2 pm, optional
May 10	Host Site Application deadline
May 22	Site selection announced
May 29	Site Supervisor orientation
June 10	$6,000 host site fee and recruitment paperwork due
August 19	AmeriCorps VISTA members begin

CEDAM Membership Info:

Practitioner 2 (Medium Budget) - $250.00 (USD)Nonprofit organization doing community-based economic development in a MI neighborhood, city or county; budget $250,001-$1M

Practitioner Membership lets you:

Learn more about community economic development topics with **discounts on trainings** and **webinars**

Receive more funding by receiving CEDAM's funding alert

Network with your peers through our **Connect & Share: Lunchtime webinar series**

Get your news out using our **statewide media contact list** and **media toolkit**

Interact with elected officials through **advocacy events in Lansing and at home**

Work with CEDAM to facilitate a **poverty simulation** for your staff, community, stakeholders and others

Have your organization, project or event **featured** in CEDAM's newsletter, e-newsletters, blog, TV show and/or social media

Be included in and access CEDAM's **member directories**

Kick back with a **discounted admission to CEDAM's annual membership celebration in April**

Keep up with the latest news in community economic development through **exclusive e-newsletters**

Direct CEDAM through **committees**, **voting privileges** and at-large **board eligibility** (CDC members may also run for regional board seats)

Reduced rates for technical assistance (including, but not limited to: strategic planning, communication planning, marketing, graphic design and more)

RECOMMENDATION:

Motion to approve staff to apply for the AmeriCorps VISTA program.

ATTACHMENTS:

- AmeriCorps VISTA Info & Application

CEDAM's AmeriCorps VISTA Project
2019 Host Site Application

CEDAM is soliciting host site applications from nonprofits, government entities, public institutions of higher education and Native American Tribes to host an AmeriCorps VISTA member with a start date in August 2019. Submitting a host site application does not guarantee AmeriCorps VISTA resources.

What is AmeriCorps VISTA?

AmeriCorps VISTA, administered through the Corporation for National and Community Service, is the national service program designed specifically to fight poverty. VISTA supports efforts to alleviate poverty by encouraging individuals from all walks of life to engage in a year of full-time service with a sponsoring organization to create or expand programs designed to bring individuals and communities out of poverty.

Members in the VISTA program commit to a year-long, full-time position with a host organization. VISTA members have the unique charge of helping build their host organization's capacity through resource generation, volunteer generation, program development and other sustainable practices. In exchange, VISTA members receive a modest living allowance, health care benefits, extensive training opportunities and the choice of an end of service award of either a $6,095 Eli Segal Education Award or $1,800 cash stipend.

Program Overview:

CEDAM plans to place ten AmeriCorps VISTA members statewide. AmeriCorps VISTA members will be awarded to host sites where there is both a programmatic need that is not being filled in the community and where the organization has a strong supervisor and community guidance. The VISTA members' goals will be to build sustainability within organizations by creating programs and ensuring success when VISTA resources end. Successful applicants will propose a project that directly impacts the low-income population in their community.

CEDAM views the AmeriCorps VISTA project as a holistic approach in which members will generate cash and in-kind resources, recruit volunteers and create programs to build sustainability within organizations. Typically, VISTA resources have a three-year life cycle. *Successful host sites will tentatively be awarded for the three-year period.* Progress reports and a yearly continuation application will be required to ensure that VISTA resources are being utilized properly. Organizations who do not meet the standards will not receive further awards.

CEDAM's AmeriCorps VISTA Members Allowable Activities:

All CEDAM's AmeriCorps VISTA members' service must fall in line with approved performance measures from the Corporation for National and Community Service. **Members are required to create a new program or expand an existing program at the host site organization.** In doing this, approved activities for our program are:

- Community Outreach (designing a community assessment plan or survey, creating an outreach plan, developing presentations, expanding media reach);
- Expanding/Strengthening Partnerships (initiating efforts for collaboration through programming and referrals, developing trainings, etc., identifying potential partners, improving communication among partners);
- Fundraising (developing/expanding a diversified funding stream, creating a fundraising committee, identifying resources, drafting and submitting proposals, soliciting in-kind donations);
- Marketing (improving or expanding materials that support programming);

- Program development (improving or expanding existing programming or developing new programs);
- Technology improvements (developing or revising databases, developing social media, training staff on new tools, developing ongoing staff/volunteer technology resources); and
- Volunteer management (establishing or expanding pool of volunteers, training volunteers, creating a volunteer tracking system, recruiting committee members, creating committees).

Benefits to Host Site Organizations:

Successful host site applicants will receive a full-time, dedicated AmeriCorps VISTA member for one year. All member benefits, including the living allowance, health benefits, education award or stipend and some training, are provided at the federal level by the Corporation for National and Community Service. Host site organizations will receive support in recruiting and selecting the individual who will serve as the AmeriCorps VISTA member. In addition, host sites will receive enhanced partnership opportunities with other organizations involved in programs designed to eliminate poverty and recognition by local, state and national decision-makers for being part of a project that changes the lives of individuals in their communities.

CEDAM also provides in-depth training to the AmeriCorps VISTA members. This is a benefit to the host site as your member will continue to evolve professionally throughout the year. CEDAM looks at the AmeriCorps VISTA service year as a time for professional development. As such, trainings focus on both preparing the member for a successful service term and for ensuring that members are ready for careers as professionals in the community economic development field when their terms end. Trainings include a two-day in-person orientation, three in-person quarterly trainings and regular webinars. The full year training schedule will be provided at supervisor orientation.

Who Can Apply to Host AmeriCorps VISTA members?

The following are requirements that organizations must meet in order to apply to host an AmeriCorps VISTA member through CEDAM's program. Applicants must:

- Be a current CEDAM organizational member;
- Be a nonprofit, government entity, public institution of higher education or Native American Tribe;
- Have a project that focuses specifically on alleviating poverty;
- Have the capacity to provide full-time, on-site supervision;
- Have the capacity to provide dedicated work space, computer, phone and any other equipment necessary to complete required tasks;
- Have the capacity to provide travel reimbursement to four AmeriCorps VISTA trainings in Lansing;
- Provide a nonrefundable, yearly $6,000 host site fee per AmeriCorps VISTA member by June 10, 2019; and
- Send the selected site supervisor to orientation in Lansing on May 29, 2019.

The organization applying to host a VISTA member must be a current CEDAM member at the time of application and for the full term of service. For more information on becoming a CEDAM member, please visit http://cedamichigan.org/membership/join-cedam/.

Interested applicants are encouraged to participate in the CEDAM's AmeriCorps VISTA program informational webinar on March 9 at 2 pm. **To register, please visit bit.ly/host-americorps**.

AmeriCorps VISTA Member Benefits:

The following are benefits that are administered through the Corporation for National and Community Service for all AmeriCorps VISTA members:

- Living allowance totaling $12,277.72 annually;
- Health benefits (member only);
- $6,095 education award or $1,800 cash stipend upon successful completion of service;
- Members may qualify for childcare assistance;
- Members may qualify for federal student loan forbearance; and
- Members may also be eligible to have qualifying student loan interest repaid after service.

CEDAM and host sites will provide extensive training and professional development opportunities for AmeriCorps VISTA members.

AmeriCorps VISTA Member Restrictions:

The following are federal restrictions on the use of AmeriCorps VISTA members in any organization:

- Performing activities that were previously performed by a paid staff member;
- Charging a fee for programming created by VISTA members;
- Providing direct service to clients or community members;
- Providing religious instruction, conduct worship services or otherwise engaging in religious activities while he or she is on duty or perceived to be on duty; and
- Participating in political campaigns, lobbying, pro or anti-labor organizing or otherwise engaging in political activities while he or she is on duty or perceived to be on duty.

Program Timeline:

April 9	Informational webinar, 2 pm, optional
May 10	Host Site Application deadline
May 22	Site selection announced
May 29	Site Supervisor orientation
June 10	$6,000 host site fee and recruitment paperwork due
August 19	AmeriCorps VISTA members begin

Application Process:

Interested organizations must complete the attached application (no more than 5 pages) and submit it electronically to Chris Wardell (wardell@cedamichigan.org) **no later than 5:00 pm on Friday, May 10. You will receive a confirmation email upon successful receipt of your application.** Late or incomplete applications may be prioritized after on-time applications have been ranked. Please send all application materials via email to: Chris Wardell at wardell@cedamichigan.org.

Application begins on the next page.

2019 CEDAM' AmeriCorps VISTA Project Host Site Application

Contact Information

Organization name:
Physical address:
Supervisor name:
Supervisor email:
Supervisor phone number:
Employer Identification Number (EIN):

Organizational Capacity Information
An answer of "No" to any question in this section disqualifies your organization from being awarded a VISTA member

1. Is your organization a 2019 CEDAM member? ☐Yes ☐No

2. Is your organization a nonprofit, government entity, public institution of higher education or Native American Tribe?
☐Yes ☐No

3. Is the site supervisor a full-time employee and located at the same proposed site as the VISTA member? ☐Yes ☐No

4. Does your organization have the ability to provide dedicated work space, computer, phone and any other equipment necessary to complete required tasks? ☐Yes ☐No

5. VISTA members must serve full-time (minimum of 37.5 hours a week). Will a VISTA member be able to accomplish that at your organization?
☐Yes ☐No

6. Does the host site organization have the ability to provide the required $6,000 per member host site fee and commit to providing it by June 10, 2019?
☐Yes ☐No

7. Will the supervisor attend the mandatory orientation at CEDAM on May 29, 2019?
☐Yes ☐No

8. Will the host site guarantee that the tasks expected to be done by the VISTA member previously have not been performed by a staff member or volunteer?
☐Yes ☐No

9. Will the host site guarantee that the VISTA member's service activities will not include any of the prohibited activities listed on page two of this application?
☐Yes ☐No

AmeriCorps VISTA Member Activities Information

1. VISTA members are expected to significantly expand an existing program or create a new program in your community. Please give an overview of the programmatic need you expect the VISTA project will fulfill by the end of the three year VISTA funding cycle:

2. AmeriCorps VISTA was created to fight poverty in America. Please explain the following:
   - The need for anti-poverty programming in your community and
   - How your project intends to impact low income individuals.

3. Detail the **measurable** results expected as a result of the VISTA project (examples: 20 children enrolled in Children's Savings Accounts, 40 families enrolled in Double Up Food Bucks, 30 additional volunteers recruited). Please be as specific and all-encompassing as possible:

4. Explain how your AmeriCorps VISTA member will build the capacity of your organization:

5. While CEDAM will aid with statewide VISTA member recruitment, we rely on host site networks to represent the community through the member recruitment process. Explain the ways that your organization will work to recruit VISTA members from within your community:

6. CEDAM is dedicated to the professional and personal development of AmeriCorps VISTA members during the course of their service year. Describe how you plan to work with the member to ensure they get the most out of their service year:

7. Have you hosted a national service member in the past (AmeriCorps VISTA, State or NCCC or Senior Corps)? If yes, please provide a description of the program, when the service took place and provide a contact person if possible:

DDA/Main Street Board

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

New Business

TITLE: Request for Funding - Experience CVX Event

DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Below is a summary and financials for the Experience CVX event we are planning for June 6-8, 2019. We are requesting two items from the Main Street DDA for this event:

1. Sponsor funding of $1000 to cover marketing and misc costs
2. Permission to use the trademark Charlevoix "C" in our event logo

Please let us know what else you need from us.

Thank you!
Deidre and Beckah

Event Summary

Summary:
--The event will be June 6-8, 2019
--The event theme is to highlight the variety of things to do in CVX with a focus on Wellness
--The event kicks off with a fashion show at Stafford's Weathervane on 6/6
--Currently there are 27 businesses participating; 12 participating in the fashion show
--Businesses pay $25 apiece to participate
--Tote bags will be sold for $25 apiece and will include a "passport" that gives guests access to the event activities and specials
--The event will be marketed in numerous venues.

Event Budget/Financials

Outflows

Bags ($15 x 110)	$1650
Marketing	$1000
Food fashion show	$ 500
Printing	$ 700
TOTAL	$3850

Inflows

Sales of tote bags ($25 x 75)	$1875
Sponsor funds	$1000
Participating stores ($25 x 27)	$ 675
Fashion Show ($15 x 20)	$ 300

TOTAL	$3850

RECOMMENDATION:

Motion to approve a $1,000 sponsorship of the Experience CVX event on June 6-8, 2019.

DDA/Main Street Board

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

New Business

TITLE: Live on the Lake Concert Series Work Plan
DATE: April 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
See attached work plan for approval.

RECOMMENDATION:
Motion to approve Live on the Lake Summer Concerts Work Plan.

ATTACHMENTS:

- Live on the Lake Work Plan

Maestro

Live on the Lake Summer Concert Series

Work Plan Info		
Event Chair	Jean Musilek	
Income	Est.	$17,000.00
	Actual	$0.00
Expense	Est.	$16,953.00
	Actual	$0.00

Contacts

There are no contacts to show.

Involvements

There are no involvements to show.

Description

Thursdays
5 p.m. to 7 p.m.
Buskers on Bridge Street (Various locations with 4 Performers each week!)
7 p.m. to 9 p.m.
East Park Odmark Performance Pavilion
Downtown Charlevoix
2019 Concert Lineup
June 27 - The Horton Creek Band (bluegrass)
July 4 - Buskers on Bridge Street only
July 5 & 6 - Romeo & Juliette Shakespeare Performances
July 11 - The Gordon Lightfoot Tribute Band
July 18 - Petoskey Steeldrum Band (Caribbean)
August 1 - Ray Kamalay & His Red Hot Peppers (jazz)
August 8 - 1000 Watt Prophets (blues)
August 15 - Matt Austin (country)
August 22 - Doug Thomas Music (classic rock)

Transformation Strategies All

Goal	Results	Accomplished
Increase recycling downtown during events		No

Events

Event	Dates
Live on the Lake Summer Concert Series	08/22/2019
	08/15/2019
	08/08/2019
	08/01/2019
	07/18/2019
	07/11/2019
	07/06/2019
	07/05/2019
	07/04/2019
	06/27/2019

Files

There are no files to show.

Tasks

Task	Due	Budget		Notes
Street Performers Assigned to Jean Musilek	01/31/2019	Type Est. Actual	Income $0.00 $0.00	a. Determine series performers, dates & location b. Contact business owners to secure permission and electricity use of desired locations c. Create schedule that includes location of each busker for the entire series d. Secure W9's from each performer e. Contact busker 5-7 days prior to show with performance location
Sponsorships Assigned to Sarah Hagen	01/31/2019	Type Est. Actual	Income $0.00 $0.00	a. Determine total dollars needed b. Create list of potential sponsors c. Create sponsorship package and sheet d. Solicit e. Communicate with series sponsors throughout series f. Pick banners up from series sponsors g. Communicate with concert sponsors 5-7 days before event; encourage participation
Marketing Assigned to Lindsey Dotson	01/31/2019	Type Est. Actual	Expense $350.00 $0.00	A. Marketing – Lindsey a. Miscellaneous Web Sites/Events Calendars - Lindsey i. Chamber of Commerce ii. Convention & Visitors Bureau iii. Main Street iv. Other? b. Social Media i. Facebook ii. Instagram c. Print i. Posters – Creation, Design, & Distribution ii. Rack Cards – Creation, Design, & Distribution Summer guide ad - $150 FB ads - $200
Create posters & rack cards Assigned to Lindsey Dotson	04/30/2019	Type Est. Actual	Expense $515.00 $0.00	405 for rack cards, 110 for posters - email jgenschaw2@petoskeynews.com
Secure sponsorships & grants Assigned to Sarah Hagen	04/30/2019	Type Est. Actual	Income $10,000.00 $0.00	6000 in sponsorships & 4000 in grants
rack card distribution Assigned to Sue Barnard, Jean Musilek, Sarah Hagen, Maureen Owens	05/18/2019	Type Est. Actual	Income $0.00 $0.00	

Task	Due	Budget		Notes
Secure permission from business owners & create busker performance location sheet Assigned to Jean Musilek	05/31/2019	Type Est. Actual	Income $0.00 $0.00	
Communicate with sponsors, main act performers, & buskers 5-7 days in advance Assigned to Sarah Hagen, Jean Musilek	06/20/2019	Type Est. Actual	Income $0.00 $0.00	To be done weekly
Empty recycle bins Assigned to Sarah Hagen	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Remove banners & return to band shell Assigned to Sarah Hagen	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Announce sponsors and main act at 7 pm Assigned to Jean Musilek	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Check in and deliver checks to buskers & main acts Assigned to Jean Musilek	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Banners hung by 4:30 Assigned to Jean Musilek	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Pick up checks at City Hall before 4 pm Assigned to Jean Musilek	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Replace Posters Assigned to Sue Barnard	06/27/2019	Type Est. Actual	Income $0.00 $0.00	Weekly
Announce sponsors and main act at 7 pm	06/27/2019	Type Est. Actual	Income $7,000.00 $0.00	Weekly

Task	Due	Budget	Notes
Main Act Performers Completed on 02/26/2019 Assigned to Jean Musilek	~~01/31/2019~~	Type Expense Est. $12,088.00 Actual $0.00	a. Determine desired main act performers b. Negotiate price and performance date c. Secure the following materials i. Contract ii. W9 iii. Tech rider iv. Promotional materials d. Contact performers 1 week before show
Funding from DDA Completed on 04/17/2019	~~04/01/2019~~	Type Income Est. $0.00 Actual $0.00	
Determine & secure buskers Completed on 04/17/2019 Assigned to Jean Musilek	~~04/30/2019~~	Type Expense Est. $4,000.00 Actual $0.00	