



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, December 23, 2019- 5:30 PM
Council Chambers, 210 State Street, Charlevoix, MI

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Reports**
 - A. Discussion: Special Events Policy
Mark Heydlauff, City Manager
 - B. Downtown Events Partnership with Chamber of Commerce Report Out
Sarah Hagen, President, Charlevoix Area Chamber of Commerce
 - C. Director's Report
Lindsey Dotson, Executive Director
 - D. Info Meeting Presentation
Lindsey Dotson, Executive Director

6. Consent Agenda

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

- A. Minutes
 - B. Committee Minutes
 - C. Annual Report
 - D. Trademark Sublicense Agreement with MEDC
- 7. Old Business**
- 8. New Business**
 - A. Lake Charlevoix Brewing Company Lease
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

Reports

TITLE: Discussion: Special Events Policy

DATE: December 23, 2019

PRESENTED BY: Mark Heydlauff, City Manager

BACKGROUND:

Back in July, we began discussion about the effect and impact of special events, festivals, and shows held in our community, especially downtown. I think the majority opinion in our community recognizes a need for balance between these special activities and the need for "normal life" in a northern Michigan resort community like ours. Much as we would like our summer days to be neither too hot nor too cold, it seems we also wish our community was neither over the top packed (all the time) nor desolate and empty. It is easy to attempt to build public policy to hit one of the extremes but the more vexing challenge is finding the middle. Most people enjoy the evening entertainment of Venetian in July just as they enjoy a snowy excursion at Mt. McSaubia in January but finding the sweet spot in the middle of these extremes seems to be a goal.

As has been noted, we have an excellent and skilled team of folks working to market our community and build improvements. Many folks say the 2019 summer was one of the best business years ever for Charlevoix. Downtown occupancy is high, tourism is growing, and it is clear many people desire to be here.

Our neighbors and colleagues to the south in Traverse City have also wrestled (and I assume continue to do so) with these competing challenges. On one hand, a need to perpetuate year round business but also the need to ensure special events do not become so pervasive as to crowd out normal enjoyment and traditional community activities.

Taking all of these things into account, I have drafted a potential Special Events Policy to begin the dialogue on this issue. As Traverse City did with their Open Space near the marina, it sets aside East Park as special, the premiere park in our community. It also recognizes three events of historic and commercial importance in our community: Venetian Festival, Waterfront Art Fair, and Apple Festival.

Events are mostly planned in an ad-hoc, British constitution-like manner, with no firm written rules. A policy would provide clear direction on how to start a new event, what process is needed for approval, and what conditions are placed on them. For example, someone earlier this fall started advertising for a festival on July 4th weekend. No approval was given and the method to gain such approval isn't entirely clear. A firm policy is needed in such situations.

This year we also noted situations when a traditional, brick and mortar business may wish to conduct sales outside of their establishment. There is a clear permit for such activities and a fee paid to the City beyond taxes already paid by the business. However, if the same products were sold, even by the same person, and such sales were done in a public park during a special event, no fee would be paid to the City. In effect, you

have transient businesses profiting on the public spaces built with community tax dollars.

The character of our community is multi-faceted and there are many needs from residents, resorters, and businesses. Just as our residents have a degree of diversity so too does our downtown. Oleson's, The Clothing Company, and Cherry Republic each comprise a different facet of the downtown economy and a special event will effect one differently than the other; this same differentiation also applies to our residents. While some may earn extra tips and long hours waiting tables during an event, others will find the traffic moving through town to do landscaping to be more cumbersome. In the end, balance should be our goal and yet it is a challenge to find.

I think this is an opportunity for Council to discuss the direction you may wish to proceed on this topic and then seek input from others in the community including the Chamber, DDA, and other interested parties. The draft policy includes provisions related to recycling and solid waste collection along with how special events will include senior citizens and those with disabilities. These two pieces directly align and past and current goals Council set.

ATTACHMENTS:

- ▣ Draft Special Events Policy
- ▣ Special Event Fee Schedule
- ▣ Summer Memo 2019



City of Charlevoix Special Event Policy

Purpose

Charlevoix parks, open spaces, alleys, walkways, streets, and recreation areas exist, primarily, for the benefit and enjoyment of the residents who live in this City. These resources were built by the taxpayers of this City, the generosity of donors, and resources of the State of Michigan to bring positive outdoor experiences to connect with the recreational assets, commerce, and natural beauty of our community. Special events should be limited in number, organized in form, and compatible with the community. Special events, when planned on public property, should supplement the enjoyment of our community rather than supplant the free enjoyment of public space. This policy is intended to regulate time, manner, and place of events but not the content of an event.

Recognition of Events of Historic and Cultural Significance to Charlevoix

As Charlevoix has grown and evolved over the years, there are special events that have come to be synonymous with Charlevoix and serve as local markers of the seasons; these events also serve as regional and national draws for visitors. These events shall be deemed exempt events and are given preference in space use above all other requests in any public space of the City; exempt events shall generally be exempt from most fees given their unique importance to the cultural and social life of the community.

Charlevoix Venetian Festival

The Venetian Festival's eight day run in late July is Charlevoix's oldest and most well-known special event. It exists for the purpose of drawing families and friends together and celebrating summer life in Charlevoix and the surrounding area. Having begun in 1930, this event has a lasting impact on the character of summer life in Charlevoix. The City of Charlevoix is committed to continuing our unique relationship in support of the Festival.

Charlevoix Waterfront Art Fair

Begun in 1958, this one-day festival is consistently ranked among America's best art shows. The Waterfront Art Fair is sponsored by the Charlevoix Council for the Arts who uses the proceeds derived from the annual show to support the arts in our community. The Council helps sustain various organizations who contribute to the high quality of life enjoyed in our community.

Charlevoix's Apple Fest

Founded in 1978 as a collaboration with area apple vendors and downtown merchants, the Apple Festival is operated by the Charlevoix Area Chamber of Commerce and is viewed by many as the "end of the season" in Charlevoix. Combining crafters, apple vendors, and local food booths, the festival is the prime fall attraction in downtown Charlevoix utilizing East Park, Bridge Park and other portions of the downtown.

Definition of events

Major Events

Major events are those events intended to raise money, sell products, or otherwise engage in commercial activity within a city park, public space or street. This may include events where a fee is charged to patrons for entry, where a special liquor license or extended liquor service is requested, or for events where, in the opinion of City staff, unique public service requirements are requested for the management of traffic, pedestrians, fireworks, or other special circumstances. The City Council shall establish a fee scale for these events based on location, type of activity and time of year.

Small Events

Small events are those events where commercial activity or fundraising is included in the event but done so at a small scale. Events of this type may occur in parks, public spaces or streets but shall be limited in scope. Events may require low-level public service requirements but not, in the opinion of City staff, to a significant extent. The City Council may establish a fee scale for these events based on location, type of activity, and time of year.

Community Events

Community events are unique in that they include any event sponsored and fully managed by the City of Charlevoix or one of its entities. Community events may also include events sponsored by Charlevoix Public Schools or other community entities for which the event exists as a broad gathering for members of the community for which fundraising or commerce is not the intent and for which entry is open to all persons regardless of affiliation. Community events shall expressly include the Charlevoix Farmers Market(s) operated by the City; summer concert or entertainment series operated by the Charlevoix DDA; Charlevoix High School homecoming festivities; and holiday-themed events (including the Easter Egg Hunt and the Holiday Tree Lighting). Most community events shall be exempt from special event fees.

Event Spaces and Restrictions

All public spaces, parks, and areas of the City are unique and carry with them certain characteristics making them more or less fitting for a variety of activities. Small private events like weddings, memorials, graduation parties, receptions or other similar events may be permitted by staff in addition to those rules outlined below. Small private events like these should have minimal impact on a public space and allow for the free enjoyment of the public space by non-participants congruently with the small, private event. Exempt events shall always have precedent over small private events. Any kind of event and gathering must still comply with the mass gathering permit regulations elsewhere stipulated.

East Park

East Park is the crown jewel of Charlevoix's public spaces. Its unique design connects the marina, downtown, and merchants together. It is anchored by the Odmark Performance Pavilion to the south and the marina office and trout pond at the north end. The undulating landscape of the park creates unique opportunities and challenges for using the space for different activities. All event requests for East Park will require City Council approval.

East Park Use Restrictions

Peak Season

From the Tuesday following Memorial Day through Labor Day, no major events shall be permitted in East Park except for those events related to the Charlevoix Venetian Festival and the Charlevoix Waterfront Art Fair. Small events may be permitted so long as their use is limited, using less than 25% of the park for tents, vendors or other temporary structures. Community events are permitted. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events). Aside from Community events, no events may be held on the weekend closest to Independence Day.

Fall Season

From the Tuesday following Labor Day through October 31, major and small events are permitted in East Park along with community Events and Charlevoix's Apple Fest. Event planners will pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events).

Off-season Events

Dependent on weather and snow conditions, events may be held in East Park from November 1 through Memorial Day.

Bridge Park

Bridge Park consists of the open space roof above 103-111 Bridge Park Drive and the park area along the Pine River Channel between the ferry dock and US 31. It is suitable for small events and some smaller major events. Due to the park being situated on a roof, there are restrictions on the weight of vehicles and tent usage. All event requests for Bridge Park will require City Council approval.

Bridge Park Use Restrictions

Peak Season

From the Tuesday following Memorial Day through Labor Day, the Council may permit up to four major events in Bridge Park in addition to exempt and community events. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events). Aside from Community events, no events may be held on the weekend closest to Independence Day.

Fall Season

From the Tuesday following Labor Day through October 31, major and small events may be planned with Council approval. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events).

Off-peak Season

Dependent on weather and snow conditions, events may be held in Bridge Park from November 1 through Memorial Day.

Ferry Beach Park

Ferry Beach Park is a large community park with ample shoreline on Lake Charlevoix including amenities like an accessible kayak launch, beach, swimming pier, and pavilions. There is ample parking and shaded areas for recreation.

Ferry Beach Park Use Restrictions

In-season

From May 1 through October 31, the City Council may permit up to two major events plus exempt and community events. Small events and community events shall be permitted by staff on a space available basis; exempt events shall always have preference.

Off-season

Event use from November 1 through April 30 is impacted based on snowfall and seasonal conditions. While events may be planned, there is no expectation of parking being available in the park. Services are limited based on weather.

Michigan Beach

Michigan Beach is Charlevoix's premiere public beach on Lake Michigan. It is defined as the parking lot behind the DNR station on to the west inclusive of the playground, pavilion, beach, and parking areas to the Water Treatment Plant but below the bluff.

Michigan Beach Use Restrictions

Council may permit one major event at Michigan Beach each year between Memorial Day and Labor Day. Small events and community events shall be permitted by staff on a space available basis; exempt events shall always have preference.

Depot Beach Park

Depot Beach is centered around the historic train depot and features a pavilion and beach on Lake Charlevoix. Council may permit one major event there each year in addition to exempt events. Small events may be permitted by staff on a space available basis.

Lake Michigan Beach Park

This natural park located along Park Avenue features walking areas and some parking. Aside from the parking areas, which may support other events, events centered in the park are only permitted on a case by case basis (excluding pedestrian races which may utilize the area).

Water Tower Park and Hoffman Park

These are small neighborhood parks along Park Avenue and the Pine River Channel. Neither is suitable for major events and small events may be permitted by staff on a space available basis.

Veterans Park

This is a small park downtown adjacent to East Park. Aside from Community events, there are no events permitted in this park.

Other Public Spaces

Sometimes events or activities may be held in parking lots, alleys or similar spaces. Residents may also wish to have a block party to gather neighbors together. Peak Season shall be defined as the Friday before Memorial Day to Labor Day; Fall Season is the Tuesday following Labor Day through October 31 and off-peak season is November 1 through the Thursday before Memorial Day. Straight-forward requests may be approved by staff or forwarded to City Council for review as staff may feel appropriate.

Mt. McSauba Recreation Area

The Mt. McSauba Recreation Area is primarily intended for the operation of winter sports activities including skiing, snowboarding, ice skating and snowshoeing along with summer day camp and disc golf. Some community events are held here but primarily the area is intended for the free enjoyment of the public. Major and small events will be considered on a case by case basis to the extent they are compatible with routine operations.

Fees and Expenses

The City Council will set fees for the use of certain spaces dependent on the kinds of activities planned and the season in which they will occur. In addition to usage fees which cover costs for staff time, maintenance, and supplies for the activity, Council may impose actual fees for expense including but not limited to: traffic control devices and personnel; public services; and any other specialized costs pertaining directly to the event.

Solid Waste and Recycling

Events tend to create waste. Event holders are responsible for developing a solid waste and recycling plan for each event and delineating responsibility for the collection and disposal of waste. This plan should outline how the event organizers will manage solid waste, what steps will be used to encourage the use of recyclable material, and how waste will be collected and removed from the site. It is the goal of the City of Charlevoix to continually reduce the stream of unrecycled waste in the community; event organizers should work with vendors to use materials that can be recycled.

Senior Citizens and Inclusion for those with Disabilities

The City of Charlevoix desires to be a community accessible and welcoming of persons of all ages and abilities. To this end, organizers of special events shall provide a statement of their efforts to include senior citizens in the special event and discuss steps taken to ensure those with disabilities can freely enjoy the event.

Specific Rules and Procedures

The City Manager is authorized by City Council to develop or have developed other specific rules and regulations to apply to all events consistent with this policy. These additional rules and regulations may include but not be limited to: permits; procedures; insurance requirements; live music and noise rules; parking; and other such topics leading to orderly events.

Breach and Revocation

An event organizer who fails to adhere to the rules set forth for their event or who fails to fully reimburse the City for expenses as stipulated by this policy may face revocation of their right to organize an event under this policy. Announcing an event without prior written authorization may also be grounds for revocation.

Special Event Policy Fee Schedule

East Park

Peak Season Fees

Small Event Fee	\$500
Or	
Small Event per vendor fee	\$50 per vendor
Parking Space Fee	\$10 per space per 24 hour

Fall Season Fees

Major Events

Event Fee	\$2,500
AND	
Per vendor fee	\$25 per weekend
Parking Space Fee	\$10 per space per 24 hour
Liquor License Fee	\$500

Small Events

Small Event Fee	\$500
Or	
Small Event per vendor fee	\$25 per vendor
Parking Space Fee	\$10 per space per 24 hour

Off-Peak Season

Large Event Fee	\$250
Liquor License Fee	\$500
Parking Space Fee	\$4 per space per 24 hour
Small Event Fee	\$50

Bridge Park

Peak Season Fees

Major Event

Event Fee	\$750
AND	
Per vendor fee	\$50 per weekend
Parking Space Fee	\$10 per space per 24 hour
Liquor License Fee	\$500
Small Event Fee	\$500
Or	
Small Event per vendor fee	\$50 per vendor
Parking Space Fee	\$10 per space per 24 hour

Fall Season Fees

Major Events

Event Fee	\$500
AND	
Per vendor fee	\$25 per vendor
Parking Space Fee	\$10 per space per 24 hour
Liquor License Fee	\$500

Small Events

Small Event Fee	\$250
Or	
Small Event per vendor fee	\$25 per vendor
Parking Space Fee	\$10 per space per 24 hour

Off-Peak Season

Large Event Fee	\$100
Liquor License Fee	\$500
Parking Space Fee	\$4 per space per 24 hour
Small Event Fee	\$50

Ferry Beach Park

In-season Major Event	\$750
In-season Liquor License	\$500
In season Small Event	\$250
Per Vendor Fee (all events)	\$15 per vendor
Liquor License Fee	\$500
Off-season Major Event	\$150
Off-season Small Event	\$50

Michigan Beach

Major Event Fee	\$1,000
Liquor License Fee	\$500
Small Event Fee	\$250
Per Vendor Fee (all events)	\$15 per vendor

Other Public Spaces

Major Event (Peak Season)	\$10 per 50 sq. ft. up to \$1,500
Major Event (Fall Season)	\$7.50 per 50 sq. ft. up to \$750
Major Event (off-peak season)	\$2.50 per 50 sq. ft. up to \$250
Liquor License Fee	\$500
Snow clearing fee	At cost
Parking Space Fee (peak and fall seasons)	\$10 per space
Small Event Fee (Peak and Fall Season)	\$7 per 50 sq. ft. up to \$1,000
Small Event Fee (off-peak season)	\$1.50 per 50 sq. ft up to \$250
Neighborhood Block Party Fee	\$25 (non-major street)



MEMO

TO: The Honorable Mayor Kurtz and the Charlevoix City Council

FROM: Mark L. Heydlauff, City Manager

RE: Our Uneasy Relationship with Summer

DATE: July 11, 2019

Like you, I've heard many complaints about various aspects of summer in Charlevoix. Too much traffic and too many pedestrians are the common refrains this year certainly. I also hear an incongruous set of concerns: we need to be a year-round community and we make all our money during eight weeks in the summer.

Recently, Council has begun again to address the challenges associated with short-term rentals in our community. Primarily, it seems the concern is not that those who use a short-term rental somehow cause more problems, it's that the use of a property as a short-term rental somehow crowds out the use of that home for a family living here year-round. I had a conversation this week with the owner of a short-term rental who suggested a balance was needed between allowing them but also regulating and limiting the number of them.

This same approach seems appropriate for a lot of other things we consider. We desire to ensure East Park and other parts of downtown are utilized vibrantly and effectively. When downtown and the community at-large is crowded, there is a cost to manage the traffic and provide the services people expect. Our brick and mortar business owners pay for this and even pay extra by being within the DDA yet festivals and special events, do not pay and even have their costs subsidized by the City. We are utilizing the street closure this weekend to try to move traffic through the community more efficiently yet the cost of these things (because of transient businesses using the park) falls on everyone who pay taxes year around.

On one hand, it seems, we are worried that our atmosphere isn't welcoming to visitors and tourists, and on the other hand, we worry there are so many transient tourists that it crowds out the resort town charm we value. How much do our mid-summer special events drive people to town, and is there a point at which it will drive people away from town? I would suggest we strive again toward balance and contemplate new approaches.

Here are potential things for further exploration:

- Reassess our downtown crosswalks (number and location) and increase our enforcement of jaywalking rules
- Consider a fee structure for the organizers of downtown events and/or limit the number of events we hold in East Park
- Explore more closely a downtown shuttle/remote parking model and/or a parking structure

- Reassess the recently completed road diet and lane configuration and engage further conversation with MDOT on these configurations in light of potential signal changes next year
- Move forward with a cohesive parking management plan

Are we at the point of being victims of our own success? Charlevoix naturally sells itself to a summer audience; I would suggest our focus be to the other nine months of the year and strengthening the neighborhoods that make our city so desirable.

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

Reports

TITLE: Downtown Events Partnership with Chamber of Commerce Report Out

DATE: December 23, 2019

PRESENTED BY: Sarah Hagen, President, Charlevoix Area Chamber of Commerce

BACKGROUND:

In 2019, the Charlevoix Area Chamber of Commerce planned and executed the following promotional events focused on retail, restaurant, and service businesses in the Main Street district.

This is a detailed report of our annual efforts of which the Main Street DDA contributes \$10,000 annually.

Events:

? Winter Sidewalk Sales

? Easter Egg Hunt

? Summer Open House

? Summer Sidewalk Sales

? Holiday Parade & Tree Lighting Celebration

? Merchant Open House & Cocoa Contest

Promoted the following events through radio, print, Television and online advertising:

? Radio advertising - Lite96 FM:

o Summer Open House

o Holiday Parade & Tree Lighting Celebration

? Print advertising – press releases, community calendars, banners, flyers/posters, and annual

Area Guide Calendar pages for the following community events:

o Winter Indoor Sidewalk Sales

o Easter Egg Hunt

o Summer Open House

o Summer Sidewalk Sales

o Holiday Parade and Tree Lighting

o Merchant Open House & Cocoa Contest

? Print advertising - Paid advertising in the Community Shopper:

o Easter Egg Hunt, in partnership with Charlevoix State Bank

o Summer Open House

o Summer Sidewalk Sales

o Holiday Parade & Tree Lighting Celebration

? Online advertising/promotion: www.charlevoix.org, events page, calendar and paid website:

o Winter Sidewalk Sales

o Easter Egg Hunt

o Summer Open House

o Summer Sidewalk Sales

o Holiday Parade & Tree Lighting

o Merchant Open House & Cocoa Contest

? Online advertising/promotion: Other community calendars including mynorth.com, wmta.org, michigan.org, etc.

- o Winter Sidewalk Sales
- o Easter Egg Hunt
- o Summer Open House
- o Summer Sidewalk Sales
- o Holiday Parade & Tree Lighting
- o Merchant Open House & Cocoa Contest

? Weekly Biz Blast e-newsletter advertising/promotion:

- o Winter Sidewalk Sales
- o Easter Egg Hunt
- o Summer Open House
- o Summer Sidewalk Sales
- o Holiday Parade & Tree Lighting
- o Merchant Open House & Cocoa Contest

Biz Blast sent to over 1400 subscribers with an average open rate of 36%.

? Dedicated Event Email Blast advertising/promotion:

- ? Winter Sidewalk Sales
- ? Easter Egg Hunt
- ? Summer Open House
- ? Summer Sidewalk Sales
- ? Holiday Parade & Tree Lighting
- ? Merchant Open House & Cocoa Contest

Dedicated Blast sent to over 1400 subscribers with an average open rate of 38%.

? Facebook Advertising/promotions:

- o Winter Sidewalk Sales
- o Easter Egg Hunt
- o Summer Open House
- o Summer Sidewalk Sales
- o Holiday Parade & Tree Lighting
- o Merchant Open House & Cocoa Contest

Total spent in 2019 on implementation, promotion and advertising related to events: \$3564.02

Total spent in 2019 on Chamber staff time related to events: \$6000.00

ATTACHMENTS:

- ▣ Budget v. Actual
- ▣ Report
- ▣ Financial Report

Events: 2019 Retail Events

Location: Downtown Charlevoix

	2019 Budget	2019 Actual
REVENUE		
Main Street/DDA		
Easter Egg Hunt	\$ 1,700.00	\$ 1,700.00
Summer Open House	\$ 2,500.00	\$ 2,500.00
Sidewalk Sales	\$ 1,502.00	\$ 1,502.00
Holiday Parade & Tree Lighting Celebration	\$ 2,234.00	\$ 2,234.00
Merchant Open House & Cocoa Contest	\$ 2,064.00	\$ 2,064.00
Sub-Total: Main Street/DDA	\$ 10,000.00	\$ 10,000.00
EXPENSES		
Main Street/DDA		
Easter Egg Hunt	\$ 700.00	\$ 125.00
Summer Open House	\$ 1,538.00	\$ 1,181.73
Sidewalk Sales	\$ 499.00	\$ 451.00
Holiday Parade & Tree Lighting	\$ 1,733.00	\$ 1,561.00
Merchant Open House & Cocoa Contest	\$ 549.00	\$ 245.29
TOTAL EXPENSE	\$ 5,019.00	\$ 3,564.02
Organization/Execution		
Chamber Staff Time	\$ 5,000.00	\$ 6,000.00
Sub-Total: Organization/Execution	\$ 5,000.00	\$ 6,000.00
TOTAL EXPENSES	\$ 10,019.00	\$ 9,564.02
EVENT PROFIT (LOSS)	\$ (19.00)	\$ 435.98

Easter Egg Hunt

Date: Saturday before Easter Sunday

Location: East Park

	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>	<u>Notes</u>
Revenue					
Main Street/DDA	\$ 1,910.00	\$ 1,907.47	\$ 1,700.00	\$ 1,700.00	Event Funds
TOTAL REVENUE	\$ 1,910.00	\$ 1,907.47	\$ 1,700.00	\$ 1,700.00	
Expenses					
Marketing					
Banners	\$ 260.00	\$ 275.60	\$ 75.00	\$ 50.00	Banner Updates
Banners		\$ 56.87		\$ -	Banner Design
Posters/Flyers	\$ 50.00	\$ 75.00	\$ 75.00	\$ 75.00	Posters & flyers for schools
Print Advertising			\$ -	\$ -	Community Shopper - Charlevoix State Bank places an ad
Facebook Advertising			\$ 50.00		Boost Event
Downtown Signage	\$ 100.00		\$ -	\$ -	Sandwich Board Signs - reused current signage
Sub-Total: Marketing	\$ 410.00	\$ 407.47	\$ 200.00	\$ 125.00	
Organization/Execution					
Chamber Staff Time	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Organization/Execution	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	
Other					
Misc			\$ -		Misc Expense
Additional Easter Eggs	\$ 500.00	\$ 500.00	\$ 500.00	\$ -	Check to CSB for 3000 additional prize filled eggs
Sub-Total: Other	\$ 500.00	\$ 500.00	\$ 500.00		
TOTAL EXPENSE	\$ 1,910.00	\$ 1,907.47	\$ 1,700.00	\$ 1,125.00	
EVENT PROFIT (LOSS)	\$ -	\$ -	\$ -	\$ 575.00	

Summer Open House

Date: Mid-June, Downtown Charlevoix

Location: Downtown Charlevoix

	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Budget</u>	<u>Notes</u>
Revenue					
Main Street/DDA	\$ 2,545.00	\$ 2,454.79	\$ 2,500.00	\$ 2,500.00	Event Funds
TOTAL REVENUE	\$ 2,545.00	\$ 2,454.79	\$ 2,500.00	\$ 2,500.00	
Expenses					
Marketing					
Banner Updates	\$ 70.00	\$ -	\$ 75.00		Roadside banner updates
Posters/Flyers	\$ 25.00	\$ 75.00	\$ 75.00	\$ 75.00	Posters & Flyers for schools
Radio Advertising	\$ 650.00	\$ 459.00	\$ 459.00	\$ 459.00	Lite96 fm Radio Promotion
Print Advertising	\$ 300.00	\$ 299.00	\$ 299.00	\$ 299.00	Community Shopper Ad
Social Media Advertising		\$ 42.54	\$ 50.00	\$ 98.73	Facebook Advertising
Downtown Signage			\$ -	\$ -	Sandwich Board Signs - reused signage from 2018
Entertainment	\$ 500.00	\$ 450.00	\$ 450.00	\$ 150.00	Streetside Musicians/Entertainment
Entertainment		\$ 100.00	\$ 100.00	\$ 100.00	Twister Joe Balloon Artist
Sub-Total: Marketing	\$ 1,545.00	\$ 1,425.54	\$ 1,508.00	\$ 1,181.73	
Implementation/Organization/Execution					
Chamber Staff Time	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ 30.25	\$ 30.00	\$ -	Misc Expense
Sub-Total: Other	\$ -	\$ 30.25	\$ 30.00	\$ -	
TOTAL EXPENSE	\$ 2,545.00	\$ 2,455.79	\$ 2,538.00	\$ 2,181.73	
EVENT PROFIT (LOSS)	\$ -	\$ (1.00)	\$ (38.00)	\$ 318.27	

Summer/Winter Sidewalk Sales

Date: Mid-August\ President's Day Weekend

Location: Downtown Charlevoix

	2018 Budget	2018 Actual	2019 Budget	2019 Actual	Notes
Revenue					
Main Street/DDA	\$ 1,585.00	\$ 1,609.75	\$ 1,502.00	\$ 1,502.00	Event Funds
TOTAL REVENUE	\$ 1,585.00	\$ 1,609.75	\$ 1,502.00	\$ 1,502.00	
Expenses					
Marketing					
Banners	\$ 260.00	\$ 260.00	\$ 75.00	\$ -	Banner Updates
Banners	\$ -	\$ 48.75	\$ -	\$ -	Banner Design
Posters/Flyers	\$ 25.00	\$ 3.00	\$ 75.00	\$ 150.00	\$75 for each
Print Advertising	\$ 300.00	\$ 299.00	\$ 299.00	\$ 299.00	Community Shopper
Social Media Advertising	\$ -	\$ 77.16	\$ 50.00	\$ -	Facebook Advertising
Sub-Total: Marketing	\$ 585.00	\$ 687.91	\$ 499.00	\$ 449.00	
Implementation/Organization/Execution					
Chamber Staff Time	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ -	\$ -	\$ 2.00	Misc Expense
Sub-Total: Other	\$ -	\$ -	\$ -	\$ 2.00	
TOTAL EXPENSE	\$ 1,585.00	\$ 1,687.91	\$ 1,499.00	\$ 1,451.00	
EVENT PROFIT (LOSS)	\$ -	\$ (78.16)	\$ 3.00	\$ 51.00	

Holiday Parade & Tree Lighting

Date: Day After Thanksgiving

Location: Downtown Charlevoix

	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>	<u>Notes</u>
Revenue					
Main Street/DDA	\$ 1,650.00	\$ 1,654.00	\$ 2,234.00	\$ 2,234.00	Event Funds
TOTAL REVENUE	\$ 1,650.00	\$ 1,654.00	\$ 2,234.00	\$ 2,234.00	
Expenses					
Marketing					
Banner Updates	\$ 200.00	\$ 399.20	\$ 75.00	\$ 53.00	Banner Updates
Banner Design	\$ -	\$ 81.25	\$ -	\$ -	
Print Advertising	\$ -	\$ -	\$ 299.00	\$ 299.00	Community Shopper
Radio Advertising	\$ 650.00	\$ 459.00	\$ 459.00	\$ 459.00	Lite96 fm Radio Promotion
Social Media Advertising	\$ -	\$ 50.00	\$ 50.00	\$ 100.00	Facebook Advertising
Posters/Flyers	\$ 50.00	\$ 75.00	\$ 75.00	\$ 75.00	Posters & flyers for schools
Downtown Signage	\$ -	\$ -	\$ -	\$ -	Sandwich Board Signs
Sub-Total: Marketing	\$ 900.00	\$ 1,064.45	\$ 958.00	\$ 986.00	
Implementation/Organization/Execution					
Chamber Staff Time	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	
Other					
Photos With Santa	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	Picture This
Santa	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	Jeff Stevens
Candy Canes	\$ 50.00	\$ 21.00	\$ 25.00	\$ 25.00	Candy Canes
Parade Announcer	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	Tony Cutler
Misc	\$ 150.00	\$ 200.00	\$ 200.00	\$ -	Parade Photos for Promotional Purposes
Sub-Total: Other	\$ 750.00	\$ 771.00	\$ 775.00	\$ 575.00	
TOTAL EXPENSE	\$ 2,650.00	\$ 2,835.45	\$ 2,733.00	\$ 3,561.00	
EVENT PROFIT (LOSS)	\$ (1,000.00)	\$ (1,181.45)	\$ (499.00)	\$ (1,327.00)	

Holiday Merchant Open & Cocoa Contest

Date: 1st Saturday in December

Location: Downtown Charlevoix

	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>2019 Budget</u>	<u>2019 Actual</u>	<u>Notes</u>
<u>Revenue</u>					
Main Street/DDA	\$ 2,310.00	\$ 2,373.99	\$ 2,064.00	\$ 2,064.00	Event Funds
TOTAL REVENUE	\$ 2,310.00	\$ 2,373.99	\$ 2,064.00	\$ 2,064.00	
<u>Expenses</u>					
<u>Marketing</u>					
Banner Updates	\$ 60.00	\$ 60.00	\$ 50.00	\$ -	Roadside banner updates
Posters/Flyers	\$ 50.00	\$ 75.00	\$ 75.00	\$ 75.00	Posters & flyers for schools
Print Advertising	\$ 700.00	\$ 299.00	\$ 299.00	\$ -	Community Shopper
Social Media Advertising	\$ -	\$ 50.00	\$ 50.00	\$ 100.00	Facebook
Radio Advertising	\$ -	\$ -	\$ -	\$ -	Radio Ads
Photography	\$ -	\$ 200.00	\$ -	\$ -	Event photography for promotional purposes
Downtown Signage	\$ 150.00	\$ 100.00	\$ -	\$ -	Sandwich Board Signs
Entertainment or Activity	\$ 350.00	\$ -	\$ -	\$ -	
Sub-Total: Marketing	\$ 1,310.00	\$ 784.00	\$ 474.00	\$ 175.00	
<u>Implementation/Organization/Execution</u>					
Chamber Staff Time	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	
<u>Other</u>					
Misc				\$ 5.29	Supplies from Ace Hardware
Misc	\$ -	\$ 75.00	\$ 75.00	\$ 65.00	Cocoa Contest Voting Slips - Decka Digital
Sub-Total: Other	\$ -	\$ 75.00	\$ 75.00	\$ 70.29	
TOTAL EXPENSE	\$ 2,310.00	\$ 1,859.00	\$ 1,549.00	\$ 1,245.29	
EVENT PROFIT (LOSS)	\$ -	\$ 514.99	\$ 515.00	\$ 818.71	



In 2019, the Charlevoix Area Chamber of Commerce planned and executed the following promotional events focused on retail, restaurant, and service businesses in the Main Street district.

This is a detailed report of our annual efforts of which the Main Street DDA contributes \$10,000 annually.

Events:

- Winter Sidewalk Sales
- Easter Egg Hunt
- Summer Open House
- Summer Sidewalk Sales
- Holiday Parade & Tree Lighting Celebration
- Merchant Open House & Cocoa Contest

Promoted the following events through radio, print, Television and online advertising:

- **Radio** advertising - Lite96 FM:
 - Summer Open House
 - Holiday Parade & Tree Lighting Celebration
- **Print** advertising – press releases, community calendars, banners, flyers/posters, and annual Area Guide Calendar pages for the following community events:
 - Winter Indoor Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade and Tree Lighting
 - Merchant Open House & Cocoa Contest
- **Print** advertising - Paid advertising in the Community Shopper:
 - Easter Egg Hunt, in partnership with Charlevoix State Bank
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting Celebration
- **Online** advertising/promotion: www.charlevoix.org, events page, calendar and paid website:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest



- **Online** advertising/promotion: Other community calendars including mynorth.com, wmta.org, michigan.org, etc.
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest
- **Weekly Biz Blast e-newsletter** advertising/promotion:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Biz Blast sent to over 1400 subscribers with an average open rate of 36%.

- **Dedicated Event Email Blast** advertising/promotion:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Dedicated Blast sent to over 1400 subscribers with an average open rate of 38%.

- **Facebook** Advertising/promotions:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Total spent in 2019 on implementation, promotion and advertising related to events: \$3564.02

Total spent in 2019 on Chamber staff time related to events: \$6000.00

Charlevoix Area Chamber of Commerce
Profit & Loss Detail

January 1 through December 5, 2019			
Date	Name	Memo	Amount
Activities & Events Expense			
Downtown Promotions			
Easter Egg Hunt			
03/28/2019	Michigan Officeways, Inc.	Poster Printing	75.00
04/19/2019	Charlevoix Screen Masters	Easter Egg Hunt	50.00
Total Easter Egg Hunt			125.00
Summer Open House			
05/01/2019	Charlevoix Community Shopper	Summer Open House 1/4 Page	299.00
06/10/2019	Facebook	Advertising	25.00
06/11/2019	Facebook	Advertising	25.00
06/13/2019	Facebook	Advertising	25.00
06/17/2019	Dwain Abramowski	SOH Buskers	50.00
06/17/2019	Lee Ann Whiteman	SOH Busker	50.00
06/17/2019	Kate McCauley	SOH Busker	50.00
06/30/2019	Michigan Officeways, Inc.	Poster Printing	75.00
07/28/2019	MacDonald Garber Broadcasting	Summer Open House Radio Ads	459.00
07/31/2019	Facebook	Advertising	23.73
08/06/2019	Joe Koprowicz	Summer Open House	100.00
Total Summer Open House			1,181.73
Holiday Open House			
11/26/2019	Ace Hardware	HOH Supplies	5.29
12/03/2019	Facebook	Promotion	100.00
12/05/2019	Michigan Officeways	Poster Printing	75.00
12/05/2019	Decka Digital	Cocoa Cards	65.00
Total Holiday Open House			245.29
Summer Sidewalk Sales			
07/31/2019	Michigan Officeways, Inc.	Poster Printing	75.00
08/16/2019	Charlevoix Community Shopper	Sidewalk Sales 1/4 Page Ad	299.00
Total Summer Sidewalk Sales			374.00
Winter Sidewalk Sales			
01/03/2019	Michigan Officeways, Inc.	Poster Printing	75.00
01/09/2019	Canva	Poster Design	2.00
Total Winter Sidewalk Sales			77.00
Tree Lighting / Parade			
01/25/2019	Picture This	Tree Lighting Photos w/Santa - 2018	300.00
10/31/2019	Michigan Officeways, Inc.	Poster Printing	75.00
11/12/2019	Charlevoix Screen Masters	Banner	53.00
11/15/2019	Charlevoix Community Shopper	Tree Lighting 1/4 Page	299.00
11/22/2019	Facebook	Promotion	100.00
11/24/2019	MacDonald Garber Broadcasting	Tree Lighting Radio	459.00
11/26/2019	Family Fare	Candy Canes	25.00
11/27/2019	Jeff Stevens	Santa	150.00
11/27/2019	Tony Cutler	Announcements	100.00
Total Tree Lighting / Parade			1,561.00
Total Downtown Promotions			3,564.02

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: December 23, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

<https://www.9and10news.com/2019/12/16/downtown-charlevoix-gift-local-program-increases-local-holiday-shoppers/>

https://www.petoskeynews.com/charlevoix/black/city-council-to-discuss-downtown-sidewalk-snow-removal/article_dbc9a2d0-161e-5972-82b5-230b01615658.html

Director Schedule

I have the upcoming planned days out of the office:

December 24 & 25 - Christmas

January 1 - New Years Day

2020 Director Speaking Engagements

- March 12th - "Best Practices for Communicating a Downtown's Message to the Public" - Panel Discussion at Michigan Downtown Association Spring Workshop in Lansing, MI
- April 21st - "Re-imagining Charlevoix's Alleys: Adaptive Reuse, Youth Engagement, & Placemaking" - 2020 Small Town & Rural Development Conference at Crystal Mountain
- May 18-20th - "Engaging Youth Engages Your Entire Community" - National Main Street Now Conference - Dallas, TX

Cooperative Ad Campaign Update

November: Harbor View Cafe

Billboard: 607,960+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 3,010 people reached, 358 engagements, of which 100% were women and the largest age group was 65+ (36%). 90% saw ad on mobile device.

Instagram promotion: 109 promotion clicks, 102 likes, 9 new followers, 5,188 reached, 20,037 impressions (69% was from promotion), of which 52% were women and the largest age group was 18-24 (31%)

Life in Charlevoix Mobile App: 556 users in November - 323 viewed coupons & specials, 3 viewed Harbor View Cafe profile

Blog: 104 unique readers, average time on page: 2 min 8 sec

Michigan Downtown Association Summer Workshop - June 5, 2020

I'm excited to announce that Charlevoix will be hosting a Summer Workshop with the Michigan Downtown Association! Members of their board were here to tour possible locations for the different activities that take place. On June 4th their board meeting will be held at The Vault. Later that night there will be a cocktail reception/mixer at Hotel Earl. On Friday the workshop will take place at the library in the Community Room. Average workshop attendance is approximately 100 people. More information about the MDA can be found here: www.michigandowntowns.com

Match on Main Update

ROUND ONE

December 2, 2019 FY20 (ROUND ONE) Program documents released

December 11, 2019 Informational Webinar for Applicants

December 22, 2019 Business must be engaged with SBDC no later than December 22, 2019 to allow for enough time for business plan to be reviewed and refined

January 13 – 26, 2020 Application submission window open Deadline 11:59pm on January 26, 2020

January 27 – 31, 2020 Applications reviewed for eligibility

February 3 – 7, 2020 If deemed applicable by the MEDC at its sole discretion, technical errors within the submitted application may be addressed and corrected by the Applicant and resubmitted no later than 11:59pm on February 7, 2020

February 10 – 20, 2020 Application Scored by MEDC Review Team and Grantees Selected

February 21, 2020 Applicants notified of grant status

February 24 – March 13, 2020 Grant Agreements created and executed

Pledge Letters

Most of the pledge letters have been mailed, some payments have come in. In the new year I will shift this to an online call for pledge renewals/new pledges to keep the private contributions coming in for another 5 years.

Upcoming Important Dates

Gift Local Holiday Shopping Contest - November 29 - December 24

Historic Preservation Info Meeting for Downtown Property/Business Owners - February 6th at 5PM. - discussion around new draft of Design Guidelines

DDA Budget Work Session - January 7th at 8am @ City Hall

ATTACHMENTS:

- ▣ Entrepreneurial Ecosystem Report \$2



Housing and Remote Workers

Developing a Mixed-Use Project Targeting Remote Workers in Charlevoix, Michigan

Feasibility Analysis

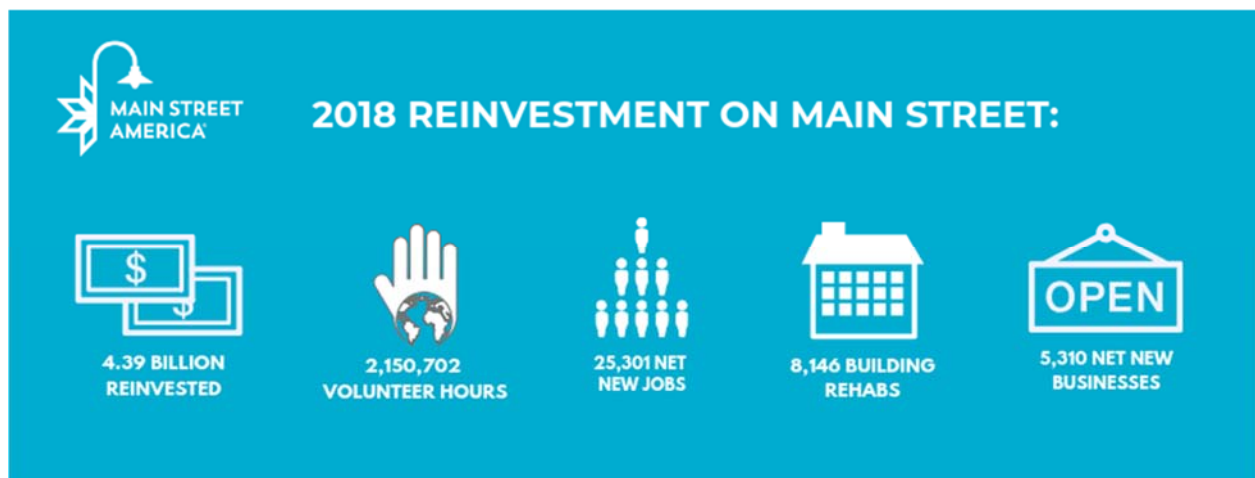
Prepared by Matthew Wagner, Ph.D.
Vice President
National Main Street Center



About Main Street America

Main Street America has been helping revitalize older and historic commercial districts for nearly 40 years. Today it is a network of thousands of neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation.

Since 1980, over 2,000 programs have used the Main Street Approach, our time-tested framework for community-driven, comprehensive revitalization. The National Main Street Center conducts research to document our impact by annually collecting statistical information on the preservation, revitalization, and economic activities in local Main Street programs throughout the country.

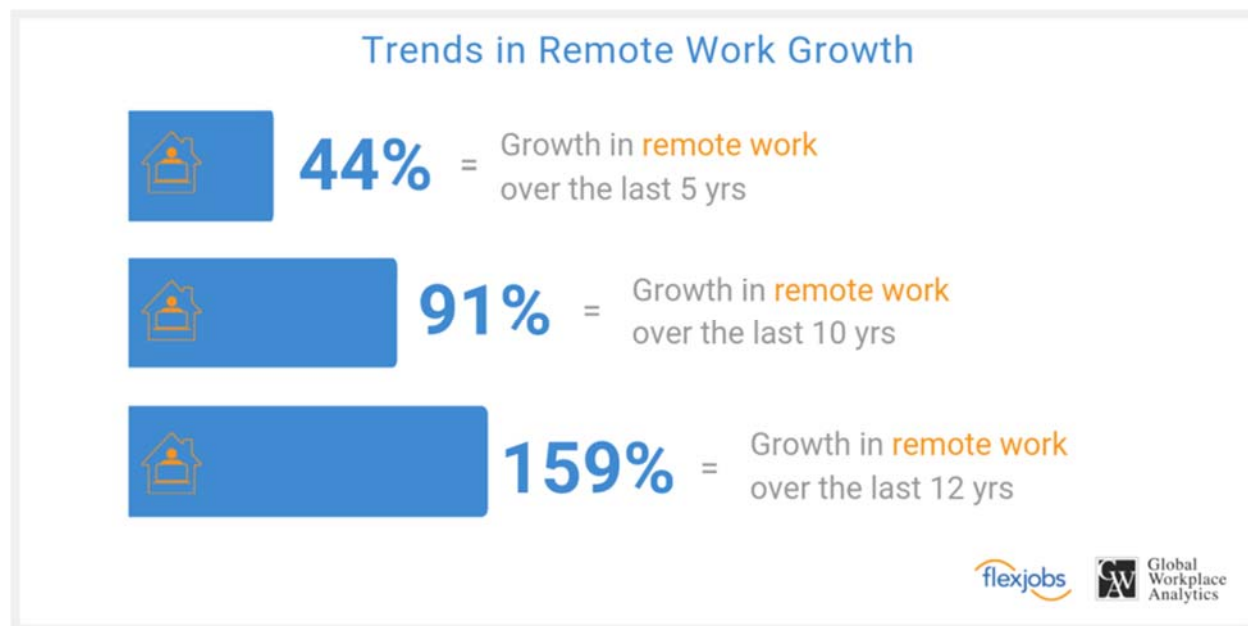


Introduction

The following feasibility analysis represents a convergence of trends and desire by the Charlevoix Main Street to address a critical housing shortage, while cultivating an economic development strategy designed to attract talent in the form of remote workers. The analysis takes the form of examining the market feasibility rather than the financial feasibility. NMSC recommends upon completion to launch a more formal discussion with the Michigan Economic Development Corporation to discuss the development opportunities within downtown Charlevoix.

A survey by [Global Workplace Analytics](#) and [FlexJobs](#) indicates that remote work has grown 91% over the last 10 years, and 159% over the last 12 years. In 2015, 3.9 million U.S. workers were working remotely. Today that number is at 4.7 million, or 3.4% of the population. However, Haven Life Insurance's 2017 review of US Census data suggest that number is more like 5.2% of the population.

Graph 1 – Trends in Remote Work Group (Global Workplace Analytics and FlexJobs)



Extrapolating these figures to Charlevoix County the remote worker population should show strong growth over the next five years. Given the current population of Charlevoix County of 26,674 (2019) that would suggest a remote worker population of ranging from 906 to 1,387. Given the previous 5-year growth rates as identified Flexjobs, in 5 years we could anticipated the number of remote workers in Charlevoix County to grow in range of 1,305 to 1,997. Table 1 below highlights projections from 2017 to 2014 in Charlevoix County.

*Table 1: Summary: Remote Worker
Population Growth*

2017 Range	2024 Range	Net Growth (Range)
906 to 1,307	1,305 to 1,997	399 to 690

Although younger workers like millennials and members of gen Z seek remote work flexibility, it's actually a job benefit that workers of all ages are demanding. Some 73% of all teams will have remote workers by 2028, according to a report by Upwork. The demand by younger workers will "lift all boats" by making working from home increasingly commonplace.

A CNBC survey shows that a quarter of the roughly 4 million remote workers in the U.S. make more than \$100,000 a year, compared to just 7 percent of the total in-office workforce, and 13 percent of those remote workers are remote full-time. New Census Bureau data found that 1 in 20 workers now usually work from home, making telework the third most popular "commuting" method in the U.S., just ahead of public transit. Income levels suggest that there is a largely a misnomer that remote work living does not equate to prospects for market-rate housing.

Many of these same remote workers, chose to combat a sense of isolation by "coworking." A recent Gallop Poll found that in 2018 the number of people coworking in the United States was at 546,000. Facilities and programming designed to accommodate the working lifestyles of remote workers has accelerated to keep pace with the growing demand. Small Business Trends article highlights that in 2018, 2,188 co-working spaces opened worldwide with 696 opening in the United States. Charlevoix Main Street's The Vault is already proven to be a successful effort to provide remote workers with an



opportunity to co-work.

The evolution has its roots in the third spaces aligning downtowns across America, from coffee shops and libraries to the recent explosion of micro-breweries. These spaces allowed freelancers from all backgrounds to have the flexibility and quiet space to

development new companies, art, and strategies. Third spaces have more recently merged into coworking spaces. Co-working spaces reflect growth in remote workers, independent consultants, gig economy workers, etc. that rather out of isolation, technology and/or space needs are attracted to having a sense of working with others like in a traditional office setting but remotely. In addition, with traditional office space not desirable or not needed for every day functions, it makes sense to save capital. Most traditional coworking offices are spaces that share of utilities and services, and oftentimes share amenities. The spaces allow workers and entrepreneurs to be able to create their own space and

maintain the environment. What used to be big just for technology start-ups has been expanding for many industries and for employees that work remote. Open space gives more freedom and of the mind for deep thinking.

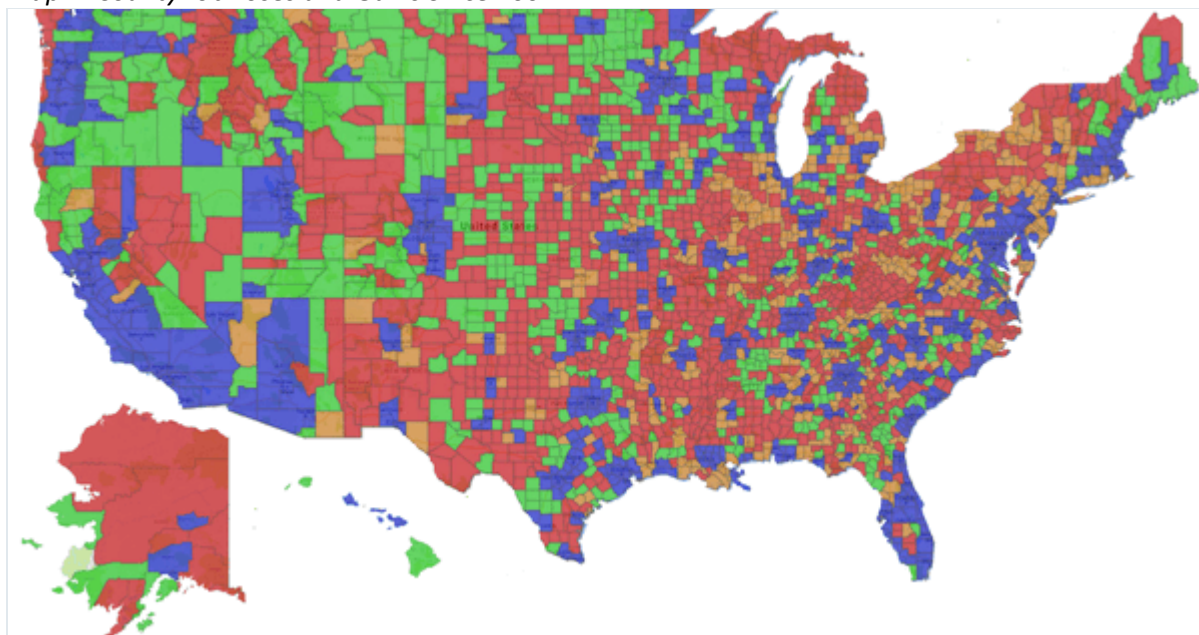
Trends would suggest this is not a one-time fad. There are huge savings for companies by transitioning more workers to remote. In 2018, there was an estimated \$5 billion in cost savings for U.S. companies with employees who worked remotely—and that’s just counting part-time workers. In general, embracing remote work options can help employers reduce or eliminate overhead costs, including real estate and operating expenses. The average real estate savings for employers with full-time remote workers is \$10,000 per employee every year, according to stats from PGI News.

Remote Workers as a Rural Economic Development Strategy

A more recent development has been the crafting of remote worker recruitment as an economic development strategy for rural areas leveraging quality of place as an attractor of talent rather than the traditional business recruitment activities.

Rural America for the first time began to experience a net decline in population, beginning with the early economic recovery of 2011. Much of this has had to do with the fact that much of the recovery in net job gains have been in urban America. The following map highlights job losses and gains by county since 2007. More than two-thirds of all rural counties have experienced net job losses since 2007.

Map 1. County Job Loses and Gains Since 2007



However, given a choice, a Gallup Poll from 2018 revealed that 27 percent of Americans would prefer to live in a rural area, versus the 12 percent who favor a large city.

This twin focus on rural development and remote work comes as the country's approach to spending professional time outside of the office evolves. At the same time, larger economic shifts—globalization, new technology, the prevalence of coworking, and increased mobility described as the “Open Talent Economy” - have led to a higher number of freelancers. Today, a greater share of Americans spend significant time working outside their offices. And it shows no signs of being just an economic development nor societal fad. A 2019 report on the State of Remote Work by Buffer concluded that “remote work is here to stay.” The survey of nearly 2,500 remote workers found that an overwhelming 99% said they wanted to work from home, at least some of the time, for the remainder of their careers. A *Forbes* report called remote work “standard operating procedure” for 50% of the U.S. population.

Driving to talent recruitment versus business recruitment:

Though the concepts of coworking and telecommuting have struggled to be more fully embraced across all industry sectors beyond IT and health care, there is little doubt that there is a growing mindset shift. However, despite the easy availability of tools like Slack and videoconferencing, not everyone can be a full-time digital nomad hopping between rural retreats. And the creative class, for the most part, has never been more concentrated in big cities. So, it is important for rural economies to be patient and recognize that it's unlikely that any headquarters or large tech campuses will move out of major metro areas, thus encouraging a select number of employees to go remote seems more realistic.

Much of the current economic development efforts geared toward a focus on remote workers has tended to be at the state level or among second-tier cities located in more rural states. This year, Vermont will begin offering \$10,000 to anybody willing to relocate and work remotely in the state and will subsidize rent at coworking spaces for any qualifying applicants. According to Joan Goldstein, commissioner of the state's Department of Economic Development, there's a persistent fear in the state of not having enough people to sustain a strong economy.

Some second-tier cities have also launched similar initiatives: New Haven, Connecticut, is providing up to \$80,000 to attract homeowners. North Platte, Kansas, is offering \$5,000 in incentives to remote workers. And Tulsa Remote promises \$10,000 to those who relocate to the Oklahoma town and stay for a year, as well as membership at a local coworking space and up to three months of discounted rent in a furnished apartment in city's Arts District.

The summary is that there is growth in the absolute numbers of remote workers, representative of a movement of companies from diverse sectors (but primarily healthcare and IT) along with job trends as representative of independent consultants and gig economy workers. However, comprehensive programming to identify, reach, attract, and support remains limited. For Charlevoix, MI to be successful they will need to push the market in this direction by creating a targeted ecosystem of support, programming, and housing diversity options.

Housing Analysis

In traditional housing analysis, comps within the market would be an important tool for comparison and to gauge market viability. This analysis will take the approach to first understand the increase in the demand from the prospective of the distinct market, that being remote workers. We will then seek to understand based on the prospective growth of this market, what is preceding market demand for a housing product to meet the distinct needs of said market.

For the purposes of the analysis, two data sources were reviewed to first understand overall housing demand. The second component was to extrapolate from the analyzed data the probable unit demands from the target market – remote workers. National data will be used to further analyze this portion.

1. 2014 Market Study

In 2014, a market housing assessment was prepared for the Northwest Michigan region by LandUse USA, with a specific focus on Charlevoix County. The report evaluated housing demand over a five-year period until 2019. ***It is important to note that this study ONLY evaluated market demand based on 12 target market populations with certain psychographic characteristics and is not looking at the entirety of housing demand within Charlevoix County given that the psychographic reports make up 28 percent of the total market.*** Thus, while the remote worker market may share some similarities there may not be an exact alignment between the two. The reports issues both aggressive and conservative calculations.

Aggressive Scenario – There is a maximum annual market potential throughout Charlevoix County for 94 new owner-occupied units and 498 new renter-occupied units, for a total of 592 units. Assuming the market potential is fully served every year over the next five years, this implies a market potential for 2,960 units over the 5-year term. The aggressive scenario includes households migrating into the county, plus households moving within the same county.

Conservative Scenario – Under the conservative scenario there is an annual market potential for at least 49 new owner-occupied units and 225 new renter-occupied units throughout Charlevoix County, for a total of at least 274 units. Assuming the market potential is fully met every year over the next five years, this implies a market potential for at least 1,370 units over the full 5-year term. The conservative scenario is based on in-migration only and does not include internal movers.

2019-2024 Projections Based on Study: Given that this analysis is interested in housing demand from a target remote worker market, we will use the Conservative Scenario to better extrapolate future demand. There are currently 17,917 dwellings within Charlevoix County. Using the Conservative Scenario and projecting out to 2024, dwellings would need to increase 19,287 units, of which there would be an anticipated demand of 1,125 rental units.

Charlevoix Capture of Rental Demand: Charlevoix represents approximately 12 percent of the overall households within Charlevoix County. Given this, of the anticipated demand of 1,125 rental units it would be anticipated Charlevoix would attract 135 of those new rental units. However, in order to calculate remote worker rental demand, we will look at the entirety of the rental housing demand. The 2014 Housing Study as indicated earlier only focused on 28% of the overall market, based on specific

target psychographic segments. Given this, the actual market for rental units in Charlevoix County would have been anticipated to be 4,017 over the five years. Thus, Charlevoix would have anticipated growth of 482 rental units.

Charlevoix Remote Worker Rental Demand: $5.2\% \times 482 = 25$ dedicated units. Note: *If based on the entirety of the market and not only 28%, the remote worker demand is closer to 25 units over the next 5 years.*

2. ESRI Data Analysis

Data analyzed from housing projections calculated by ESRI suggests overall housing growth in Charlevoix of 2.29% per year from 2019 to 2024. Given the current number of units at 17,917 the growth rate would project to a total of 20,064 units in 2024. (Data files attached as part of a report appendix)

The U.S. Census 2017 projections indicated that rental units made up 18.9% of the housing units in Charlevoix County. This would suggest total rental unit demand of 3,792 new units by 2024. Charlevoix (city) would anticipate capturing 455 of those units (12%).

Charlevoix Remote Worker Rental Demand: $5.2\% \times 455 = 24$ dedicated units.

Table 2. Summary of Remote Worker Rental Housing Demand for Charlevoix (City) – 5 Year Projections

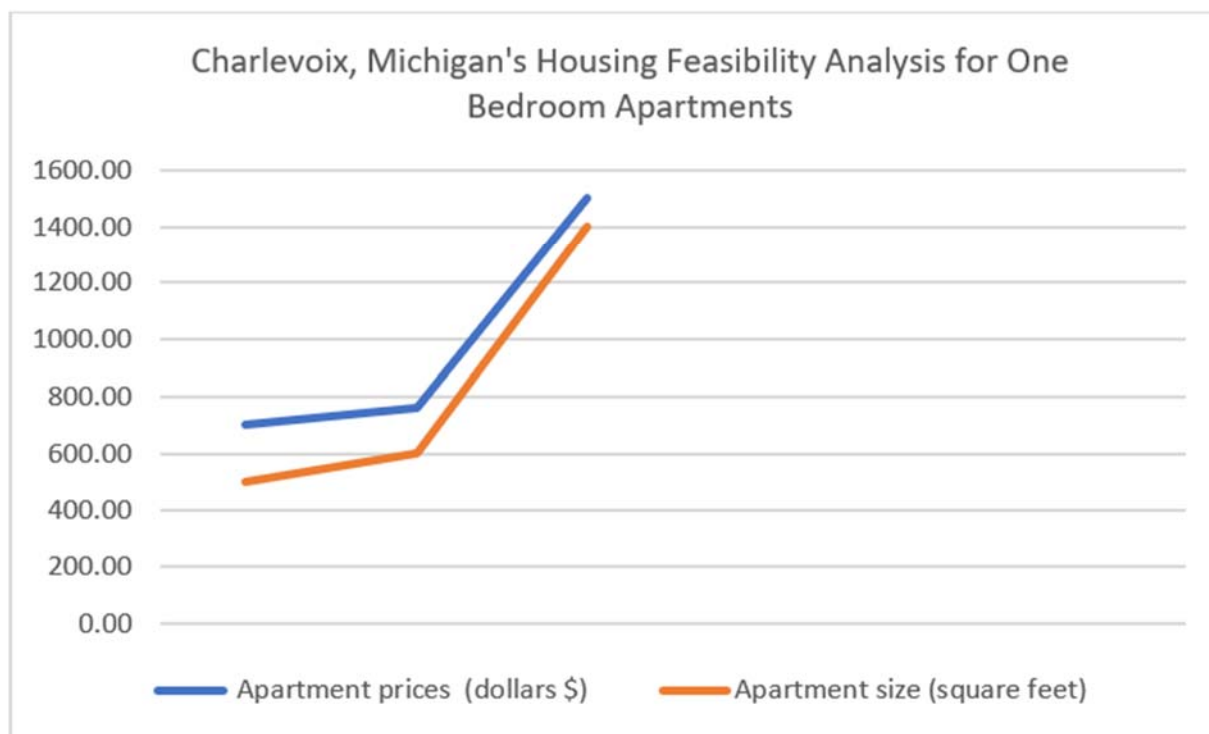
Data Source	Number of Rental Units Demand - Charlevoix (city)	Remote Worker Capture (.052) in New Rental Units
2014 Housing Demand Study - Charlevoix County	482	25
ESRI Data 2019-2024 Demand Calculations	455	24

Thus, there is some consistency in extrapolating from both the 2014 Housing Market Demand Study as well as projections as calculated by ESRI for Charlevoix County.

Current Rental Housing Market

In an October 2019 snapshot analysis, apartments in Charlevoix, Michigan ranged from \$700 to \$1500. The apartment spaces range from 500 to 1400 square feet. Zillow had three properties ranging from \$705 to \$1500. With three properties listed at \$705, \$760, and \$1500. Trulia has the same three properties mentioned. There were no apartment properties available for Charlevoix, Michigan on Apartments.com.

Graph 2. October 2019 Review of Charlevoix (City) Rental Listings



Influencing Rates of Remote Worker Housing Demand

Data that might suggest an increase in remote worker capture: According to an analysis of 2017 Census data by Haven Life Insurance, the following key variables align with communities demonstrating increased rates of remote workers:

- More educated cities are more likely to have a larger home-based workforce. The percentage of adults with a bachelor's degree showed a positive correlation with the percentage of adults working from home. Across the entire U.S., the percentage of adults with a bachelor's degree was 32.0 percent. All but three cities of the top remote-working cities have a proportion above 50 percent.
- Remote workers are more likely to be employed in professional, scientific, and technical services. Across the entire U.S., the percentage of adults working in professional, scientific, and technical services was 7.2 percent. All but three cities of the top remote-working cities have percentages above 12 percent.
- Working from home is more popular in affluent cities, as measured by median income, poverty rate, and median home value. Across the entire U.S., the median income is \$60,336, the percent of adults falling below the poverty rate is 13.4 percent, and the median home value is \$239,800.

Haven Life's report estimates Michigan's remote worker population at 4.2 % of the state's population. Given that Charlevoix's socio-economic profile is more positively aligned with characteristics of remote

worker locations (i.e. more highly educated, higher incomes, and higher levels of professional, scientific and technical service workers) would suggest Charlevoix's remote worker population at more of a national average of 5.2%. <https://havenlife.com/blog/cities-with-the-most-remote-workers/>

By way of example of very high functioning remote worker communities, Highlands Ranch, Colorado, a suburb of Denver, has a remote worker population of 10.4%, with a significant highlight in addition to the aforementioned statistics of a high recreation component, to which Charlevoix is also well situated. The highest rates are seen in Carlsbad, California near San Diego with 15.1% of the population working remotely.

Development Opportunity – Recommendations (Indirect Programming)

Concurrent with the programmatic drive by Charlevoix Main Street to develop a mixed-use development that attracts remote workers, the organization should continue to build on its entrepreneurship ecosystem work with its target of remote workers and neutral-location entrepreneurs. The following outlines recommendations specifically for the development, as well as indirect programming to support the development project.

INDIRECT PROGRAMMING

1. Replicate grant incentives for relocating remote workers-

Gaining attention are new incentives designed to recruit remote workers to live in a specific community and or state. For Charlevoix, scale must be a consideration, but a partnership with the regional economic development organization, or perhaps a pilot initiative through MEDC could establish some seed funding to cultivate the initiative.

Tulsa Remote Program - Under an innovative program, Oklahoma's second city was actively looking for people to move to Tulsa, seeking residents who would stay at least a year and bring their remote jobs with them. In return, successful applicants would get a \$10,000 stipend, housing assistance, space at a co-working location and more, according to organizer of the new program, Tulsa Remote, which is funded by a local foundation. *The Tulsa Remote program received more than 10,000 applications in just 10 weeks — 10 times what they had been anticipating.* The Tulsa program is one of several new initiatives by cities, states and counties that have seen dwindling populations and stagnating economic growth as populations age and younger residents leave chasing opportunities — and don't come back. <https://tulsaremote.com/>

Vermont Remote Worker Program - Vermont started offering \$5,000 to anyone working remotely for a company based outside of the state who would come and live in Vermont. The initiative aimed to reverse an onerous trend: a third of the state population is older than 55 and will be set to retire in the next decade. <https://www.thinkvermont.com/remote-worker-grant-program/>

Other cities have launched similar initiatives: New Haven, Connecticut, is providing up to \$80,000 to attract homeowners. North Platte, Kansas, is offering \$5,000 to remote workers.

2. Become Part of a Remote Work Housing Network -

There are a number of Remote Work short-term housing programs in which remote workers join and for a monthly fee can travel to a number of destinations and receive housing, co-working space and other amenities depending upon the program. For example,

WanderBoss - Cost: \$2,000 per month (varies)

Cost Includes: Housing and utilities, co-working space, travel between destinations, local excursions and events, travel and medical insurance

WanderBoss lets digital nomads travel on four-month or six-month trips between two or three different cities, and it provides a ton of programming in each location. WanderBoss is a good option for digital nomads who want to immerse themselves in different cities around the world, as each trip involves a two-month stay per city in places like Brisbane and Chiang Mai.

The following article highlights the top 10 programs that sponsor similar efforts.

<https://www.owllabs.com/blog/remote-work-travel-programs>

The interesting part of the review is that there are no small, rural communities that offer recreation, small town living type of atmosphere. This seems to be a large void within the market that perhaps Charlevoix could review closer.

3. Rental Subsidy Program –

Depending upon the financial feasibility of a mixed-use development and respective rental rates, one incentive more commonly found in commercial leasing, would be to subsidize the rent for remote workers by providing a 1 to 3 year sliding scale of rental subsidy in return for a longer-term lease commitment. A close example is Grant County, Indiana: The Grants for Grads program offers a 20% discount on your monthly rent if you sign a lease for 12 months or more.

4. Maintain and Grow Regionally your Remote Worker Networking Activities –

In Buffer's State of Remote Work 2019 report, loneliness was cited as the second biggest concern for remote workers at 19 percent. In our examination of other nascent remote worker programs, networking activities was a large component and attraction. Common platforms involve educational activities (perhaps covering elements of remote working or trends and technologies to use); social activities like meet-up as a microbrewery; focus groups to discuss issues/barriers, etc.

5. Build a Brand –

Charlevoix is competing against a number of urban markets that have many amenities for remote workers. The opportunity is there for Charlevoix to craft a counter-brand that highlights small town living, quality of life, recreation, affordability relative to most urban areas, geographic proximity (it's not that middle of Montana). Work with the Chamber and Visitor's and Convention Bureau, along with MEDC to consider a rebrand of Charlevoix that is exclusive and directly targeting remote workers.

Development Opportunity – Recommendations (Direct Programming)

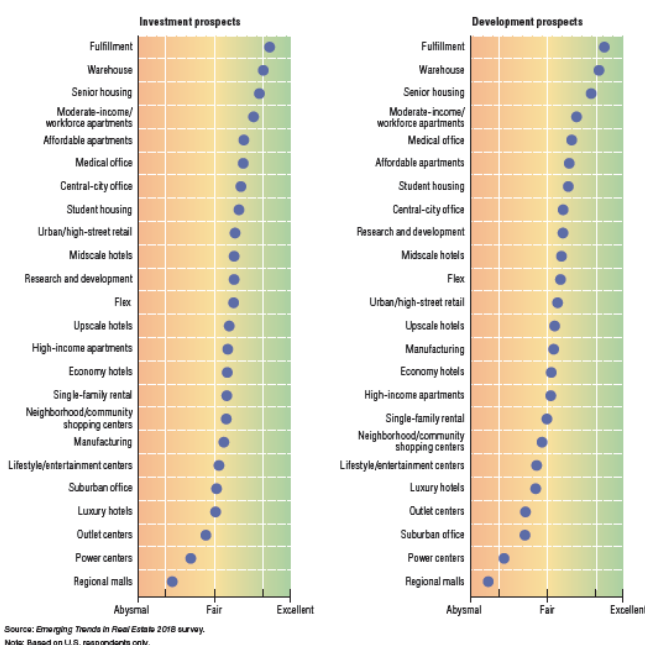
The housing analysis contained herein suggests that over the next five years, Charlevoix County should experience a growth of 400 to 700 new remote workers. **That equates to, based on the extrapolation of the 2014 Housing Market Study, along with this study's review of ESRI forecast data, of approximately 24-26 rental housing units specifically needed for the remote worker market in Charlevoix (city). Overall annual rental units to be supported in Charlevoix (city) over the next five years are forecast at 98 units/year.**

1. Combine Remote Worker Target Market with Needs in Workforce Housing -

Given the overall rental housing shortage (there were less than 3 apartment rentals available in Charlevoix – October 2019), and the fact that many of the rental housing units forecast from 2014 to 2019 were never built, there remains high demand for a mixed-use development that can meet multiple market needs. Many of the internal building programming assets highlighted below would also be further attractive to workforce and market rate housing, thus this study is not advocating for exclusivity to remote workers. Instead use incentives to market to your target remote workers audience.

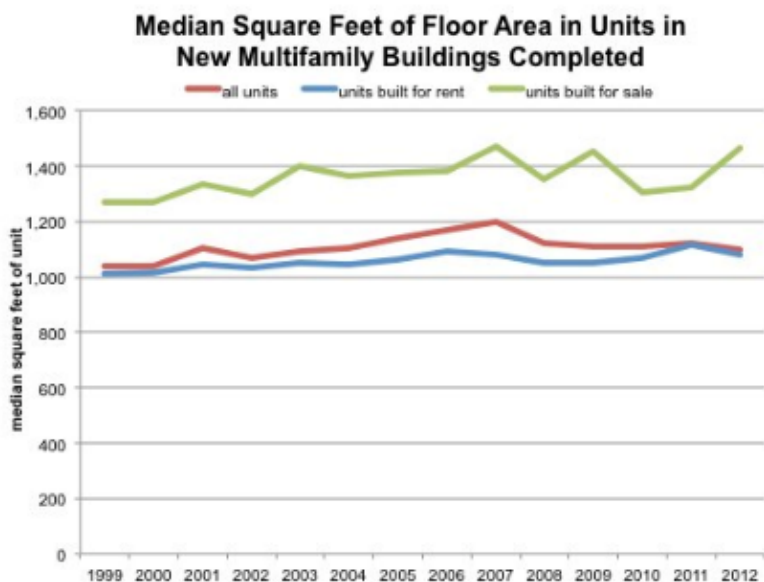
This review is consistent with national trends that suggest growth in the development prospects for these markets. Graph 3 from the Urban Land Institute from the annual Real Estate Trends Report (2018) suggest workforce and affordable housing, second only to senior housing as the best development prospects housing related real estate projects.

Graph 3. Real Estate Trends Report – Urban Land Institute (2018)



Furthermore, this study projects that the majority of units should be focused on 1 and 2- bedroom units, sized between 500 and 750 square feet. These markets are more interested in amenities than size. According to the US Census examining changes in the square footage, the unit sizes for rental housing are on a downward projection and based on an examination of Iowa Main Street's CDBG upper housing program, this trend has continued. *Note: The financial analysis should evaluate several break-even development scenarios given possible combinations of units and commercial tenancy in the project.*

Graph 4. Median Square Feet of Floor Area in Units – US Census (2013)



Source: Census Bureau.



**Upper Floor Housing Project – Ottumwa,
Iowa Main Street
Average Square Footage – 550 sq.ft**

2. *Provide Targeted Commercial Uses within Development -*

Commercial Development should target uses that fill a market need for downtown Charlevoix, but also can be used as a market tool for remote workers. In addition, target uses would serve as a year-around market attraction to locals as well. Target uses include:

- **Day Care Center** – feature hourly drop-in feature (e.g. for remote workers needing to be on a video conference call. (Estimated Space Needs – Most state licensed facilities require 35 sq.ft./child. Thus a 20-child facility would 700 sq.ft. It should be anticipated that with bathrooms, etc. that a facility of 1,200 to 1,500 sq.ft. would be needed. In addition, a courtyard to the facility could segment off a children’s play area.)
- **Fitness Center** – Typical square footage varies dramatically. Large national centers can occupy more than 30,000 sq.ft. And most hotel gyms can range from 300 to 500 square feet. It would be anticipated that a facility open to the general public would require between 2,500 and 5,000 sq ft. in downtown Charlevoix.
- **Fast Casual Café** – The average square footage is 1,000 to 1,700 sq.
- **Relocate the “Vault” co-working space to the facility.** It could be integrated into the Fast-Casual Café business operation.

3. *Create a Package Deal –*

According to the *2019 State of Remote Work* report by Buffer.com, while having workers work remotely can help companies save money on office space and facilities, there are still costs associated with working remotely, such as home internet, coworking memberships and, yes, coffee.

Despite these costs, most companies don’t reimburse or cover them for remote workers. In fact, 75% of respondents said their company does not pay for home internet, and 71% said their company does not cover the cost of a coworking membership. <https://buffer.com/state-of-remote-work-2019>

Given this current state, offering a package deal as part of a new housing development targeting remote workers could be quite attractive. Rather than having that feeling of being “nickled and dimed” a combination of high-speed internet, co-working facility membership, free coffee supplied by a local café, etc. could be quite enticing.

4. *No Existing Models –*

Currently living models for remote workers are limited and happening internationally. Groups like Roam for example (<https://www.roam.co/>) are more digital nomad offering a coordinated monthly living option for multiple locations rather than a permanent location for remote workers.

In Chattanooga, TN, the concept of “co-living” has developed in their downtown. (<http://www.tomorrowbuilding.com/>) In this concept, leases are very flexible from the traditional 12-month lease to weekly/monthly options. They promote fast technology with fiber throughout and shared amenities such as professional kitchens, cleaning services, game systems and big screen rec

areas. Personal space is confined more to a bathroom and bedroom. Think “dorm room” living for adults.



Development Opportunity – Summary Conclusion

The market for rental housing units in Charlevoix suggests a demand for an additional nearly 100 units annually over the next five years. The key like many other rural areas around the country that financing such projects is difficult given the lending environment in which comparables that suggest a higher valuation upon completion than the actual cost of the project has proved highly difficult. However, projects such as the new mixed-use project in Cadillac, Michigan are giving hope. A mixed-use development in Charlevoix in order to successfully meet the targeted vision for downtown will require a number of elements to be aligned.

1. A mix of targeted incentives to bring down the cost of development. Example - the site identified within downtown Charlevoix is currently owned by the City of Charlevoix. It would need to be contributed most likely as part of any deal structure. Other programs such as EB-5 for foreign investors, Opportunity Zones (depending upon Michigan map), MEDC Gap Tools, New Market Tax Credits, etc. should be explored.
2. The development should encourage mixed-use development in which the commercial development is an amenity for target market residential tenants, as well as support a year-round market for existing Charlevoix residents. It is estimated that with identified targets, commercial square foot needs would range from 6,000 to 10,000 square feet.
3. Project would need special incentives to attract remote workers specifically. There is likely a large market overall for workforce apartment units. However, this effort suggests that approximately 25 units over next five years would support remote workers directly. As such programs like Remote Tulsa, residential rental subsidies, and the State of Vermont's Remote Worker Relocation Program should be evaluated for a "rural" equivalent.
4. Main Street work planning should include a new branding initiative along with growth of networking programs targeting remote workers. The entrepreneurship ecosystem framework with a "remote worker overlay" would suggest the need to add partners and "owners" of some of this programming.
5. A next step in the process is to build a project team with MEDC representatives to explore probable developers, financial analysis and tools, and site feasibility.



National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org



**MAIN STREET
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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

Reports

TITLE: Info Meeting Presentation

DATE: December 23, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Pursuant to Act 57 of 2018 we are to hold two "Informational Meetings" per calendar year.

ATTACHMENTS:

- ▣ Info Meeting Presentation



Charlevoix Main Street DDA

Lindsey J. Dotson, Executive Director



Mission:

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

CHARLEVOIX MAIN STREET DDA OVERARCHING GOALS:

1. Establish the foundation for a year round economy by expanding shoulder season activity.
2. Bring businesses together to cooperate and coordinate resources to market downtown.
3. Establish the foundation for collaboration, partnerships, and communication.



Overview of Charlevoix Downtown Development Authority:

- 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.
- 1989:
 - State Street Water System improvements (\$175,000)
 - Street Lighting (\$150,000)
- 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)
- 2002:
 - Inclusion of the “old middle school” in the district with the intent to purchase the building
- 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
- 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)
- 2007:
 - Interactive Water Feature (\$380,000)

=**\$12,676,552**



Funding (based on 2018/19 budget):

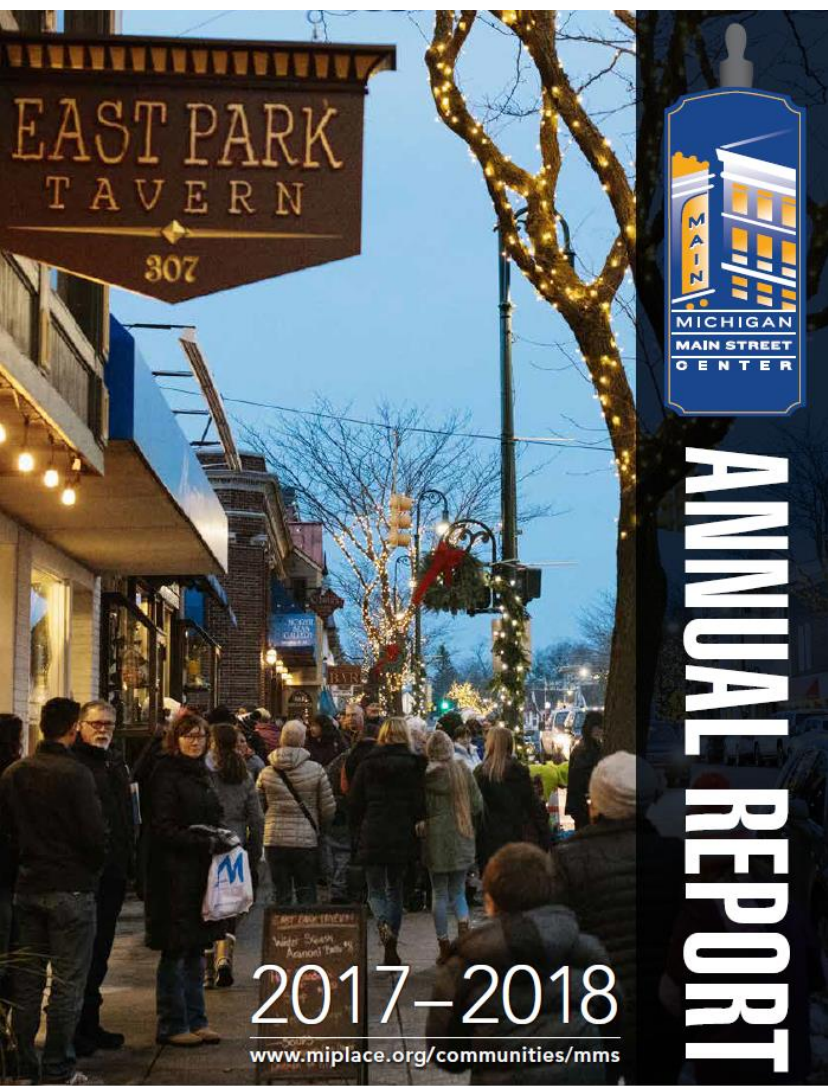
- Tax Increment Financing (property taxes based on growth of SEV in district from base year) = \$417,000
- 1.3556 mill levy = \$38,000
- State Revenue (personal property tax loss reimbursement) = \$9,000
- Property Rent = \$54,000
- Sponsorships = \$7,000
- Private Contributions = \$15,000

= \$540,000

Expenses

- Salaries & Benefits
- Utilities
- Interactive Water Feature maintenance
- Summer Concerts
- Downtown maps/directories/kiosks
- Tech/band shell equipment
- Rest room cleaning
- Chamber of Commerce
- Library
- Tree lights
- Façade Grants
- Conference & Travel
- Insurance
- Bridge Park Building Maintenance
- Transfer to Marina Fund/Bond: \$338,000

Michigan Main Street – MEDC – Community Development



CHARLEVOIX

designation year: 2015

RRC Engaged www.charlevoixmainstreet.org | Select Level

HIGHLIGHTS

- The Charlevoix Farmers Market, sponsored by the Charlevoix Main Street program, has again served as a business incubator with another vendor recently acquiring a downtown storefront to open a brick and mortar business. The total number of brick and mortar businesses from the market is four.
- In partnership with the city's recreation department, Charlevoix Main Street added an interactive map on the "Life in Charlevoix" mobile app, highlighting points of interest for cyclists in Charlevoix like trailheads, downtown businesses, and bike rental locations.
- In partnership with Charlevoix Public Library and Charlevoix Area Chamber of Commerce, Charlevoix Main Street has started a Remote Office/Home Office Workers Collaborative that meets monthly to discuss ideas related to creating a co-working space in Charlevoix.
- Charlevoix Main Street is working to support local business owners by hosting a Small Business Development Center training series in partnership with Boyne City and Grayling that will focus on three different small businesses topics.

Population (2010 Census): 2,513

2017-18 TOTAL PRIVATE INVESTMENT: \$2,161,500
Program to date: \$5,070,735

2017-18 VOLUNTEER HOURS: 2,203
Program to date: 11,679

2017-18 NEW BUSINESSES: 12
Program to date: 35

2017-18 FAÇADE IMPROVEMENTS: 3
Program to date: 27





The **Main Street Approach™** is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage

success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.



Comprehensive Impact of Main Street

ECONOMIC VITALITY



Sense of Vibrancy

DESIGN



Sense of Place

PROMOTION



Sense of Community

ORGANIZATION



Sense of Ownership

MICHIGAN MAIN STREET | TRAINING SERIES

MAIN STREET BOARD

We are Main Street:



In 2019 a
volunteer hour
was worth \$24.85
in Michigan x
13,231 =
**\$331,000+ in
value**





Services Received

From Michigan & National Main Street Centers



Charlevoix Main Street DDA – Health & Wellness & Entrepreneurial Ecosystem Strategy Development Plan

Desired Future State: “Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.”

Overarching Goals	Measures of Success
Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix’s commitment to year-round health & wellness/healthy living.	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal 2. Implementation of SBEI map 3. Increase in curbside recycling containers 4. # of recycling containers at Main Street events 5. Increase in number of people in downtown 6. Connection to outdoor activities
Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.	1. Reduction in business turnover 2. Increase in # of health-related businesses 3. Increase in Area Median Income (over time) 4. % of increase in foot traffic, average transaction amounts, gross sales 5. Increase in year-round/shoulder season activity

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

Charlevoix Main Street – Health + Wellness/Healthy Living Transformation Strategy

Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

PROJECT/ PROGRAMMING	OVERARCHING GOALS										PARKING LOT	FOUR POINTS													
	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix’s commitment to year-round health & wellness/healthy living.					Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.						Economic Vitality			Design			Promotion			Organization				
	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal	2. Implementation of SBEI map	3. Increase in curbside recycling containers	4. # of recycling containers at Main Street events	5. Increase in number of people in downtown	6. Connection to outdoor activities	1. Reduction in business turnover	2. Increase in # of health-related businesses	3. Increase in Area Median Income (over time)	4. % of increase in foot traffic, average transaction amounts, gross sales		5. Increase in year-round activity/Shoulder season activity	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization	
DESIGN																									
Façade Grant Program	X	X			X		X			X			X	X		X	X	X	X	X	X	X	X	X	
Design Services – new program					X		X			X			X	X		X	X	X	X	X	X	X	X	X	
Design Guidelines – with Jessica Flores	X	X			X					X				X		X	X	X	X	X	X	X	X	X	
Wayfinding Signage – ongoing discussion about partners who can help complete project	X	X			X					X				X		X	X		X	X				X	
Historic Markers					X																				
Sustainable Built Environment Initiative – crowdfunding campaign	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	
ECONOMIC VITALITY																									
Workforce Housing – Homeshare Website							X			X				X	X	X		X	X			X	X	X	
Business Training (partnership with library, Chamber & Visit Charlevoix)												X													
Property Inventory (ongoing tool used to implement projects)								X						X	X	X	X	X	X	X	X	X	X	X	

Business Recruitment Test

Downtown Charlevoix Charlevoix, Michigan

Business Recruitment Targets and Draft Action Agenda Proposal

Prepared for



A service provided by

Michigan Main Street

Michigan Economic Development Corporation
Lansing, Michigan

4-B: Which of the following Coffeehouse/Bakery product lines, services or features are most important or appealing to you? Select up to three (3)		
Response	Count	Percentage
Fresh coffees, teas, espresso, cappuccino, etc.	84	78.5%
Comfortable, "homey" atmosphere	43	40.2%
Pastries	38	35.5%
Breakfast sandwiches	31	29.0%
Donuts	30	28.0%
Limited-menu soups, sandwiches, and paninis	26	24.3%
Wi-Fi	24	22.4%
Pre-bagged and freshly roasted coffee beans, teas, etc.	8	7.5%
Homemade pies	5	4.7%
Other beverages including boutique sodas, teas, & waters	5	4.7%
Other (please specify) *	4	3.7%
Seasonal drinks	4	3.7%
Made-to-order cakes	3	2.8%
Children friendly atmosphere with games, couches	2	1.9%
Cupcakes	2	1.9%
Frozen drinks	1	0.9%
107 Answered Question (#1 of 7)		
* Other Responses: Bagels (2); A place like roast n toast (Petoskey); and Breads.		

Downtown Charlevoix | 2017 Top Prospects Survey Summary

Page 4



NEW SPACE

680 SQ FEET

108 ANTRIM STREET

Suite 4

Charlevoix, MI 49720

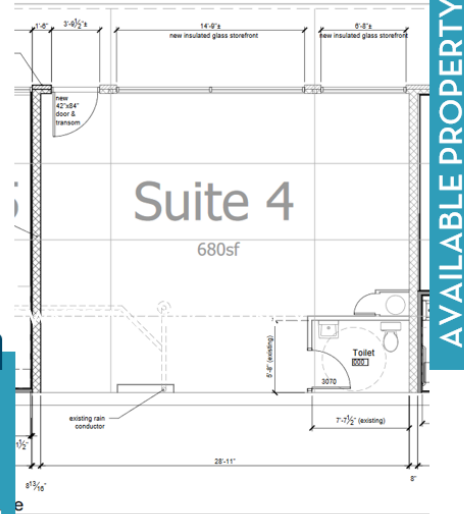
Rental Price: \$560/month

- Shopping District & Nightlife
- Outdoor Seating
- Walkable Downtown



LOCATED WITHIN
CHARLEVOIX MAIN STREET &
DDA DISTRICT

Charlevoix Main Street is working to
build partnerships to enhance local
economic development and create
a vibrant year-round downtown
community.



One spot in the Oleson's Plaza 108 is available for rent! The unit is a total of 680 square feet and will be leased for \$560.00 a month. Tenants just pay for Heat and electricity. Water and sewer is covered by landlord. It will be left in white box condition and landlord will build out for future tenant.

To inquire, email Brad Oleson at bradoleson@olesonsfoods.com

Ample free parking is available in parking lot in front of this space which was recently redone. Neighboring businesses include Oleson's Grocery Store, Charlevoix Barber, Picture This, & Harbor View Café.

Charlevoix Area Chamber of Commerce
hubbard@charlevoix.org
231-547-2101

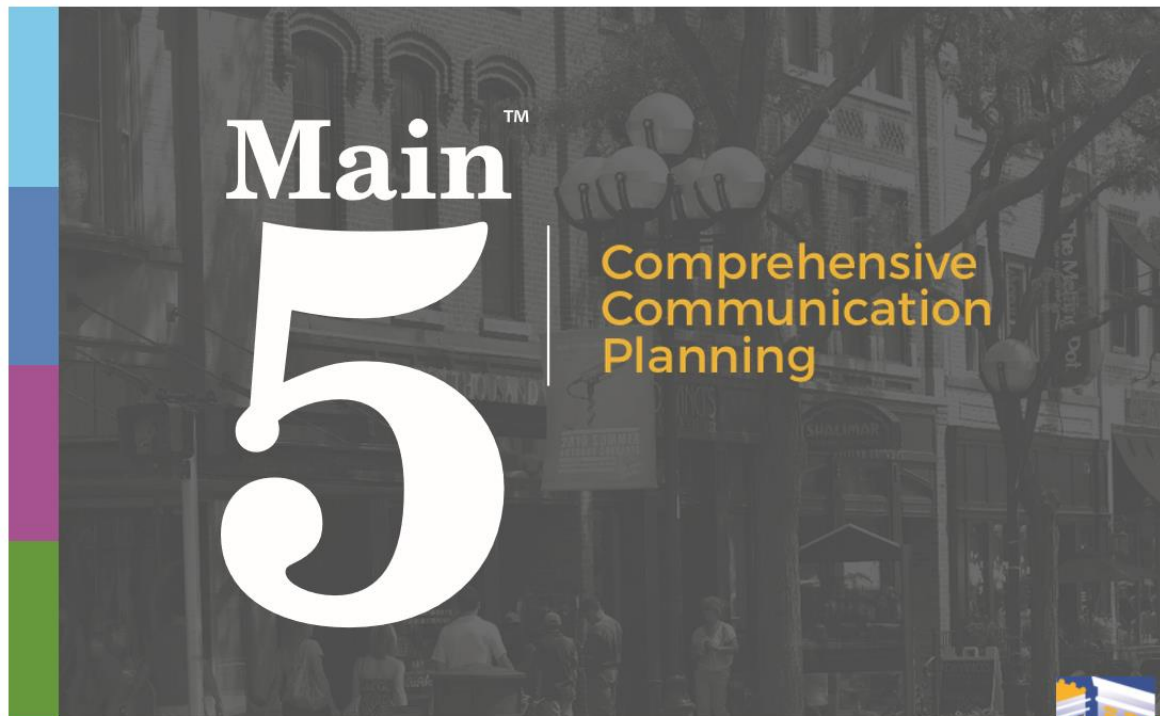
Charlevoix Main Street DDA
lindseyd@charlevoixmi.gov
231-547-3237

City of Charlevoix
markh@charlevoixmi.gov
231-547-3270

Communications Plan

2019 Main 5 Communication Map

	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC
PUBLIC												
OWNERS												
DONORS												
GOVERNMENT												
VOLUNTEERS												

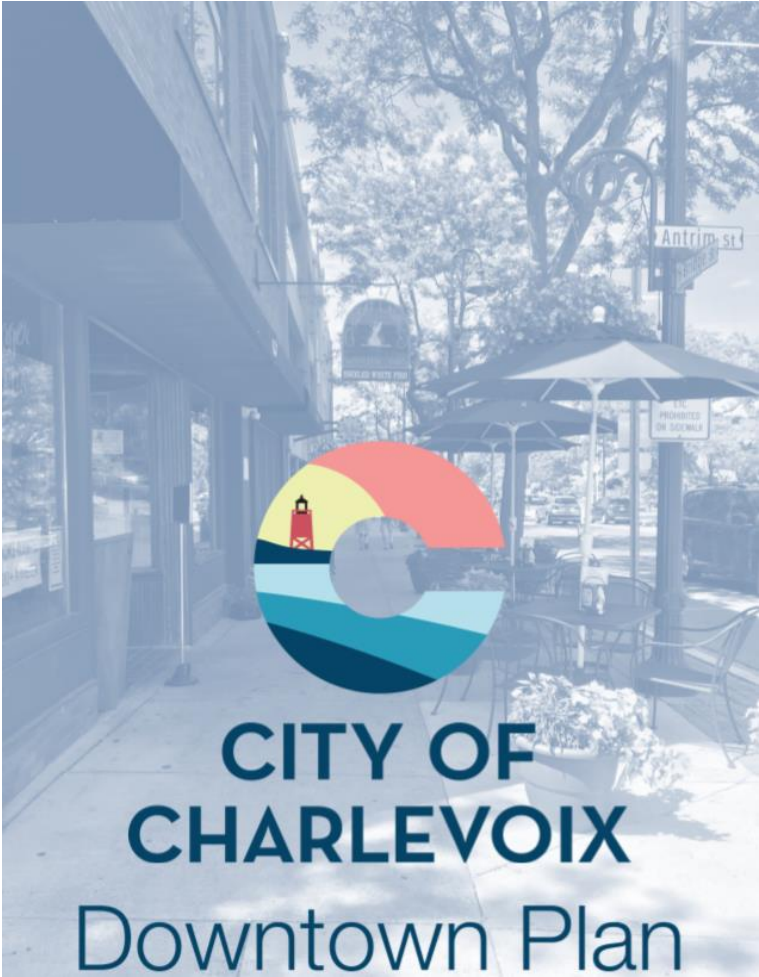


Charlevoix



Downtown Plan

Redevelopment Ready Community Certification



Parking Study



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2019 Michigan Main Street Photo Contest Winner in the Economic Vitality Category - \$1,000



Entrepreneurial Ecosystem Technical Assistance

Findings and Recommendations



Entrepreneurial Ecosystem Development

Findings and Recommendations

Charlevoix, Michigan
May 21, 2019

Prepared by Matthew Wagner, PhD
Vice President of Revitalization Programs
National Main Street Center



Charlevoix Entrepreneurs Survey Summary

 Place-Based	Most entrepreneurs used private services for items like legal, marketing and design, real estate, web design, and architectural services. Secondary issues focused on design-related areas, such as parking and building conditions.
 Financial Capital	While most entrepreneurs have used traditional forms of financial capital, such as credit cards, self-funding, and banks, non-traditional forms, such as community capital, angel capital, microlending, and business competition grants were thought to be largely unavailable.
 Human Capital	Workforce was a critical issue for starting a business in Charlevoix. Finding and retaining employees was the number one issue for new entrepreneurs.



Feasibility Analysis for Mixed-Use Development Downtown to address shortage of housing



Housing and Remote Workers

Developing a Mixed-Use Project Targeting Remote Workers in Charlevoix, Michigan

Feasibility Analysis

Prepared by Matthew Wagner, Ph.D.
Vice President
National Main Street Center



Development Opportunity – Summary Conclusion

The market for rental housing units in Charlevoix suggests a demand for an additional nearly 100 units annually over the next five years. The key like many other rural areas around the country that financing such projects is difficult given the lending environment in which comparables that suggest a higher valuation upon completion than the actual cost of the project has proved highly difficult. However, projects such as the new mixed-use project in Cadillac, Michigan are giving hope. A mixed-use development in Charlevoix in order to successfully meet the targeted vision for downtown will require a number of elements to be aligned.

1. A mix of targeted incentives to bring down the cost of development. Example - the site identified within downtown Charlevoix is currently owned by the City of Charlevoix. It would need to be contributed most likely as part of any deal structure. Other programs such as EB-5 for foreign investors, Opportunity Zones (depending upon Michigan map), MEDC Gap Tools, New Market Tax Credits, etc. should be explored.
2. The development should encourage mixed-use development in which the commercial development is an amenity for target market residential tenants, as well as support a year-round market for existing Charlevoix residents. It is estimated that with identified targets, commercial square foot needs would range from 6,000 to 10,000 square feet.
3. Project would need special incentives to attract remote workers specifically. There is likely a large market overall for workforce apartment units. However, this effort suggests that approximately 25 units over next five years would support remote workers directly. As such programs like Remote Tulsa, residential rental subsidies, and the State of Vermont's Remote Worker Relocation Program should be evaluated for a "rural" equivalent.
4. Main Street work planning should include a new branding initiative along with growth of networking programs targeting remote workers. The entrepreneurship ecosystem framework with a "remote worker overlay" would suggest the need to add partners and "owners" of some of this programming.
5. A next step in the process is to build a project team with MEDC representatives to explore probable developers, financial analysis and tools, and site feasibility.



Looking Back...



Tree Lights on Bridge Street (2016) & Side Streets/Holiday Tree (2017)



Wayfinding Signage Project



Trademarked the new “Brand”



CHARLEVOIX

CLASSIC BEAUTY

Page 66 of 141



CHARLEVOIX

“Charlevoix is Open” ad campaign

Over 200,000 “impressions” in the past two years



Overall \$10,300+ was spent the past two years on these campaigns





and you could win up to \$500



Shop for a chance to win up to \$500 in Downtown Dollars
1st Place = \$500 | 2nd Place = \$300 | 3rd Place = \$100

It's easy! Here's how to enter:

1. Spend \$50 on gifts* between November 29th and December 24th in 2019 at any of your favorite downtown Charlevoix businesses (receipts may be combined).
2. Turn receipts into GaGa for kids + Women Too, The Clothing Company, or The Lake House through December 24th 2019. Receive one entry for each \$50 spent on gifts for the holidays. 4,000 entries available.
3. Winner will be announced on January 3rd, 2020.

* Please only include gift card receipts for our downtown restaurants, grocers, and personal service businesses.



downtowncharlevoix.com



www.downtowncharlevoix.com

**RESTAURANT SPECIALS,
HOTEL DEALS AND MORE!**



Accredited

Being a Main Street America Accredited™ community is a mark of distinction that signifies commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. These are programs or organizations that have a proven track record of success in planning, implementing, and measuring results that align with the Main Street Approach and have met a series of rigorous accreditation standards:

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the Main Street America™ Network

Learn more here

Accredited programs are selected by the local Coordinating Program or by NMSC in regions where there is no Coordinating Program using the above accreditation standards. In exceptional circumstances, and where there's alignment with the relevant Coordinating Program, NMSC may designate Accredited programs in states or regions where there is an existing Coordinating Program.



Connecting Entrepreneurial Communities Conference 2018



U of M Dearborn eCities



2018 Honored Communities

The eCities project continually seeks to recognize communities that are doing great things and provide them with helpful feedback when possible. Each community has the opportunity to answer a series of short-answer questions to share their unique stories and strategies. Communities are encouraged to submit responses to questions regarding development goals, business climate improvements, and business attraction. Each entry is reviewed by a panel of entrepreneurs, small business support leaders, and governmental liaisons. Communities highlighted as Honored Communities are communities that the panel found to have concise, compelling, unique, and relevant messages. Feedback is made available to those that respond to the survey. Congratulations to the eCities 2018 Honored Communities!





Business Training

- 2017 – Social Media Marketing for Small Business
- 2018 – Hospitality the Charlevoix Way
- 2019 – Training Series
- Leveraging Community Events to Boost Sales

In Partnership With
MEDC's Michigan Main Street Program
 SBDC Presents
2019 Northern MI Training Series



How to Buy or Sell a Business

Thursday, January 31
Boyne City

eCommerce Strategies:
 How to Sell Online

Thursday, March 7
Grayling

Creative Marketing Strategies:
 Leveraging Community Events
 to Boost Sales

Thursday, April 18
Charlevoix

For more information call 231-929-5060

Lindsey Dotson – Main Street America Revitalization Professional



**MAIN STREET
AMERICA**
*Revitalization
Professional*



Historic Signage Project - Summer 2019



BRIDGE PARK AND BRIDGE STREET

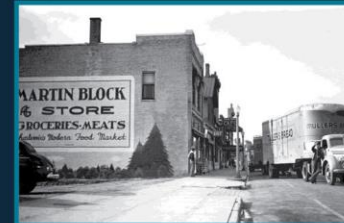
Bridge Street
ca. 1930

This area in which you are standing was where Charlevoix's downtown development began around 1870. The wood buildings at left, some of the oldest in town, were removed in 1941 for the construction of the current drawbridge, delayed by six years because of World War II. The photo show a typical gathering of spectators standing out in the street along the bridge's lowered safety gates to watch a vessel pass through the channel.



Bridge Street
ca. 1949

After the current bridge was opened in 1949, the city decided that no buildings would be placed on this land again because of the newly revealed view to Round Lake. It would become a park, named Bridge Park not for its proximity to the channel bridge, but for Robert Bridge, bank president and Charlevoix mayor from 1938-46. Mayor Bridge gave his full backing to the construction of current drawbridge, built 1947-49.



Bridge Park
late 1950s

Bridge Park remained nothing but a grassy empty rectangle that sloped down toward the waterfront until the mid-1990s when the entire area was transformed to provide much larger facilities for the Beaver Island Boat Company plus room for other businesses. The angular park landscape was elevated to be level with Bridge Street.



Bridge Street at Main Street
later renamed Park Avenue
1884

The intersection of Bridge Street and Main Street/Park Avenue has always been one of the busiest in Charlevoix. It began to be developed in the early 1880s. In the center background appears the Bank of Charlevoix, said to be the first bank in the county, founded in 1883. Shown is the visit of Josiah Williams Begole, 19th governor of Michigan.



Bridge Street at Main Street
ca. 1903

The corner bank was replaced by a hardware store in 1885. Behind the white awning stood a drugstore under various owners, then came Frank Woods' barbershop and public bath facilities, plus a cigar manufacturer in an upper room. By 1900, the rest of this Bridge Street block had been filled in to Clinton Street.



Bridge Street at Park Avenue
ca. 1922

Bridge Street was paved in 1904, and the automobile began to appear. By the 1920s, the wooden buildings that first filled the block to Clinton Street were replaced by brick structures. This entire three-store wide corner brick building, the first on the block, burned in March of 1925. The fire also destroyed a popular 600-seat auditorium spread across the second floor. It was not replaced when the stores were rebuilt.





What We Do...





Collect Data



CHARLEVOIX

Select Level | designation year: 2015

2017–18 PRIVATE INVESTMENT: \$2,161,500

Program to date: \$5,070,735



POPULATION (2010 Census):

2,513



2017–18 NEW BUSINESSES: 12

Program to date: 35



2017–18 VOLUNTEER HOURS: 2,203

Program to date: 11,679

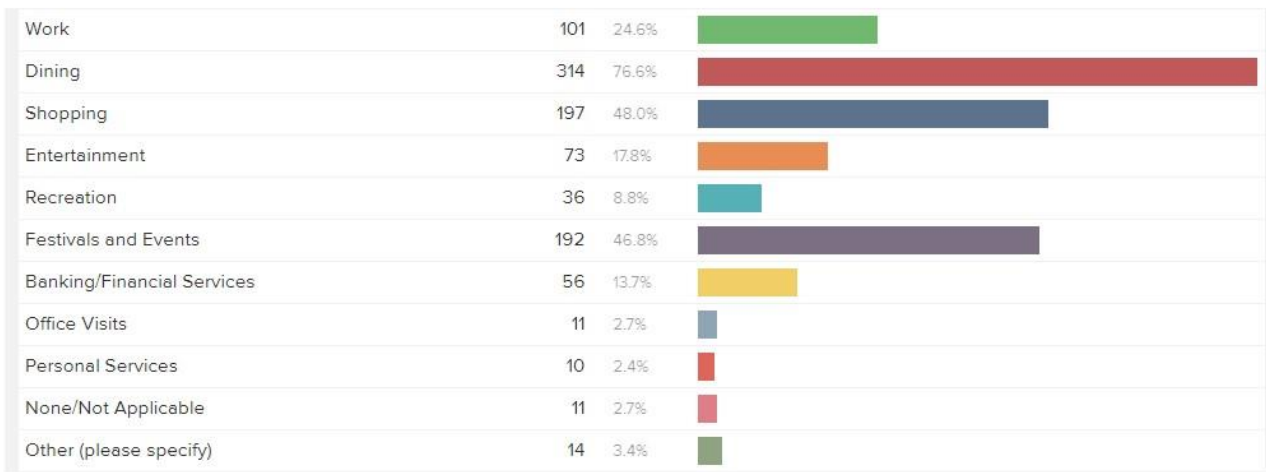


2017–18 FAÇADE IMPROVEMENTS: 3

Program to date: 27

Pulse Poll – late 2019

For which of the following activities or purposes do you visit Downtown Charlevoix most often? (Select up to three)

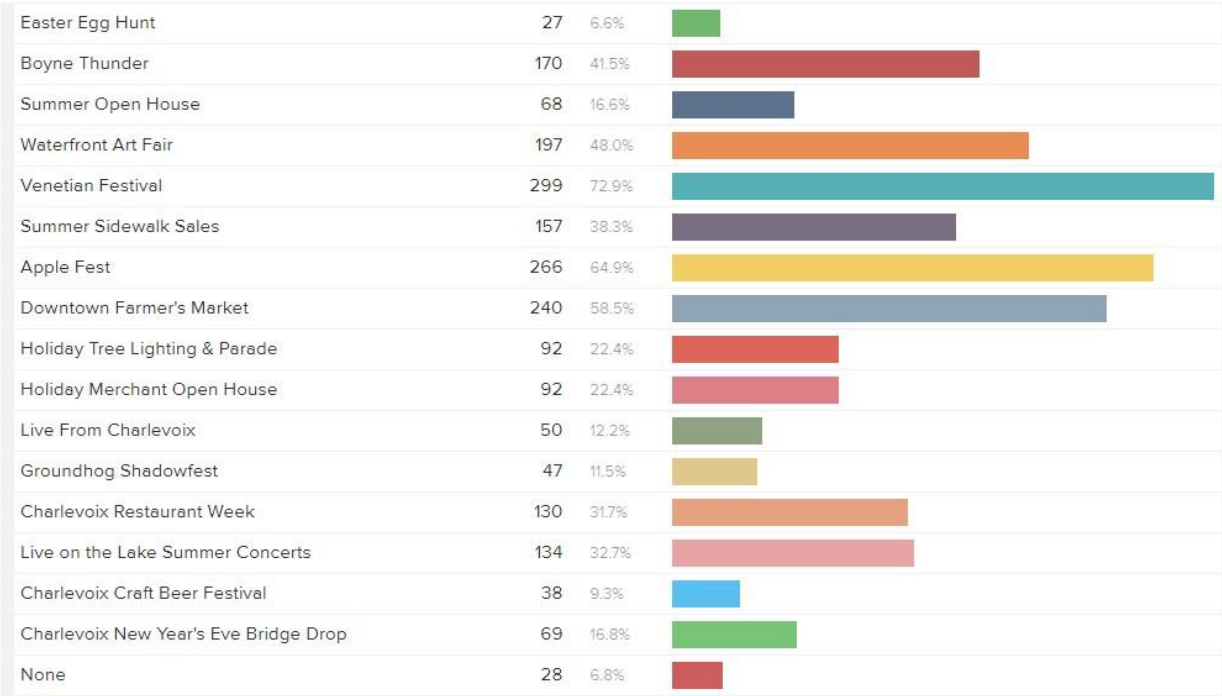


Sample of textual responses for choice **Other (please specify)**, showing at most 5:

[Review all responses](#) →

1	Yoga/strengthening
2	Tourism once a year or so
3	Walk around
4	Library
5	Wellness Center

Which of the following downtown festivals and events did you attend or participate in during the past year? (Select all the apply)





Communicate



“Life in Charlevoix” Mobile App – Junior Main Street

Views / Visitors Total

Date Range
Start Date - End Date

2017-07-01 - 2019-12-31

Update

Total Views
This is a measure of every view of your app, regardless of the number of people.

100000

Total Unique Visitors
This is a measure of every individual that visits your app.

19117

Total Visits by Page

Landing Page	38311
Events	17630
Content Pages	9427
Single Category	9078
Coupons and Specials	5894
Individual Listing	5224
News	4584
Full Directory	1826
Photo Galleries Listing	1678
Photo Gallery	1309
Directory Search	1109

- Landing Page
- Events
- Content Pages
- Single Category
- Coupons and Specials
- Individual Listing
- News
- Full Directory
- Photo Galleries Listing
- Photo Gallery
- Directory Search



Charlevoix

"Mobile Town guide was so easy to work with and really made creating an app to promote our downtown a breeze. Our number of downloads far exceeded expectations and managing the app is simple."

Lindsey Dotson, Charlevoix Main Street DDA Executive Director

A Few App Highlights

138

Directory Listings

443

Photos

102

News & Announcements

2

Interactive Tours

518

Calendar Events

27

Coupons & Specials

Where to Download

Download on Google play

Available on the App Store

Page 80 of 141

Email Newsletter (743 subscribers) | Downtown Charlevoix Facebook Page (8,687 likes) | Instagram @downtown_charlevoix (1,636 followers)



CHARLEVOIX
CLASSIC BEAUTY

Messages From Main Street

We're hiring!

Charlevoix Main Street DDA is seeking a qualified candidate to serve as an AmeriCorps VISTA member. The Charlevoix Main Street VISTA member is responsible for creating and managing programs and projects that meet the objectives and goals of the Charlevoix Main Street Program. The VISTA member will assist the program with economic revitalization efforts in Downtown Charlevoix based on the objectives in the VISTA assignment description. The VISTA member will promote entrepreneurship, small business, and start-ups to improve the economic conditions of Downtown Charlevoix.

Application deadline is July 8th. Please click below for full posting.



WHY SHOULD YOU JOIN AMERICORPS?



Downtown Charlevoix
@DowntownCharlevoix

HomeAboutEventsReviewsPhotosVideosPostsServicesShopGroupsNotesOffersJobsCommunityJoin My ListPromote



CHARLEVOIX

LikedFollowingShare

CreateLiveEventOfferJob

Write a post...
Photo/VideoFeeling/Activ...Check in

Downtown Charlevoix
Published by Lindsey Dotson [?] · June 22 at 7:35 PM ·

Live on the Lake Concert Series - The Horton Creek Band kicks off on Thursday! Don't miss Buskers on Bridge Street starting at 5pm followed by Horton Creek at 7pm in East Park.

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CHARLEVOIX
LIVE ON

Search for posts on this Page

Visitor Posts



Renee Ryan Urbanski
June 14 at 7:12 AM

Thank you #CharlevoixTheBeautiful for keeping this part of our awesome state the best place to visit.

1 Comment

Like · Comment · Message



Angelita Mercado
June 11 at 12:05 PM

The American Red Cross will be heading to Beaver Island this summer ... See More

Like · Comment · Message



Educate



Local Investor Workshop – May 9th

IT'S NOT A UNICORN

grubstake



Description

Where did the name Grubstake come from?

It's a term from the late 19th century that has fallen out of use, but is completely applicable today:

noun: an amount of material, provisions, or money supplied to an enterprise (originally a prospector for ore) in return for a share in the resulting profits.

verb: provide with a grubstake. The term was coined during the era of gold mining. Miners would come into town and local residents would offer a grubstake in the form of lodging, food, or basic necessities. In exchange, the residents would receive a portion of the profit, or a grubstake.



Location

Library Community Room
220 Clinton St
Charlevoix, MI 49720
[View Map](#)



Entertain





CHARLEVOIX
**LIVE ON
THE LAKE**

2020 Schedule is set!

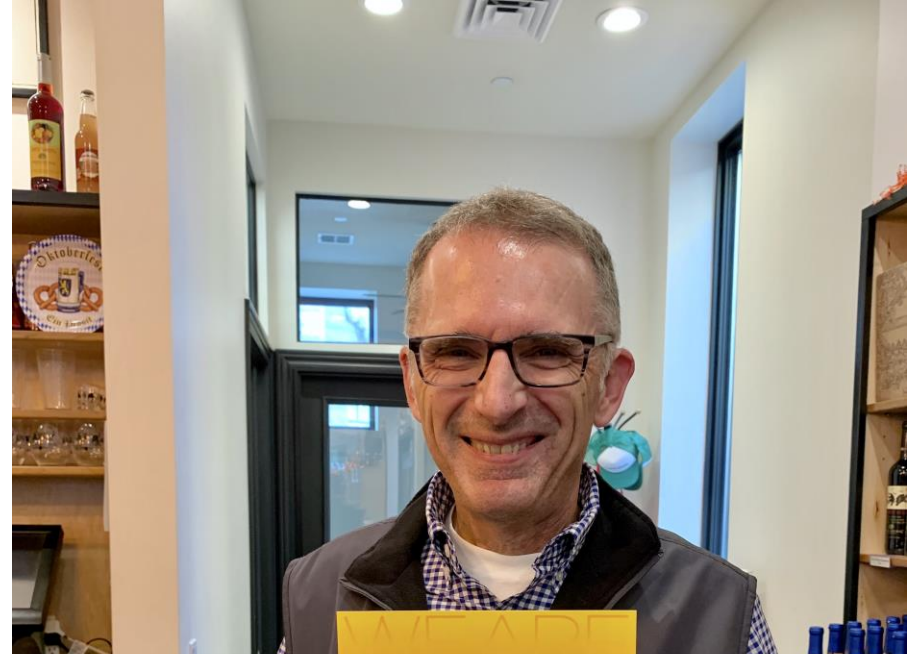
Details coming soon.



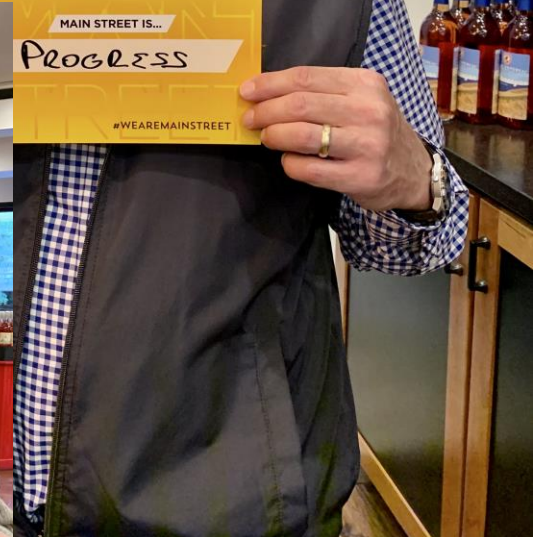


Connect





Monthly Business/Building Owners Meeting





Collaborate



Remote Office/Home Office Collaborative Meetings



ROHO Collaborative

Remote Office/Home Office Workers Unite!
First Wednesday of each month
@ 8am at The Vault
201 State Street
(use rear entrance and go downstairs)

Join us to connect & collaborate with others who work from home in Charlevoix the Beautiful.





Empower



Hoop Skirt Alley Project – Junior Main Street June 2019





Promote



Cooperative
Ad
Campaign
April 2019 –
March 2020



Record breaking year for news coverage!

New Business Incubator Opens in Downtown Charlevoix

September 9, 2019 by [Xavier Hershovitz](#),



Charlevoix Main Street DDA Receives National Accreditation

June 19, 2019 by [Xavier Hershovitz](#),





Preserve



Design Services



Design Consultations



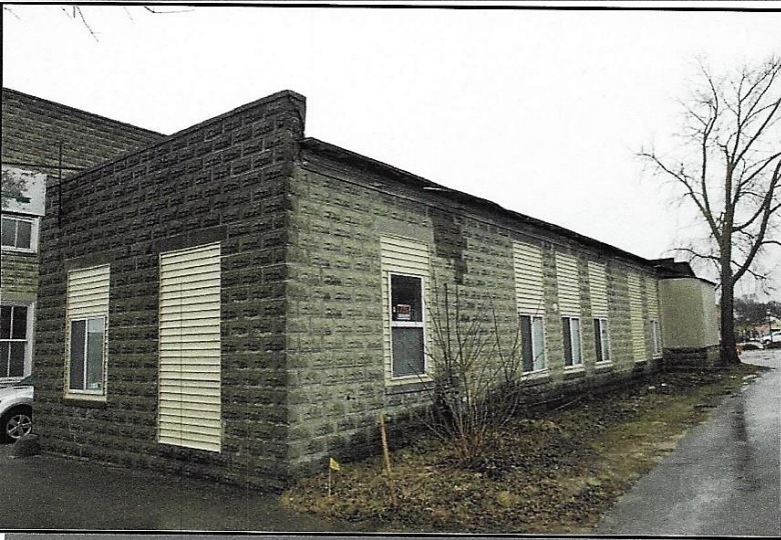
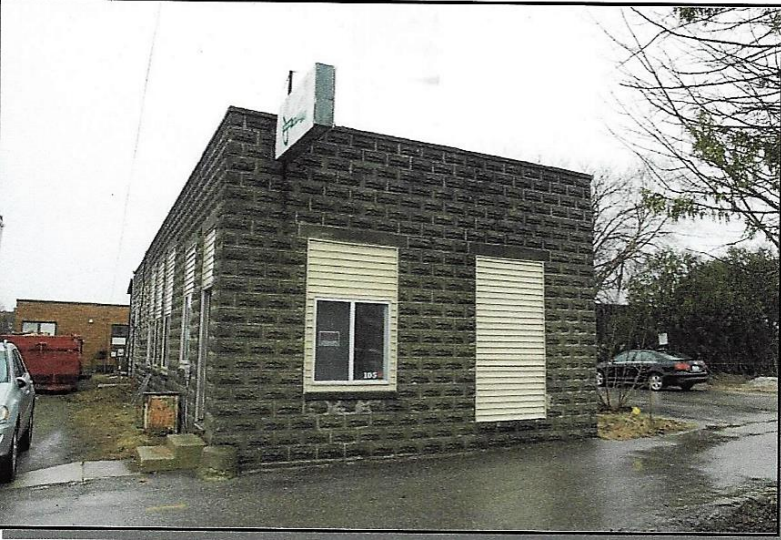
Updated Color Scheme 1: Off White



Consultation: New Color Schemes :: Michigan Main Street :: 115 Bridge Street Charlevoix, MI :: April 23, 2018 ::



Façade Grant Incentive Program



In 2017 & 2018:

- 8 storefronts improved (52 Weekends, Northbound, Cherry Republic, North Seas Gallery, Kilwin's, Town House Bar, True North, Simonsen's/My Grandmother's Table)
- Nearly \$40,000 of grant funds awarded
- At least \$80,000 invested in the downtown





Incubate



The Vault Co-Working Space & Business Incubator



MEMBERSHIP PLANS:

DROP IN | \$15

Be a member for the day and take advantage of our open coworking space from 8am - 5pm M-F.

MAILBOX | \$30/MONTH

If you work from home but need a physical address for mail and/or client meetings, we've got your solution!

PUNCH PASS | \$12

Discounted day passes!

PRIVATE OFFICES (3) | \$199-299/MONTH

Comes furnished with a desk, filing cabinet, chair, and lockable door.

DEDICATED DESK | \$149/MONTH

No more hunting for a workspace! You'll have a desk that is always yours and only yours.

24/7 ACCESS | \$99/MONTH

Get 24/7 access to The Vault for drop-in use outside of the regular 8-5 hours!

231.437.3454

INFO@THEVAULTCHARLEVOIX.COM
THEVAULTCHARLEVOIX.COM

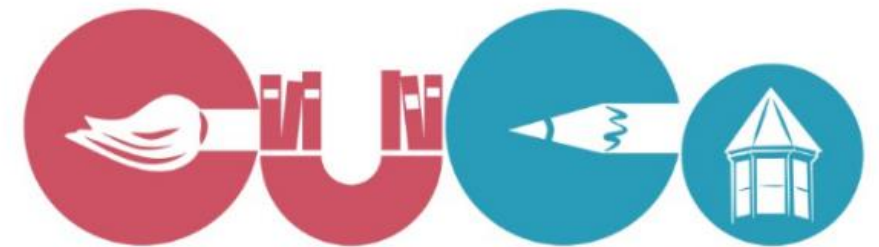


CHARLEVOIX
MAIN STREET DDA

Partner



**VISIT
CHARLEVOIX**



ONE CITY. THREE WORLD-CLASS INSTITUTIONS.

**CHARLEVOIX
CULTURAL CORRIDOR**



Looking Ahead...



Formalize Charlevoix Main Street Volunteer Program



Volunteer Application

Received _____

Follow Up _____

Interview _____

Notes _____

For Staff Use

Tell Us About You...

Name: _____

Date: _____

Street Address: _____

City: _____

State: _____

Zip: _____

Home Phone: _____

Work Phone: _____

Cell Phone: _____

Email Address: _____

Emergency Contact Name: _____

Relationship to you: _____

Emergency Contact Phone: _____

Occupation - _____

How did you learn about Main Street? _____

Why would you like to volunteer with Main Street? _____

Availability - When do you think you might like to volunteer?

_____ Weekdays (9-5)

_____ Summers Only

_____ Once a Week

_____ Evenings

_____ Winters Only

_____ Once a Month

_____ Weekends

_____ Year-Round

_____ Occasionally/Events

Skills & Interests - What talents and skills would you like to share with Main Street? How would you like to volunteer? _____





CHARLEVOIX MAIN STREET VOLUNTEER APPRECIATION NIGHT

April is Volunteer Month and we are going to celebrate! Appetizers will be provided and volunteer awards will be given to recognize everyone's passion for downtown Charlevoix.

04.25.19 • 6-8 pm

Lake Charlevoix Brewing Company |
111 Bridge Park Drive | Charlevoix, MI





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.*



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

4426-181219

For more information, visit www.mplace.org.

Interested businesses should contact their local Main Street director (see attached map.)

Match on Main Grant



2020: Half-Day Mini-Resource Conference for Local Business Owners (April 30) + Michigan Downtown Association Summer Workshop (June 5)



MICHIGAN
DOWNTOWN
ASSOCIATION



The Vault Maker Space Collaborative



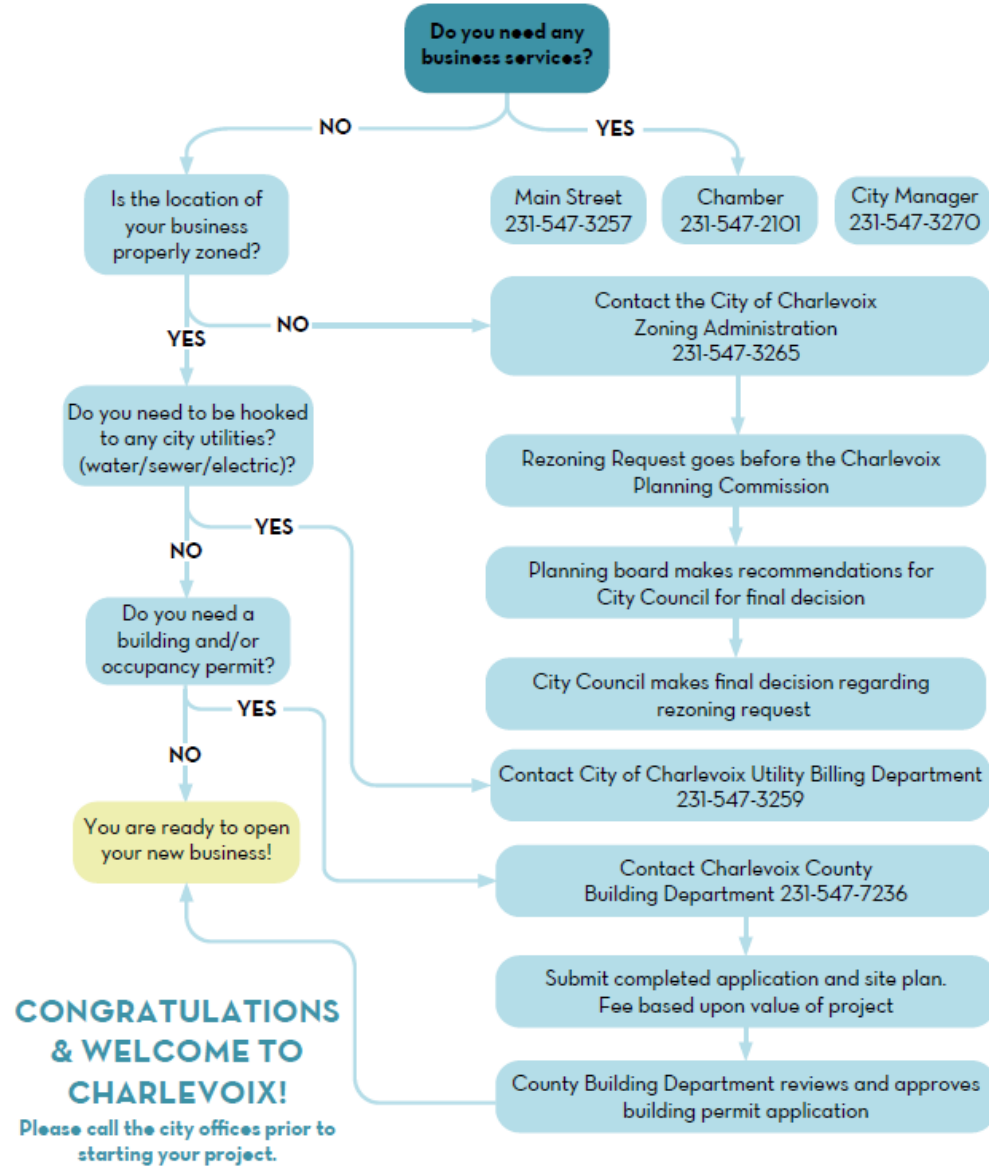
SBEI: Functionality Connectivity Beautification Revitalization

Charlevoix Downtown Alley Corridor Vision

Charlevoix, MI



STARTING A BUSINESS?



**CONGRATULATIONS
& WELCOME TO
CHARLEVOIX!**

Please call the city offices prior to starting your project.



- Downtown Design Guidelines
- National Register Historic District for 200 block
- Redevelopment Ready Community Certification



Workforce Housing



- Homeshare
- Upper floor apartments
- Future mixed use development



Thank you!

Lindsey J. Dotson

Main Street DDA Director

lindseyd@charlevoixmi.gov

(231) 547-3257

downtowncharlevoix.com



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: December 23, 2019

ATTACHMENTS:

- ▣ Regular Meeting - November 25

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, November 25, 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:	Maureen Owens
Members Present:	Sean Bradley, Luther Kurtz, Paul Silva, Rick Wertz, Amanda Wilkin
Non-Voting Member:	Liam Dreyer
Members Absent:	Sam Bingham, Richard Christner, Kirby Dipert
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

Chair Owens stated that she would not be voting on the Groundhog Shadowfest Sponsorship Request (Item 6.B). She introduced Liam Dreyer as the newly appointed Junior Main Street non-voting member to the DDA.

5. Reports

A. Downtown Snow Removal

DPW Superintendent Elliott reviewed the current system of snow removal throughout the City. He explained that snow removal begins with one inch of accumulation and it takes at least eight hours to remove 4-8" of snow from the roads, parking lots and sidewalks. He noted that seeing snowfall several days in a row leaves no man hours to clear the snowbanks that accumulate downtown.

Director Dotson recalled that every year the DDA talks about heated sidewalks. It was brought up again at the Business Owners meeting that there are inconsistencies with the removal process. She stated that after the City crews clear the sidewalks in the morning, then the business owners are responsible for clearing the sidewalks of snow but some seasonal businesses do not clear their sidewalks. She stated that with the City Manager's permission they were seeking to update the Ordinance to include that sidewalks are to be cleared by 10:00 a.m. after a snowfall occurs. If the property owners do not clean the sidewalks by 10:00 a.m. they would receive a warning letter from the Zoning Administrator, followed by a fine of \$50. She stated that the Resolution and Ordinance were in draft form that would have to go before the City Council:

RESOLUTION NO. 2019-01-XX

WHEREAS, Section 153.48 of the City Code provides for the establishment of snow and ice clearance district in areas of substantial traffic within the City; and

WHEREAS, Downtown Bridge Street and Antrim Street to the County, City and Public Library are the areas most heavily traveled by pedestrians in the winter months;

NOW THEREFORE BE IT RESOLVED, that the Downtown Snow and Ice Clearance District is hereby created, the boundaries of which shall be the east side of Bridge Street right-of-way to the east side of State Street from the northern most portion of the U.S. 31 Drawbridge to the centerline of Belvedere Avenue and both sides of Mason Street to the Charlevoix Public Library driveway; and

BE IT FURTHER RESOLVED, that the charge to any property owner for reimbursement of expenses incurred by the City in removing snow or ice from any section of sidewalk within this District, as provided for in Section 153.48 of the City Code, shall be set by City Council from time to time.

RESOLVED this ____ day of month, 2019.

ORDINANCE NO. xxx of 2019

THE CITY OF CHARLEVOIX ORDAINS:

SECTION 1. Title XV, Chapter 151, Section 152.48 (B) of the City of Charlevoix Code is hereby amended to read as follows:

Sidewalks to be cleared with clearance districts. The occupant of every lot or premise, or the owner of such lot or premises located within any snow or ice clearance district, shall clear all ice and snow from sidewalks adjoining such lot or premises within the time herein required. Such snow or ice shall be cleared from the sidewalks by 10:00 A.M. each day and in daylight hours when snow has stopped falling and is 4 inches or higher.

SECTION 2. Severability.

No other portion, paragraph or phase of the Code of the City of Charlevoix, Michigan shall be affected by this Ordinance except as to the above sections, and in the event any portion, section or subsection of this Ordinance shall be held invalid for any reason, such invalidation shall not be construed to affect the validity of any other part or portion of this Ordinance or of the Code of the City of Charlevoix, Michigan.

SECTION 3. Effective Date.

The Ordinance shall become effective thirty (30) days after the enactment.

Motion by Member Wilkin, second by Member Silva to support the effort to clarify the snow removal on sidewalks in the DDA. Motion passed by unanimous voice vote.

B. Presentation by Charlevoix Robotics Students

Mr. Tom Schultz introduced six students who are part of the robotics team. He explained the focus of the group was to get young people involved in science and technology. They would be hosting a contest at the Charlevoix Middle/High School in December to solve the problem of a lack of downtown housing and parking.

C. Project Presentations

Director Dotson asked Committee members to present a general update about the projects they are working on so the Board can prepare their budget for next year.

- Jacques Dipert – Gift Local. Ms. Dipert explained that the Gift Local campaign was a program to encourage shoppers to make purchases in downtown Charlevoix from Black Friday to Christmas Eve. Shoppers turn in their receipts and for every \$50 spent the customer receives one raffle ticket for “Downtown Dollars” that can only be spent on Main Street businesses.
- Sarah Hagen/Jean Muselik – Live on the Lake Summer Concerts. Ms. Muselik summarized the concert series program, the project budget, addition of street performers and the Shakespeare in the Park event.
- Caitlin Cole/Katherine Forrester – Charlevoix Restaurant Week. Ms. Cole explained that Restaurant Week was scheduled twice a year: the first full week in November and the last full week in April. They usually get 10-12 restaurants to participate in each week.
- Denise Fate – Design Committee Projects. Ms. Fate presented a recap of Design Committee projects over the last several years. She also summarized planned projects including: Façade Grants, SBEI Grant Program – alleyway improvement, Tree Lights & Parking Lot improvements, Walkability Survey, and Phase Two of the Wayfinding Signs program.

D. Director's Report

Director Dotson stated that there was a new partnership between Michigan Main Street and Issue Media Group (IMG) for a project that generates editorially independent, solutions-oriented features and stories. She stated that the focus would be generating 24 stories a year specific to Charlevoix. All the content created would be available to the DDA to distribute as they see fit. Director Dotson stated that essentially it was “\$30,000 to get a lot of good press in a year”. She suggested asking IMG to do a presentation for the Board. Chair Owens felt they should wait until they were through the budget process before asking for a presentation and the Board agreed.

6. New Business

A. Set Date for Budget Work Session

Mayor Kurtz stated that he would like to see the DDA balance the budget for the new year. He felt it would be appropriate for the Executive Committee to meet and develop a balanced budget to be presented to the full DDA Board at the budget work session.

Motion by Mayor Kurtz, second by Member Wertz for the Executive Committee to meet and develop a balanced budget to be presented to the full DDA Board at the budget work session. Motion passed by unanimous voice vote.

Motion by Member Bradley, second by Member Silva to tentatively schedule a 2020/2021 DDA Budget Work Session on January 7, 2020 at 5:30 p.m. pending availability of Board members, and for staff to contact the members not present at this meeting to see if they can make the meeting on January 7th. Motion passed by unanimous voice vote.

B. Groundhog Shadowfest Sponsorship Request

Chair Owens recused herself and Member Wertz assumed the Chair. Ms. Owens presented the sponsorship request for the Charlevoix ShadowFest which was a continuing effort to work with the shoulder season and draw people downtown in February. This year they were planning an innertube sledding event in the park and were continuing to grow the event in the downtown area. Director Dotson stated that she provided historical information in their agenda packet about the sponsorships they have awarded this year and advised that they had \$3,000 remaining in the current budget. Discussion followed regarding the budget limitations, items cut from the Shadowfest Program, and any other outstanding sponsorship requests before the end of this current fiscal year.

Motion by Member Wilkin, second by Member Silva to approve a platinum sponsorship in the amount of \$2,500 in support of Charlevoix Groundhog Shadowfest. Motion passed by unanimous voice vote.

7. **Consent Agenda**

- A. Annual Report to State Treasury – Tax Increment Financing
- B. Minutes
- C. DDA Financials
- D. Committee Minutes
- E. Monthly Report

Chair Owens returned to the meeting. She questioned the \$74,000 amount shown in professional services on the Annual Report to State Treasury. Director Dotson replied that the amount comprises their contracts.

Motion by Member Silva, second by Mayor Kurtz to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

8. **Public Comment**

9. **Request for Future Agenda Items**

10. **Board Comments**

Member Silva suggested limiting presentations to five minutes in the future. Chair Owens replied that the presenters were given time limits for their presentations and they were reminded again just before the meeting started.

11. **Adjourn**

Motion by Member Wertz, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:46 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Committee Minutes

DATE: December 23, 2019

ATTACHMENTS:

- ▣ Economic Vitality Committee
- ▣ Promotions/Organization Committee



Charlevoix Main Street
Economic Vitality Committee
Meeting Minutes
December 17, 2019 - 8am

Present: Lindsey Dotson; Sarah Hagen; Maureen Owens; Mark Heydlauff; Kirby Dipert; Amanda Wilkin; Sam Bingham; Tim Kish; Laura Simmonds; John Haggard

Co-chair Heydlauff called the meeting to order at 8:00am.

Old Business

- a) **The Vault Co-Working Space Update** – Director Dotson gave updates about occupancy at The Vault and shared that the next project will be to form a coalition to discuss/plan the future of a maker space in Charlevoix.
- b) **“Match on Main” grant update** – Director Dotson shared with the committee new deadlines and parameters of the program for 2020 and said that she is currently working with a couple of businesses who are pursuing the funding.

New Business

- a) **Entrepreneurial Ecosystem Technical Assistance Report Review**
 - a. The committee reviewed and discussed the 2nd report provided by the National Main Street Center which is a feasibility analysis of the development of new housing in the downtown as a part of a mixed use development to improve our appeal to remote workers and work toward solving Charlevoix’s ultimate shortage of affordable housing options.

Economic Development Update

- a) **Businesses: opening and closing** – A new business is working to open in one of the vacant spaces on the 300 block.
- b) **Buildings: no updates** were given

Volunteer hours were reported.

Meeting adjourned at 8:30 am.

Next regular meeting is March 10, 2020 at 8am at City Hall



Promotions/Organization Committee
Thursday, November 19, 2019
8:00 a.m.; The Vault

Members Present: Lindsey Dotson, Sarah Hagen, Denis Kusina, Caitlin Cole, Katherine Forrester, Leanne Ackert, Maureen Owens, Richard Christner

Meeting Minutes

8:00am I. Call to Order: 8:02am

8:01am II. Approval of Minutes: November 21, 2019 Denis/Leanne

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)
Harbor View Café was December's cooperative ad campaign. Hoffman McClain will be going live in January. Lindsey noted that the blog was doing well.
2. Summer Concert Series
The summer concerts have been finalized. Currently, the committee is working on securing buskers and sponsorships.
3. Gift Local Shopping Contest
There are fewer entries to date. People may be slow to turn in receipts. 9 and 10 News did a nice feature of the program.
4. Supported Events
 - a. Shadow Fest- February 1
Shadow Fest planning is all set. There have been several schedule changes to the event this year. The committee needs volunteers to help run the event.

B. Organization

1. Newsletter
 - i. December Statistics (Richard)
Richard will be sending out the November newsletter in January and the December newsletter will be going out soon.

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.

- ii. January Deadline (Richard)
None

8:35am	IV.	New Business A. Work Plans for 2020 Lindsey is waiting to send out the work plans because the budget has not been approved yet. B. Volunteer Toolkit Jayne is working on the volunteer toolkit. C. New Millennial Proposal Not happening at this time. D. Pledge Donation Wrap Up Lindsey has sent out pledge letters. Main Street has received \$1,050 in donations. She will be sending out electronic donation letters. E. Reorganize Email Contacts into Main 5 Audiences Tabled until the next meeting.
8:50am	V.	Volunteer Hours 15.5
8:55am	VI.	Good of the Order: 8:18am
9:00am	VII.	Adjournment

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: Annual Report

DATE: December 23, 2019

ATTACHMENTS:

- ▣ Annual Report to MEDC
- ▣ Impact Report to MEDC

[Home](#)
[My Profile](#)
[Project Information](#)
[MEDC Programs](#)
[My Applications](#)
[My Awards](#)
[Other Reports](#)

Michigan Main Street Annual Report

Metrics Number	M-0000115793	Status	Approved
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	10/1/2018	Reporting Period End	9/30/2019
Submitter's Name		Due Date	11/30/2019

Building and Property Use

MSA Value

Total Taxable Value of the MSA	29,843,839	Total Assessed Value (SEV) of the MSA	35,286,000
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Total Building Square Footage

Total SF of First Floor	364,700	Total SF of Upper Floors	163,400
Total Buildings SF	528,100		

Buildings

# of First Floor Storefront	99	# of Buildings Over 1-Story	34
# of Buildings Owned by Local Owners	71	Total Buildings	88

Market Rent Per Square Foot

Retail Rent per SF	\$20	Office Rent per SF	\$11
Residential Rent per SF	\$0		

Activity & Use Data

Total Number of Businesses	124
----------------------------	-----

Grocery Stores

By Number	2
By Sq Ft	23,200

Eating & Drinking

By Number	19
By Sq Ft	48,330

Retail Occupied

By Number	39
By Sq Ft	78,550

Hospitality

By Number	5
By Sq Ft	161,450

Service Businesses

By Number	29
By Sq Ft	65,900

Office

By Number	16
By Sq Ft	4,800

Civic Uses

By Number	2
By Sq Ft	40,000

Place of Worship

By Number	3
By Sq Ft	15,800

Auto Businesses

By Number	0
By Sq Ft	0

Warehouses

By Number	1
By Sq Ft	4,000

Manufacturing Industries

By Number	0
By Sq Ft	0

Arts & Cultural

By Number	3
By Sq Ft	14,600

Vacant

By Number	5
By Sq Ft	6,830

Underutilized

First Floors Spaces	0
Upper Floors Spaces	3

Employment Data

Total Number of Full-Time Jobs Added	26.0	Total Number of Full-Time Jobs Lost	14.0
Total Number of Part-Time Jobs Added	11.0	Total Number of Part-Time Jobs Lost	12.0
Total Number of Full-Time Aggregated Jobs	11.5		

Housing Data

Total Number of Apartments / Lofts	Total Number of Condo Unit
------------------------------------	----------------------------

Total Number of Single-Family Houses
Total Renter-Occupied Units 34

Total Owner-Occupied Units
Total Upper Floor Housing Units (Rental or Owner) 68

Investment Data
Total Facade & Ext Renovation Private Investment \$20,942.00
Total Public Improvements Private Investment \$9,071.00
Total Building Rehab Private Investment \$265,700.00
Total New Construction Private Investment
Total Private Investment in MSA \$295,713.00
Total Investment in MSA \$837,001.00

Total Facade & Ext Renovation Public Investment \$6,288.00
Total Public Improvements Public Investment \$510,000.00
Total Building Rehab Public Investment \$25,000.00
Total New Construction Public Investment
Total Public Investment in MSA \$541,288.00

Main Street Data

Staffing
Full-Time Staff 1
Executive Director Salary \$53,321.00
Additional Staff Salary \$0.00

Part-Time Staff 0
Executive Director Benefits \$34,547.00
Additional Staff Benefits \$0.00

Upload Attachments

Name	Date Uploaded
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michiganbusiness.org

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



MICHIGAN MAIN STREET IMPACT Content Collection Form | 2020 Edition

V4 | 10.14.19

Community or District:	Charlevoix
------------------------	------------

Contact Information for Person Submitting Form:

Name:	Lindsey Dotson	Title:	Executive Director
Telephone:	231-547-3257	Email:	lindseyd@charlevoixmi.gov

Page 1 (Cover)

1A

Block 1A: Downtown (or District) Logo, Graphic or Photo

☒	Upload to Box Folder > Community Content > Page 1 > Downtown Logo
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1B

Block 1B: Downtown (or District) Banner Heading and Subheading Text

Heading Text (~8 to 12 words)	Experience the Classic Beauty of Downtown Charlevoix!
Subheading Text (~15 to 20 words)	Shop, dine, and make memories year round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleys await your discovery.

1C

Block 1C: Main Street Organization (MSO) Header Block Contact Information

Organization Name:	Charlevoix Main Street DDA
Telephone Number:	231-547-3257
Website Address:	downtowncharlevoix.com

1D

Block 1D: Downtown/District Cover Photo

☒	Upload to Box Folder > Community Content > Page 1 > Downtown Cover Photo
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1E

Block 1E: State of Downtown/District (Provide information for 8 to 10 entries)

# Blocks	6	# Restaurants	19
# Acres		# Retail Stores	39
# Parcels		% Storefront Vacancy Rate	5%
# Parcel Owners		\$ Total Assessed Valuation	35,286,000
# Public Parking Spaces	709	% Increase in Property Values	
# First-Floor Storefronts	99	> Increase from:	Year to Year
# Residential Units	68	ALT: % Businesses Open Year Round	70
# Workers Employed in District		ALT: # of Boats in Marina in 2019	2429

Update annually

Review annually; update as needed

Update every 2 to 3 years, or as needed

1F

Block 1F: MSO Intro / Making a Difference (Narrative for MSO adapting or incorporating “Desired Future State” description from Transformation Strategy Development Plan) | ~ 50 to 60 words

MSO Intro (~50 to 60 words)	Charlevoix Main Street DDA is at the heart of a movement to develop <i>Downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.</i>
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1G

Block 1G: Downtown’s (or District’s) Goals (Adapted/Summarized from Transformation Strategy Development Plan’s “Overarching Goals” | 3 or 4 Bullets | ~ 50 words total)

TS Goal 1	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix’s commitment to year-round health & wellness/healthy living.
TS Goal 2	Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
TS Goal 3	Establish the foundation for a year-round economy by expanding shoulder season activity.
TS Goal 4	Bring businesses together to cooperate and coordinate resources to market downtown.

1H

Block 1H: Main Street Organization (MSO) Logo

☒	Upload to Box Folder > Community Content > Page 1 > Main Street Logo
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1I

Block 1I (Footer): Michigan Main Street (MMS) and Redevelopment Ready Community (RRC) Level or Status

MMS Level:	Master
RRC Status:	Engaged

Page 2

2A

Block 2A: Transforming Downtown/District Highlights – Three Photos with Captions (~ 20 to 25 words each)

☒	Upload Highlight Photo 1 to Box Folder > Community Content > Page 2 > Highlight Photo 1
Highlight Photo 1 Caption (~20 to 25 words)	Opened a publicly operated co-working space and business incubator in the downtown called The Vault that had instant success and incredible community support.
☒	Upload Highlight Photo 2 to Box Folder > Community Content > Page 2 > Highlight Photo 2
Highlight Photo 2 Caption (~20 to 25 words)	Awarded nearly \$60,000 in Façade Grants since 2017 to help improve the appearance of 10 storefronts in downtown Charlevoix.
☒	Upload Highlight Photo 3 to Box Folder > Community Content > Page 2 > Highlight Photo 3
Highlight Photo 3 Caption (~20 to 25 words)	Worked with a new business to secure \$25,000 in grant funding for startup costs and equipment purchases through the Match on Main Grant program.

2B

Block 2B: 2018-19 Reinvestment Stats – Year and Program to Date (PTD) – From MMS Reports

(Information will be provided by MMS)

\$ Private Reinvestment – Year	\$295,713.00	\$ Private Reinvestment – PTD	\$5,366,447.58
# Façade Improvements – Year	3	# Façade Improvements – PTD	30
# New Businesses - Year	13	# New Businesses - PTD	48

2C

Block 2C: Helping Businesses Thrive (List 6 to 10 Services or Programs)

Name 1:	Monthly Business/Building Owner Meetings	Name 6:	Promotion through Downtown Maps/Directories/Website
Name 2:	Cooperative Advertising Campaign	Name 7:	
Name 3:	Complimentary Building Design Assistance	Name 8:	
Name 4:	Façade Grant Incentive Program	Name 9:	
Name 5:	Annual Small Business Training	Name 10:	

2D

Block 2D: Owner Testimonial Block Quote (~ 25 to 35 words)

Owner Testimonial (~25 to 35 words)	<i>I look to Main Street as a cornerstone of my business. The opportunities offered, including grant opportunities, meeting,s and seminars are amazing. Even when all you need is someone to bounce an idea off, Main Street is willing to help.</i>
Testimonial Source (Name, Title, Business)	Deidre Weller, Owner, Thistle

2E

Block 2E: Community Profile – City of [City] (Source: siterelection.michiganbusiness.org)

Data shown for (Enter Year)	2019		
# Population	2,450	# Housing Units (Total Dwellings)	1,928
# Households	1291	% of All Housing Units Occupied	66.96
\$\$ Median (Avg?) HH Income	\$40,635	% of Owner-Occupied Housing Units	57.32
# Median Age	51	% of Renter-Occupied Housing Units	42.68

2F

Block 2F: Drive Time Markets Data (Source: siterelection.michiganbusiness.org)

Data shown for (Enter Year)	2019		
	5 Minutes	10 Minutes	20 Minutes
# Population	2510	3377	6452
# Households	1333	1709	3028
\$ Median (?) HH Income	62,275	72,696	77,536

2G

Block 2G: Businesses in Demand (from Pulse Poll Questions #4 and #5)

Retail Establishments (Pulse Poll Q4)		Eating and Drinking Places (Pulse Poll Q5)	
1:	Shoe Store	1:	Italian Restaurant
2:	General/Variety Store	2:	Bakery
3:	Arts, Crafts, & Hobbies	3:	Asian Restaurant
4:	Home Furnishings	4:	Casual Dining Eatery
5:	Sporting Goods/Outdoors	5:	Healthy Menu Eatery

Page 3

3A

Block 3A: “Connecting” Feature Project Photo, Title and Caption (~ 75 words max)

☒	Upload Photo to Dropbox Folder > Community Content > Page 3 > Connecting Photo
Title (5 words or less)	Connecting Youth to Placemaking
Feature Project Caption (~60 to 75 words)	Our alleys are already hidden gems, but the re-imagined Hoop Skirt alley offers residents and visitors a more connected, artistic, walkable, and welcoming downtown space. Together with local high school students & our community partners, we created an enchanting space for people to sit, shop, dine, and make memories in our downtown. Completed in June of 2019, this project enhanced our mission to create a vibrant, strong, and economically viable downtown that is pedestrian friendly.

3B

Block 3B: Volunteer (or Investor) Spotlight – Photo with Testimonial (~ 20 to 30 words max)

☐	Upload Photo to Box Folder > Community Content > Page 3 > Volunteer Spotlight Photo
Volunteer Testimonial (~20 to 30 words max)	I volunteer because it is rewarding to help other people accomplish a goal or a project. Everyone benefits when you give back to the community.
Testimonial Source (Name, Title, Business)	Luann Keinath, Chief Lending Officer, Charlevoix State Bank

3C

Block 3C: Pulse of Downtown – 20## Pulse Poll Highlights

Data shown for Pulse Poll conducted in (Enter Year)	2019
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%% [Place] Visit frequency by purpose (Top 3) Q1: For which of the following activities or purposes do you visit [Place] most often?		
Purpose	Purpose	Frequency Pct.
#1 Purpose:	Dining	76.6%
#2 Purpose:	Shopping	48%
#3 Purpose:	Festivals and Events	46.8%

%% [Place] Highest attended festivals and events by percentage attending (Top 3) Q2: Which of the following festivals and events did you attend or participate in during the past year?		
Festival/Event	Festival/Event Name	Pct. Attending
#1 Festival/Event:	Venetian Festival	72.9%
#2 Festival/Event:	Apple Fest	64.9%
#3 Festival/Event:	Downtown Farmers Market	58.5%

%% Change in frequency of visits to [Place] Q3: Thinking about... describe how the frequency of your visits has changed during the past year?	
The frequency of my visits to [Place] has increased during the past year	21.7%
The frequency of my visits to [Place] has decreased during the past year	23.2%
The frequency of my visits to [Place] has stayed about the same during the past year	52%

%% Describe recent trends in [Place] Q6: Which of the following best describes recent trends in [Place]?	
Improving or making progress	47.3%
Steady or holding its own	33.4%

Update annually

Review annually; update as needed

Update every 2 to 3 years, or as needed

Declining or losing ground	15.1%
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3D

3D: Social Connection – Provide Number of Followers for Up to 4 MSO Social Media Apps

# Facebook	8687	# Twitter	
# Instagram	1636	# Other 1: Life in Charlevoix Mobile App Downloads	19,117
# Pinterest		# Other 2: Email Newsletter Subscribers	743

3E

Block 3E: Volunteer Connection – 2018-19 Stats from MMS Reports

(Information will be provided by MMS)

2018 – 19 Volunteer Hours and Value	
# 2018-19 Volunteer Hours	1551
\$ 2018-19 Value of Volunteer Hours (# of Hours x \$24.85*)	38,542
# Volunteer Hours – Program to Date	13,231

* Source: Estimated Value of Volunteer Time for 2018 | https://independentsector.org/resource/vovt_details/

3F

Block 3F: Financial Summary for FY## (Most recently completed fiscal year) – Summarize in 4 to 5 Categories

For Fiscal Year Ended (Month/Year):	March 2019
-------------------------------------	------------

FY## Total Income - \$:	574,630	FY## Total Expenditures - \$	660,453
Sources - % (Summarize below using up to 5 categories)		Categories - % (Summarize below using up to 5 categories)	
> Program Activities - %		> Promotion Activities - %	7%
> Grants/Foundation Support - %		> Design Activities - %	
> City/County Support - %	68%	> Economic Vitality Activities - %	
> DDA Support - %	6%	> Organization Activities - %	
> Management Contract Fees - %		> Operations - %	
> Business Support - %		> Other/Miscellaneous Activities - %	24%
> Memberships and Fundraising - %		> Other - %: East Park/Marina Bond Debt Payment	51%
> Personal Giving - %	4%	> Other - %: Bridge Park Building Maintenance	7%
> Other/Miscellaneous - %	14%	> Other - %: Salaries & Wages	11%
> Other - %: Enter "Other"		> Other - %: Enter "Other"	
> Other - %: Property Rent	8%	> Other - %: Enter "Other"	
TOTAL INCOME (100%)	100%	TOTAL EXPENDITURES (100%)	100%

 Update annually

 Review annually; update as needed

 Update every 2 to 3 years, or as needed

Page 4

4A

Block 4A: Downtown (or [District]) Alive | Estimated Events Attendance and Listing for MSO Events (2018-19)

# Estimated Events Attendance – 2018-19 – from MMS Reports*	11,619
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* Estimated Events Attendance figure will be provided by MMS

List up to 10 Festivals/Events:			
Event 1:	Spring & Fall Charlevoix Restaurant Week	Event 6:	Gift Local Holiday Shopping Contest
Event 2:	Live on the Lake Summer Concert Series & Buskers on Bridge Street	Event 7:	
Event 3:	Main Street Monday during Venetian Festival	Event 8:	
Event 4:	Buy Nearby Weekend	Event 9:	
Event 5:	Small Business Saturday	Event 10:	

4B

Block 4B: Upload and Title/Caption (6 words or less) Four Event Photos

☒	Upload Event 1 Photo to Box Folder > Community Content > Page 4 > Event 1 Photo
Event 1 Photo Title/Caption (~6 words or less)	Holiday Parade and Tree Lighting
☒	Upload Event 2 Photo to Box Folder > Community Content > Page 4 > Event 2 Photo
Event 2 Photo Title/Caption (~6 words or less)	Merchant Open House & Hot Cocoa Contest
☒	Upload Event 3 Photo to Box Folder > Community Content > Page 4 > Event 3 Photo
Event 3 Photo Title/Caption (~6 words or less)	Main Street Monday during Venetian Festival
☐	Upload Event 4 Photo to Box Folder > Community Content > Page 4 > Event 4 Photo
Event 4 Photo Title/Caption (~6 words or less)	Charlevoix Farmers Market

4C

Block 4C: MSO Board Chair or Executive Director Pull Quote on importance/value of MMS to MSO and/or community (~25 to 35 Words)

MSO Rep Testimonial (~25 to 35 words)	Michigan Main Street helps strengthen Charlevoix Main Street's value by providing unique opportunities for our property and business owners that they wouldn't have if they were doing business somewhere else.
Testimonial Source (Name, MSO Title or Position)	Lindsey Dotson, Charlevoix Main Street DDA, Executive Director

4D

Block 4D: MSO Board and Staff Member Roster

Name	Board Member Name	Title	Board Title (i.e. President, Treasurer, etc.)
Name 1:	Maureen Owens	Title:	Chair
Name 2:	Richard Christner	Title:	Vice Chair
Name 3:	Kirby Dipert	Title:	Member
Name 4:	Rick Wertz	Title:	Member
Name 5:	Luther Kurtz	Title:	Mayor
Name 6:	Sam Bingham	Title:	Member
Name 7:	Sean Bradley	Title:	Member
Name 8:	Amanda Wilkin	Title:	Member
Name 9:	Paul Silva	Title:	Member
Name 10:	Liam Dreyer	Title:	Non-Voting Student
Name 11:		Title:	
Name 12:		Title:	
Name 13:		Title:	
Name 14:		Title:	
Name 15:		Title:	
Staff	Staff Member Name	Title:	Staff Member Title
Staff 1:	Lindsey Dotson	Title:	Executive Director
Staff 2:	Jayne Lynskey	Title:	AmeriCorps VISTA Member
Staff 3:		Title:	
Staff 4:		Title:	
Staff 5:		Title:	

Notes and Comments



Optional: Enter any notes or comments to be directed to the document’s designer.

Comments/Notes:	Please attempt to use colors/fonts affiliated with our brand. I’ve uploaded the brand standards into the shared folders for specific colors/fonts that are appropriate to use for our community. Thank you!
------------------------	---

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

Consent Agenda

TITLE: Trademark Sublicense Agreement with MEDC

DATE: December 23, 2019

ATTACHMENTS:

- ▣ MEDC Agreement

TRADEMARK SUBLICENSE AGREEMENT

This Trademark Sublicense Agreement (“Sublicense Agreement”) is entered into between Michigan Economic Development Corporation (“Coordinating Program”) and Charlevoix Main Street DDA (“Sublicensee”), effective as of the last date written below. For good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. Background.

A. The National Main Street Center, Inc. (“NMSC”) operates a membership program called MAIN STREET AMERICA™. As a part of that program, MAIN STREET AMERICA™ Coordinating Program Membership is available to statewide, regional or citywide organizations that oversee multiple local downtown and neighborhood programs within their service area and work to preserve and revitalize commercial districts. Local Program membership in the MAIN STREET AMERICA™ program is available at the Affiliate or Accredited levels to individual programs or organizations that satisfy the membership eligibility criteria described on the NMSC website (currently located at: <http://www.preservationnation.org/main-street/about-main-street/main-street-america/main-street-america-tier.html#.VmYLY7grLIU>).

B. Organization is a Coordinating Program member of NMSC in good standing and has entered into a Trademark License Agreement with the NMSC which grants to the Coordinating Program the right to sublicense to its Local Programs the use of the NMSC name and trademarks described below.

C. Sublicensee is a Local Program Member in good standing of the MAIN STREET AMERICA™ program at the Accredited level. Sublicensee is also located within the Coordinating Program’s geographic service area. Therefore, Sublicensee has the opportunity to enter into this Trademark License Agreement, which grants certain rights to use the NMSC’s name and trademarks, including MAIN STREET AMERICA™ and MAIN STREET®, as described below.

D. The NMSC’s parent entity, the National Trust for Historic Preservation (“National Trust”), owns the following registered trademarks, which it has delegated to the NMSC the right to sublicense. NMSC and Coordinating Program have entered into a Trademark Licensing Agreement which grants the Coordinating Program the right to sublicense the following registered trademarks:

Mark	U.S. Registration Number
MAIN STREET	Reg. Nos. 3,365,568 and 2,057,207
NATIONAL MAIN STREET CENTER	Reg. No. 2,013,837

These registered trademarks owned by the National Trust, together with the MAIN STREET AMERICA™ word marks and logos referred to in Section 2.A.i below, the NATIONAL MAIN STREET CENTER logo referred to in Section 2.A.ii below are referred to herein as the “Trademarks.”

E. The Trademarks are well known and recognized by the general public and associated in the public mind with the NMSC and the National Trust. The Coordinating Program and the Sublicensee recognize the mutual benefits that accrue from the Sublicensee’s use of the Trademarks in accordance with the terms and conditions of this Sublicense Agreement, including the recognition and credibility brought to the Sublicensee through its use of these Trademarks and the benefit to the Coordinating Program and NMSC from association with high-performing Local Programs.

**National Main Street Center
Local Program Accredited Member Sublicensing Agreement**

2. Grant of Sub-License.

A. Subject to the terms and conditions of this Sublicense Agreement, the Coordinating Program hereby grants the Sublicensee the non-exclusive right and license to use the Trademarks to identify and promote its participation in the MAIN STREET AMERICA™ program, as well as its relationship and association with the Coordinating Program and NMSC, in connection with the following activities:

- i. **MAIN STREET AMERICA™ word and logo marks.** The Sublicensee's rights to use the MAIN STREET AMERICA™ word mark and the following MAIN STREET AMERICA™ logo are limited to Sublicensees which are members in good standing at the Accredited membership level of the MAIN STREET AMERICA™ program:

For use by Local Programs who are Designated Members at the Accredited Level:



As a Main Street America™ Accredited program, INSERT NAME HERE is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

- ii. **NATIONAL MAIN STREET CENTER® word and logo marks.** The Sublicensee's right to use the NATIONAL MAIN STREET CENTER word mark and the following NATIONAL MAIN STREET CENTER logo solely and exclusively to indicate its association with the National Main Street Center:



- iii. **MAIN STREET® word mark.** The Sublicensee's right to use the MAIN STREET trademark is limited to use made to identify Sublicensee and/or its activities, including as part of the name of the Licensee (e.g. "Main Street Iowa"), in connection with commercial district revitalization and related consultation, education, and training.

3. Scope of and Limitations on Use. Use of the Trademarks by the Sublicensee will be subject to the following limitations:

A. Sublicensee must display the Accredited level MAIN STREET AMERICA membership mark on their website. All uses of the MAIN STREET AMERICA word mark and logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines

National Main Street Center
Local Program Accredited Member Sublicensing Agreement

attached as Exhibit A, which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different logos or designs (including any symbols or stylized presentations), in connection with the MAIN STREET AMERICA mark or logo. Use of the MAIN STREET AMERICA word mark and logos by Sublicensee is a mandatory condition of membership in the MAIN STREET AMERICA program.

B. The MAIN STREET mark, as part of the name and identity of Sublicensee's organization, programs, and activities, can be used on materials designed to promote the work of Sublicensee (e.g., website, brochures, newsletter, letterhead or other printed promotional materials). The right to use the MAIN STREET mark by the Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

C. All uses of the NATIONAL MAIN STREET CENTER logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines attached as Exhibit A, which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different logos or designs (including any symbols or stylized presentations) in connection with the NATIONAL MAIN STREET CENTER mark. Use of the NATIONAL MAIN STREET CENTER logo by Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

D. This Sublicense Agreement is subject to the terms, conditions, and limitations of the Trademark License Agreement between NMSC and the Coordinating Program.

E. Sublicensee will not apply to register any of the Trademarks, or any other trademark that incorporates any part of the Trademarks or "National Trust for Historic Preservation." Sublicensee will not state or imply that it owns any such trademarks.

F. The Sublicensee will not use the Trademarks in combination with or in juxtaposition with other trademarks except as may be approved in writing by the NMSC. The Sublicensee will apply and display the ® symbol and the ™ symbol next to or with respect to the Trademarks as directed by the Coordinating Program.

G. Other than as specifically provided herein, Sublicensee is not granted any other rights to use, license or sublicense the Trademarks.

4. Term. This Sublicense Agreement will become effective immediately upon the date of last signature below, and, unless terminated early under Sections 5 or 10, will be effective through December 31, 2019, at which time it may be renewed by mutual written agreement of the parties hereto.

5. Conditions. This Sublicense Agreement between Coordinating Program and Sublicensee is conditioned upon Sublicensee having an active MAIN STREET AMERICA membership at the Accredited level with NMSC. The requirements of this membership are currently available at: <http://www.preservationnation.org/main-street/about-main-street/main-street-america/main-street-america-tier.html#.VmYLY7grLIU>, and are incorporated herein by reference.

6. Acknowledgment of Ownership. Use of the Trademarks indicates acknowledgment by the Sublicensee of the NMSC's and the National Trust's rights and title to the Trademarks, (i.e. MAIN STREET AMERICA, NATIONAL MAIN STREET CENTER, and MAIN STREET), and that Sublicensee will not at any time do, or permit to be done, any act or thing that will in any way impair

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the rights of the NMSC or the National Trust. All use of the Trademarks by the Sublicensee will inure to the benefit of the NMSC and the National Trust.

7. Good will and promotional value. Sublicensee recognizes and acknowledges the value of good will associated with the Trademarks and agrees that it will not conduct any activity, provide any service, or produce or distribute goods which in any way damages or reflects adversely upon the NMSC or the National Trust.

8. Non-assignment. This Sublicense Agreement is personal to the Sublicensee, and may not be assigned to any other individual, program, organization, or agency. Any attempted assignment will be null and void.

9. Compliance Verification. It is the responsibility of the Sublicensee to verify compliance with the terms of this Sublicense Agreement, and to provide complete and accurate usage reports to the Coordinating Program. If the Coordinating Program or the NMSC has reason to believe that the Sublicensee is in violation of this Sublicense Agreement, the Coordinating Program or NMSC shall have the right to make inquiries with Sublicensee as necessary to determine compliance. In such case, the Sublicensee will cooperate with the Coordinating Program and/or NMSC in its investigation and provide in a timely fashion any and all information that is requested.

10. Termination.

A. Coordinating Program may terminate this Sublicense Agreement if the Sublicensee violates any of the provisions of this Sublicense Agreement or fails to satisfy the membership criteria established by the NMSC for Accredited Local Programs. Such termination will be effective thirty (30) days after the Coordinating Program sends written notice of such termination to Sublicensee. During this thirty (30) day period, Sublicensee may attempt to cure such violation. If the violation is not cured during this period, the termination will be effective upon the expiration of the thirty (30) day period.

B. This Sublicense Agreement will automatically terminate immediately without any notice required, notwithstanding the above paragraph, if the Coordinating Program or NMSC determines: (i) that sublicensee's actions could negatively affect the goodwill, image, or reputation of the NMSC, the National Trust for Historic Preservation, the Coordinating Program, or any of the Trademarks; (ii) the Sublicensee discontinues all or a significant portion of its business; (iii) the National Trust terminates, revokes, or fails to renew the NMSC's rights to use, license, or sublicense the Trademarks; or (iv) the NMSC terminates, revokes or fails to renew the Coordinating Program's rights to use, license or sublicense the Trademarks.

C. Upon the expiration or early termination of this Agreement, the Sublicensee will discontinue use of the Trademarks and will destroy and delete tangible and electronic documents and files containing any such marks, except for a limited number of copies retained for archival purposes only.

11. Governing Law. This Agreement is entered into in the District of Columbia and will be governed by and construed in accordance with the laws of the District of Columbia, USA, without giving effect to conflict of laws provisions.

12. Annual Report, Notices, Other Communication. Upon request by the Coordinating Program or NMSC, Sublicensee shall submit samples of any materials on which the Trademarks

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licensed under this agreement were used during the year. Such samples shall be submitted within ten business days of receipt of a written request from the Coordinating Program or NMSC.

13. Notices. Any notices which either party is required or may desire to serve upon the other party shall be in writing and may be served either personally or by depositing the same in the mail (first class postage prepaid, certified and return receipt requested) or with a reputable overnight express delivery service (with confirmed delivery, charge prepaid or billed to shipper), addressed to the party to be served as follows, unless a different address is designated in writing by the party to be served. Notice shall also be required to be given by electronic mail on the same date as deposited in the mail. Notice given by mail alone shall not be sufficient.

To Coordinating Program:

Name: Christin Armstrong

Address: 300 North Washington Square
Lansing, Michigan 48913

Phone: 517-420-8128

Email: krizovl1@michigan.org

To Sublicensee:

Name: Lindsey Dotson

Address: 210 State Street
Charlevoix, MI 49720

Phone: 231-547-3257

Email: lindseyd@charlevoixmi.gov

14. Successors. This Agreement shall be binding upon, and will inure to the benefit of, the parties and their respective permitted successors and assigns.

15. Modification. No amendment or modification of the terms or conditions of this License Agreement will be valid unless in writing and signed by both parties.

16. Waiver. The failure of either party to partially or fully exercise any right or the waiver by either party of any breach, shall not prevent a subsequent exercise of such right or be deemed a waiver of any subsequent breach of the same or any other term of this Sublicense Agreement. No waiver shall be valid or binding unless in writing and signed by the waiving party.

17. Severability. If any provision of this Sublicense Agreement or the application of any provision hereof to any person or circumstances is held to be void, invalid, or inoperative, the remaining provisions of this Agreement shall not be affected and shall continue in effect and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.

18. Entire Agreement. This Sublicense Agreement is the entire agreement between the parties with respect to the matters referred to herein and it supersedes and replaces all prior and contemporaneous oral and written understandings pertaining to the subject matter hereof.

Coordinating Program

By: Christin Armstrong

Date: Dec 9, 2019

Sublicensee

By: [Signature]

Date: Apr 16, 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: Lake Charlevoix Brewing Company Lease

DATE: December 23, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Our lease with Lake Charlevoix Brewing Company ends on December 31st of this year. As conversations started about renewal of the lease it was discovered that LC Brewers/Round Lake Group was behind on rent and also property taxes. Most of the rent payments have been brought current and utility bills have been paid as well. See attached letter for a statement from Aaron Hagen regarding the back taxes.

An RFQ went out for the space but we have not received any interested applicants as of yet.

As of January the lease goes into a month-to-month rate - \$1,800 + \$500 per month. A bill has been sent to them acknowledging the month-to-month rate.

Technically the brewery is still in default on the lease at this time.

Holding Over:

It is hereby agreed that in the event of the Tenant herein holding over after the termination of this lease, thereafter the tenancy shall be from month to month in the absence of a written agreement to the contrary. The monthly rent in this case shall be in the amount of \$1,800 per month.

Remedies:

In the event Tenant is in default under the terms of this Agreement, as defined above, the Landlord, in addition to its other remedies provided in this Agreement or permitted by law, shall have the following specific rights and remedies:

a. Landlord may immediately terminate this Agreement and hold Tenant liable for any balance of rent reserved hereunder for the rest of the term which may remain unsatisfied or unpaid. Should Landlord at any time terminate this Agreement for any default, in addition to any other remedies it may have, Landlord may recover from Tenant all damages it may incur by reason of such breach, including the cost of recovering the Leasehold Realty and reasonable attorney fees incidental thereto.

b. Landlord shall have the immediate right of re-entry should Landlord elect to re-enter or take possession pursuant to legal proceedings or any notice provided for by law, Landlord may either terminate this agreement without waiving its right to damages, or from time to time, without terminating this Agreement, relet the Leasehold Realty or any part thereof on such terms and conditions as Landlord shall in its sole discretion deem advisable.

Please review the letter attached from the Tenant, thank you.

RECOMMENDATION:

Motion to negotiate a lease renewal with Lake Charlevoix Brewing Company.

OR

Motion to issue a 30 day notice requesting Lake Charlevoix Brewing Company to vacate the premises.

ATTACHMENTS:

- ▣ Letter from Aaron Hagen



Round Lake Group, LLC.
P.O. Box 28
Charlevoix, MI 49720

Attention: Lindsey Dotson, MSARP
Main Street DDA Director
210 State Street
Charlevoix, MI 49720

Reference: 111 Bridge Park Drive – Lease Renewal

Dear Mrs. Dotson,

This letter is regarding the renewal of our lease at 111 Bridge Park Drive – the space in which we operate Lake Charlevoix Brewing Company (LCBC). We are indeed interested in renewing our lease in this space and continuing to operate here.

However, we would like to discuss some different lease terms with the committee. As we have operated here for the last 5 years, we have come to understand how this space works, the traffic flow through it, and what revenue it is capable of capturing. The current lease is not viable for our business model, this location and the true seasonality of the marina district.

We do ask your consideration for a written agreement to pay the current 2019 monthly rent moving into 2020 until we can agree to reasonable new lease terms, which we should be able to accomplish with the committee very quickly. With the Holidays fast approaching, a first week of January meeting is our request. The idea of a seasonal lease, or one in which the rent is on a 'sliding scale' based on the calendar year are a few ideas we would like to discuss.

There is also the delinquent tax issue at hand which we are fully aware of, and how it is written into our lease. We do have full intentions of clearing this matter up as we hope you know we would. However, it is not feasible to clear this matter up before the new lease is to be signed. With the prior year and its challenges faced, this cannot be done over these next very slow months. This matter is a top priority for LCBC, and you will see it done as soon as possible.

With that all said, we leave this with the DDA to discuss, and we look forward to meeting with the committee early January 2020.

Best Regards and Happy Holidays,

Aaron Hagen
Partner / Director of Culinary Operations
Round Lake Group, LLC