



## **AGENDA**

### **CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING**

**Monday, August 24, 2020- 5:30 PM**

**Council Chambers, City Hall - Staff & Board Only - PUBLIC - see packet for Zoom access info**

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**1. Call to Order**

- A. Zoom Access Information

**2. Pledge of Allegiance**

**3. Roll Call**

**4. Inquiry Regarding Conflicts of Interest**

**5. Consent Agenda**

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

- A. Monthly Report
- B. Committee Minutes
- C. Minutes

**6. Reports**

- A. Director's Report  
Lindsey Dotson, Executive Director

**7. New Business**

- A. Charlevoix Cinema III Fundraiser Event Idea  
Lindsey Dotson, Executive Director & Tom Jillson, Charlevoix Cinema III
- B. Chamber Partnership Considerations  
Lindsey Dotson, Executive Director
- C. Charlevoix County Community Foundation Grant Application  
Lindsey Dotson, Executive Director
- D. Goals Discussion + Updates on Progress  
Lindsey Dotson, Executive Director

**8. Old Business**

- A. Long Road Distillers Lease Discussion  
Richard Christner, Co-Chair
- B. Facade Grant Extension - BLOOM  
Lindsey Dotson, Executive Director
- C. The Vault Co-Working Space Year-In-Review  
Lindsey Dotson, Executive Director

**9. Public Comment**

**10. Request for Future Agenda Items**

**11. Board Comments**

- A. Closed Session: Executive Director Evaluation MCL 15.268(a)

**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

**Call to Order**

**TITLE:** Zoom Access Information

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

City Staff and members of the Charlevoix Main Street DDA Board will attend the meeting in-person in Council Chambers. **Since indoor gatherings must not exceed 10 persons members of the public who wish to participate must do so remotely using the Zoom instructions below:**

**Topic:** Charlevoix Main Street DDA Board Meeting

**Time:** Aug 24, 2020 05:30 PM Eastern Time (US and Canada)

**Join Zoom Meeting**

**<https://zoom.us/j/98782091875?pwd=Q3RHaVdNRHBYdWNIREllMDBPNUFVQT09>**

**Meeting ID:** 987 8209 1875

**Passcode:** 714500

**One tap mobile**

**+16465588656,,98782091875#,,,,,0#,,714500# US (New York)**

**+13017158592,,98782091875#,,,,,0#,,714500# US (Germantown)**

**Dial by your location**

**+1 646 558 8656 US (New York)**

**+1 301 715 8592 US (Germantown)**

**+1 312 626 6799 US (Chicago)**

**+1 669 900 9128 US (San Jose)**

**+1 253 215 8782 US (Tacoma)**

**+1 346 248 7799 US (Houston)**

**Meeting ID:** 987 8209 1875

**Passcode:** 714500

**Find your local number:** **<https://zoom.us/j/ab2tDZtNGL>**

*Special accommodations can be made for people with disabilities upon request by contacting the City Clerk at (231) 547-3250.*

Persons wishing to make a comment may use the raise hand feature and those who have dialed in may wait and the Mayor will call on you to give you a chance to speak. There is no obligation to speak but the opportunity is accorded to you. The Michigan Attorney General has issued a reminder of the criminality of

those who attempt to use virtual public meetings to air lewd comments and images.

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**Consent Agenda**

**TITLE:** Monthly Report

**DATE:** August 24, 2020

**ATTACHMENTS:**

- ▣ Monthly Report - July

Home    My Profile    Project Information    MEDC Programs    My Applications    My Awards    Other Reports

## Michigan Main Street Monthly Report

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

Metrics Number    M-0000114745  
Account    City of Charlevoix  
Reporting Period Start    7/1/2020  
Submitter's Name    Lindsey Dolson

Status    Submitted  
Name    Jada Tillison-Love  
Reporting Period End    7/31/2020  
Due Date    8/10/2020

## Activity &amp; Use / Employment

## New Business Opened in MSA

| Business Name     | Address           | Type of Business | FTE Jobs Added | Part-time Jobs Added |
|-------------------|-------------------|------------------|----------------|----------------------|
| Pepper's Boutique | 227 Bridge Street | Retail Occupied  | 2.0            | 1.0                  |

## Businesses Closed in MSA

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

## Business that Moved out of MSA

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

## Existing Businesses that Expanded in MSA

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

## Existing Businesses that Contracted in MSA

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

## Housing

## New &amp; Rehab Housing in MSA

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

## Investment

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

| Business Name | Address | Project Description | Private Investment | Public Investment | Source of Public Fund |
|---------------|---------|---------------------|--------------------|-------------------|-----------------------|
|---------------|---------|---------------------|--------------------|-------------------|-----------------------|

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

| Business Name | Address | Project Description | Private Investment | Public Investment | Source of Public Fund |
|---------------|---------|---------------------|--------------------|-------------------|-----------------------|
|---------------|---------|---------------------|--------------------|-------------------|-----------------------|

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

| Business Name | Address | Private Investment | Public Investment | Source of Public Fund |
|---------------|---------|--------------------|-------------------|-----------------------|
|---------------|---------|--------------------|-------------------|-----------------------|

## New Construction in MSA

| Business Name | Address | Private Investment | Public Investment | Source of Public Fund |
|---------------|---------|--------------------|-------------------|-----------------------|
|---------------|---------|--------------------|-------------------|-----------------------|

## Buildings Sold in MSA

| Address | Amount of Sale |
|---------|----------------|
|---------|----------------|

## Main Street Data

Volunteer

| Total Board Volunteer Hours | Total Volunteer Cost | Total Project (Non Event) Volunteer Hours |
|-----------------------------|----------------------|-------------------------------------------|
| 22.00                       | \$0.00               | 45.00                                     |

#### Training Sessions Attended

| Event Title | Who Attended | Date | Topic |
|-------------|--------------|------|-------|
|-------------|--------------|------|-------|

#### Fundraising/Membership Last Month

| Type | Amount |
|------|--------|
|------|--------|

#### Downtown Events & Activities - All Committees

| Event                                  | Type      | # of Attendees | # of Volunteer Hours | Event Expenses Incurred by Main Street | Main Street Event Revenue |
|----------------------------------------|-----------|----------------|----------------------|----------------------------------------|---------------------------|
| Live on the Lake Summer Concert Series | Community | 250            | 50                   | \$4,000.00                             | \$0.00                    |

#### Other new/Comments

##### Board Member Changes: Position Names Leaving and Names Arriving

| Position | Name Leaving | Email | Name Arriving | Email |
|----------|--------------|-------|---------------|-------|
|----------|--------------|-------|---------------|-------|

**Other News or Commentary** We did not renew our contract with CEDAM to host an AmeriCorps VISTA member this year.

**Program & Outlook** Continuing to hone in on our overarching goals and figuring out what steps can be taken now to prepare for larger projects that may be funded by our next TIF plan.

**Suggestions for State and National Staff**

#### Upload Attachments

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

| Name                              | Date Uploaded     |
|-----------------------------------|-------------------|
| Agenda_2020_7_27_Meeting(242).pdf | 8/11/2020 1:38 PM |

michiganbusiness.org

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

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210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720  
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**Consent Agenda**

**TITLE:** Committee Minutes

**DATE:** August 24, 2020

**ATTACHMENTS:**

- ▣ Design Committee August 6, 2020



Charlevoix Main Street Design Committee  
Thursday, August 6, 2020  
4:00 PM – City Hall  
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate, C. Kranz, D. Miles, B. Slater, P. Weston

Absent: J. Goldsborough

I. Approval of Minutes - The Minutes from the June 11, 2020, meeting were approved as written.

New members Brian Slater and Carol Kranz were welcomed and introduced. Jamie Goldsborough, who is also joining the committee, was unable to attend.

II. Outstanding Business

- a. Report from the DDA meeting: Lindsey reported that the board decided not to renew the Ameri-corp VISTA position at The Vault. The Economic Vitality committee awarded grants totaling \$21,000 to seven (7) small businesses. Additionally, \$50,000 was made available by the Match on Main Street and awarded to ten (10) Charlevoix downtown businesses.
- b. Façade Grants - BLOOM extension: Due to the pandemic, the ownership change of the building has not occurred. Applicant Jennifer Haf requested an extension to complete the window restoration project since this has prevented her from being able to move forward with it. The committee recommends a 1 year extension (from March of 2021) to complete the project.
- c. Streetscape / Walkability Study: D. Fate and J. Duerr prepared and presented a memo outlining objectives for a Streetscape & Walkability study to the DDA board at its June meeting, which was supported and presented by L. Kurtz at City Council on July 20. Council directed City staff to review the 2018 SBEI Alley Corridor Vision and consider firms to improve the streetscape of Bridge Street and walkability of the corridor. Lindsey reviewed the memo which M. Heydlauff presented to Council Aug. 3. Council's direction is for staff to prepare an application to MSU this fall for a similar SBEI study to be done for Bridge Street. The Design Committee is requested to review the Alley Corridor Vision from 2018 to identify aspects of the plan which might be implementable in the near term.
- d. Street Tree Lights: Holiday Lighting is under new ownership and representatives recently met with Lindsey to discuss phased replacement of the lights beginning in 2021, and starting at the center of Bridge St. Approx. \$10,000 per year will be required for the next several years to complete the replacements. To raise the needed funds the DDA board requested Lindsey to initiate a fundraising effort to generate pledges to be paid out over a 5-year period. The Organization committee will assist.

**CHARLEVOIX MAIN STREET MISSION**

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- e. National Register Nomination of 200 Block: Lindsey is applying for a \$10,000 planning grant from the National Trust for a consultant to assist with the nomination process.

III. New Business

- a. Murals under Bridge: Silver Linings asked Lindsey if this is something Main Street would support in concept. The committee agreed it was a worthwhile project to beautify that area for pedestrians.
- b. Hoop Skirt Alley Planters: Lindsey pointed out that Carol K. is maintaining the planters and thanked her.
- c. Rear entry incentive program: Topic tabled for future consideration.

IV. Call for Future Agenda/Research Items - none

V. Adjournment - The meeting was adjourned at 5:15 PM.

VI. Next meeting: Thursday, September 10, 2020 @ 4:00 PM.

*CHARLEVOIX MAIN STREET MISSION*

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**Consent Agenda**

**TITLE:** Minutes

**DATE:** August 24, 2020

**ATTACHMENTS:**

- ▣ Regular Meeting - July 27, 2020
- ▣ Special Meeting - July 30, 2020

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING**  
Monday, July 27, 2020 at 5:30 p.m.  
Council Chambers, City Hall

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

Chair: Maureen Owens  
Members Present: Sam Bingham, Sean Bradley, Richard Christner, Kirby Dipert, Luther Kurtz, Paul Silva, Amanda Wilkin  
Non-Voting Member: Liam Dreyer  
City Staff: Lindsey Dotson, Executive Director

4. **Inquiry Into Potential Conflicts of Interest**

5. **Consent Agenda**

- A. Monthly Report
- B. Committee Minutes
- C. AmeriCorps VISTA Memorandum of Understanding
- D. Match on Main Grant Agreement with MEDC
- E. Minutes

Motion by Member Bradley, second by Member Christner to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

6. **Old Business**

A. Long Road Distillers Lease Discussion

Member Christner recalled that at the last meeting he talked about the fact that they were looking at not wanting to pay rent for 2020 with an agreement to come to town and sign an extended lease for 2021 as a two-year lease with options to renew at a base rent of \$500 per month and 3% of gross sales.

Member Christner stated that due to the concern of how seasonality would affect the proposed monthly cap and the proposed percentage of gross revenue being low, he suggested something closer to industry standard at 6% with an annual cap of \$35,000 for the initial two year term as long as they stayed open year-round. He has not heard back from Mr. O'Connor at this point. He stated that he needed to know if the Board was interested in the model he proposed or did they want to go back to the \$1,700 per month model. He stated that if he hasn't heard back from the company by the next meeting that they post the property and continue to see what their legal remedies would be in the event that they would owe the DDA rent into the future.

Member Christner responded to questions from the Board about the available options, and that Long Road Distillers would not owe the DDA any rent while Michigan had a State of Emergency in effect which was set to expire on August 11, 2020. Discussion followed regarding whether to post the property for another possible tenant. Chair Owens stated that she had also forwarded information to the Board related to Long Road Distillers Violation History from the *Michigan Department of Licensing and Regulatory Affairs*.

The item was opened for public comments:

- Darlene Kline felt it was ill-advised to wait on this possible tenant and not receiving any rent from this property. She suggested changing the location to an arts venue or give it to The Vault.

The item was closed to public comments.

Chair Owens stated that there were only two violations that they received from the *Michigan Department of Licensing and Regulatory Affairs*. Discussion followed regarding that the company had not applied for their liquor license from the City.

The consensus was for Member Christner to continue discussions with Long Road Distillers and give them a time limit to respond, while also adding the liquor license application to the City Council's meeting agenda.

A. Budget Update/Status re: changes related to COVID-19

Director Dotson reported that they were at about a \$24,480 shortfall in the budget compared to how they started the year thinking it would be closer to \$15,800. She stated that they were still awaiting information from the County on tax collections.

7. **New Business**

A. Sponsorship/Funding Requests

Director Dotson stated that they had received two requests for funding from the Venetian Festival and CharlevoixCam. Member Bradley questioned why CharlevoixCam was not choosing to put ads on their livestream. He stated that YouTube requires about 4,000 watch hours and they have about 88,000. Adding ads to the livestream could bring in an estimated annual revenue of \$16,000.

Discussion followed regarding CharlevoixCam who were asking for a one-time \$2,500 donation and to consider a yearly donation of \$500. The Board concurred not to fund the request for this year and to suggest to them to look at adding short ads to the livestream.

The Board discussed the funding request from the Venetian Festival and determined that with the budget deficit they were unable to fund the request. Member Dipert stated that the DDA had budgeted \$10,000 for sponsorships, but Director Dotson stated those funds were removed due to reduced income. Mayor Kurtz stated that the DDA should not take any sponsorship requests for the remainder of the budget year. Member Dipert stated that they should not advertise available funds but should consider requests as necessary with the understanding that the Board was facing a deficit and the Board concurred.

**B. Downtown Charlevoix COVID-19 Support Fund Grant Application**

Director Dotson stated that they had received applications from eight businesses, of which, seven were eligible for funding. The Economic Vitality Committee unanimously supported recommending that each eligible applicant receive \$3,000 to split the total amount raised (\$21,000) evenly among them.

Motion by Member Christner, second by Member Dipert to approve granting \$3,000 to each of the seven eligible grant applicants per the recommendation from the Economic Vitality Committee, which include Celeste Murdick's Fudge, BLOOM Floral Design, The Salad Fork, Round Lake Bookstore, Weathervane Terrace Inn, Hotdoggers, and That French Place. Motion passed by unanimous roll call vote.

**B. Holiday Lighting/Tree Lights Update**

Director Dotson stated that Holiday Lighting is the company that handles all of the maintenance and installation of tree lights and holiday tree lights in East Park. She stated that there were two items for the Board to discuss:

1. Buying new white lights to go into the fresh garland that Bill's Farm Market supplies. At \$18 a strand they would be the same color/type of commercial grade lights that they have in the trees.
2. Ongoing maintenance of the holiday lights in the trees in East Park.

Director Dotson stated that the total cost would be \$1,008, the budget included \$2,083 for light maintenance this year and as of right now no additional maintenance needs have been identified.

Director Dotson stated that the second item proposes a phased tree light replacement plan that would start next fiscal year and last for the following two years which would equate to spending approximately \$10,000 per year for the next three years plus additional maintenance needed on lights not being replaced to keep them in working order; then the fourth year they would replace the Christmas Tree lights in East Park since they were just installed in 2018.

Director Dotson proposed that they start a new pledge campaign entitled "Illuminate Downtown Charlevoix" and the Board concurred.

The item was opened to the public for comment and there were no public comments.

Motion by Member Wilkin, second by Member Christner to approve purchasing commercial grade lights from Holiday Lighting for the garland on the light poles at \$18 per strand. Motion passed by unanimous voice vote.

**8. Reports**

**A. The Vault Coworking Space Update**

Director Dotson stated that the lease for The Vault is up on November 1<sup>st</sup> and they would need to notify their landlord of their plan either to renew or vacate by September 1<sup>st</sup>. She also announced that Jayne Lynskey, AmeriCorps VISTA Member, had decided to renew her service term with AmeriCorps VISTA and will be serving for another year.

Member Silva questioned if there was any interest in not renewing this lease, but instead moving The Vault to the space the DDA had downtown that may be available. Chair Owens stated that the start-up expense/buildout cost for the other space may be substantial and the Board would need to look at a cost estimate to make the space workable for The Vault.

**B. Director's Report**

Chair Owens referenced the Streetscape and Walkability Study for Downtown Upgrade and noted that Council suggested the DDA pay 50% of the cost. She stated that she didn't know the actual cost yet.

**9. Public Comments**

Darlene Kline questioned if the previous tenant had paid everything that was owed would the DDA have a deficit. Director Dotson stated that the rent was paid.

**10. Request for Future Agenda Items**

Mayor Kurtz requested a list of things that would potentially help address the budget deficit for this year. Director Dotson stated that she could bring that list to the next meeting.

**11. Board Comments**

12. **Adjourn**

Motion by Mayor Kurtz, second by Member Christner to adjourn the meeting at 6:32 p.m. Motion passed by unanimous voice vote.

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Joyce Golding/fgm

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Maureen Owens

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Chair

DRAFT

**CITY OF CHARLEVOIX  
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET SPECIAL MEETING  
Thursday, July 30, 2020 at 4:00 p.m.  
City Hall Council Chambers**

The meeting was called to order at 4:00 p.m. by Chair Owens.

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

|                  |                                                                                                          |
|------------------|----------------------------------------------------------------------------------------------------------|
| Chair:           | Maureen Owens                                                                                            |
| Members Present: | Sam Bingham, Richard Christner, Kirby Dipert, Liam Dryer (non-voting), Mayor Luther Kurtz, Amanda Wilkin |
| Members Absent:  | Sean Bradley, Paul Silva                                                                                 |
| City Staff:      | Lindsey Dotson, Executive Director                                                                       |
| Others Present:  | None                                                                                                     |

**4. New Business**

**a. AmeriCorps VISTA Memorandum of Understanding**

Members of the Board discussed the memorandum of understanding with CEDAM regarding another year of hosting an AmeriCorps VISTA member. This year their policy was updated to allow for cancellation with a partial refund of \$5,500 to the host site organization. Questions were raised about the Vista Assignment Description and how much the extra person is needed at this time.

Motion by Christner, second by Mayor Kurtz to terminate the contract with CEDAM for a second year of hosting an AmeriCorps VISTA Member. Motion passes unanimously.

**b. Request for Future Agenda Items**

Members of the Board discussed wanting to revisit overarching goals of the Main Street DDA organization and to focus in on how time should be spent in order to achieve those goals. Director Dotson reviewed the most recent goals set:

1. Encourage affordable housing in the downtown.
2. Work to implement recommendations from the Sustainable Built Environment Initiative Study from MSU.
3. Successfully run a co-working and business incubator space.

**5. Adjourn.**

Meeting adjourned at 4:30 p.m.

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Lindsey J. Dotson    Executive Director

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Maureen Owens                      Chair

DRAFT

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(231) 547-3257 lindseyd@cityofcharlevoix.org

**Reports**

**TITLE:** Director's Report

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

**Media Mentions**

<https://www.brookings.edu/blog/the-avenue/2020/08/11/two-local-leaders-discuss-how-smarter-federal-policy-can-save-rural-america-during-covid-19/>

**Director Schedule**

I have the upcoming planned days out of the office:

August 31 - September 4th - Vacation

September 7th - Labor Day

**Weekly Report Out**

I am going to start emailing the Board at the end of each week a summary of things that happened so that communication in between meetings can improve. I will then also include the email content in my directors report so that it is possibly viewed twice.

**Week ending on August 14th:**

- It was my first week operating without Jayne so I started each day at The Vault to make sure "chores" were complete and members were satisfied. Things have quieted down a lot already but with the introduction of a Student Rate to appeal to college students who aren't able to attend class on campus this fall activity is starting to uptick a bit. I also enabled a donation feature on our website so that people can donate to support a student for a month. I emailed all of our current and past members to thank them for their membership and requested them to rate us on Google to improve our SEO.
- I had a check-in call with Michigan Main Street regarding services for this upcoming fiscal year (theirs starts Oct. 1). They suggested a service called "Downtown Future" which seems like it will align well with our recent conversations related to goal setting and work that needs to be done in order to accomplish said goals. It incorporates a public survey (click here to see an example from Grand Haven) along with updated market snapshot documents (our last one dates back to 2017) and stakeholder meetings. This will also align well with our completion and certification with the Redevelopment Ready Communities program and possible work that MSU may assist with when it comes to improving walkability in the downtown.
- I spoke with a Main Street Director in North Carolina about our Junior Main Street program - word travels far!
- I worked at length with Silver Linings Charlevoix and Charlevoix Circle of Arts on a funding opportunity to enable the next phase of the Bridge Lighting project come to life - murals underneath the bridge along the walkways.
- Worked with Mrs. Conway, Sean Bradley, and the library to finalize Hammock Park signage

- Completed a survey for Networks Northwest regarding recent private investments and redevelopment sites in our downtown.
- Shared a potential funding opportunity with Recreation Dept. to expand bikeshare program.
- Monthly Report to MEDC + shared report with volunteer who is helping input data into Maestro property/business inventory.
- Responded to an issue with the men's restroom at the Bridge Park building
- Started gathering information about Buy Nearby Weekend (Oct. 2-4) to share with Business Owners during their meeting on Monday
- Was featured in a blog by The Brookings Institution.
- Checked with Zoning Administrator on process to identify work being done in local historic districts to establish a way we can be sure things don't occur without the involvement of the Historic District Commission.
- Worked on creating this section of the City's website to address availability of handicapped parking.
- Delivered downtown maps to some businesses who requested more
- Completed minutes from our Special Meeting
- Prepared and sent out meeting info for our Business Owners meeting next week
- 9 posts on Downtown Charlevoix Facebook page totaling 14,388 people reached
- 1 post on Instagram reaching 995 people
- 1 push notification in Life in Charlevoix app reaching 1,112 devices.

#### **Week ending on August 21st:**

- Started Monday off with the Downtown Business Owners Meeting via Zoom
- Attended City Council Monday night to get permission to submit a grant application in partnership with Silver Linings Charlevoix and Charlevoix Circle of Arts for murals under the bridge
- Spent more time than I had hoped to submit said grant application to the National Endowment for the Arts
- Staff meeting on Tuesday
- Attended a webinar about a new incentive MEDC is offering small businesses interested in becoming B corporations
- Hand delivered grant checks to businesses
- Met with City Manager, Community Development Fellow, Assessor, and Public Works to discuss plan moving forward with SBEI
- Submitted last timesheet to CEDAM for Jayne and requested our refund
- Had to deal with the internet being out at The Vault during the area wide outage and then two days after that - Spectrum came out and did a service call to get us back up and running
- Issued refunds to members who couldn't use the space for two days straight because of outage
- Designed and submitted artwork to Lamar for My Grandmother's Table billboard
- Designed and submitted artwork for Northern Express Ad (My Grandmother's Table)
- Nominated Charlevoix Main Street for a Michigan Downtown Association Award for best place making project (Hoop Skirt Alley)
- Arranged to have Holiday Lighting install a timer on the Hoop Skirt Alley lights so that they come on and go off with the tree lights instead of the light sensor that is on them now
- Answered questions for an article that will be in The Graphic about the Charlevoix Zoo project
- Continued to sort out Hammock Park signage details + applied for a SUN Fund Grant from the foundation
- Created a student rate at The Vault and also enabled donations so that people in the community can support a student who is doing remote learning
- Submitted a request to the Congressman Jack Bergman to visit our downtown in order to advocate for additional small business assistance while on recess - they said yes! Pending details.
- Accounts payable stuff

- Further discussions with Visit and Chamber about shared calendar
- Continued to attempt to get the mens restroom urinal fixed
- Prepped all of the fun things you see in your Board packet!

**ATTACHMENTS:**

- ▣ SUN Fund Grant Application for Pine River Hammock Park Signage - Junior Main Street
- ▣ Grant to NEA

## Pine River Hammock Park Talking is Teaching and Informational Signage

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*SUN Fund Grant Application 2020*

### ***City of Charlevoix***

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Mr Mark Heydlauff  
210 State Street  
Charlevoix, MI 49720

O: 231-547-3270

### ***Mrs. Lindsey Dotson***

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210 State Street  
Charlevoix, MI 49720

[lindseyd@charlevoixmi.gov](mailto:lindseyd@charlevoixmi.gov)  
O: 231-547-3257  
M: 734-558-5749

# Application Form

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## General Information

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**The application deadline is ongoing and available as funding is available.**

### Project Name\*

One sentence description.

Pine River Hammock Park Talking is Teaching and Informational Signage

### Contact Person For This Project\*

Lindsey Dotson

### Phone Number (if different than organization's number)

### Total Project Cost\*

\$3,171.00

### Request from C3F\*

The request must be \$1,000 or less. It cannot equal the total project cost.

\$900.00

### Organization Cash Commitment\*

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

Yes

### Budget Narrative\*

Use this space to explain exactly what the dollars will be spent on. If you are hiring a consultant, please include a brief description of the selection process you used.

The \$900 is the gap we need to fill in order to pay for the sign that will be installed at the site of the Pine River Hammock Park which was a project of our Junior Main Street committee this past school year. So far the committee has already raised \$2,300 from various entities in town including:

\$100 Greg and Brenda Bryan  
\$250 from Rotary Club  
\$100 from Amy & David Gray  
\$100 Kiwanis Club  
\$100 Sean & Carla Bradley  
\$1300 Library  
\$100 The Jeakle Family  
In Kind Sponsor: Charlevoix Ace Hardware  
In Kind: DCL  
Munson Healthcare Charlevoix Hospital \$250

Expenses for this project include the production and installation of the sign, Paint, quickrete, chain, hooks, and the metal poles for the hammocks to hang from,.

### **Project Start Date\***

Start date must be at least 2 weeks after the application is submitted.

09/03/2020

### **Project End Date\***

The project is expected to be wrapped up within 6 months of funding.

10/08/2020

## ***Narrative***

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### **Project Summary & Needs Statement\***

Please provide a short summary of the project for which you are requesting funds. Why is this important?

The purpose of this project is to revitalize an underutilized space and create an all-age-inclusive hammock park. The objective is to improve the looks of Charlevoix while also including an interactive place for people.

We aimed to encourage healthy living and recreational activity while improving an underutilized space within our city. Due to the space we decided to use being near residential homes, we chose to do this through passive recreation rather than active.

Junior Main Street has worked with numerous other groups to ensure that our project is as valuable to the community as possible. Our hammocking poles will be provided by DCL, Inc. who is manufacturing them at a discounted price. Alec Amstutz also met with Mrs. Conway to advise us as well. We are working in conjunction with Kent Knorr (Charlevoix Recreation Dept) and Pat Elliot (Charlevoix Public Works Department) in designing this plan and applying for grant money. We have presented our plan to the Downtown Development Authority who also gave us valuable feedback on our ideas. Our project is supported by both the DDA and Recreational Advisory Committee.

### **Who will do the work?\***

Please explain who will lead the project and who will be involved.

Members of the Junior Main Street Committee (AP government students from Charlevoix High School), teacher Annemarie Conway, Jennifer Fruk from Charlevoix Public Library, Lindsey Dotson of Charlevoix Main Street DDA, Pat Elliot - City of Charlevoix Public Works, and Kent Knorr of City of Charlevoix Recreation Dept.

### **What does success look like for this project?\***

The poles have already been installed but the signage will help people understand what the park is supposed to be, where to rent hammocks (library), and also start conversation with their friends and family about the great lakes and natural ecosystem of Charlevoix.

## Project Attachments

If your project involves a purchase of equipment or hiring a consultant, please provide the corresponding quote or bid. You can upload up to two files (3 MiB each).

20-688 hammock park.pdf

Annotation 2020-08-20 103341.png

## Submitting A Proposal

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### Grant Application Authorization\*

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

Complete the signature form by following these steps:

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

"Grant Application Authorization Form".

grant authorization form signed.pdf

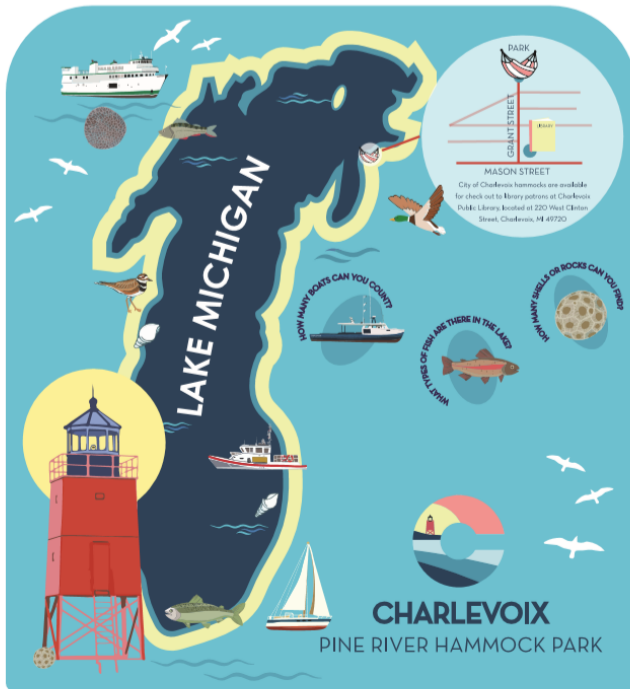
## File Attachment Summary

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### ***Applicant File Uploads***

- 20-688 hammock park.pdf
- Annotation 2020-08-20 103341.png
- grant authorization form signed.pdf





FRONT

### Welcome to the Pine River Hammock Park!

This project was completed by the Junior Main Street committee in 2020 consisting of students from Charlevoix High School as part of the Charlevoix Main Street Downtown Development Authority.

Please understand that you are responsible for your own safety. To properly install and use hammocks while in the park, securely attach one end of your hammock to the indicated loop of a hammock pole and attach the other end to an adjacent pole.

We would like to thank those who have donated to this project: Charlevoix's DCL, INC., Charlevoix Public Library, Friends of the Charlevoix Public Library, Greg and Brenda Bryan, Amy & David Gray, Charlevoix Rotary Club, Charlevoix Kiwanis Club.

For more information about this project plus things to do in Charlevoix, download our free 'Life in Charlevoix' mobile app or visit [downtowncharlevoix.com](http://downtowncharlevoix.com)

### Hammock Lounge

● Hammock ●

Hammock Hammock

●

### Relax and Enjoy

Please use at your own risk

BACK



**Giving Back. Moving Forward.**

## Grant Application Authorization

By signing below I agree that:

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

**Authorized Signature & Title**

(CEO, Board Chair/President, Superintendent, City Manager, Executive Director)

Lindsey J. Dotson

Print Name

August 20, 2020

Date

City of Charlevoix Main Street DDA

Organization

## Applicant Information

Tracking Number: GRANT13180514

Application #:

Date: 08-18-2020 18:39 PM

### Grants.gov Information

Category Our Town  
Name City of Charlevoix

### Organization Information

Legal/IRS Name (per your IRS Determination Letter)  
City of Charlevoix

Popular Name (if different)

Parent of an Independent Component:  
City of Charlevoix Downtown Development Authority (DDA)

Date organization was incorporated (if applicable)

5/16/1983

Applicant Organization Status \*  
Municipal Government

Applicant Organization Description: Select the primary description that is most relevant to your organization \*  
Community Service Organization

Applicant Organization Description: Optionally, choose up to two additional descriptions  
Government ;

Does your organization have a disaster preparedness plan (i.e., plans to handle disasters and emergencies such as floods, hurricanes, and man-made disasters)?

- Yes

Applicant Organization Discipline: Select the primary discipline that is most relevant to your organization and, optionally, up to two additional disciplines. This refers to the primary artistic emphasis of your organization. \*  
None of the Above

Applicant Organization Discipline: Optionally, choose up to two additional disciplines

None of the Above ;

**Briefly summarize the mission of your organization. \***

Charlevoix Main Street DDA is at the heart of a movement to develop 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. Goals include:

- Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health and wellness/healthy living.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by expanding shoulder season activity.

**Primary Partner Information**

**Primary Partner Legal Name: \***

Charlevoix Circle of Arts

**Primary Partner Popular Name (if different):**

**Primary Partner's Taxpayer ID Number \***

26-2637019

**Primary partner date organization was incorporated (if applicable):**

9/7/2009

**Primary Partner Organization Status \***

Nonprofit Organization

**Mission/purpose of the partner organization: \***

Charlevoix Circle of Arts (CCA) is a 501(c)(3) nonprofit arts organization that's mission is to cultivate a more inspired and educated community through the arts. Located in downtown Charlevoix, CCA provides a vibrant community hub for educational arts opportunities. CCA's gallery space offers seven exhibitions each year, primarily featuring Michigan artists, that are free and open to the public. CCA also offers a variety of programs such as educational events, workshops and classes for both children and adults, and aims to ensure its programs and arts opportunities are available and accessible to anyone in our community who seeks them.

**Primary Partner Proposed Role: \***

CCA has the organizational capacity, management and fiscal oversight necessary to assist in completing this project successfully. CCA's role will include serving on the project planning committee, leading the call for artists to submit proposals, serving on the selection committee, overseeing communications and scheduling with artists involved in this project, and assisting with marketing and fundraising for this project. CCA will also plan and execute supplemental community programs that will correlate with and help celebrate the completion of the public art installation, such as an

art exhibition, gallery talks with the artist(s), and related art workshops/classes. For example, CCA hopes to have an exhibit in the gallery of works by the mural artist(s), or featuring the same subject as the murals. CCA would plan and host gallery talks with the mural artist(s) that would be free and open to the community. CCA would contract with artists to teach workshops about mural painting

**Partner Organization Discipline:** Select the primary discipline that is most relevant to your primary partner's organization and, optionally, up to two additional disciplines. This refers to the primary artistic emphasis of your primary partner's organization. \*

Arts Education Organization

**Primary Partner Organization Discipline :** Optionally, choose up to two additional disciplines.

**Primary Partner Organization Description:** Select the primary description that is most relevant to your primary partner's organization \*

Arts Center

**Primary Partner Organization Description :** Optionally. choose up to two additional descriptions.

### Organization Budget

|                                                  | Most Recently Completed FY | Previous FY       | Two FYs Prior      |
|--------------------------------------------------|----------------------------|-------------------|--------------------|
| <b>FY End Date (MM/DD/YYYY)</b>                  | <b>03/31/2020</b>          | <b>03/31/2019</b> | <b>03/31/2018</b>  |
| <b>Income:</b>                                   |                            |                   |                    |
| <b>Earned</b>                                    | <b>\$583,545</b>           | <b>\$552,063</b>  | <b>\$523,170</b>   |
| <b>Contributed</b>                               | <b>\$21,668</b>            | <b>\$51,305</b>   | <b>\$44,085</b>    |
| <b><u>Total Income</u></b>                       | <b>\$605,213</b>           | <b>603368.00</b>  | <b>\$567,255</b>   |
| <b>Expenses:</b>                                 |                            |                   |                    |
| <b>Artisitic Salaries</b>                        | <b>\$0</b>                 | <b>\$0</b>        | <b>\$0</b>         |
| <b>Production/ Exhibition &amp;&amp; Service</b> | <b>\$0</b>                 | <b>\$0</b>        | <b>\$0</b>         |
| <b>Administrative Expenses</b>                   | <b>\$707,524</b>           | <b>\$621,778</b>  | <b>\$715,800</b>   |
| <b><u>Total Expenses</u></b>                     | <b>\$707,524</b>           | <b>\$621,778</b>  | <b>\$715,800</b>   |
| <b>Operating Surplus and Deficit</b>             | <b>(\$102,311)</b>         | <b>(\$18,410)</b> | <b>(\$148,545)</b> |

In the space below, discuss the fiscal health of your organization. In addition, you must explain: 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount). \*

Charlevoix Main Street DDA currently has a fund balance of \$468,675 which has enabled us to operate in the red for the last few years because we are slowing spending that money down. Our expenses and income vary by year based on several factors, most of which are related to projects that we take on. We own property and have had some major repairs that needed to take place last year (new HVAC). Our interactive water feature located in East Park is another item that needed necessary maintenance during the 2018-19 FY. 2017-18 saw a major investment in facade grants and street tree lighting on side streets and East Park. ;

## Project Information

### Project Information

**Our Town Project Type \***

- Public art

**Our Town Additional Project Type: select up to two**

- Public art planning

**Project Activity Type: \***

- Artwork Creation - Includes media arts, design projects, and commissions

**Additional Project Activity Types: select up to two**

- Building Public Awareness - Activities designed to increase public understanding of the arts or to build public support for the arts

**Project Start Date \***

7/1/2021

**Project End Date \***

6/30/2023

**Schedule of Key Project Dates \***

August 2020: Seek permission from Charlevoix City Council to move forward with project

July 1, 2021: Apply for permit from Michigan Department of Transportation

August 2021: Put out call for artists

August 2021: establish review committee consisting of Main Street DDA board members + staff, Circle of Arts board members + staff, & Silver Linings Charlevoix board members

October 2021: review submissions and make selection of artist

November 2021 May 2022: art production

June 2022: Art installation

July 2022: Celebration event

July 2022: Order screens to be placed on chain linked fence areas

August 2022 - February 2023: Create interpretive materials including on site signage (two signs needed, one for each side), brochures, and photography for websites/brochure info with supplemental educational information related to native species of the land and lake in our area.

June 2023: Installation of interpretive signage

### **Project Title \***

To support the development of a public art mural called Charlevoix Zoo that will be placed underneath our iconic bascule drawbridge over the Pine River Channel along with educational interpretive info

### **ProjectSummary \***

To support the creation and installation of a public art mural spanning the undersides of Charlevoix's Memorial Bascule Bridge to enhance a space along a walkway on the Pine River Channel to be both artistic and educational. One side of the bridge will feature native species of animals found in Charlevoix/northern Michigan and the other side will feature native marine species found in Lake Michigan, Round Lake, and Lake Charlevoix. The walkways are already lit after the completion of the Bridge Lighting project in 2018. This enhancement will help to improve the walkability of our downtown by encouraging more pedestrians to walk under the bridge to cross our busy Bridge Street vs. battling with traffic at the crosswalk.

### **Project Background and Context \***

In 2017, the community of Charlevoix, Michigan had a dear friend, Paul Belding, who departed us. It was his dream as a lighting engineer and fisherman to have lights erected on the Charlevoix Memorial Bascule Bridge. A community initiative was formed to handle this project and out of necessity, to collect community donations, Silver Linings Charlevoix was created. This group of community members took it upon themselves to raise funds for the Bridge Lighting project which was unveiled on July 4, 2019 in memory of Paul Belding. The lighting project has scheduled color changes to align with community events and holidays and has a dedicated live webcam that has since become one of the most popular webcams in the world. Part of the lighting effort also included lighting the walkways underneath the bridge on both the north and south sides to increase safety and security for residents and visitors using the area in the evening. It has added such a sense of vibrancy to our downtown and brought to life one of the character defining features of Charlevoix in a way no one could have imagined. The next step in this community project is to bring art to the concrete walls underneath the bridge along the walkways highlighting native species to the area while also creating a welcoming and exciting experience along the Pine River Channel. Boaters and pedestrians alike will enjoy the artwork and interpretive information that will help teach passersby not only ecological lessons but how that links to the Native American population that still remains in the area today and the cultures that surrounded said species. Members of the Little Traverse Bay

Bands of Odawa Indians have been consulted and will continue to be a part of the overall project effort moving forward.

### **Project Description \***

The Charlevoix Bridge Mural Project helps to enhance a cultural icon that makes Charlevoix truly unique - our bascule bridge. With the theme of art selected we are able to elevate the voices of residents by telling their local history and connecting the tribal community's people with those who are passing through. This project will also help improve the economic performance of downtown Charlevoix by making the city more walkable than it already is. Giving pedestrians a safe way to cross the road without having to risk dealing with vehicular traffic will certainly enable more people to circulate in our downtown and reduce car congestion on Bridge Street. Our community is home to dozens of incredibly talented artists and this project will help support them in a multitude of ways. When the jury is reviewing applications points will be gained if the applicant is from the region. In addition to the mural work hopefully being completed by a local artist, the accompanying exhibit at the Circle of Arts will give another chance for area artists to showcase their craft. This partnership has been in the works for years between the Circle of Arts and the City of Charlevoix Main Street DDA to bring more public art into our downtown. We are excited to have finally found a project we can partner on and support.

Members of the community have already been engaged about the murals and will continue to be a part of the process. During the unveiling of the bridge lights event attendees were polled on their thoughts related to the murals. Members of City Council and the Charlevoix Main Street DDA Board have had their chance to support the project and do so knowing that it is recommended in several recent market analyses and reports that have helped shape the vision we all share for downtown Charlevoix's future.

One goal of this project is to represent an underrepresented portion of our local population - the Native American tribes. Their history is not interpreted publicly in many places and there are many important stories to be told. The tie into native species of the area touches on why this area was desirable for those who called Charlevoix home long before any white settlers moved into the area.

## **Work of Art**

### **Description of Key Project Deliverables and/or Works of Art**

Briefly describe any key works of art (e.g., public art, festivals and performances, artist-led planning processes, cultural planning documents) that will be created through the project. Where key works of art to be created is not yet determined, describe the procedures that will guide that determination. **For design projects**, the works of art can include the final designs or documentation of the community design/visioning process. **For cultural planning**, the works of art can include a plan or other community documentation.

The works of art have not been selected yet but we will go through the exact process that was used in 2014 and 2015 for another mural that was done on the side of Central Drug Store in downtown Charlevoix. That process included a Request for Proposals sent out to the masses, establishing a review team that consists of stakeholders from each respective partner organization, having a public input/engagement opportunity for weigh in and buy in, and selection that will ultimately be approved by both the Downtown Development Authority, Michigan Department of Transportation, and Charlevoix City Council.

## **Project Objectives**

### **Strengthening Communities Objective Narrative \***

The Charlevoix Zoo mural project fulfills the Strengthening Communities Objective by creating physical improvements that occur to the built environment that will beautify and enhance physical environment of a public space, the walkways under the Memorial Bridge in downtown Charlevoix. This enhancement will not only serve as a beautification project, but also improve safety of pedestrians using the space as a safer way to cross the busy Bridge Street above. Furthermore, it will serve as a means of educating the general public about native northern Michigan wildlife species and connect that to the history of the tribal communities who still call this area home, enhancing the diversity in our population and bringing to light their cultures and traditions into a highly visible public space.

### **Performance Measurement \***

We have a live stream webcam that points at the Bridge which is one great way to measure pedestrian activity on both sides. Another way that we will measure interaction with the murals will be with our Life in Charlevoix mobile app - we will be able to set up a page for people to get more information and we can track usage of the app specific to the amount of hits that section gets. Since the information will also live on our website analytics will be able to help measure reach of promotional efforts. Additionally the additional programming and exhibit that will correlate with the mural installation at the Circle of Arts will be good measures as far as numbers of attendees who interact with the exhibit or attend the events associated with it. Ultimately, the murals being completed is the ultimate measure of success but the interaction afterward will be what matters most and we are well equipped to provide measurable results via several different resources.

### **Intended Audience/Participants/Community. Who will benefit from the project and how? \***

Members of the general public are the intended audience - visitors and residents of Charlevoix, Michigan. Experiencing the mural in person is one way the community will be engaged, but there will be several prompts to further engage with the cultural aspects of our town once they are there. Interpretive signage will also include a link to our mobile app that will include more info than the sign is able to portray. Once users visit the app they will also get information about small businesses, special events, and other cultural institutions in the area. Since the subject matter talks about ecological and cultural resources there will be links to area information related to our tribal governments and the Department of Natural Resources.

### **Community Engagement \***

Residents and visitors of Charlevoix will be involved in the Charlevoix Zoo mural project (and have been) from the beginning through the end. Silver Linings Charlevoix has a board of community members, as does Charlevoix Circle of Arts and Charlevoix Main Street DDA. With the inclusion of other partners in the community including the Little Traverse Bands of Odawa Indians, Charlevoix Historical Society, Charlevoix Public Library, and City of Charlevoix City Council, many aspects of stakeholders in our community will have a chance to participate in conversations leading up to the implementation of this project. Public meetings will be held, art selection will have a public input component, and social media will be used to engage as much as the community as possible as well.

**Race/Ethnicity (choose all that apply)**

- American Indian or Alaskan Native
- No specific racial/ethnic group

**Age Ranges (choose all that apply)**

- No specific age group

**Underserved/Distinct Groups (choose all that apply)**

- No specific underserved/distinct group

**Population for your Town/City/Tribal Land? \***

City pop: 2,499

**Project Locations**

| City       | State    | Zip   | Action |
|------------|----------|-------|--------|
| Charlevoix | Michigan | 49720 |        |

**Project Budget**

**Project Expenses**

**DIRECT COSTS:  
SALARIES & WAGES**

| Title and/or Type of Personnel | Number of personnel | Annual or Average Salary Range | % of time devoted to this project | Amount |
|--------------------------------|---------------------|--------------------------------|-----------------------------------|--------|
|--------------------------------|---------------------|--------------------------------|-----------------------------------|--------|

|                                        |   |          |    |          |
|----------------------------------------|---|----------|----|----------|
| Executive Director Main Street DDA     | 1 | \$ 54000 | 10 | \$5,400  |
| Executive Director Circle of Arts      | 1 | \$ 52000 | 10 | \$5,200  |
|                                        |   | \$       |    |          |
|                                        |   | \$       |    |          |
|                                        |   | \$       |    |          |
|                                        |   | \$       |    |          |
|                                        |   | \$       |    |          |
| <b><u>Total Salaries and Wages</u></b> |   |          |    | \$10,600 |

|                                                  |          |
|--------------------------------------------------|----------|
| <b>FRINGE BENEFITS</b>                           | \$0      |
| <b><u>Total Salaries and Fringe Benefits</u></b> | \$10,600 |

| <b>DIRECT COSTS: TRAVEL</b>         |          |                |        |
|-------------------------------------|----------|----------------|--------|
| # of travelers                      | From     | To             | Amount |
| 1                                   | Not sure | Charlevoix, MI | \$500  |
|                                     |          |                |        |
|                                     |          |                |        |
|                                     |          |                |        |
| <b><u>Total Travel Expenses</u></b> |          |                | \$500  |

| <b>DIRECT COSTS: OTHER</b> |          |
|----------------------------|----------|
| Description                | Amount   |
| Mural Materials            | \$5,000  |
| Labor                      | \$15,000 |
| Installation               | \$5,000  |

|                                                                                   |                 |
|-----------------------------------------------------------------------------------|-----------------|
| Interpretive Signage                                                              | \$5,000         |
| Interpretive rack<br>cards/website integrations                                   | \$1,000         |
| Screens to cover chain linked<br>fencing under bridge<br>(opposite of mural work) | \$5,000         |
| Corresponding Exhibit &<br>Programming at Circle of<br>Arts                       | \$2,900         |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
|                                                                                   | \$0             |
| <b><u>Total Other Expenses</u></b>                                                | <b>\$38,900</b> |

|                              |                 |
|------------------------------|-----------------|
| <b><u>Total Expenses</u></b> | <b>\$50,000</b> |
|------------------------------|-----------------|

**INDIRECT COSTS (if  
applicable)**

|                                 |         |
|---------------------------------|---------|
| <b>Federal Agency</b>           |         |
| <b>Rate Agency (.0000)</b>      | 0.00    |
| <b>Base</b>                     | \$ 0.00 |
| <b>TOTAL INDIRECT<br/>COSTS</b> |         |

## Project Income

| Cash Project Income                                  |                 |
|------------------------------------------------------|-----------------|
| Description                                          | Amount          |
| Community Contributions through Fundraising Campaign | \$20,000        |
| Charlevoix County Community Foundation               | \$5,000         |
|                                                      |                 |
|                                                      |                 |
|                                                      |                 |
|                                                      |                 |
|                                                      |                 |
|                                                      |                 |
| <b><u>Total Cash</u></b>                             | <b>\$25,000</b> |

| In-kind Project Income      |               |
|-----------------------------|---------------|
| Description                 | Amount        |
|                             | \$            |
|                             | \$            |
|                             | \$            |
|                             | \$            |
|                             | \$            |
|                             | \$            |
| <b><u>Total in-kind</u></b> | <b>\$ \$0</b> |

**Amount Requested from the NEA****\$ \$25,000****Total Cost Share/Match for this project (Total CASH + Total IN-KIND)****\$ \$25,000****TOTAL PROJECT COSTS/EXPENSES (Total Direct Costs + Total Indirect Costs)****\$ \$50,000****TOTAL PROJECT INCOME (Total Cost Share / Match + Amount Requested from NEA)****\$ \$50,000**

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**Project Participants**

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**Selection of Key Organizational Partners:**

Silver Linings Charlevoix will work alongside Charlevoix DDA and Circle of Arts to orchestrate this project. With a strong background in community engagement and fundraising, they will head the charge for soliciting donations to complete the mural project. With the recent completion of the Charlevoix Bridge Lighting project they have a proven track record and a good relationship with the City of Charlevoix and the Michigan Department of Transportation.

| Organization Name | Description of the Organization | Organization Type | Proposed or committed? |
|-------------------|---------------------------------|-------------------|------------------------|
|-------------------|---------------------------------|-------------------|------------------------|

| Organization Name         | Description of the Organization                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Organization Type                | Proposed or committed? |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------|
| Silver Linings Charlevoix | Silver Linings was established in 2017 to fulfill the dream of a beloved local resident after his death. On the 4th of July 2019 the Charlevoix Bridge Lighting Project lights were turned on and the community rejoiced. As president, Leilani Durbin is responsible for leading a team to take on the projects that meet the communities needs and wishes. Durbin strengths are identifying the needs and wants of the community and set the agendas for our board to respond and take action. | Nonprofit community organization | Committed              |

#### Selection of Key Individuals: \*

All 3 individuals listed below are the heads of their perspective organizations and have worked together in partnership on other community initiatives in the past. This partnership is strong and functional and each of the organizations board of directors support their staff spending the time to enable this project to come to life. Artists have not been selected yet but a call will be put out and a review team will consist of several stakeholders from each organization working on this project plus city leadership. There will be a public voting process as well to involve as many people as possible in the end product.

| Last Name | First Name | Project Role | Title | Bio including the proposed role in the project | Proposed or committed? |
|-----------|------------|--------------|-------|------------------------------------------------|------------------------|
|-----------|------------|--------------|-------|------------------------------------------------|------------------------|

| <b>Last Name</b> | <b>First Name</b> | <b>Project Role</b> | <b>Title</b>                       | <b>Bio including the proposed role in the project</b>                                                                                                                                                                                                                                                                                                                                                                                       | <b>Proposed or committed?</b> |
|------------------|-------------------|---------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Dotson           | Lindsey           | Grant Administrator | Executive Director Main Street DDA | Lindsey Dotson is the Main Street DDA Director for the City of Charlevoix. She has a Masters in Historic Preservation and has worked in two other Michigan Main Street communities prior to starting in Charlevoix in 2016. Lindsey has over 8 years of experience in downtown management and is a certified Main Street America Revitalization Professional. Her role will be grant administrator and project promotion/public engagement. | Committed                     |

| <b>Last Name</b> | <b>First Name</b> | <b>Project Role</b>                                   | <b>Title</b>                      | <b>Bio including the proposed role in the project</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Proposed or committed?</b> |
|------------------|-------------------|-------------------------------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Matye            | Sarah             | Artist Engagement and Exhibit/Programming Development | Executive Director Circle of Arts | Sarah Matye has over 17 years of experience in the nonprofit sector and strong background in fundraising. Sarah previously served as Development Director for two large nonprofits and Program Officer for a local community foundation. She received a graduate certificate in nonprofit leadership from Grand Valley State University. In addition to her role at CCA, Sarah is involved with several local organizations and a board member and volunteer. | Committed                     |

| Last Name | First Name | Project Role                         | Title                                | Bio including the proposed role in the project                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Proposed or committed? |
|-----------|------------|--------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Leilani   | Durbin     | Fundraising and community engagement | President, Silver Linings Charlevoix | <p>Durbin owns and manages multifamily rentals, owns and manages vacation rentals and hold a real estate license in Hawaii.</p> <p>Durbin has held positions on Condominium boards and committees. Durbin is also a licensed massage therapist in 2 states and currently owns a top massage business.</p> <p>Durbin's work history includes, managing the 8th rated spa in the world managing up to 60 people. She was responsible for setting up a cutting-edge training program, for all the spas in the area.</p> | Committed              |

### Programmatic Activities

Year 1 \*

2018

**Representative  
Examples Year  
1 \***

- The Charlevoix Farmers Market has once again served as a business incubator with another vendor recently acquiring a downtown storefront to open a brick and mortar business. Total number of brick and mortar businesses from the market: 4
- Two health related businesses opened this season including a yoga studio and The Salad Fork.
- We hired a professional photographer to get photos of businesses who sell locally sourced foods for content for future ad campaigns highlighting the healthy/local aspect of our business mix.
- The City was awarded a grant to purchase a large recycling bin for downtown that has a compactor to increase recycling options
- A crosswalk with bump outs was added by MDOT to the 200 block at Van Pelt Alley to improve walkability
- In partnership with the City's Recreation Department we've added an interactive map on our Life in Charlevoix mobile app highlighting points of interest for cyclists in Charlevoix like trailheads, downtown businesses, bike rental locations, etc.

**Year 2 \***

2019

**Representative  
Examples Year  
2 \***

- Connecting Youth to Placemaking: 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.
- Opened a publicly operated co-working space and business incubator in the downtown called The Vault that had instant success and incredible community support.
- Awarded nearly \$60,000 in Façade Grants since 2017 to help improve the appearance of 10 storefronts in downtown Charlevoix.
- 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.

**Year 3 \***

2020

**Representative  
Examples Year  
3 \***

- Creation of murals by high school students that will be installed on a privately owned commercial building this fall
- Support of small businesses in our downtown by bringing in over \$50,000 in state funding to help weather the Covid-19 pandemic
- Creation of a fundraising campaign and business support grant program that awarded \$21,000 worth of funds to businesses to assist in Covid-19 recovery
- Overall - supported nearly 20 small businesses financially during the Covid-19 pandemic
- Worked diligently to survey and track data related to business retention in the wake of Covid
- Launched a second year of cooperative advertising campaign highlighting stories of our small business owners
- Creation of hammock park along the Pine River Channel with our Junior Main Street Committee in partnership with Charlevoix Public Library and Recreation Department

**Uploaded Docs, Work Samples**

| Support Material         | Title                          | Description                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Statement of Support.pdf | Statements of Support          | Attached is the statements of support from our highest ranking official, primary, and additional partners. In Charlevoix we have a City Manager strong government, but our Mayor is still considered the highest ranking official.                                                                                                                                                                                           |
| IMG_2024.JPG             | Public Mural Project from 2015 | The mural area consists of Five (5) panels that are approximately 156" W x 164" H. These panels are located on the exterior, north facing façade of Central Drug Store in downtown Charlevoix, located at 301 Bridge Street. They are removable panels that were installed in a framing system anchored directly to the bricks and are weather protected with a UV automotive coating, which was applied after installation. |

| Support Material               | Title                                    | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IMG_1508.jpg                   | Hoop Skirt Alley Project - 2019          | Connecting Youth to Placemaking: 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 and our community partners, we created an enchanting space for people to sit, shop, dine, and make memories in our downtown. Completed in June 2019, this project enhanced our mission to create a vibrant, strong, and economically viable downtown that is pedestrian friendly.                        |
| bridge lights mike schlitt.jpg | Charlevoix Bridge Lighting Project -2019 | Silver Linings, a 501c3, was established in 2017 to fulfill the dream of a beloved local resident after his death. On the 4th of July 2019 the Charlevoix Bridge Lighting Project lights were turned on and the community rejoiced. The lights are interactive and change colors to honor special events and holidays. Since the bridge was lit the Charlevoix Bridge Cam has become one of the most popular live feed webcams in the world. Once a dark entry into our beautiful down, the bridge now lights the way |

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

**New Business**

**TITLE:** Charlevoix Cinema III Fundraiser Event Idea

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director & Tom Jillson, Charlevoix Cinema III

**BACKGROUND:**

Charlevoix Cinema III is currently working to raise funds to keep the doors open as ownership transitions from Luther and Mary Kurts to Tom Jillson and his family. Here is an excerpt from their GoFundMe campaign:

*On March 16th, the Charlevoix Cinema III closed due to COVID-19 but was able to reopen on June 10th. During the closure, we set up an Online Store to help with donations and sales. We also secured stimulus funding to help. We were grateful for that help! Sadly, the funding and online sales have not been enough to keep the theatre open.*

*Today's environment is very difficult. The possibility of the theatre closing soon for good is very sad and real! This past November, I made the commitment to myself and my family that I would own the theatre. A few short months later, here we are, completely turned around and heartbroken to think it may close! I have been talking with the Kurtz' about taking over the theatre ownership sooner rather than later and trying to find a way to make it work. I am exploring many options to stay open and crowdfunding is one way we can all help! I hope that one day soon I can make a commitment to the community to run it.*

*I am looking to raise \$75,000 to cover the operating costs and make it all come together. We're looking to keep the doors open through 2020 and to start strong in 2021. It is a scary environment for small businesses and as I look for other sources for funding, I am asking a tough question, if you could, please help us keep the story of the theatre in Charlevoix alive and donate as much as you can! Thank you so much and we hope to see you at the movies!*

Several conversations between Tom and myself have taken place over the last few months and I've shared as many resources as possible with him to help in any way that I could. One of those conversations we discussed having a fundraiser event of sorts, despite limited capacity, as a way to showcase the theater while also showing an educational film about the Main Street movement, which in turn could help promote our program. Details to be determined, but as a Main Street community we have the ability to show the documentary called Urban Century - America's Return to Main Street for free.

If you support the idea of planning such an event, please let me know. If you have other ideas as to how we can support the Cinema don't hesitate to speak up!

**RECOMMENDATION:**

Motion to approve moving forward with a special screening of the documentary Urban Century as a fundraiser for the Charlevoix Cinema III.



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**New Business**

**TITLE:** Chamber Partnership Considerations

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

**Update from Director Dotson:**

I have been getting inquiries about the status of our partnership with the Chamber since more events have been canceled due to Covid-19. So far they have given us a complimentary Biz Blast sponsor to help promote the student rate at The Vault. Other considerations are being discussed currently. I have been asked to speak at the virtual State of the Community so perhaps all of our Board members can get comp tickets.

Original agenda item from June meeting:

**Note from Director Dotson:** *In an effort to acknowledge our agreement with the Chamber is not in default I have asked President Hagen to help us consider how else our monies can be used this year to support the Chamber of Commerce as many of these circumstances are out of their control.*

*In an email dated May 11, 2020, President Hagen wrote:*

*Hi Lindsey,*

*As we discussed, here's a few options for what we can look into if we are unable to give ample promotional trade with the downtown events per our agreement. We are hopeful to salvage the Summer Open House in some form when it is safe to do so, or do a hefty online/virtual event to serve the same purpose. Then also hopeful Sidewalk Sales can happen as planned for August, and into our holiday events which we'll adapt as needed as we get into this fall.*

- **Event trades:** *we have a few other virtual event ideas in the works (date night/restaurant feature, for example) that could focus on downtown businesses and be considered a Main Street partnered event to exchange for some of the traditional events being cancelled/changed*
- **State of Community event tickets:** *we would give 8 tickets for Main Street/DDA attendees – we do plan to host this event as-usual right now, but researching plans if changes need to be made; regardless, we would still have tickets associated with it*
- **Logo trade:** *list Main Street, DDA as a higher investment level member with logo placement/link on our homepage*
- **Dedicated or sponsored Biz Blast messages:** *trade an assortment of these sponsorship opportunities for any DDA promotions, messages, etc.*

*Overall, we're open to new options to ensure the future of our agreement and adapt to the circumstances for 2020. I think that, while we may be able to implement other events or promotions this year, in reality our costs associated with the events will likely be less than usual, which is where we came in with the ideas*

*for those additional 'cost' trades to make up that portion of the contribution. We could also look at implementing a new event or opportunity in 2021 to supplement anything missed from 2020, in hopes that 2021 will resume our regularly run Downtown Promotions at the same agreement terms.*

*Sarah Hagen  
Charlevoix Area Chamber of Commerce  
231-547-2101  
www.charlevoix.org*

**RECOMMENDATION:**

Motion to accept \_\_\_\_\_ as promotional trade in lieu of canceled downtown Charlevoix events hosted by the Chamber of Commerce.

**ATTACHMENTS:**

- ▣ Agreement as Written



This agreement is made effective as of 1st day of January, 2018 by and between the City of Charlevoix, Main Street DDA and the Charlevoix Area Chamber of Commerce.

The purpose of this Agreement is for the City of Charlevoix, Main Street DDA to provide financial support for the Downtown events (listed below), specifically within the DDA and Main Street Districts.

The activities to be provided by the Charlevoix Area Chamber of Commerce include but are not limited to the planning and execution of promotional events focused on retail, restaurant, and service businesses in the Main Street district.

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

The City of Charlevoix, Main Street and the Charlevoix Area Chamber of Commerce mutually and expressly agree to the following:

- The Chamber shall perform any and all work required for the staffing, administration, coordination, promotion and execution of the above promotional events focused on retail, restaurant, and service businesses in the Main Street district.
- The Main Street program agrees to advertise in conjunction with the Chamber on all the downtown events through all available media channels.
- The Main Street program agrees to provide access to Main Street Volunteers for said events.
- Main Street shall compensate the Chamber with an annual payment of Ten Thousand Dollars (\$10,000).
- The term for this event agreement would be for a 3 year period starting in January of 2018 through December of 2020 for review in September of 2020 for an additional 3 year term.
- No later than December 1, of each year, the Chamber shall submit a written report documenting the previous year's events.

This agreement contains the entire agreement between the parties and may not be amended or modified without the express written consent of the City of Charlevoix, Main Street and the Charlevoix Area Chamber of Commerce.



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Kirby Dipert, Chair  
Charlevoix Main Street DDA

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Lindsey J. Dotson, Executive Director  
Charlevoix Main Street DDA

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Luann Keinath, Chair  
Charlevoix Area Chamber of Commerce

---

Alison Hubbard, President  
Charlevoix Area Chamber of Commerce

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

**New Business**

**TITLE:** Charlevoix County Community Foundation Grant Application

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

Seeking permission to apply for the Geographic Enrichment Cycle grant from the Charlevoix County Community Foundation to support the Charlevoix Zoo project (or other initiatives you may think of).

The deadline to apply is Oct 1. I would still have to take this application idea to Charlevoix City Council before submitting.

*What is the purpose of the Geographic Enrichment Cycle? The purpose of the Geographic Enrichment Cycle is to offer all eligible non-profit partners the opportunity to apply for project support on Beaver Island, in Boyne City, Charlevoix, and East Jordan through the Community Foundation. Individuals, couples, families, and businesses who advise funds at the Community Foundation (donor advisors) may choose to make grants through the cycle as well.*

*What kinds of projects or programs are most likely to receive grant funding? The Geographic Enrichment Cycle aims to attract requests that are focused on the people of and places in Charlevoix County's individual communities. There are enrichment funds dedicated to Beaver Island, Boyne City, Charlevoix, and East Jordan. Successful requests will include one or more of the following:*

- • *demonstrates collaboration,*
- • *addresses new needs or tries new approaches for existing needs,*
- • *encourages people to help themselves,*
- • *focuses on prevention of problems, and*
- • *avoids duplication of services.*

**RECOMMENDATION:**

Motion to approve applying for the Geographic Enrichment Cycle grant through the Charlevoix County Community Foundation pending approval of Charlevoix City Council.

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Charlevoix Main Street DDA  
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**New Business**

**TITLE:** Goals Discussion + Updates on Progress

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

Downtown Plan with Notes/Updates

Market Analysis Report with Notes/Updates

During our meeting we will go through the documents above to discuss recommendations, the progress that has been made on each of them, and brainstorm how to move forward to accomplish more in the coming years leading up to our TIF plan renewal, which will take place in 5 short years. One thing to consider is the fact that we will need to hire a consultant to get us through our next TIF renewal and the general price tag for those services is about \$10,000.

**To review, during our last visioning session, the Board established the following programmatic goals:**

From our May 2019 Work Session:

**The following items were considered a top priority:**

- **Implementation of the Sustainable Built Environment Initiative Study from MSU**
- **Affordable Housing**
- **The Board also discussed which project they wish the AmeriCorps VISTA Member will work on this year - the creation of a co-working/business incubator space.**

The following items have addressed the **SBEI** goal during my tenure:

- Facade Grant Program to help improve rear entrances (proposed by Design Committee for this year's budget but not approved)
- Developed Downtown Design Guidelines and will be presenting them to the Planning Commission at their September meeting
- Hosted the Grubstake workshop to educate the general public on the Crowdfunding Law as a way to kick start the conversation of a local investors group for a mixed use development
- Added public furniture (benches, table, chess set) to Hoop Skirt Alley
- Worked with Recreation and DPW to place additional bike racks in the downtown
- Attended a NLEA DDA Forum in which the guest speaker was from the Ypsilanti DDA to learn more about downtown garbage management (screened dumpsters)
- Incorporated Alleys into Charlevoix brand and identity via imagery (downtown maps, social media, printed publications)
- Used Patronicity and MEDC's Public Spaces for Community Places grant for Hoop Skirt Alley
- Approached MEDC about Community Development Block Grant funding back in 2019 and worked with Landscape Logic and Department of Public works to come up with a very rough estimate of costs for aesthetic elements.

- Worked with City and NLEA to pursue EDA funding through the CARES Act to support SBEI implementation this spring
- Inquired to MEDC again regarding CDBG funding via CARES Act but was informed they were only granting dollars to serve as a match for EDA funded projects

The following items have addressed the **Affordable Housing** goal during my tenure:

- Coordinated the Entrepreneurial Ecosystems service awarded by Michigan Main Street through the National Main Street Center to conduct a feasibility study on a mixed use development in the downtown that would also appeal to remote workers wanting to move to the area. See attached report as a refresher.
- Worked with property owner of 221 Bridge Street during recovery efforts to advocate for addition of housing on 2nd floor including meeting with the Building Department and bringing MEDC to the table to discuss possible incentives to assist
- Worked with property owner of 100 Van Pelt Alley and brought in MEDC to discuss rental rehab on the 2nd floor to also explore state incentives that would help add housing units downtown.
- Have had discussions with property owner of 107 Bridge Street to again bring MEDC to the table to figure out how a second story addition could move forward to add housing units to the downtown
- Implemented the Charlevoix Homeshare program to serve as a tool to connect downtown employers with possible housing alternatives for their staff
- Annually attend the housing summit hosted by Networks Northwest
- Had another meeting with prospective new owner of 100 Van Pelt Place and MEDC to discuss moving the addition of housing units forward on this property with state and local incentives
- Maintain property inventory to track the number of housing units that exist in our downtown

Items addressed from the Market Analysis include bringing in the engineering company from Holland and Grand Haven to give an estimate on how much a study would cost to consider the installation of a snowmelt system in our downtown.

Moving forward, I am working closely with the City Manager, Community Development Fellow, and Department of Public Works to consider all aspects of moving forward with the recommendations of the SBEI report so that we can get an idea of what it would take to accomplish all aspects of the project in possible addition to the additional enhancements to Bridge Street and non-alley areas of our downtown to improve multi-modal transportation and circulation. The end result will be a block-by-block plan that incorporates design element improvements along with infrastructure improvements that are possible. The consideration of a snowmelt system alongside the project is also being discussed. See attached memo from City Manager Mark Heydlauff. As more information comes together with this group who is now meeting on a regular basis to discuss all things SBEI, I will keep the Board informed. The plan is to have a presentation ready for City Council in October or November.

## **BUDGET CONSIDERATIONS**

Things that could be "cut" this year:

- Broadcast \$1,750
- Printing/Publishing \$1,412
- Maestro \$400
- AmeriCorps VISTA \$5,500
- Gift Local Promotion \$700
- Restaurant Week \$1,500
- Tech: \$3,700
- Concerts: \$4,510

- Conference & Travel: \$2,975
- Misc \$300
- **TOTAL: \$23,247**

**Possible variance -**

- Conway Professional Services (restroom cleaning) - based on what we've paid so far this year I estimated a possible savings of \$11,000 compared to the amount we budgeted for.

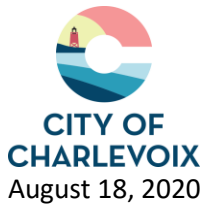
Estimated \$24,480 shortage as it stands, could get closer to \$1,223 of a shortfall. These numbers still doesn't include updates from equalization regarding our tax capture for the year.

**RECOMMENDATION:**

Board discussion and direction.

**ATTACHMENTS:**

- ▢ Letter from City Manager Mark Heydlauff
- ▢ Guide to Development - RRC
- ▢ Development Review Flow Charts
- ▢ Letter of Support for City Application to SBEI MSU
- ▢ National Main Street Feasibility Analysis
- ▢ Memo to City Council re: SBEI



Ms. Maureen Owens, Chair  
Downtown Development Authority/Main Street Board

Mr. RJ Waddell, Chair  
Charlevoix Planning Commission

Via email

Dear Chair Owens and Chair Waddell:

Recently the City Council considered the prospect of modifications to the streetscape and walkability of downtown Charlevoix. As part of this consideration, they felt a need for renewed attention to the 2018 Downtown Alley Corridor Plan developed with community input through the Sustainable Built Environment Initiative of Michigan State University. The Council asked me to work with City staff on implementation strategies for the corridor vision but it also seems important for your boards to review the policy and soft program recommendations contained within the vision document. For your convenience, the 2018 document is posted under my page of the City of Charlevoix website (<http://charlevoixmi.gov/163/City-Manager>). Perhaps there are programmatic steps, like the DDA encouraging joint dumpster usage or the Planning Commission considering rear sidewalk use in the CBD, that would encourage further the sense of place and pedestrian-friendliness of the corridor.

Secondly for the Planning Commission, the Council respectfully wishes you consider opportunities to expand housing in the R-1 zone. The Council believes you advanced the opportunity for different and unique housing types in the R-2 recently and would enjoy your thoughts on how similar work can fit appropriately in the R-1 zone. This may include duplexes, home conversions, and ADUs as you believe is appropriate and in keeping with the Master Plan of the City of Charlevoix.

As always, the Council and I appreciate the work your volunteer boards do to enhance the quality of life in our City. Should I be able to assist you in any way, please do not hesitate to ask.

Very truly yours,  
THE CITY OF CHARLEVOIX

Mark L. Heydlauff  
City Manager

Enclosure



**CITY OF  
CHARLEVOIX**

# **GUIDE TO DEVELOPMENT**

**Updated July 2020**

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# KEY CONTACT INFORMATION

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## City Manager's Office

Mark Heydlauff, City Manager | (231) 547-3270 | markh@charlevoixmi.gov

## Planning and Zoning

Jonathan Scheel, Zoning Administrator | (231) 547- 3260 | planner@charlevoixmi.gov

## Electric

Don Swem, Electric Department Director | (231) 547- 3265 | dons@charlevoixmi.gov

## Wastewater Treatment

Randy Wurst, Chief Operator | (231) 547- 3274 | randyw@charlevoixmi.gov

## Public Works

Pat Elliot, Public Works Superintendent | (231) 547- 3276 | pate@charlevoixmi.gov

## City Clerk

Joyce Golding, City Clerk | (231) 547-3270 | clerk@charlevoixmi.gov

## Assessor

Joe Lavender, City Assessor | (231) 547- 3614 | joel@charlevoixmi.gov

## Main Street

Lindsey Dotson, Main Street DDA Executive Director | (231) 547- 3614 | lindseyd@charlevoixmi.gov

## Department of Building Safety (Charlevoix County)

(231) 547-7236 | buildingsafety@charlevoixcounty.org

# BOARDS AND COMMISSIONS

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## City Council

Meets every 1st and 3rd Monday of the month,  
6:00 p.m.

Staff Liaison:  
Mark Heydlauff, (231) 547-3270

## Planning Commission

Meets every 2nd Monday of the month, 6:00 pm

Staff Liaison:  
Kathy Egan, (231) 929-5057

## Zoning Board of Appeals

Meets every 3rd Wednesday of the month, 6:00 pm

Staff Liaison:  
Jonathan Scheel, (231) 547-3265

## Housing Commission

Meets every 3rd Tuesday of the month, 2:00 pm

Staff Liaison:  
Annessa Haist, (989)-773-3784

## Downtown Development Authority

Meets every 4th Monday of the month, 5:30 pm

Staff Liaison:  
Lindsey Dotson, (231) 547-3257

## Board of Review

Meets in March, July, and December. For more  
information, please see City of Charlevoix Website

Staff Liaison:  
Joe Lavender, (231) 547-3614

## Historic District Commission

Meets every 4th Friday of the month, 11:00 am

Staff Liaison:  
Lindsey Dotson, (231) 547-3257

# APPROVAL AUTHORITIES TABLE

It is important that developers and residents understand the different local authorities who will approve or decline submitted applications. While the application and approval process will be discussed with the Zoning Administrator at pre-application meetings, this table provides a general view of what local authorities will be reviewing their applications.

| ZONING OR PERMIT APPLICATIONS | APPROVING AUTHORITIES                                            |                       |                        |                            |                 |                                                             |
|-------------------------------|------------------------------------------------------------------|-----------------------|------------------------|----------------------------|-----------------|-------------------------------------------------------------|
|                               | APPROVAL<br>AUTHORITIES<br>TABLE                                 | Zoning Administrator  | Planning<br>Commission | Zoning Board<br>of Appeals | City<br>Council | Charlevoix<br>County<br>Department<br>of Building<br>Safety |
|                               | Zoning Permit                                                    | X                     |                        |                            |                 |                                                             |
|                               | Site Plan<br>Review<br>(Level A)                                 | X                     |                        |                            |                 |                                                             |
|                               | Site Plan<br>Review<br>(Level B)                                 | X<br>(Recommendation) | X<br>(Approval)        |                            |                 |                                                             |
|                               | Special Land<br>Use                                              |                       | X                      |                            |                 |                                                             |
|                               | Planned Unit<br>Development                                      |                       | X                      |                            |                 |                                                             |
|                               | Rezoning<br>Ordinance<br>Amendment                               |                       | X<br>(Recommendation)  |                            | X<br>(Approval) |                                                             |
|                               | Variance                                                         |                       |                        | X                          |                 |                                                             |
|                               | Appeal                                                           |                       |                        | X                          |                 |                                                             |
|                               | Building,<br>Electrical, and<br>other<br>Construction<br>Permits |                       |                        |                            |                 | X                                                           |

# PLANNING & ZONING

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## Zoning Ordinance

The zoning ordinance regulates the usage of properties and buildings while determining the parameters for new construction or installation in the City of Charlevoix. Regulations can apply city-wide, or be specific to the designated zoning district. Please consult with Zoning Administrator if you have any questions regarding the zoning ordinance. To view the full zoning ordinance, please see:

[CHAPTER 153: PLANNING AND ZONING](#)

## Zoning Map

The zoning map displays the different zoning districts that are established in the City of Charlevoix. Zoning districts regulate specific uses, designs, and layouts for developments. Please consult the zoning map to determine what uses may be permitted at your site.

[Click here to view the City of Charlevoix Zoning Map.](#)

## Zoning Schedule of Uses, Area, Height, and Placement Requirements

The zoning ordinance has information on the permitted uses for each zoning district in both residential and non-residential/mixed zones, as well as requirements/restrictions on development dimensions and lot sizes. Reading the zoning ordinance will help developers better understand the functions permitted for sites in each zoning district. For questions regarding the schedule of uses, area, height, and placement requirements, please contact the Zoning Administrator. To learn more about dimensional and use variances, see their respective sections in this guide.

For information on residential districts, click the link below:

[RESIDENTIAL DISTRICTS](#)

For information on commercial, industrial, and mixed use districts, click the link below:

[NON-RESIDENTIAL AND MIXED USE DISTRICTS](#)

For information regarding ordinances impacting all districts, click the link below. In relevance to height and placement requirements, sections 153.151 and 153.146 respectively address setback requirements and calculations of structure height.

[PROVISIONS GENERALLY APPLICABLE TO ALL DISTRICTS](#)

## Master Plan

The City of Charlevoix Master Plan serves an extension of the community's vision and goals for planning and land use. While the document doesn't explicitly regulate development in the city, it provides insight into what improvements or projects residents and business owners want to see in their community. The Master Plan is updated once every 5 years, keeping the document current with the perspectives of community stakeholders.

Applications of larger developments such as planned unit developments and special land use require locations, design, and uses compliant with the master plan. It is highly encouraged for developers to review the plan to ensure their proposed construction aligns with the community's vision for Charlevoix.

[Click here to view the Charlevoix Master Plan.](#)

# PLANNING & ZONING

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## Fee Schedule

The fee schedule, located on the City of Charlevoix Planning & Zoning department page, provides the costs for applications submitted for Planning & Zoning approval. Further, the fee schedule also provides hyperlinks to the applications necessary for development, and the zoning ordinances relevant to the applications.

[Click here to view the fee schedule.](#)

## Pre-Application Meetings

While not required, successful projects often begin with a pre-application meeting. Pre-application meetings serve to communicate clear expectations for application packages, informing the developer or key representative specific codes or regulations they need to meet in all steps of the application, review, and development. With expectations transparent and predictable, developers can save valuable time and money in creating an application package that is complete and ready for review.

## Design Guidelines

The City of Charlevoix Zoning Ordinance promotes creative and cohesive architectural design within General Commercial (GC), Professional Office (PO), and Commercial Mixed Use (CM) districts of the city. Maintaining quality design standards will have positive impacts on both the site being developed and surrounding properties. Harmonious aesthetics among sites in the business districts will improve and retain property values, encouraging investment for complementing businesses and increasing the sense of place fostered in downtown patrons. To view the transparent list of design guidelines that your proposed building may be subject to, please view the appropriate zoning ordinance:

[§ 153.170 BUILDING APPEARANCE.](#)

Development and renovations occurring in downtown Charlevoix have specific design guidelines to follow in addition to the zoning ordinance. These regulations preserve the historic aesthetic that serves as a cultural resource and property value stabilizer for sites in the Central Business District. To view the design principles for downtown development, please view the relevant link: [Downtown Design Guidelines.](#)

## Notification Procedures

When certain development actions require a notification procedure compliant with the Michigan Zoning Enabling Act (P.A. 110 of 2006, as amended), the City of Charlevoix will publish notifications in a newspaper of general circulation and mail/hand deliver notification to the subject property and all persons owning property within 300 feet of the boundary of the subject property at least 15 days before the hearing. All occupants of apartment buildings within the 300 ft. boundary will be notified if the apartment has fewer than 12 units.

Notices will describe the nature of the request or application review, identify subject property, state where and how the request or application review is being considered, and will indicate how written responses are being collected for the public hearing.

For more information on how public input is gathered in the planning and development review processes, please view the [City of Charlevoix Public Participation Plan.](#)

# REZONING

## Who can initiate a rezoning?

An amendment to change zoning district boundaries can be launched by property owners (or residents with the permission of the property owners), Planning Commission, or City Council.

## What is needed to initiate a rezoning?

Applications for rezoning must include a rezoning application form, legal descriptions of the property, a site analysis, a written evaluation on how the proposed rezoning complies with the City of Charlevoix Master Plan, and the necessary fee as described in the fee schedule. A pre-application meeting with the Zoning Administrator is recommended to discuss the level of detail and analysis that is involved in the rezoning application packet.

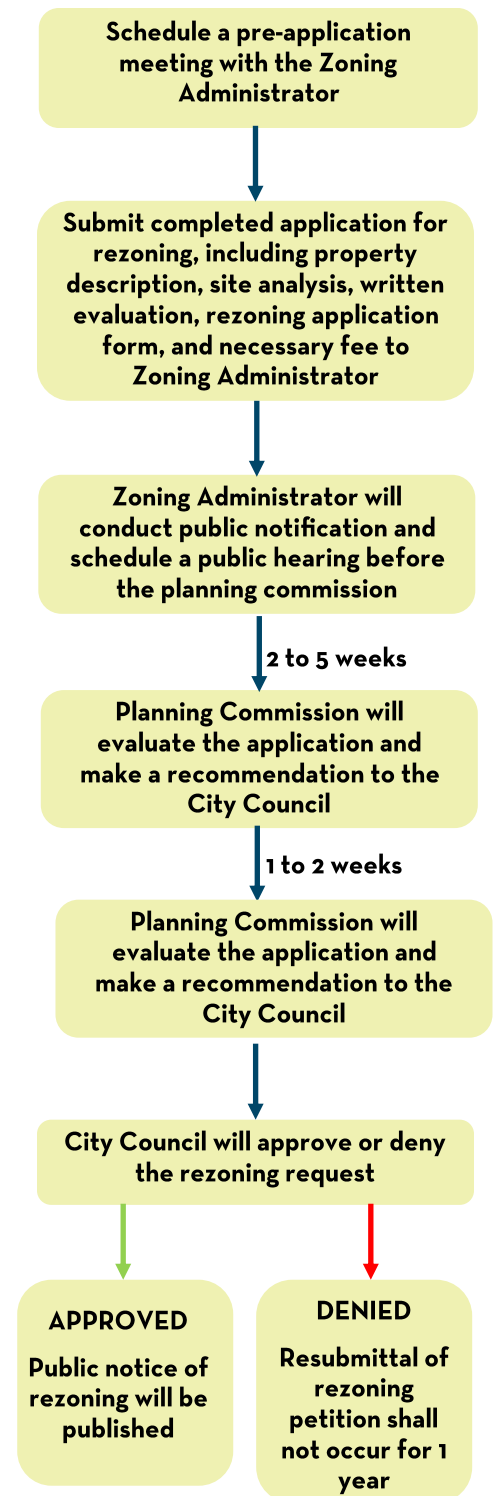
## What is the review process?

Upon receiving a complete rezoning application, a public hearing will be held before the Planning Commission. The Planning Commission will then recommend approval or decline of the amendment. Following the Planning Commission's recommendation, the proposed rezoning will be voted upon by the City Council, either passing the zoning map amendment or denying it.

Factors that could go into the Planning Commission's recommendation and the City Council's review include Master Plan compliance, practicality of rezoning, capability of the site to support the new uses accompanying the zoning change, city infrastructure, and more. For a full list of criteria and more information on the rezoning process, please view the relevant section in the zoning ordinance, linked below:

[§ 153.006 AMENDMENTS](#)

## Rezoning Application and Review Flowchart



# ZONING PERMITS

## What is a zoning permit?

Zoning permits serve as certification that the building being constructed meets the dimensional requirements and permitted use as detailed in the zoning ordinance. Anyone seeking to erect or install a building or structure of any size in the City of Charlevoix must have a zoning permit before doing so.

## How do I apply for a zoning permit?

To apply for a zoning permit, fully complete the zoning permit application and pay the fee as described in the fee schedule. A completed site plan must also accompany the application package. Prior to submitting an application for a zoning permit, property boundaries and building structures must be properly staked for inspection.

[Click here for a zoning permit application.](#)

## What is the review process?

The Zoning Administrator will review the application package for completeness and adherence to the zoning ordinance. After review and inspection, the Zoning Administrator will issue a zoning permit to the applicant.

The Zoning Administrator will conduct inspections after issuing permits to ensure that construction has remained compliant with the regulations listed in the zoning ordinance.

## Do I need a zoning permit for repairs or modifications?

Zoning permits are not required for alterations which do not result in change in height, floor area, lot coverage, location of walls or other structural alterations. Further, facial alterations, installation of siding, windows, doors, shingles and replacements of existing or deteriorated materials and ordinary maintenance repairs made on all dwellings and their related outbuildings do not need zoning permits. However, these modifications may still require county, state, or federal permits. For more information on residential improvements, please consult the appropriate section in this guide.

## When do zoning permits expire?

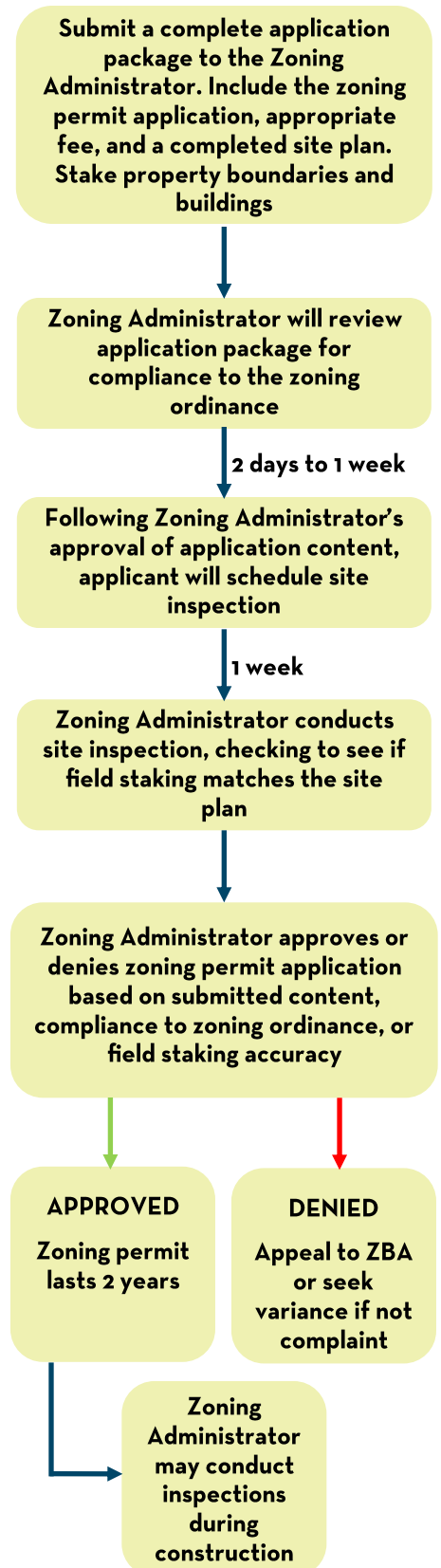
Once approved, zoning permits expire 2 years after approval, unless substantial construction has begun. For more information on zoning permits, click the link below:

[§ 153.021 ZONING PERMITS.](#)

## Single and two-family dwellings

Standard single-family and two-family repairs do not require a

### Zoning Permit Application and Review Flowchart



# SITE PLANS

## What is a site plan?

To ensure orderly development, a consistent level of quality in the community, harmonious relationship between building usages, and compliance with the zoning ordinance and master plan, all development proposals must undergo site plan review and approval by the appropriate local authorities. Site plans provide general information on the property to be developed, details on the existing conditions of the property, and plans for proposed development, engineering, and building details.

## There are two levels of Site Plans

Depending on the size of the building(s) to be constructed or relative size of the addition to be installed, the site plan can fall under two separate categories, Level A, or Level B. Generally, Level A site plans are used for smaller buildings or additions, or a change in use in a pre-existing structure.

## Who approves site plans, and what is the process of approval?

Level A buildings are subject to review and approval from the Zoning Administrator. Level B site plans are reserved for larger buildings, special uses, planned unit developments, waterfront parcels, and other applications. Level B site plans are subject to review and approval by the Planning Commission.

The required information for site plan applications vary between the levels of site plans, and can be found in the zoning ordinance below. In addition to the required content, a site plan application form must be completed fully and submitted.

### [§ 153.234 SUBMITTAL REQUIREMENTS.](#)

A fee will accompany the site plan review, with varying amounts depending on the site plan's level and the expenses incurred. Please view the fee schedule on the City of Charlevoix Planning & Zoning department page for more information.

Site plan approval will be granted to site plans that are fully completed, adhere to the zoning ordinance and all other applicable city code, and are compatible with other uses of land in the vicinity. For more information on the approval process, view the relevant zoning ordinance:

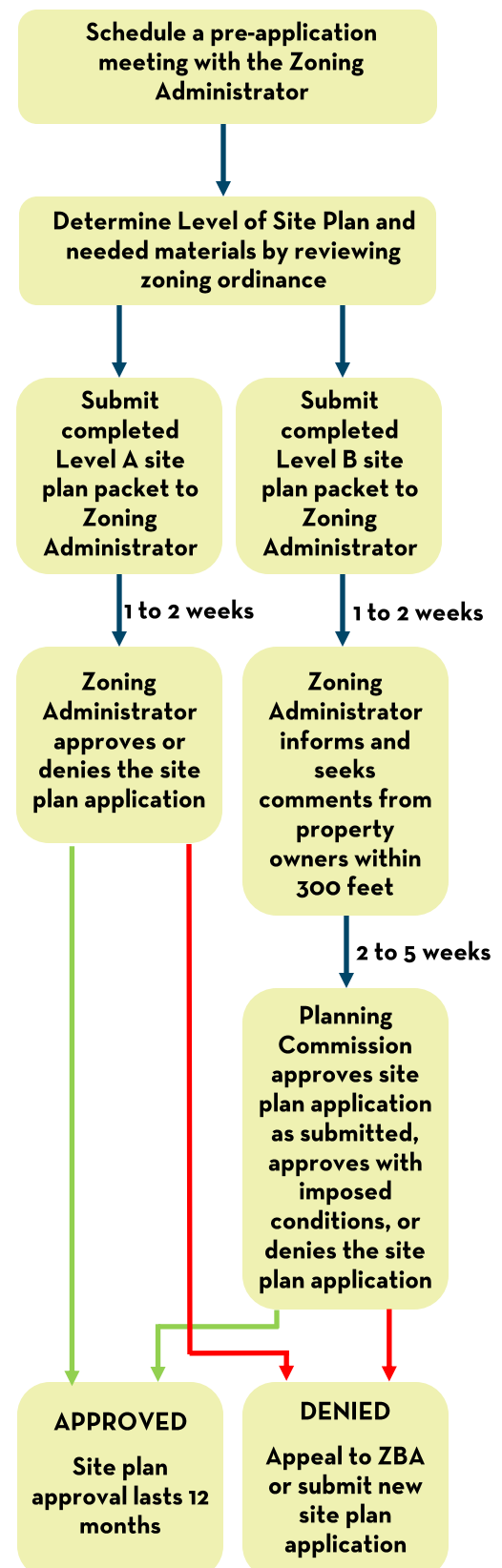
### [§ 153.235 STANDARDS FOR SITE PLAN APPROVAL.](#)

### [§ 153.236 CONDITIONS OF SITE PLAN APPROVAL.](#)

## How long does approval last?

Site plan approval last 12 months from approval date, with the possibility of extension.

## Site Plan Application and Review Flowchart



# SPECIAL LAND USE

## What is a special land use permit?

Special land use permits are required for developments that may have uses consistent with the zoning district it occupies but have elements or features that are not suitable for every location within the zoning district. These elements could include increased traffic flow, odor, noise, or other nuisance effects.

## How do I know if my project requires special land use approval?

Because of the case-by-case nature of the permit, it is highly recommended developers meet with the city for a pre-application meeting to determine whether a special land use application will be necessary during the application process.

## How do I apply?

Special land use applications require a complete site plan (as described in the site plan section), an application form, and the necessary application fees.

## What is the approval process?

Upon retrieval of complete package, the Zoning Administrator will create public notice in the local newspaper, and to the owners and occupants of all buildings within 300 feet. The Planning Commission will then hold a public hearing on the application, and can choose to approve the application, approve the application with conditions, or decline the application based on the submitted materials and public comment. The nature of conditions with approval can be found within the zoning ordinance, as can the standards for which special land use applications are approved or denied.

[§ 153.252 CONDITIONS OF APPROVAL.](#)

[§ 153.253 REVIEW STANDARDS.](#)

## How long does approval last?

Special land use permits will expire 12 months after approval, unless substantial construction has begun on the project. Extensions may be granted by the planning commission, conditional that nothing regarding the original approval has changed.

[Click here for the application form.](#)

## Special Land Use Application and Review Flowchart



# PLANNED UNIT DEVELOPMENTS

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## **What is a planned unit development (PUD)?**

Planned units developments are optionally created districts that allow for more flexibility and variety in regulation of land development, foster innovation in land use, ownership, and variety of design, and offer uniqueness in layout. While PUDs are more flexible in their regulations, they also seek to preserve historical, natural, and architectural features that other zoning districts may not prioritize, and seek to protect green space while providing amenities, public services, and utilities. PUDs should be developed in accordance with the goals of the master plan and promote a higher standard of quality than can be achieved through traditional zoning districts.

## **What are the requirements for a planned unit development?**

Because planned unit developments are permitted greater flexibility in design, structure, and capacity than traditional zoning districts, successfully applying the overlay to PUD requires greater commitment and action from the applicant to uphold the community vision. This could entail many things, including preserving natural features, creating open spaces and greenway corridors, mixing land uses and housing types, renovating or removing blight, and more. Further, PUDs must be at least a half-acre in size to receive PUD approval. The Planning Commission may approve applicants with sites smaller than the minimum, but the applicant must prove the PUD still adheres to the specific requirements of the overlay. To view the full list of required features or actions for a PUD application, please view the relevant zoning ordinance:

[§ 153.272 PUD REQUIREMENTS.](#)

## **What are the benefits of a planned unit development?**

Because planned unit developments undergo rezoning to their own district, regulations regarding the use of the sites are more varied than in traditional districts. Further, as long as the PUD meets the requirements listed in the zoning ordinance (specifically compatibility with surrounding uses/character and the minimum size requirement), PUDs overlays can be created in any districts of the city. PUDs can be formed from multiple parcels and sites, as long as they have a unified owner. There is also the capacity to allow greater unit and residential density within the PUD than in other districts, provided extra requirements and commitments are met during the application process.

## **How do I apply for a PUD?**

Before applying for a planned unit development applicants must have a pre-application meeting with the Zoning Administrator. The purpose of this meeting is to determine if the site(s) qualify for a planned unit development, if the prospective uses and design of the sites can be accomplished under traditional zoning districts, and to review the items that will need to be submitted in the planned unit development application. Due to the size and resources required for PUDs, applications will require more information to be submitted than site applications in traditional zoning districts. While the pre-application meetings will cover what is required, one can typically expect to submit information such as topographic maps, flood plain maps, property surveys, inventories on existing utilities, proposed uses, interior street locations, conceptual layouts, indication of architectural style and more. Application packages typically consist of a completed PUD application form, the necessary fees, a parallel plan, a preliminary development plan, and a summary of intent. For a complete list of items you will be required to submit, please view the relevant zoning ordinance below:

[§ 153.274 PUD REVIEW PROCEDURES.](#)

# PLANNED UNIT DEVELOPMENTS

## What is the approval process?

Upon submission of a fully completed PUD application, the Planning Commission will schedule a work session with the applicant to review the development concept and communicate the need for any additional information. When initial review is completed, the Planning Commission will hold a public hearing regarding the PUD request. Upon considering the application materials and comments and evidence given during the public hearing, the planning commission can approve the PUD, deny the PUD, or approve the PUD with attached conditions.

The standards for which the Planning Commission will base its decision on include the PUD's adherence to the zoning ordinance and Master Plan, the PUD's compatibility with adjacent uses of land, natural environment, and public services, and its natural benefit to usage or planned character that could not otherwise be achieved in a traditional zoning district.

After approval and before construction, the applicant will enter into a development agreement with the city that determines obligations regarding the PUD, including a final development plan, an optional phasing plan, and remedies that will occur should the applicant default on the PUD.

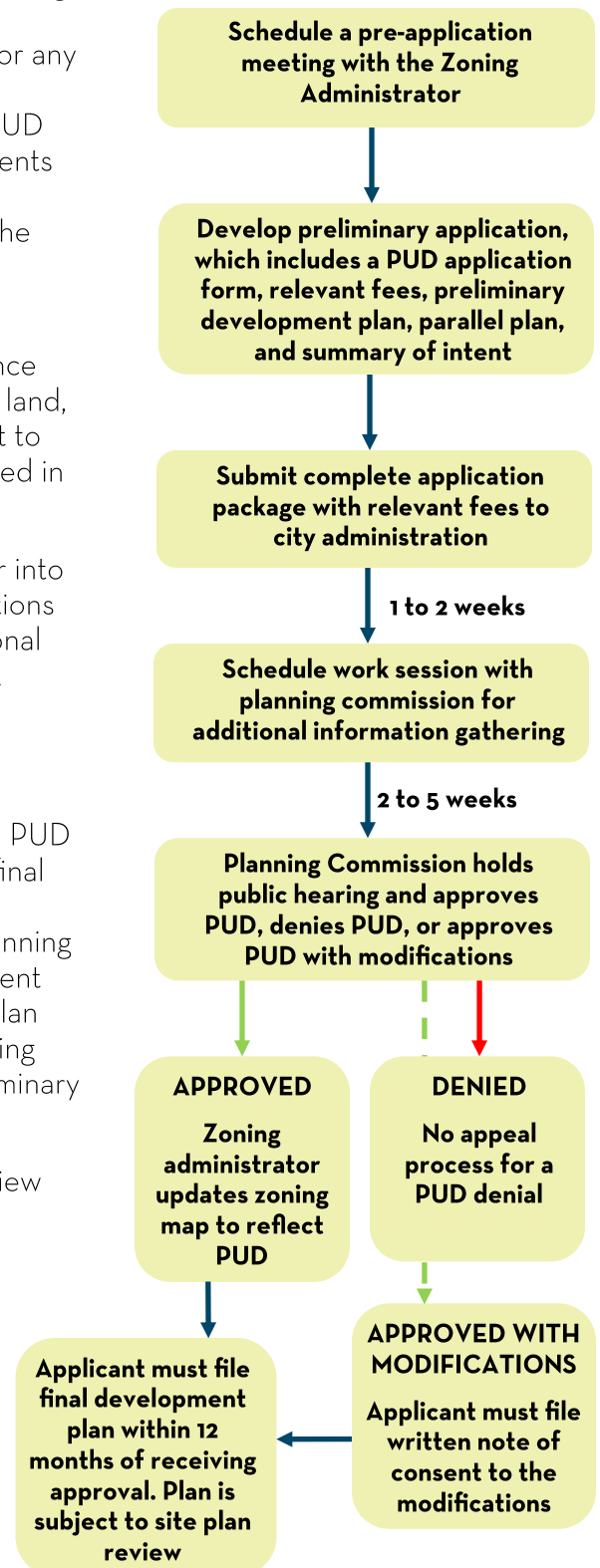
## What steps occur after approval?

Within 12 months of the Planning Commission's approval of the PUD rezoning and development, the applicant shall submit either a final development plan for the PUD as a whole, or for a phase of development. Development of PUDs in phases must have a planning commission-approved schedule of completion. Final development plans are subject to the process and review standards of site plan Level B. Should a final development plan not be submitted during the 12 month period or within an approved extension, the preliminary development plan and PUD rezoning will be null and void.

For more information on Planned Unit Developments, please view the relevant zoning ordinance:

[Click here for a PUD application.](#)

### Planned Unit Development Application and Review Flowchart



# DIMENSIONAL VARIANCES

## What is a dimensional variance?

Dimensional variances are permissions or approvals of specific features and measurements on a property that are not aligned with the standards set in the zoning ordinance.

## Who grants a dimensional variance?

Dimensional variances may be granted by the Zoning Board of Appeals after submission of a completed variance application and a public hearing in accordance with the zoning act. The variance granted will be the minimum required to permit the applicant full use of their site while still considering the zoning ordinance regulations.

## What are the requirements for a dimensional variance?

Variances can be considered if there are difficulties in adhering to the zoning ordinance's standards for construction, equipment or alteration of buildings or structures, and stormwater management.

Consideration of variances will only occur under the following conditions:

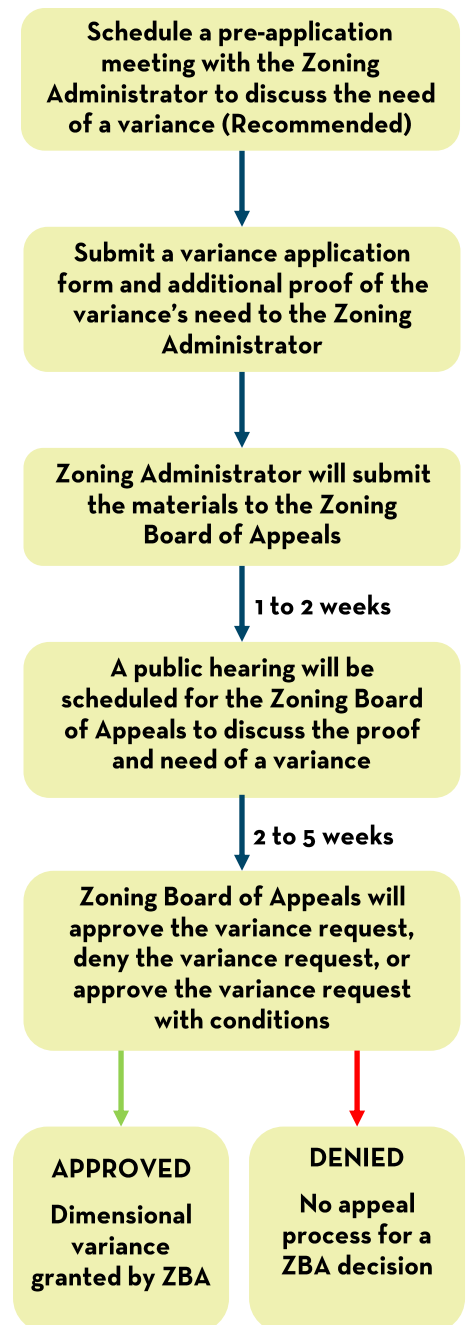
- Extraordinary circumstances created barriers to development or use as allowed by the zoning code.
- Compliance with the strict letter of the zoning ordinance would unreasonably prevent intended use.
- Granting of the variance will not negatively impact the surrounding neighborhood in any way.
- Granting of the variance will not negatively impact public safety or welfare.
- The applicant nor previous owners of the property were not the cause of the barriers that necessitate a zoning variance.

[Click here to view the variance application.](#)

## How do I apply for a dimensional variance?

Applicants should meet with the Zoning Administrator to determine if a dimensional use is needed and to establish agreed upon facts before completing an application. The applicant must complete a variance application form and provide necessary proof that a variance is needed. The Zoning Administrator will then submit those materials to the Zoning Board of Appeals, who will grant the application an appropriate amount of discussion during a public hearing. The applicant must be present during this hearing. The Zoning Board of Appeals will then decide to approve the dimensional variance, deny the dimensional variance, or approve the dimensional variance with conditions deemed reasonable.

### Dimensional Variance Application Flowchart



# USE VARIANCES

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## What is a use variance?

Use variances are granted by the Zoning Board of Appeals for properties that cannot be used for purposes as permitted in the zoning district.

## Who grants a use variance?

Use variances may be granted by the Zoning Board of Appeals after submission of a completed variance application, the necessary fees, and a public hearing in accordance with the zoning act. The variance granted will be the minimum required to permit the applicant full use of their site while still considering the zoning the ordinance regulations.

## What do I need to apply for a use variance?

Use variance applications require a use variance application form, a drawn-to-scale plan showing the prospective uses/additions required, necessary fees and proof that a use variance is necessary. Information to be included in the application to establish the proof of facts include:

- Proof that the property cannot be used for permitted purposes
- The problem preventing use is exclusive to applicant's property, and not a condition that impacts the larger neighborhood.
- Proposed use does not alter neighborhood culture or characteristics.
- Lack of administrative relief that would allow reasonable use of property.
- Witnesses or experts that will testify for the above conclusions at the public hearing (optional)

## What is the approval process?

Before a public hearing with the Zoning Board of Appeals, applicants will schedule a pre-hearing conference with the Zoning Administrator. The pre-hearing conference will be used to identify all persons to testify and evidence presented on applicant's behalf, establish agreed-upon facts by all parties, discuss possible relief by non-use variance and explore satisfactory alternatives, and establish a need or desire for verbatim record of the hearing. The Zoning Administrator will determine what parties need to be present to accomplish the purposes of the pre-hearing conference.

During the public hearing, the applicant will have the burden of proof before the Zoning Board of Appeals and must adequately display a use variance is warranted. The hearing will begin with the community representatives presenting on the zoning district involved, and the purpose behind the regulations listed in the zoning ordinance for the zoning district. Then, the applicant will present their evidence and expert witnesses supporting their claim that a use variance is warranted. Witnesses may be required to attend, with the purpose of the ZBA asking questions regarding their testimony. Interested parties and members of the public will also have an opportunity to present their perspective and evidence on the use variance, to which the applicant may respond. A continuation may occur if the public hearing on the use variance is not completed within the given meeting time.

# USE VARIANCES

## What is the approval process? (Continued)

The Zoning Board of Appeals may make its decision to grant or deny the use variance at the end of the meeting, or schedule a date for its decision, depending on whether review of presented evidence is necessary for members. If the ZBA decides to grant a variance to the applicant, it will do so in a manner that is most compliant with established ordinances. The variance can be in the form of a use variance, as applied for, or dimensional variances that will permit property to function in its allowed use. Conditions may be imposed on the variance, with conditions detailed further in [Zoning Ordinance § 153.038 G.4.c\(1-5\)](#).

The standards for which the Zoning Board of Appeals grants use variance align with the evidence that must be included with in the application, specifically that the property cannot be used for uses permitted in the zoning district, that unusual conditions created these barriers of use (not self-created by applicant or previous owners), that the character of the neighborhood is unaffected by the potential use variance, and that infrastructure and public services are unaffected by the potential use variance.

For more information on use variances, please view the relevant ordinance:

[§ 153.038 POWERS AND DUTIES.](#)

[Click here to view the variance application.](#)

## Use Variance Application Flowchart



# RESIDENTIAL IMPROVEMENTS

building permit or site plan application. However, per Michigan Building Code, a building permit is required if creating additions to the building, or improvements that include:

- Removing or cutting away any wall, partition or portion thereof,
- Removing or cutting of any structural beam or bearing support,
- Removing or changing of any required means of egress, or rearrangement of parts of a structure affecting the exit requirements
- Changing, adding, or removing standpipe, water supply, sewer, drainage, drain leader, gas soil, waste, vent or similar piping, electric wiring or mechanical

For more information on building permits or other permits for improvements, please view the relevant section in this guide.

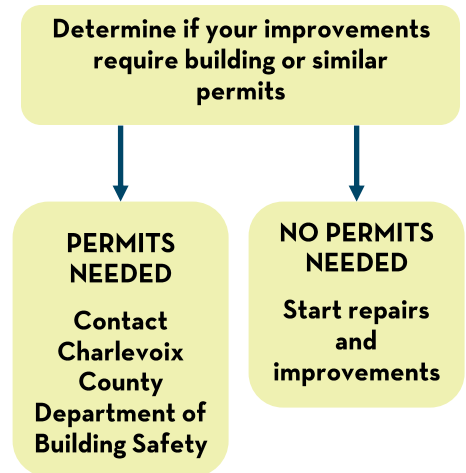
## Multifamily dwellings

Standard multifamily repairs do not require a building permit or site plan application. However, structures containing 3 or more units are subject to site plan review processes with the City of Charlevoix in addition to the building permits criteria listed in the Michigan Building Code when making the additions or the following renovations:

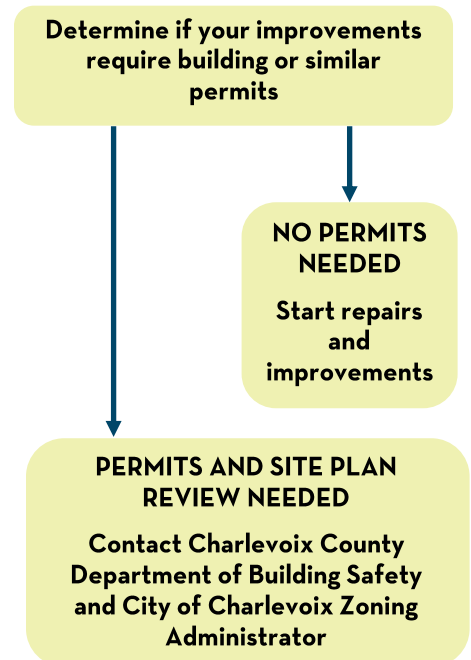
- Removing or cutting away any wall, partition or portion thereof,
- Removing or cutting of any structural beam or bearing support,
- Removing or changing of any required means of egress, or rearrangement of parts of a structure affecting the exit requirements
- Changing, adding, or removing standpipe, water supply, sewer, drainage, drain leader, gas soil, waste, vent or similar piping, electric wiring or mechanical

If improvements and additions are located in a building with less than 2,000 square feet or the addition is not larger than 20% of the area of the building prior to expansion, a Level A site plan must be completed with the City of Charlevoix Zoning Administrator. If the building is above 2,000 square feet or the addition is above 20% of the area of the building prior to expansion, a Level B site plan must be completed with the City of Charlevoix Zoning Administrator and reviewed by the Planning Commission. For more information on the site plan review process, please view the relevant section in this document.

### Single and two-family dwellings improvement flowchart



### Multifamily dwellings improvement flowchart



# BUILDING PERMITS

## Who approves construction permits such as building, electrical, and plumbing?

All permitting and inspections regarding construction and utilities are approved and scheduled by Charlevoix County Department of Building Safety.

## What is required to apply?

Certain documents and information are required to be submitted with the building permit application. Information required for all buildings permits include the address of the job site, a zoning permit, a complete signed application by the proper applicant, a set of construction plans, and permits including electrical, plumbing, and mechanical/heating. There may be further information including additional permits and certifications depending on the architecture and materials of the structure, its geographic location, or environmental factors possibly impacted by the construction. Fees accompany each permit. For a checklist of all items that need to be submitted with a building permit application, please view the PDF below:

[Charlevoix County Building Requirements Checklist](#)

| Permit type                | When is it required?                                                                                                                                                          |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Building Permit</b>     | Constructing, enlarging, altering, repairing, moving, demolishing or changing the occupancy of a building or structure.                                                       |
| <b>Electrical Permit</b>   | Installing new electrical wiring, equipment, or altering electrical wiring.                                                                                                   |
| <b>Plumbing Permit</b>     | Installing new plumbing fixtures or altering present ones.                                                                                                                    |
| <b>Mechanical Permit</b>   | Installing new mechanical/heating fixtures or altering present ones.                                                                                                          |
| <b>Soil Erosion Permit</b> | Moving or changing earth within 500 ft. of a lake or stream, changes that occur over 1 acre, and gravel operations within 500 ft. of a lake or stream or over 1 acre in size. |

## Where can I find out more about inspections?

Inspections will be required at multiple points throughout the project, for each permit issued. Inspection scheduling is a responsibility of the developer, and should occur when the work is ready for respective inspection. Charlevoix County inspectors will perform the mandatory inspections a reasonable amount of time after the request for inspection has been made. For more information regarding the schedule of inspections or inspection contacts for each permit, please visit the Charlevoix County Department of Building Safety, linked below:

[Charlevoix County Department of Building Safety Home Page](#)

# FINANCIAL INCENTIVES

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A wide range of financial assistance and incentive programs may be available to your project at federal, state, and local levels. For those wishing to use these tools in their development process, it is important to understand what is available, what your project may be eligible for, and what requirements the programs set.

## **Commercial Redevelopment District:**

Per Public Act 255 of 1978, the City of Charlevoix City Council may award commercial property tax abatements for up to 12 years to properties within the commercial redevelopment district. The commercial property must operate with one of the following uses: engineering, office, parts distribution, research and development, retail sales or warehousing.

Further, certain criteria must be met in order to be awarded with the Commercial Facilities Exemption Certificate that allows for the tax abatement. This criteria also determines the length of the property tax abatement. Properties applying must document job growth or retention, costs of construction or renovation, safety compliance, adherence to design & historic preservation standards, energy-saving construction or operation, and development of second floor housing.

[Click here to see the Commercial Facilities Exemption Certificate Policy](#)

## **Industrial Development District:**

To encourage greater industrial development and spur manufacturing opportunities for developers, business owners, and laborers, the City of Charlevoix offers tax incentives for development involving industrial-zoned sites. These incentives can be applied in the expansion of pre-existing facilities, renovation of aging facilities, and constructing of new facilities, per PA 196 of 1974, the Plant Rehabilitation and Industrial Development Districts Act. The Industrial Facilities Exemption certificate can provide property tax abatement for a maximum of 12 years. For more information on the Industrial Development District, please contact City Manager Mark Heydlauff at [markh@charlevoixmi.gov](mailto:markh@charlevoixmi.gov).

## **Redevelopment Liquor Licenses:**

Redevelopment liquor licenses can be obtained by dining, entertainment or recreation businesses operating within a redevelopment district. The business must have spent or have a commitment to spend at least \$75,000 in restoring the building in which the business is operating. Further, redevelopment liquor licenses can only be obtained when standard liquor licenses are no longer available. In addition to applying to the State Liquor Control Commission, a resolution from City Council must be passed pursuant to PA 501 of 2006.

[Click here to learn more about redevelopment liquor licenses.](#)

## **Match On Main Grant**

Match on Main is a grant program hosted by the Michigan Economic Development Corporation and available to small businesses within Select or Master-level Main Street Communities. Businesses must be located within Main Street boundaries, and develop a business plan through the community's Main Street director and the appropriate Small Business Development Center.

For more information on the requirements and project process steps for applying to Match on Main in Charlevoix, please click on the following link:

[Charlevoix Main Street Match on Main Grant for Small Businesses](#)

# FINANCIAL INCENTIVES

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## Community Development Block Grant (CDBG)

The community development block grant is a federal program managed by the U.S. Department of Housing and Urban Development. CDBG funds for the City of Charlevoix are administered by the Michigan Economic Development Corporation on behalf of the Michigan Strategic Fund. The city can choose to directly use the funding to address services and infrastructure for low-moderate income individuals in the City of Charlevoix, or sub-contract the funds out to organizations that will improve services for this demographic. Possible uses of CDBG funds include, but are not limited to:

- Façade grants
- Blight elimination
- Minor home repair programs
- Critical infrastructure maintenance
- Business assistance loans/grants
- Rental rehabilitation
- Small business working capital loans
- Job creation
- Public facilities

For information on past, current, or potential CDBG uses by the City of Charlevoix, please contact Mark Heydlauff, City Manager at (231) 547-3270.

## Public Spaces, Community Places

Public Spaces, Community Places is a matching grant program administered by the Michigan Economic Development Corporation with the purpose of creating amenities that foster a sense of ownership among residents. These projects include a wide variety of purposes and usage; past projects have included public art, memorials, adaptive reuse, trails, park enhancement, farmer's markets, recreation facilities, and downtown gathering spots. The program requires that 50% percent of the funds be raised through community crowd-funding, which works to display public support while also marketing the project being funded. Charlevoix has previously participated in Public Spaces, Community Places, transforming the underutilized Hoop Skirt Alley to a vibrant gathering area that compliments the City's downtown.

Local units of government, low profit limited liability corporations, and non-profits are eligible to apply for funding.

If you have an idea that would be great for the Public Spaces, Community Places program, please contact the Main Street Downtown Development Authority Executive Director Lindsey Dotson at (231) 547- 3614 or [lindseyd@charlevoixmi.gov](mailto:lindseyd@charlevoixmi.gov)

## Brownfield Tax Increment Financing

Brownfield Tax Increment Financing, through P.A. 381 of 1996, allows developers to receive reimbursement on environmental and non-environmental redevelopment activities. Brownfields are properties and or sites that are contaminated, blighted, functionally obsolete or hold historic value. Reimbursement for costs associated with redeveloping brownfields occurs through the collection of incremental state and local taxes as the taxable value of the property increases through the revitalization process. To benefit from brownfield TIFs, developers will need to work with their local Brownfield Redevelopment Authority to produce a workplan for state review (Michigan Strategic Fund for non-environmental activities, Michigan Department of Environmental Quality for environmental activities).

To learn more about the Brownfield Program, initial evaluations, and workplan development, please contact the local Brownfield Redevelopment Authority through the Charlevoix County Clerk by phone at (231) 547-7200 or by email at [clerk@charlevoixcounty.org](mailto:clerk@charlevoixcounty.org)

# BUSINESS LICENSES

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## Business Licenses

Business licenses are required prior to a business operating in the City of Charlevoix. Business licenses can be obtained through the City Clerk. The City Clerk can be reached from 8:00 a.m. to 5:00 p.m. Monday through Friday. Contact information for the City Clerk is as follows:

Phone: (231) 547-3270

Email: [clerk@charlevoixmi.gov](mailto:clerk@charlevoixmi.gov)

## Liquor Licenses

Liquor licenses are required for businesses that seek to sell or serve alcoholic beverages. Applications for a liquor license must be filed to both the City of Charlevoix City Council and the Michigan Liquor Control Commission. Applications sent to the City Council must meet the requirements found in the following zoning ordinance:

### [§ 113.03 LICENSE APPLICATION; NEW AND TRANSFER.](#)

The Michigan Liquor Control Commission can be contacted at:

Phone: (517) 284-6310

Email: [LARA-MLCC-Licensing-Information@michigan.gov](mailto:LARA-MLCC-Licensing-Information@michigan.gov)

Redevelopment Liquor Licenses are also available as a business incentive to operations within an established business district or redevelopment area. For eligibility, please view the financial incentives pages located earlier in this guide.

# PARTNER ORGANIZATIONS

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## Downtown Development Authority (DDA)

The City of Charlevoix Downtown Development Authority serves to create development plans, protect the downtown business district from deteriorating property values, promote historic preservation, and foster general economic growth. Using funds from tax increment financing, the DDA engages in business attraction and retention through marketing, event planning, and business & development incentives. The DDA also manages the Vault, a co-working space

For developers, the Downtown Development Authority provides a list of available properties for rent or sale in the central business district, with information listed such as address, square footage, nearby amenities, property bio, and contact information. Developers and business owners alike can find a complete list of local incentives and financial assistance tools (many of which are listed earlier in this guide) at the Downtown Development Authority's website, found here: [charlevoixmi.gov/312/Main-Street](http://charlevoixmi.gov/312/Main-Street)

To contact the Downtown Development Authority, please contact the Main Street Downtown Development Authority Executive Director Lindsey Dotson at (231) 547-3257 or [lindseyd@charlevoixmi.gov](mailto:lindseyd@charlevoixmi.gov)

## Charlevoix Area Chamber of Commerce

The Charlevoix Area Chamber of Commerce connects and serves 400 business in the Northern Michigan area by providing business support, networking opportunities, education, advocacy, programming, and tourism-based events.

Like the DDA, the Chamber of Commerce website offers a list of properties currently for sale, with pictures, descriptions, and contact information. The Chamber also produces information on the vital statistics of the area, helping highlight workforce and business demographics.

For business owners, the website also provides similar information on properties for lease, along with connections to economic and business development organizations in the region.

Information on the activities of the Charlevoix Area Chamber of Commerce can be found on the non-profit's website at: [charlevoix.org](http://charlevoix.org)

For questions regarding benefits of joining the Charlevoix Area Chamber of Commerce, please call (231) 547-2101, or send a message at: [business.charlevoix.org/contact](http://business.charlevoix.org/contact)

## Visit Charlevoix

Visit Charlevoix is a non-profit convention & visitors bureau (CVB) that promotes and markets businesses pertaining to tourism and travel. Visit Charlevoix's destination marketing captures visitors seeking a trip rich in cultural heritage, a nature-oriented aesthetic, and a vibrant downtown. As such, businesses and developments that contribute to and benefit from the high number of visitors to the City will have a vested interest in the promotions and supported activities of the convention & visitors bureau. The types of businesses benefiting directly or indirectly from the CVB could include cafes, bars, and restaurants, hospitality, general retail and specialty shops, art galleries and more.

If you are seeking to develop a property or start a business that contributes to tourism in the area, contacting Visit Charlevoix is highly recommended. Please visit [visitcharlevoix.com/Contact-Us](http://visitcharlevoix.com/Contact-Us) or call 231-547-2101.

# PARTNER ORGANIZATIONS

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## Northern Lakes Economic Alliance

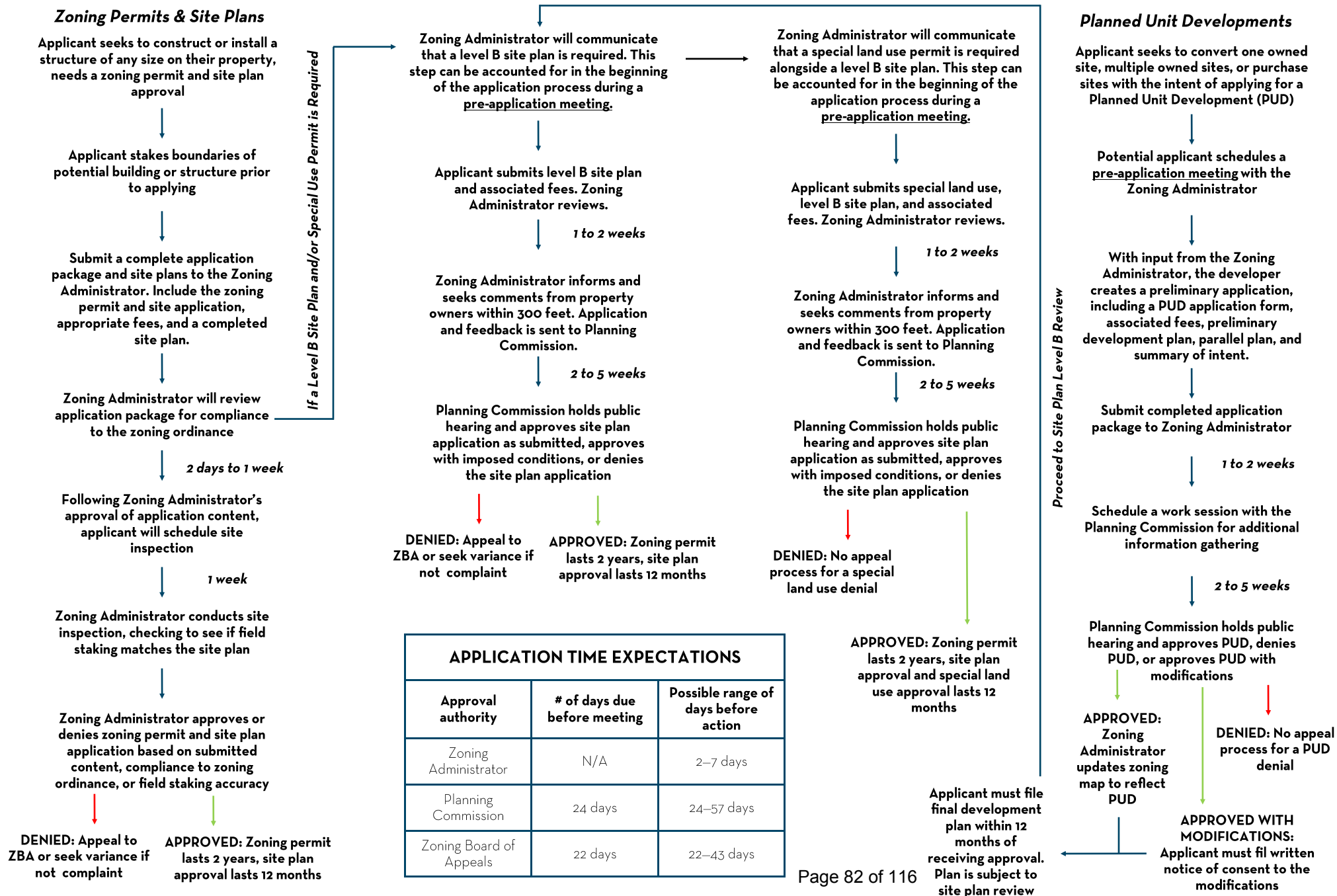
The Northern Lakes Economic Alliance (NLEA) is a 501(c)(3) non-profit organization that serves Antrim, Charlevoix, and Cheboygan Counties. NLEA focuses on creating private-public sector partnerships to assist business leaders and innovators in creating or retaining high quality jobs for residents in Northeast Michigan. Developers and business owners seeking to add retail, commercial, or industrial employment positions to Charlevoix through their projects should visit the NLEA's website to view the financial incentives and community tools they have posted. [Click here to visit the "Community Tools" page on the Northern Lakes Economic Alliance website.](#)

To contact the Northern Lakes Economic Alliance, call (231) 582-6482 or email [info@northernlakes.net](mailto:info@northernlakes.net).



# DEVELOPMENT REVIEW FLOWCHARTS

*An Extension of the Visuals Found in the “Guide to Development”*



# DEVELOPMENT REVIEW FLOWCHARTS

*An Extension of the Visuals Found in the “Guide to Development”*

## Dimensional Variances

Applicant seeks approval on a feature or measurement that is not aligned with standards set in the zoning ordinance

Applicant schedules a pre-application meeting with the Zoning Administrator to discuss the need for a variance (recommended)

Submit a variance application form, associated fees and additional proof of the variance's need to the zoning administrator

Zoning Administrator will submit the materials to the Zoning Board of Appeals

1 to 2 weeks

A public hearing will be scheduled for the Zoning Board of Appeals to discuss the proof and need of a variance.

2-5 weeks

Zoning Board of Appeals will approve the variance request, deny the variance request, or approve the variance request with conditions

**DENIED:** No appeal process for a Zoning Board of Appeals decision

**APPROVED:** Dimensional Variance granted by Zoning Board of Appeals

**APPROVED:** Dimensional Variance granted by Zoning Board of Appeals

## Use Variances

Applicant seeks approval on a feature or measurement that is not aligned with standards set in the zoning ordinance

Applicant schedules a pre-application meeting with the Zoning Administrator to discuss the need for a use variance and the additional information required

Submit a variance application form, associated fees, drawn-to-scale plan, and additional proof of the variance's need to the Zoning Administrator

Zoning Administrator will submit the materials to the Zoning Board of Appeals

1 to 2 weeks

A public hearing will be scheduled for the Zoning Board of Appeals to discuss the proof and need of a variance.

2-5 weeks

Zoning Board of Appeals will approve the variance request, deny the variance request, approve an alternative dimensional variance or approve the variance request with conditions

**DENIED:** No appeal process for a Zoning Board of Appeals decision

## Rezoning Amendment

Property owner (or resident with the permission of the owner), Planning Commission, or City Council seeks to rezone a site or sites

Schedule a pre-application meeting with the Zoning Administrator to review what is needed in the application

Submit a completed application for rezoning, including property description, site analysis, written evaluation, rezoning application form, and necessary fees to the Zoning Administrator

1 to 2 weeks

Zoning administrator will initiate public notice procedure and schedule a public hearing before the Planning Commission

2-5 weeks

Planning Commission will evaluate the application for rezoning and make a recommendation to the City Council

1-3 weeks

City Council reviews application, public comments, and Planning Commission recommendation and approves or denies the rezoning request

**APPROVED:** Public notice of rezoning will be published and the zoning map updated

**DENIED:** Resubmittal of rezoning petition shall not occur for 1 year

## Text Amendment

Property owner (or resident with the permission of the owner), Planning Commission, or City Council seeks to change the text in the zoning ordinance

Schedule a pre-application meeting with the Zoning Administrator to review what is needed in the application

Submit a completed application for the zoning ordinance amendment, including a zoning ordinance amendment form, written evaluation, and necessary fees.

1 to 2 weeks

Zoning administrator will initiate public notice procedure and schedule a public hearing before the Planning Commission

2-5 weeks

Planning Commission will evaluate the application for zoning ordinance amendment and make a recommendation to the City Council

1-3 weeks

City Council reviews application, public comments, and Planning Commission recommendation and approves or denies the amendment request

**APPROVED:** Public notice of the amendment will be published

**DENIED:** Resubmittal of amendment petition shall not occur for 1 year



August 21, 2020

To Whom It May Concern,

On behalf of the Charlevoix Main Street DDA Board of Directors, I am pleased to offer this letter of support for the City of Charlevoix's application to the MSU Sustainable Built Environment Initiative to develop a Multi-modal Placemaking Plan for downtown Charlevoix.

Charlevoix Main Street DDA was actively involved in the original stakeholder meetings that took place in 2017 for the publication of the Downtown Alley Corridor Vision Plan. We have since taken elements of recommendations and brought them to life with the Hoop Skirt Alley project and publication of downtown Design Guidelines. In planning for the future we have included recommendations in our Downtown Plan and are working in tandem with the City of Charlevoix to align resources to make the rest of the project come to life.

One step toward that realization is considering how the rest of our downtown can be incorporated into the plan so that we can move forward strategically while addressing several issues at once to be as streamlined as possible. We look forward to working with your team again to help bring those visions to light.

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.

Thank you for providing us with the opportunity to support this project formally. If you have any questions, please don't hesitate to contact me at 231-547-3257, or via email at [lindseyd@charlevoixmi.gov](mailto:lindseyd@charlevoixmi.gov).

Sincerely,

A handwritten signature in black ink, reading "Lindsey J. Dotson".

Lindsey J. Dotson, MSARP  
Executive Director



# Housing and Remote Workers

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

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### Feasibility Analysis

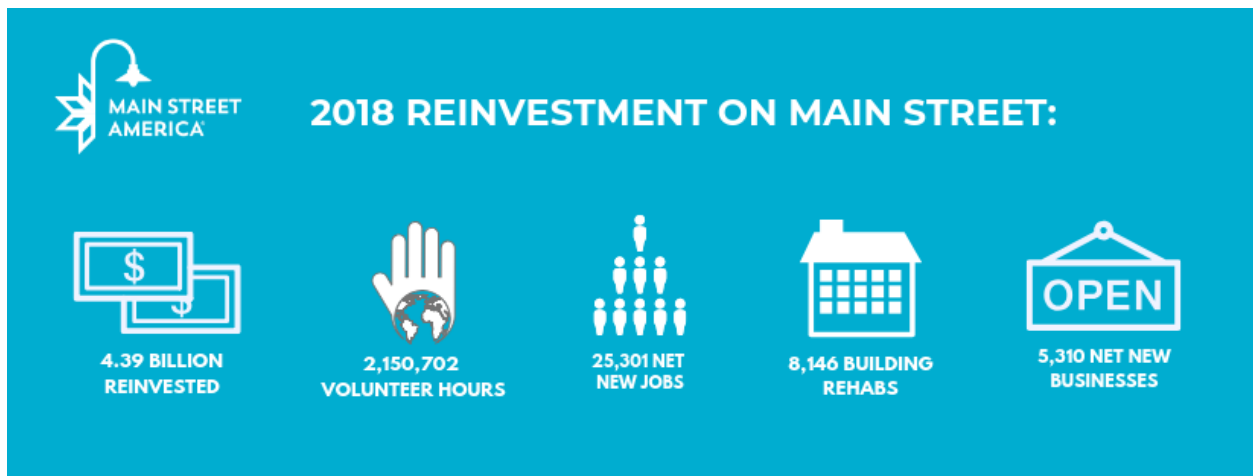
Prepared by Matthew Wagner, Ph.D.  
Vice President  
National Main Street Center



## 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.

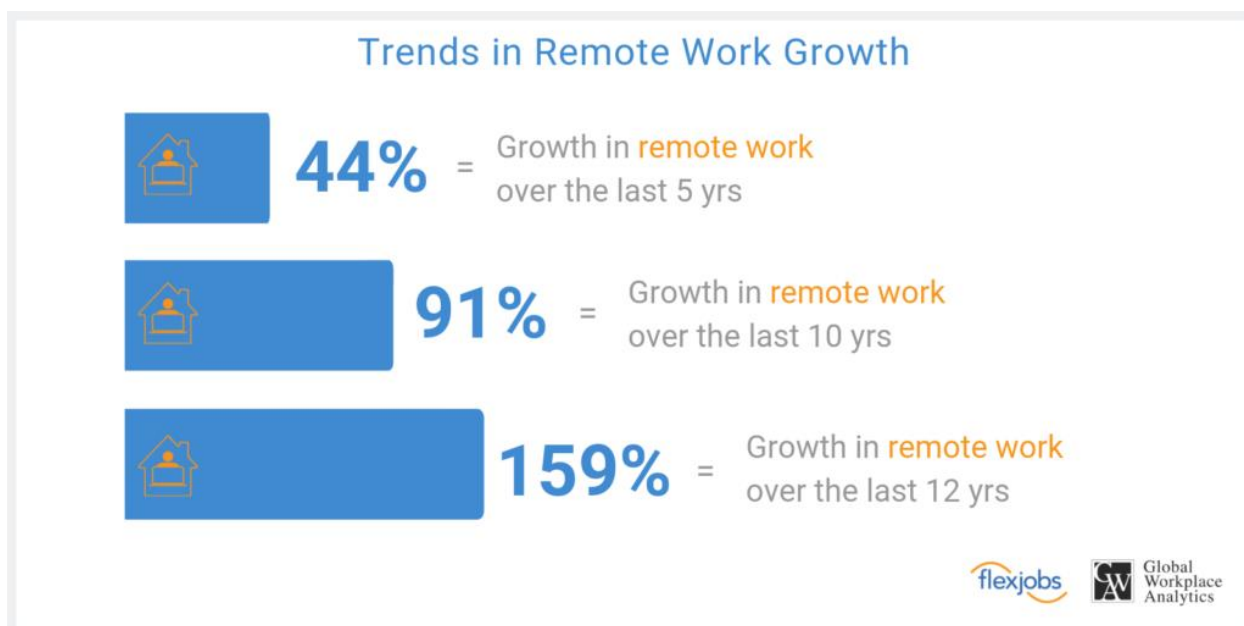


## Introduction

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.

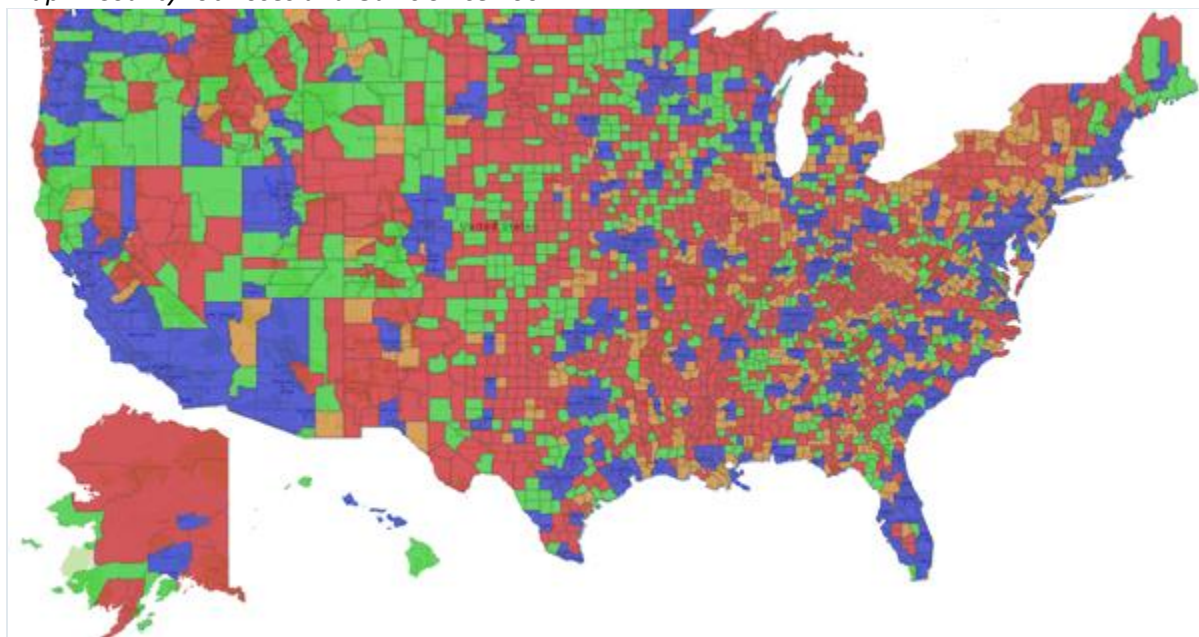
Trends would suggest this is not a one-time fad. There are huge savings for companies by transitioning more workers to remote. In 2018, there was an estimated \$5 billion in cost savings for U.S. companies with employees who worked remotely—and that’s just counting part-time workers. In general, embracing 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

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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. 2020 Market Study**

In 2019, a market housing assessment was prepared for the Northwest Michigan region by LandUse USA, with a specific focus on Charlevoix County and the City of Charlevoix, and it is an update to an original TMA that was completed in 2014. The original report evaluated housing demand over a five-year period until 2019. This study updates for the year 2020. ***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.

2020 UPDATE: Projections for the City of Charlevoix (page 14 of the LandUse USA Report) suggests a demand in 2020 of 251 additional housing units. However, there are significant differences between those looking to own versus rent. Those looking to purchase in the City represent slightly less than 15 percent of the overall market. In addition, for owners, there is zero interest in attached units. Thus, any developer evaluating the condo market should be dissuaded. The vast majority of the market for 2020, is made up of renters, with 38% seeking new and or renovated apartment units (82 units).

#### **Charlevoix Remote Worker Rental Demand:**

**2014 – 2019:**  $5.2\% \times 482 = 25$  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.*

**2020 -** Using our previous analysis of which 5.2% of the market is remote workers, this would suggest 2020 demand by remote workers in the city to be:  $5.2\% \times 82 = 4$  dedicated units.

*Thus, dependent upon how many units have been built and/or renovated, over the time period, one could calculate remaining demand from the 29 units for remote workers. That calculation would simply be taking the number of rental units constructed and or renovated during this time period and then multiplying by .052 and then subtracting that number from 29.*

## **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*

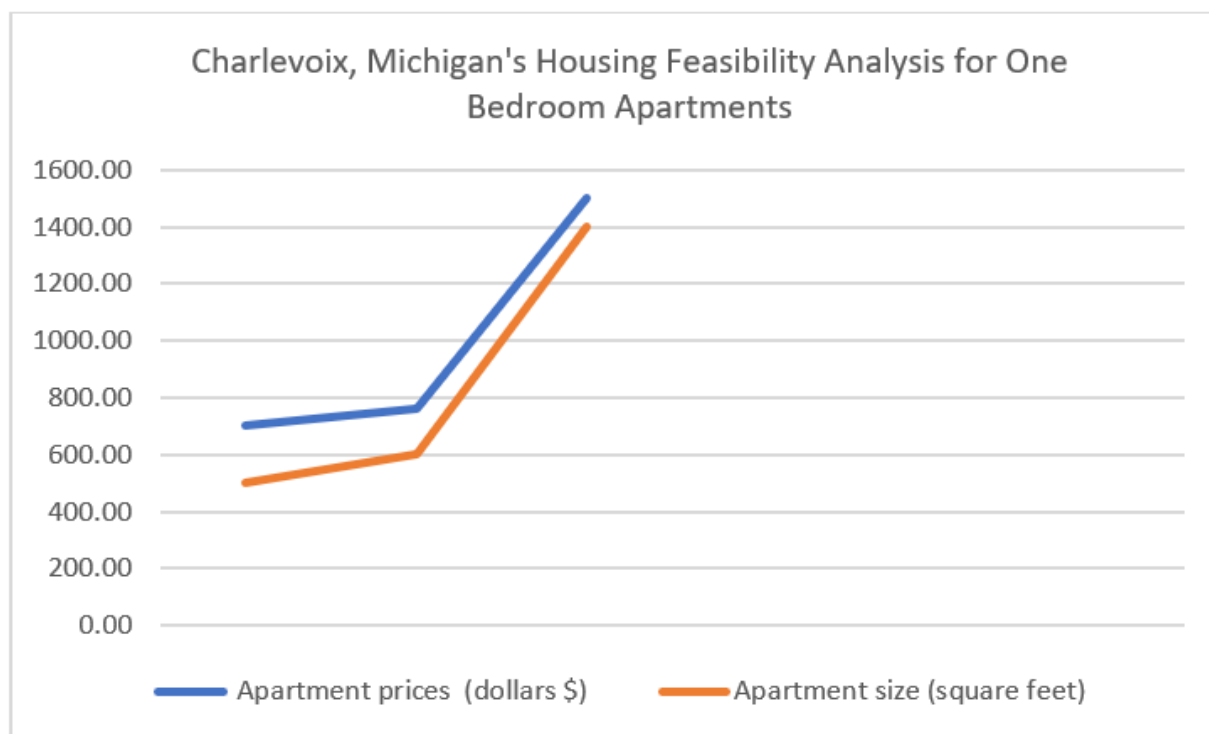
| <b>Data Source</b>                                              | <b>Number of Rental Units Demand - Charlevoix (city)</b> | <b>Remote Worker Capture (.052) in New Rental Units</b> |
|-----------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------|
| 2014 Housing Demand Study - Charlevoix County (Updated in 2020) | 564                                                      | 29                                                      |
| ESRI Data 2019-2024 Demand Calculations                         | 455                                                      | 24                                                      |

***Thus, there is some consistency in extrapolating from both the 2014 Housing Market Demand Study (even with updated 2020 analysis), 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)

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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)

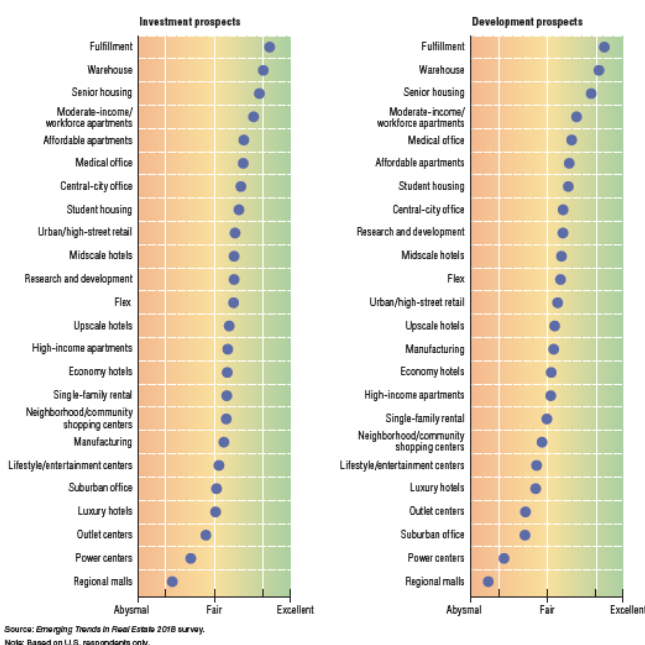
The housing analysis contained herein suggests that over the next five years, Charlevoix County should experience a growth of 400 to 700 new remote workers. **That equates to, based on the extrapolation of the 2014 Housing Market Study, along with this study's review of ESRI forecast data, of approximately 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.

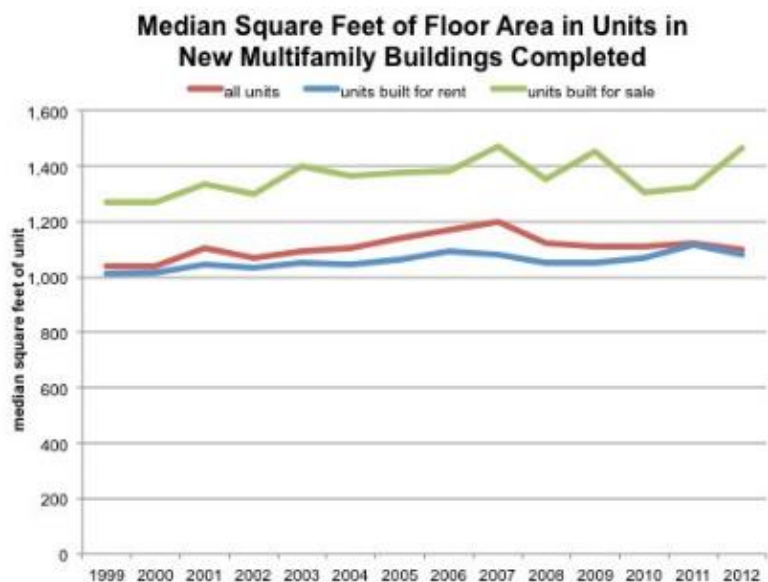
This review is consistent with national trends that suggest growth in the development prospects for these markets. Graph 3 from the Urban Land Institute from the annual Real Estate Trends Report (2018) suggest workforce and affordable housing, second only to senior housing as the best development prospects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

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

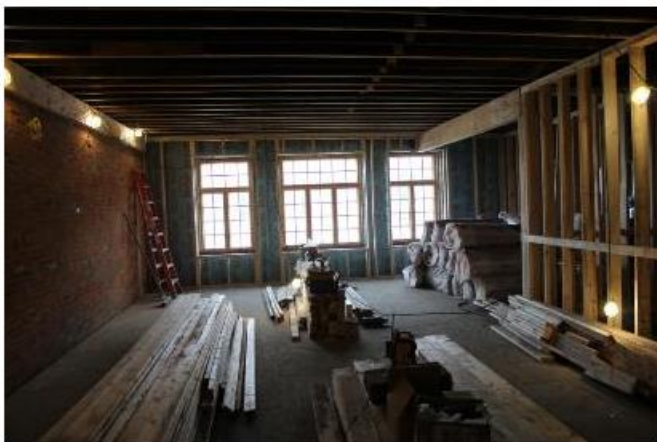


Furthermore, this study projects that the majority of units should be focused on 1 and 2- bedroom units, sized between 500 and 750 square feet. These markets are more interested in amenities than size. According to the US Census examining changes in the square footage, the unit sizes for rental housing 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

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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.



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[mainstreet.org](http://mainstreet.org)



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## Memo

**TO:** The Honorable Mayor Kurtz and the Charlevoix City Council

**FROM:** Mark L. Heydlauff, City Manager and Lindsey J. Dotson, DDA/Main Street Executive Director

**RE:** Downtown Walkability, Streetscaping, and Sustainable Built Environment Initiatives

**CC:** Charlevoix Main Street/DDA Board; Charlevoix Planning Commission

**DATE:** July 30, 2020

At your last meeting, Council directed us to review the Sustainable Built Environment Initiative project from 2018 and consider some firms for improving the streetscape of Bridge Street and the walkability of this corridor.

### 2018 Charlevoix Downtown Alley Corridor Vision

In 2018, Council, the Planning Commission and the DDA worked with planners from the School of Planning, Design and Construction at Michigan State University to consider the walkability and improvement of rear alleys and parking lots west of Bridge Street and between Park Avenue and Antrim Street. The results of this conceptual design have informed projects like the improvement of Hoop Skirt Alley by Junior Main Street in 2019 and decision by Council in June 2020 to make a portion of Van Pelt Alley pedestrian-only for this summer.

As we have had discussion about this project, much of the discussion seems to center around building parking lots, installing pavers, and adding rear access for many establishments in the downtown. While this is a major component and something we'll discuss further below, it is noteworthy that SBEI also encouraged free and inexpensive suggestions such as form-based code considerations, using Google maps and other resources, considering the allowance of more outdoor furniture in the CBD, dumpster screening requirements, and others. We would strongly suggest the Planning Commission and the DDA both consider these kinds of suggestions in concurrence with infrastructure and "built" changes to the area in order to encourage the truly vibrant space contemplated in the report.

As for the built improvements contemplated in the report, we would recommend the following for your further consideration:

- *Implement in sections.* As noted above, some small changes have already been made in response to the recommendations of the study or in support of the ideals presented. It is important to consider this progress when thinking of the overall project. Realistically, to build all pieces of the Corridor Vision would reasonably cost more than \$10 million but nice improvements can be made in small doses. Improvements in Van Pelt Alley, Hoop Skirt Alley

exemplify this fact. Even changes we have made this spring to enhance outdoor dining along Park Avenue and Antrim Street fit within the ideals of placemaking presented in the Corridor Vision. One aspect of the report suggested encouraging more outdoor dining in the back alley and parking areas of our downtown and this could still be explored.

- *Look for related and alternate funding sources.* Often, we think about the SBEI project in terms of pavers, aesthetic improvements, new outdoor furnishings, and parking lots. Recently, we have engaged two different funding sources tied to the SBEI recommendations but think of the outcome in different ways. First, we worked with the Northern Lakes Economic Alliance and the US Small Business Administration to see if design elements of SBEI might be compatible with CARES Act funding intended to help small businesses retool their spaces considering COVID 19. Ultimately, we concluded this project was not a fit for this funding source but continuing to review funding sources in this way is valuable. Second, the City of Charlevoix continues to work with the Tip of the Mitt Watershed Council and other partners to look at ways to improve the environmental impact of stormwater runoff, collection, and disposal systems. The traditional method used in much of our downtown funnels stormwater to catch basins and then into pipes ultimately draining into area waterways. In looking at greener solutions to stormwater, reducing non-permeable surfaces becomes paramount. This includes parking lots with permeable asphalt, pavers, landscaped rain gardens, and other surfaces treatments. While funding sources might be focused on the improvement of stormwater quality, it also fits our goals found in the Corridor Vision. This project is continuing and may yield funding for some aspects in the future.
- *Plan for the long-term.* This is a big project and we need realistic expectations on the timeline. If you look at other big projects in our community, the most notable changes take decades and not months. The vision for our present-day East Park was launched in the 1940s and was iteratively improved to the space we have today. Bridge Park was the Wastewater Treatment plant as recently as 1975. Big change normally takes time and is done iteratively. In the future, some underground infrastructure improvements will be needed and give us an opportunity to rethink the surfaces above them in restoration. Mason Street will need to be reconstructed much as we have rebuilt Park, Clinton, Antrim, State and Hurlbut Streets in the past decade. This again is an opportunity to make the changes discussed in the vision and fund these changes with restoration funding rather than making aesthetic improvements alone.

The following action steps seem appropriate for consideration:

- Request the Planning Commission and DDA/Main Street Board consider the recommendations contained within the Corridor Vision for aspects that do NOT require new construction but are softer and more policy oriented.
- Request staff consider the Corridor Vision in segments considering future infrastructure to get a sense of realistic timelines for projects and report the same to you.
- Appropriate funds for the engineering of some or all the segments discussed above so that “shovel ready” plans are ready along with realistic construction estimates.

## **2020 Walkability and Streetscaping Considerations**

Council requested we bring to you 4-5 firms to consider for improvements to the walkability and streetscaping of the Bridge Street corridor. Our understanding of this request is because Council desires to be forward thinking and inclusive of community input for long-term changes and improvements to the areas adjacent to US 31 through our community including aspects like parking, public plantings, outdoor dining, and public furnishings (trash receptacles, benches, parking meters, etc.). While we could easily bring you a short list like this, we believe that Council's true intent is for us to develop a request for qualifications and invite several firms to share their background with similar projects. In this way, we could solicit insight from firms on projects they have completed in similar communities, understand their approach to community engagement, and design considerations. Ultimately you are considering a potentially major, long-term change to our community. Because of this, we think it is beneficial to begin with the qualifications of designers and their approach to public input rather than a lowest price approach to producing a design. It is also worth noting that a process like this is likely to be expensive and even the design process will likely carry significant costs.

Alternatively, Council might direct staff to apply for assistance again from the Sustainable Built Environment Initiative at Michigan State University. This is considerably less expensive (likely around \$7,500) and we are already familiar with the public engagement method used by the team. As with the 2018 Downtown Alley Corridor Vision, we would not receive a buildable set of designs but would again need a firm to engineer the concepts into an actionable plan. We also could apply for this (the next deadline is September 15) and if we are unsuccessful, consider options above.

Below is a timeline for your options based on these two directions:

September 2020- Staff prepares application to SBEI Program

October 2020- Receive word from MSU SBEI and move forward with their design with findings in spring 2021

Or

September 2020- Staff releases an invitation to provide qualifications to 10-15 design firms

November 2020- Council and other stakeholders interview 3-5 firms on their approach to design and engagement process

December 2020- Council makes selection of firm and staff works with firm on design phases and costs for consideration in the FY 2021 budget process

February 2021- Project scope(s) finalized

April 2021- Survey and public engagement processes commence and continue as needed based on the design approach and scopes determined

As discussed in the first section of this memo, Council should be prepared for a long-term design process and potentially an iterative approach to implementation. As with the Corridor Vision, implementation is best considered when paired with other projects like an MDOT construction project on US 31 which may be within the next 5-10 years (a relatively short horizon for a major road project). We look forward to assisting Council with your next steps of decision-making.

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

**Old Business**

**TITLE:** Long Road Distillers Lease Discussion

**DATE:** August 24, 2020

**PRESENTED BY:** Richard Christner, Co-Chair

**BACKGROUND:**

Long Road Distillers (LR) Lease Discussion Update:

With the Governor's extension of the State of Emergency, related to COVID-19, thru September 4 it appears we are still in a window where lease payments would not be due under the existing lease terms. As discussed at the July board meeting earlier this summer I suggested some longer-term lease ideas for discussion with LR. Since our last meeting LR indicated they wanted to remain in a holding pattern for the time being given the uncertainty, but expressed that they definitely still have interest and desire to come to Charlevoix and would like to meet to discuss potential terms when they come to town in September on their way to Beaver Island.

I let LR know that given the circumstances we will likely need to post the space but I can plan to meet in September. I also inquired on the status of their MLCC application.

**Recommendation:** I recommend we post the space and suggest we consider utilizing a broker to do so.

**RECOMMENDATION:**

Board discussion and direction.

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

**Old Business**

**TITLE:** Facade Grant Extension - BLOOM

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

At our February 24th Board meeting a grant application was approved in the amount of \$7,700 to support the window rehabilitation project on the building that BLOOM occupies. The guidelines of our Facade Grant program read:

*Projects funded by grant monies must be completed within one year of the date that the grant application is approved. An extension may be approved at the sole discretion of the CMS Design Committee under significant special circumstances.*

At the August Design Committee meeting members of the committee discussed the situation at hand in relation to the Covid-19 pandemic. Needless to say the project has been put on hold for now. Members of the Design Committee voted to recommend that the DDA Board grant an extension so that we can budget for this next year.

**TITLE:** Facade Grant Application - BLOOM

**DATE:** February 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

An application has been submitted and reviewed by the members of the Design Committee from BLOOM/Jenifer Haf to assist in a large window restoration project that will be completed in phases. The amount requested is the rest of our fund for this fiscal year, \$7,700.

The Design Committee scored the application and recommends that the Main Street DDA Board Approve the grant award.

**RECOMMENDATION:**

Motion to approve a Facade Grant to Jenifer Haf in the amount of \$7,700 to be paid upon receipt of proof of payment when the first phase of the project is complete.

- ▢ Application Materials
- ▢ Photo - Current Condition

**RECOMMENDATION:**

Motion to grant a 1 year extension to Jennifer Haf for the Facade Grant in the amount of \$7,700 awarded in February of 2020, for work to be completed no later than February 2022.

**ATTACHMENTS:**

- ▣ Windows on 100 Van Pelt Place



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

**Old Business**

**TITLE:** The Vault Co-Working Space Year-In-Review

**DATE:** August 24, 2020

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

See attached Year in Review document to get a snapshot at how the first year of operations at The Vault has gone. Overall we've had 29 paying members and made \$18,102.86.

Because of startup costs and the \$6,000 affiliated with the AmeriCorps VISTA program, we are not projected to make an actual profit until September of 2022 if income and expenses were to remain relatively similar to this past year.

Adjustments can be made to our pricing/membership structure, as word travels we will likely see more and more new members, and hopefully our income will increase a bit from last year.

Additionally, without a person staffing the space I start my mornings there now to clean and make sure everything is in working order and that the members are happy. When I am out of town or off for some reason a backup person/people will be necessary to deal with any tour requests, internet or printer issues. We must continue to have a high level of customer service in order for the space to succeed.

Currently the plan is to train Chair Owens and Co-Chair Christner on how to use the Proximity software that helps us manage the space remotely. We may need volunteers for other days that none of us are available as it is possible that would occur.

We must notify our landlord if we want to vacate or renew our lease by September 1.

**RECOMMENDATION:**

Board discussion and direction.

**ATTACHMENTS:**

- ❑ Year In Review
- ❑ Cash Flow Budget The Vault

## The Vault Year in Review

- Total revenue (as of Aug 19): \$18,102.86
- The Vault: \$4,190
- Office 3: \$3,349
- Office 2: \$2,898
- Office 1: \$2,214
- |  |          |                |
|--|----------|----------------|
|  | \$12,651 | 69% of revenue |
|--|----------|----------------|
- Dedicated desks - \$1,263
- Punch Passes: \$876
- 24/7 Access \$755
- Café office \$585
- Semi-Private small office: \$525
- Mailboxes: \$506
- Weekly: \$400
- Conference Room Drop In: \$205
- Conference Room Weekly: \$200
- Donation: \$100
- Student Dedicated Desk: \$71
- Drop In: \$35

Community Members: 76

Paying Members (Green = Current Member, Black = current but not regularly in, Red = Past Member):

1. **Christian DuBois-Weber** – Student Dedicated Desk – current. From Florida, spends summers here, school is starting remotely so his family is staying in Charlevoix and he can use The Vault to access his classes.
2. **Michael McKelvey** – The Vault Private Office – just started in August. New to the area and moved here because he’s now able to work remotely as a mortgage banker. Internet at his new apartment isn’t as reliable as he needs it to be. Waiting for TruStream.
3. **Michael Batts** – Weekly – August 3<sup>rd</sup> – ProCarePain.com
4. **Dan Bovee** – Weekly & Punch Pass – Early June & Late July – Lucas James Talent
5. **Ralph Tingley** – Punch Passes – Mid July – University of Missouri
6. **Luke Beasley** – Weekly – Early July
7. **Dan O’Neill** – Weekly – Early July
8. **Paul Zurawski** – Private Conference Room Office Early July and Mid-August – Equifax
9. **Nathan Odem** – Weekly – Mid July
10. **Zak Weston** – Punch Pass – Early July – The Good Food Institute
11. **Jennifer Kilian** – Punch Pass – Late June
12. **Robert Rodriguez** – The Vault Private Office – Late June – August 10

13. **Jack Barker** – Dedicated Desk – May 22 – present
14. **Andrea Zurawski** – Dedicated Desk – June 25 – August 10
15. **David Mayen** – Mailbox while he looked for an office
16. **Randy Flinn** – Korthase Flinn – Private Office #2 since January 2020
17. **Jody McLeod** – Punch Passes – HR Lawyer – Original ROHOer
18. **Laura Hendrickson** – Punch Pass – visits her mother in Charlevoix, lives in GR, works for American Hotel
19. **Dave Whiteside** – Café Office – since end of June – Client's First Consulting
20. **Richard Anderson** – Quickbook Keeper – Mailbox since Oct 2019
21. **James Carano** – Punch Pass – Meridian Advisory
22. **Dale Drier** – Punch Pass & Conference Room use – Drost Landscape
23. **John Cisne** – Private Office #2 – Sept – December 2019. Never used the space.
24. **Lindsay Lewis** – The Vault Office – September 2019 – May 2020 – The Well Being Day Spa
25. **Matt Henninger** – Member since September – moved into Private Office 1 in January
26. **Patti McCreddie** – 24/7 access member from September 2019 – May 2020 (canceled because of Covid-19) – Original ROHOer
27. **Jen Brown** – Punch Pass – Original ROHOer – Cerner
28. **Jennifer Way** – Private Office #3 – Referred by an original ROHOer – moved from Nashville, TN – member since September 2019 – HR consultant
29. **Ben Ernst** – had Private Office #1 until November – family change led to cancellation

|                                            |                |                                          |
|--------------------------------------------|----------------|------------------------------------------|
| Student Dedicated Desk                     | \$100          | Monthly                                  |
| Weekly Conference Room Private Office      | \$100          | 5 Days This membership type requires a n |
| Cafe Office                                | \$250          | Monthly This membership type requires a  |
| Conference Room Private Office (Temporary) | \$349          | 30 Days This membership type requires a  |
| Weekly                                     | \$50           | 5 Days This membership type requires a   |
| Semi-Private Small Office                  | \$175          | Monthly This membership type requires a  |
| The Vault                                  | \$349          | 30 Days This membership type requires a  |
| Mailbox                                    | \$30           | Monthly This membership type requires a  |
| Drop In <b>Nomad</b>                       | \$15           | 1 Day This membership type requires a n  |
| Punch Pass                                 | \$12 per punch | 1 Day This membership type requires a n  |
| Private Office #1                          | \$199          | Monthly This membership type requires a  |
| Private Office #2                          | \$249          | Monthly This membership type requires a  |
| Private Office #3                          | \$299          | Monthly This membership type requires a  |
| Dedicated Desk                             | \$149          |                                          |
| 24/7 Access                                | \$99           | Monthly This membership type requires a  |

## Queries used to find your business

- Send feedback



The most popular queries for your business by unique users  
1 quarter

|    | Query                       | Users |
|----|-----------------------------|-------|
| 1  | space                       | 15    |
| 2  | charlevoix michigan rentals | <10   |
| 3  | copier near me              | <10   |
| 4  | cowork                      | <10   |
| 5  | coworking                   | <10   |
| 6  | coworking space             | <10   |
| 7  | coworking space near me     | <10   |
| 8  | desk sale                   | <10   |
| 9  | event space rental          | <10   |
| 10 | gun range                   | <10   |

## How customers search for your business



1 quarter ▼



### Direct

Customers who find your listing searching for your business name or address



### Discovery

Customers who find your listing searching for a category, product, or service



### Branded

Customers who find your listing searching for a brand related to your business

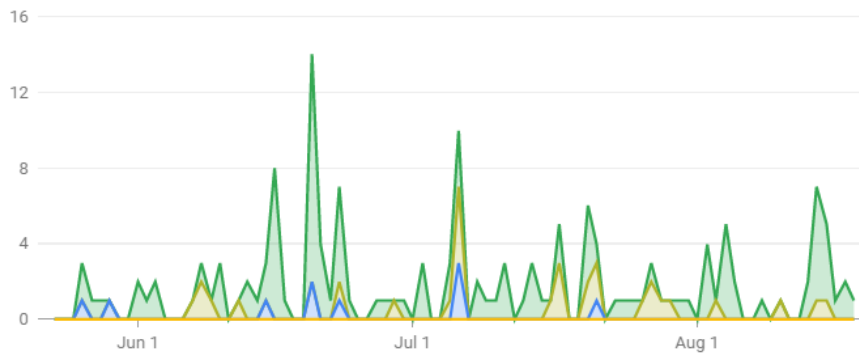
## Customer actions



The most common actions that customers take on your listing

1 quarter ▼

Total actions 153



Visit your website  
114



Request directions  
29



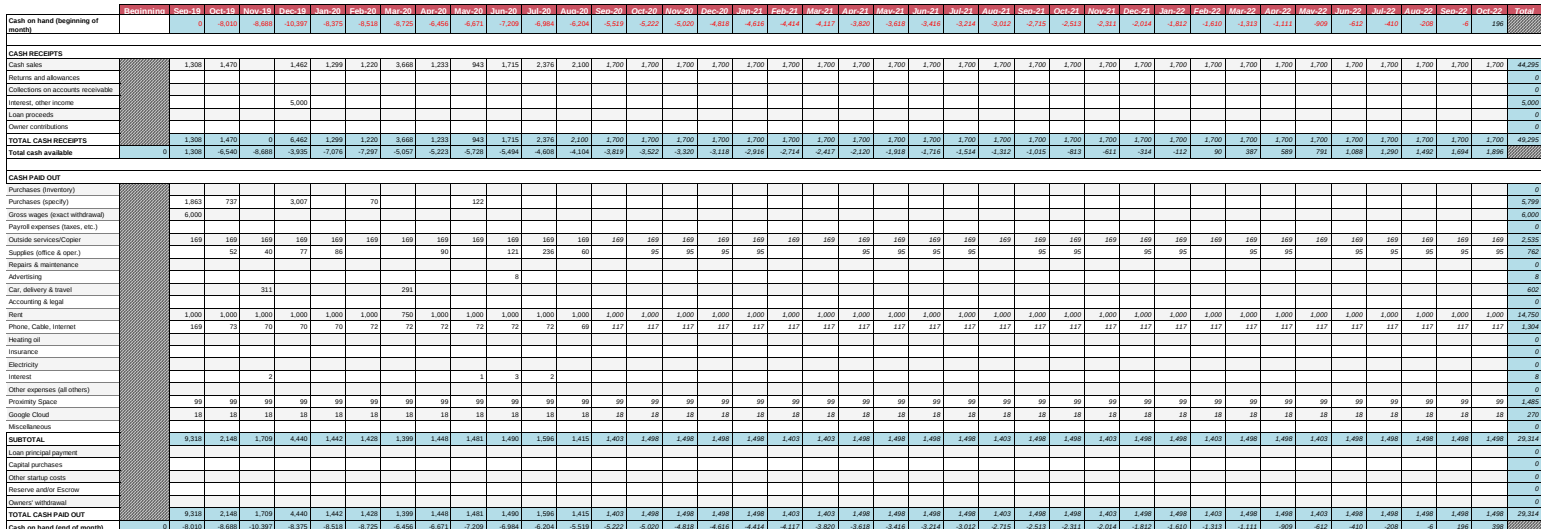
Call you  
10



Message you  
0

The Vault Co-Working Space Facebook page has 377 likes.

|                            |        |
|----------------------------|--------|
| Starting date              | Sep-19 |
| Cash balance alert minimum |        |



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

**Board Comments**

**TITLE:** Closed Session: Executive Director Evaluation MCL 15.268(a)

**DATE:** August 24, 2020

**PRESENTED BY:** Mark Heydlauff, City Manager

**BACKGROUND:**

It is the time for Director Lindsey Dotson's annual personnel evaluation and pursuant to her right under the Michigan Open Meetings Act, she requests the DDA Board of Directors enter closed session for purposes of conducting a periodic personnel evaluation of a public officer.

**RECOMMENDATION:**

Motion to enter Closed Session pursuant to MCL 15.268(a) for the purpose of conducting the annual evaluation of the Executive Director pursuant to her request.