



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Thursday, February 25, 2021- 5:30 PM
Virtual Zoom Meeting

1. Call to Order

- A. Zoom Log-In Instructions

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

6. Reports

- A. Director's Report
Lindsey Dotson, Executive Director
- B. Long Road Distillers Update
Richard Christner, Vice Chair
- C. Housing Memo
Mark Heydlauff, City Manager

7. Old Business

- A. Holiday Lighting/Tree Lights Contract
Lindsey Dotson, Executive Director
- B. Alleyway Improvement Grant Program Guidelines
Lindsey Dotson, Executive Director

8. New Business

- A. First Fridays Promotion Work Plan
Lindsey Dotson, Executive Director
- B. 2021-2022 Cooperative Ad Campaign
Lindsey Dotson, Executive Director
- C. Match on Main Grant Application
Lindsey Dotson, Executive Director
- D. Charlevoix Easter Egg Hunt
Sarah Hagen, President, Charlevoix Area Chamber of Commerce

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Zoom Log-In Instructions

DATE: February 25, 2021

BACKGROUND:

Due to the ongoing Covid-19 gathering restrictions, this meeting will be held entirely virtually.

Click: Join Zoom Meeting

Meeting ID: 910 9164 2009

Passcode: 073518

One tap mobile

+13126266799,,91091642009#,,,,*073518# US (Chicago)

+16465588656,,91091642009#,,,,*073518# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Meeting ID: 910 9164 2009

Passcode: 073518

Find your local number: <https://zoom.us/j/91091642009>

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Consent Agenda

TITLE: Board Minutes

DATE: February 25, 2021

ATTACHMENTS:

- ▣ January 25, 2021 Regular Meeting

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, January 25, 2021 at 5:30 p.m.
Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens (from Charlevoix)
Vice Chair:	Richard Christner (from East Jordan)
Members Present:	Sam Bingham (from Charlevoix), Sean Bradley (from Princeton, NJ), Kirby Dipert (from Charlevoix), Luther Kurtz (from Hanalei, HI), Ron Way (from Charlevoix), Amanda Wilkin (from Ellsworth)
Members Absent:	Paul Silva
Non-Voting Member:	Liam Dreyer (from Charlevoix)
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

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

Member Dipert stated that the reference to the "Executive Committee" in the last paragraph of the Board Minutes under New Business should be "Chair and Vice Chair".

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

6. Reports

A. Director's Report

A. Chamber Partnership Agreement Revision

Chair Owens recalled that in September the Board entered into an agreement with the Chamber of Commerce for an additional \$5,000 for a one-year extension. She stated that meanwhile Sarah Hagen discussed it with her Board and because of the continuing COVID-19 situation they agreed to reduce the amount to \$3,000.

7. Old Business

A. Long Road Distillers Update

Vice Chair Christner stated that Long Road Distillers was in the process of moving into the space at the Bridge Park building. He reviewed the modifications to the lease as discussed with the tenants.

Motion by Member Dipert, second by Vice Chair Christner to authorize Director Dotson to enter into the amended lease agreement with Long Road Distillers. Motion passed by unanimous voice vote.

B. Draft Budget 2021-2022

Chair Owens stated that she made a couple of revisions to the draft budget including changing the Chamber obligation to \$3,000 which brought the net to \$4,500. She stated that after their obligations they had \$17,000 in additional revenue. She stated that she left \$5,000 in the budget that Director Dotson felt the DDA was likely to receive from a Community Foundation grant. She further reviewed the optional programming expenses and signed obligations. Discussion followed regarding unsigned options including: Tree Light Replacement (\$10,000 annual payment for 5 years); Alley Improvement (\$10,000 one-time payment); and Snowmelt Feasibility Study (\$14,000).

Motion by Member Dipert, second by Member Bradley to approve the 2021-2022 DDA Budget as presented. Motion passed by unanimous voice vote.

8. New Business

Bridge Park building property management was discussed. Member Dipert referenced the Board sub-committee that oversaw issues related to upkeep of the building and suggested reactivating that group with Ron Way and Richard Christner.

Motion by Mayor Kurtz, second by Member Wilkin to re-establish the [Bridge Park Building Oversight] sub-committee with Ron Way, Richard Christner and Kirby Dipert. Motion passed by unanimous voice vote.

9. Public Comments

10. Request for Future Agenda Items

Member Dipert recommended establishing a policy whereby the Executive Director had some leeway in making decisions up to a certain dollar amount without Board approval. Chair Owens felt that they had already done that. Director Dotson stated that they did not have a written policy in place. Consensus was to include this as a future agenda item.

Member Dreyer stated that the Charlevoix DDA was one of the first in Michigan to have a student member on their Board and based on that principal he founded an organization that tries to put students on local government boards. So far, they have placed five students on boards in a three-month period. He stated that bigger Cities were looking for a testimonial from DDAs who have student members. He suggested a future agenda item to discuss and approve a testimonial of what he and Sean Bradley have brought to the Board and the DDA's experience with student members on the DDA. Consensus was to include this as a future agenda item.

11. Board Comments

Member Dipert stated that the City chose to leave the parking meters up through the winter, but turned them off, yet he often saw individuals trying to figure out what to do. He wondered if the meters could have some kind of "free parking" signage during the off season. Director Dotson stated that she was working with the Police Chief to address this situation and would report back at the next Board meeting.

12. Adjourn

Meeting adjourned at 6:17 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

DDA/Main Street Board
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Consent Agenda

TITLE: Committee Minutes

DATE: February 25, 2021

ATTACHMENTS:

- ▣ Org/Promo Committee - February
- ▣ Economic Vitality Committee - February



8:00am I. Call to Order

Present: Kitty, Sarah, Jessica, Lindsey, Katherine, Nancy

8:01am II. Approval of Minutes: January 21, 2021

Motion made by Jessica, seconded by Kitty.

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign Harbor View Cafe results:

Billboard: 257,468 total impressions

Northern Express: 90,000 readers

Facebook promotion: 4,412 people reached, 593 engagements, of which 69.7% were women and the largest age group was 13-17.

Instagram promotion: 2,585 people reached, 56 post engagements, 22 link clicks. The audience was 59% women and the largest age group was 13-17.

Life in Charlevoix Mobile App: 1,158 views, 388 unique users in January - 200 viewed coupons & specials, 3 viewed Harbor View Cafe profile

Blog: 44 unique readers, average time spent was 5 minutes and 4 seconds

Lindsey reviewed the ad campaign for Harbor View Café. February is Smoke on the Water and March will be a general Downtown feature.

2. “First Fridays” Work Plan Review

The committee reviewed the work plan. They discussed the logistics of the First Friday event. The committee designated tasks.

3. Live on the Lake Summer Concerts

The schedule is set for Live on the Lake and total cost for the concerts is \$7,000. The committee discussed logistics.

4. Cooperative Ad Campaign Update

Lindsey reviewed the proposal from MyNorth. The proposal is extremely competitive from a cost standpoint. Lindsey noted that eight businesses are interested in the proposal.

B. Organization

1. Email Newsletter

i. Send 1: 32% open rate (298 opens), 8.7% click rate (26 clicks). Top clicks were the Meet Jaylynn write up, restaurant Take Out graphic, and candlelight hike link

ii. Send 2: 27% open rate (252 opens), 7.1% click rate (18 clicks). Top clicks were Take Out, Jaylynn, and Candlelight Hikes

Lindsey discussed the newsletter. She discussed her conversation

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with Jaylynn. She stated that this interview was well received. Lindsey is going to highlight several female owners next month for women's history month.

2. "Keep Charlevoix Bright" is live! <http://charlevoixmi.gov/421/Keep-Charlevoix-Bright-Fundraiser>

- i. Need to work on developing a more concrete fundraising plan
- ii. Help with letters and phone calls
- iii. QR code to donation page for downtown business counters

Lindsey noted that she will be getting board approval for the lights contract next month. She will have more information at the next meeting.

8:35am	IV.	New Business
	A.	PMSI Shop Small on Main Promotional Campaign Results Lindsey reviewed the results from the campaign. She noted that this campaign was paid for by SBDC and she was happy with the results.
8:55am	V.	Volunteer Hours
9:00am	VII.	Adjournment

Next meeting: March 18, 2021

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Charlevoix Main Street DDA
Economic Vitality Committee Meeting Minutes
February 9, 2021 8:00 AM Virtual Meeting via Zoom

Present: Rich Hodgson; Maureen Owens; Mark Heydlauff; Lindsey Dotson; Sarah Hagen; Dean Martin; John Haggard; Laura Simmonds

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

1. New Business

- a. Match on Main Interest Form Review - Director Dotson shared the results of request reviews that the committee had submitted thus far. The committee members agreed to let those who had not had a chance to weigh in have a couple more days and then to reach consensus via email based on rating results. The top two businesses at the end of gathering feedback were Nomi Sushi and Bentley Hill Bakehouse.
- b. RRC Site Selection Discussion - co-chair Heydlauff shared that Charlevoix has achieved certification for the Redevelopment Ready Communities program and currently staff is working to compile a list of priority sites by contacting property owners and identify those who are willing to participate. This list will then be shared with the MEDC once it is complete and has been reviewed by all necessary parties.
- c. Charlevoix Downtown Futures Service w/ Downtown Professionals Network - Director Dotson gave an overview of the service that was awarded to Charlevoix from Michigan Main Street and asked if anyone from the committee was interested in serving on the Project Team for the service. John Haggard volunteered to fulfill the property owner role.

2. Old Business

- a. Downtown Housing Incentive Program Update - Director Dotson shared that the guidelines have been reviewed by the City Attorney and that one question was posed to the group regarding timing of entering the Deed Restriction program. The committee agreed this could happen concurrently with the signing of the grant agreement.

3. Economic Development Update

- a. Businesses: opening and closing:
 - i. Closed:
 - ii. Relocating:
 - iii. Opening/Opened: The VUE, NOMI Sushi, Long Road Distillers
- b. Buildings: sold/for sale/rehab

Meeting adjourned at 8:26 AM.

Next meeting - March 9, 2021 at 8am

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Consent Agenda

TITLE: Monthly Report

DATE: February 25, 2021

ATTACHMENTS:

- ▣ January Monthly Report to MEDC

Michigan Main Street Monthly Report

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

Metrics Number	M-0000123044	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	1/1/2021	Reporting Period End	1/31/2021
Submitter's Name	Lindsey Dotson	Due Date	2/10/2021

Activity & Use / Employment

New Business Opened in MSA

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

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Business that Moved out of MSA

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

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

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

New & Rehab Housing in MSA

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

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

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping, and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Building Rehabilitation in MSA: (interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
Petals	108 Michigan Avenue	\$20,000.00	\$0.00	

New Construction in MSA

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

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
15.00	\$0.00	27.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Private	750.00
Earned	882.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
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Other new/Comments**Board Member Changes: Position Names Leaving and Names Arriving**

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary	RRC certification has been obtained! Heavy interest in Match on Main grant so had to go through local review process to determine who to apply for.
Program & Outlook	Budgets are approved and program guidelines for new initiatives are getting close to complete - 2021 is going to be a good year for downtown Charlevoix.
Suggestions for State and National Staff	n/a

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 2021 1 25 Meeting(248).pdf	2/11/2021 5:46 PM

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Reports

TITLE: Director's Report

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Director Spending Policy

I have been reaching out to DDA and Main Street programs using National and State listservs and have yet to find an example policy that outlines Executive Director spending related to conferences, travel, and/or continuing education opportunities. Everyone who has replied thus far states that their Board budgets a certain amount for the year and it is up to the Director's discretion as to how it is spent from that point forward. I will continue to look for options and provide an update during the March meeting.

Media Mentions

https://anchor.fm/michigandowntowns/episodes/In-MI-Downtown---Downtown-Charlevoix-CoWorking-Space-epprgq/a-a1ptlh?fbclid=IwAR1RXtdLKBF_bQc0TbMjejLuEZHX4bieqwcriFTq__-rvSBe-IGBTF2G1kE

https://www.petoskeynews.com/charlevoix/black/charlevoix-recognized-by-state-as-ready-for-growth/article_6cf732d1-c994-5012-a991-1bc5afdda4c3.html

Redevelopment Ready Communities Certification

We are finally considered a certified Redevelopment Ready Community by the Michigan Economic Development Association. Official word will be out soon in the form of press releases and the like, and usually a celebration is planned but because of Covid that may look different for us. We have been meeting with the Redevelopment Services Team to go over next steps and discuss the priority site selection process. This has been 3 years in the making and we finally did it! Big round of applause and much appreciation to CEDAM's Community Development Fellow program and Dean Martin for being able to get this wrapped up for us. It doesn't mean the hard work is over, it has only just begun, but we are certainly better equipped to be business and development friendly from here on out! Recertification happens every couple of years. More official info will be forthcoming as it is available. Because of this I've been meeting with various property owners to discuss whether or not they would like their property to be considered as a top priority for redevelopment as that is our homework assignment at this point.

Grants Update

We got bad news regarding two grant applications that we've submitted - we did not get the CLG grant for the National Register Historic District Nomination or the MDARD grant to support our housing incentive. I've since met with the State Historic Preservation Office to ask how we could improve our application during the next funding round.

Downtown Futures Service Update

We have started to build the Project Team for the Downtown Futures Service with Downtown

Professionals Network. So far the following have agreed to participate:

- Maureen Owens
- Sarah Hagen
- Amanda Wilkin
- Mark Heydlauff
- Dean Martin
- Jennifer Neal (City Planner)
- John Haggard
- Lindsey Dotson

Please let me know if you would also like to participate in the Project Team - we are still in need of someone who is a realtor.

Michigan Main Street Board Engagement Meeting on March 2nd

PURPOSE

The purpose of the Board Engagement meetings is to give the **Board Members on the Executive Committee** an opportunity to:

- (a) Celebrate the progress and accomplishments of the past several years
- (b) Provide consultation on implementing the Main Street Approach™
- (c) Eliminate barriers to achieving work plan goals and activities
- (d) Improve engagement and communication with Michigan Main Street Staff

SAMPLE AGENDA

The meeting will last 1 hour and board members will discuss what they saw as the program's successes over the past several years, what they considered as challenges or frustrations, and what they were planning for the coming year. This information will help the local program identify several areas to focus attention on in the coming year.

POST-VISIT

MMS staff: Compile notes for each community and send brief summary memo to ED and Board Chair; follow-up with any requested resources and/or trainings

Local ED/Board: Review report as a board (at March meeting)

Next Steps: **Regional Meeting of local Main Street Board Members (whole board)– Local Main Street Board members will be brought together for an opportunity to network with other Main Street Board members within surrounding regions. The meetings will include an update on the new accreditation standards, process for accreditation, and a round robin discussion allowing board members to share updates, successes and challenges they are facing in their local communities.**

SBDC Holiday Social Media Campaign Results

In November we were awarded a service valued at \$5,000 from the Small Business Development Center of Northwest Michigan. They hired a marketing agency called PMSI Consulting Group and they took over our Downtown Charlevoix Facebook Page. The analytics are attached for your review.

Request for Testimonial

During our January meeting Board Member Dreyer requested a Testimonial from our Board for the Government for Tomorrow organization. Chair Owens and Director Dotson are working on drafting this now.

ATTACHMENTS:

- ▢ SBDC Social Media Campaign Results
- ▢ Futures Service Outline
- ▢ Board Engagement Overview

Facebook Analytics Report



Downtown Charlevoix

2020-11-23 to 2021-01-04
(Timezone: PST)

Overview



Total Likes

9.7K

Hooray!



Total Reach

137.3K

↑ 33% from previous period



Post Engagement

10.2K

↑ 11% from previous period



Page Clicks

6.9K

↑ 557% from previous period



Total Fans

101

↑ 6% from previous period



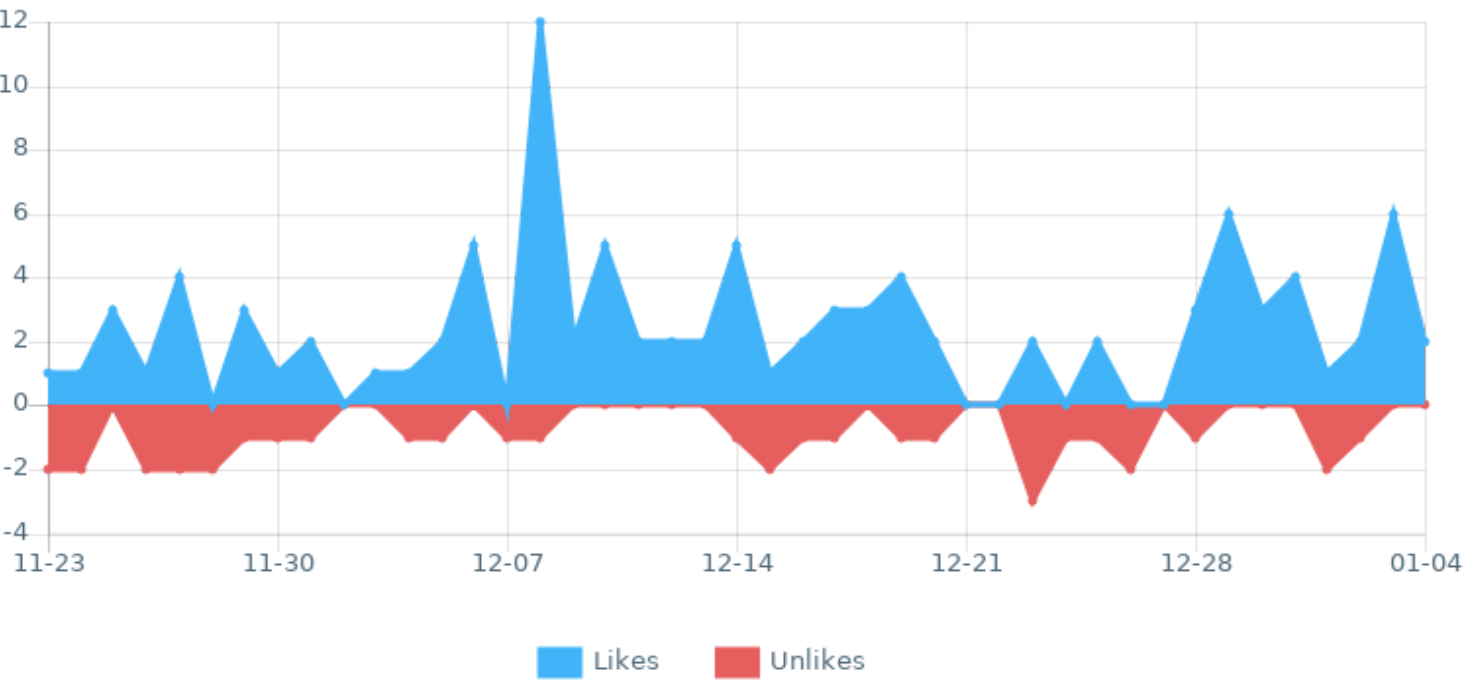
Post Published

71

Great Going!

Audience Growth

Audience Growth shows the number of fans (likes on your page) that you have gained and lost each day



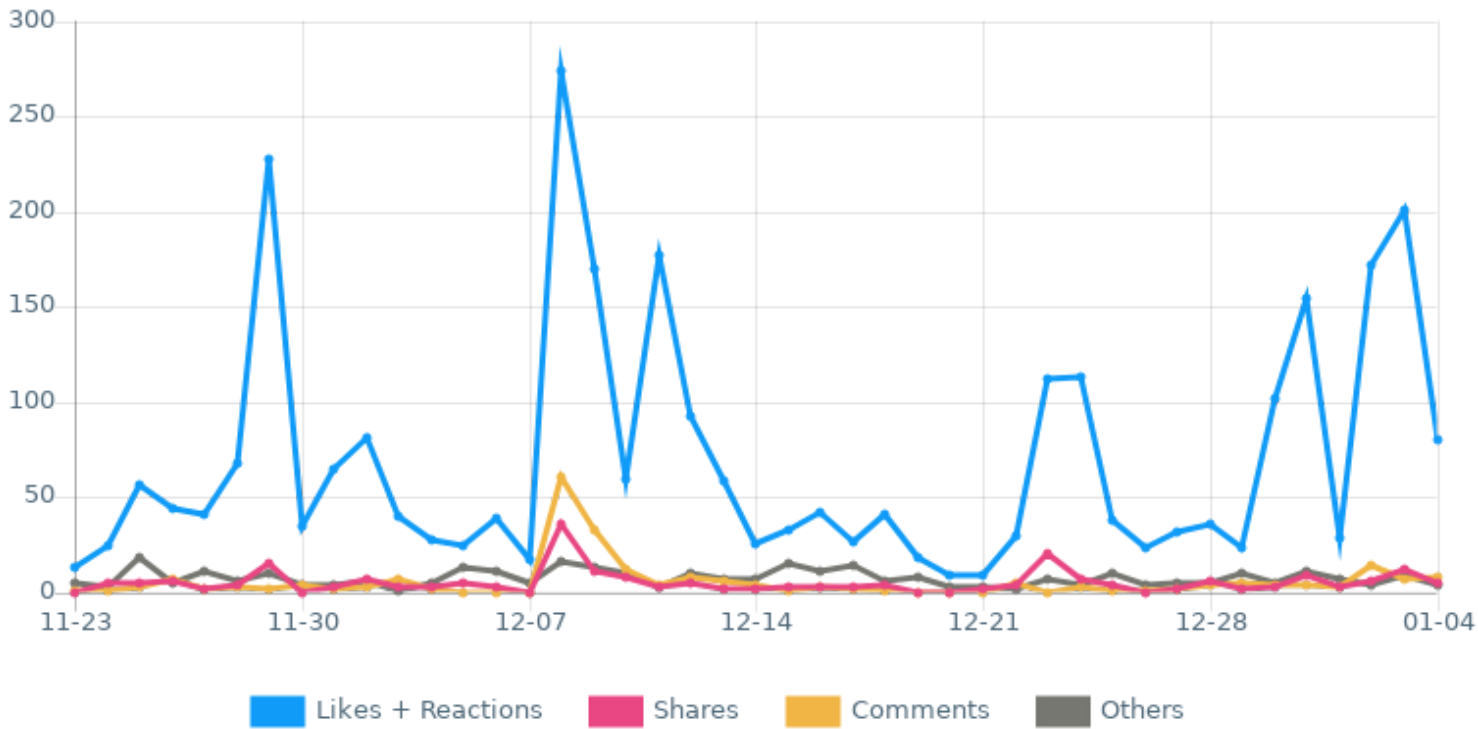
Audience Insights

Since Previous Period

Total Fans Increased ↑ 0.69%		Total Likes	9660
		Net New Likes	66
		Organic Likes	101
		Paid Likes	0
		Unlikes	35

Audience Engagement

Audience Engagement shows the number of likes, comments and shares on your posts



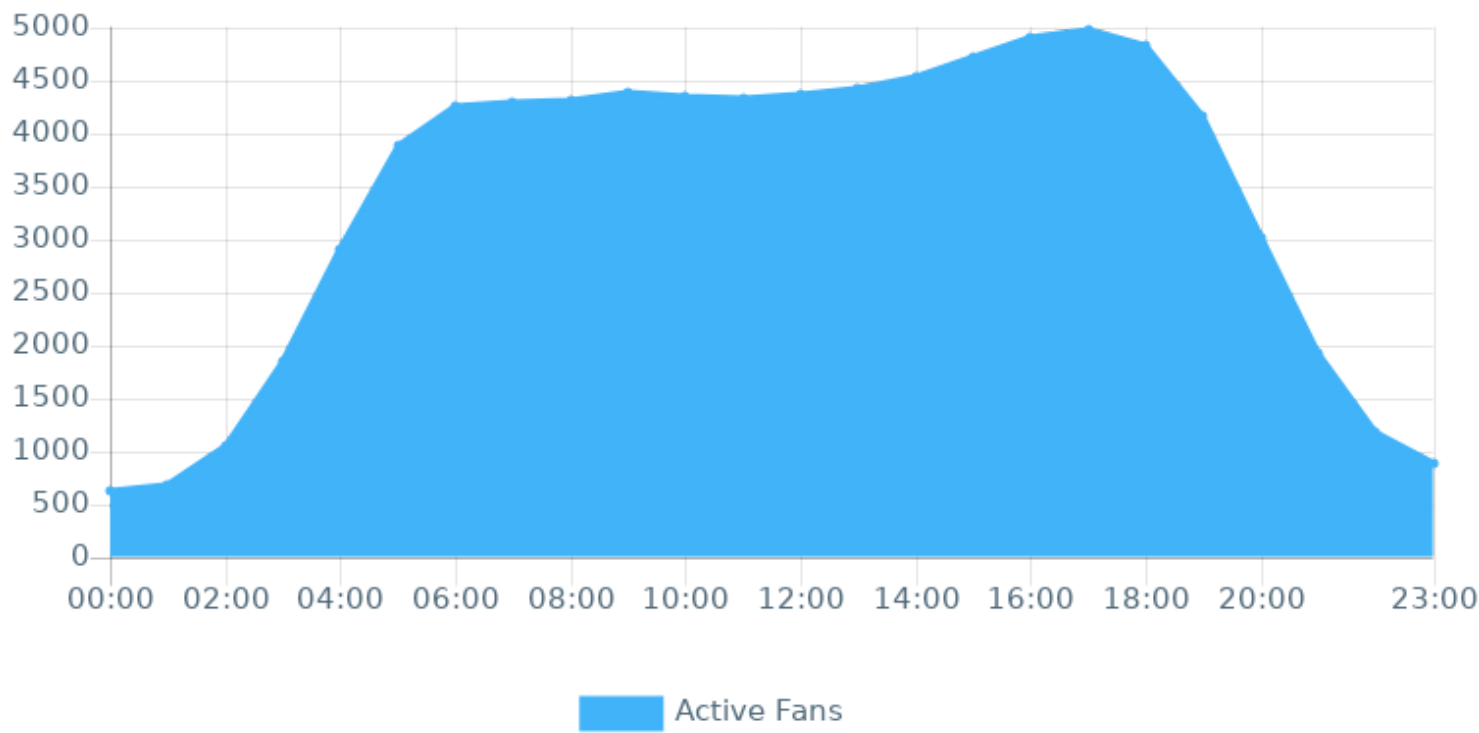
Engagement Insights

Since Previous Period

Total Engagement Increased ↑ 20%	👍 Likes + Reactions 2873
	➡ Shares 226
	💬 Comments 231
	📢 Others 320

Active Fans

Number of fans active on Facebook at each hour of the day

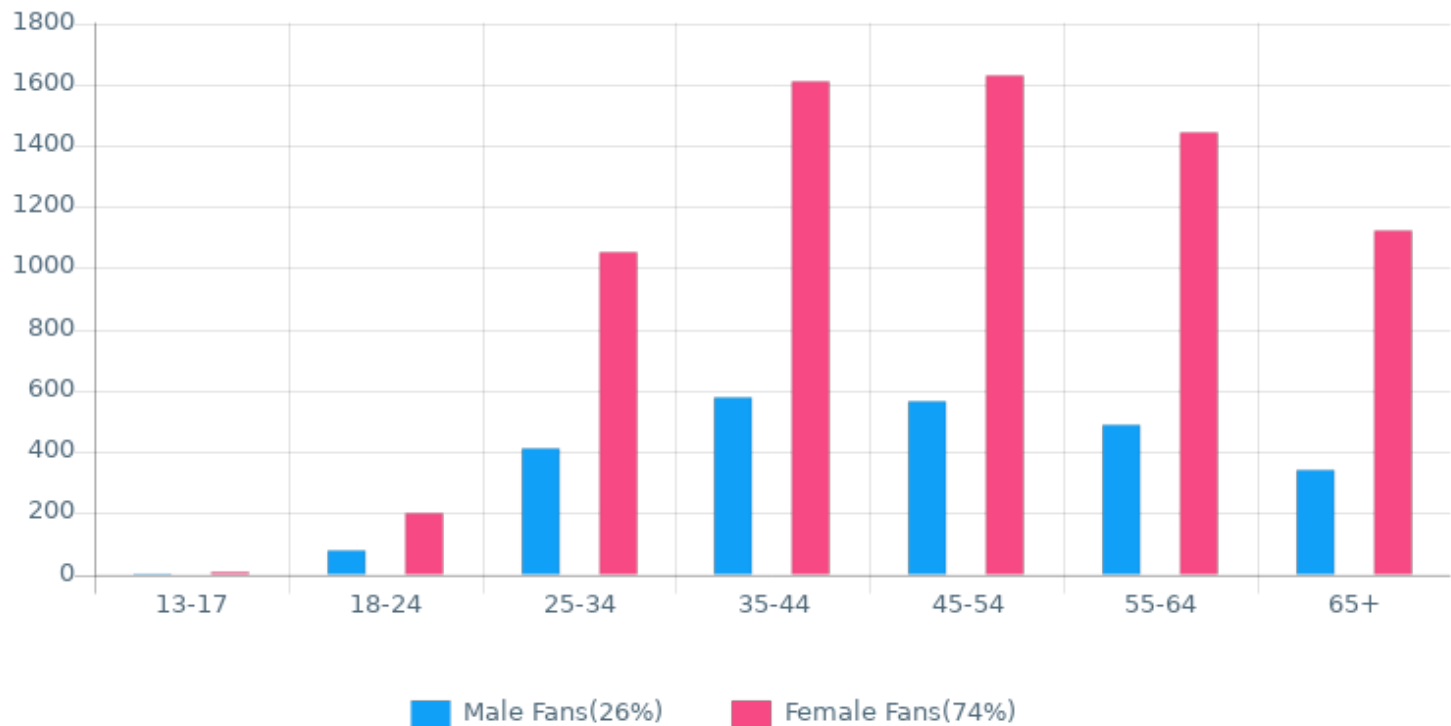


Fans Online



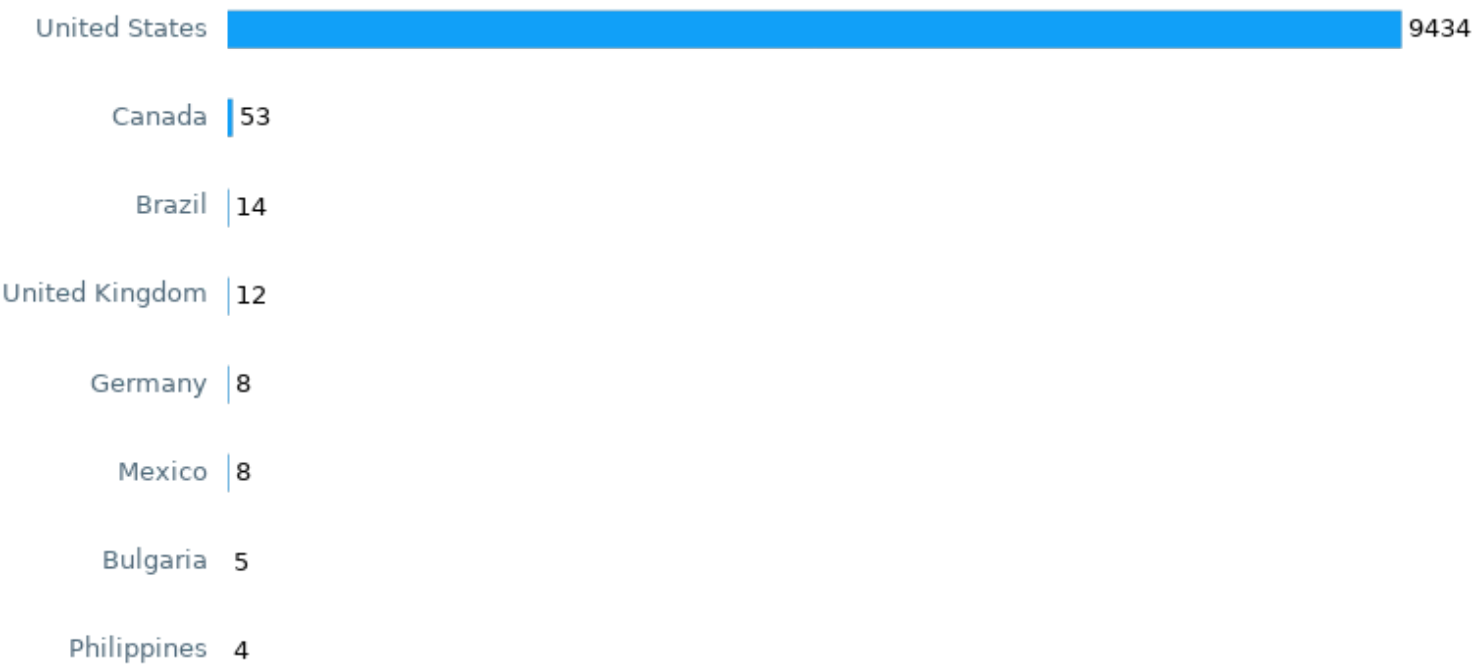
Audience Demographics (Fans)

Demography breaks down the composition of your fans and audience



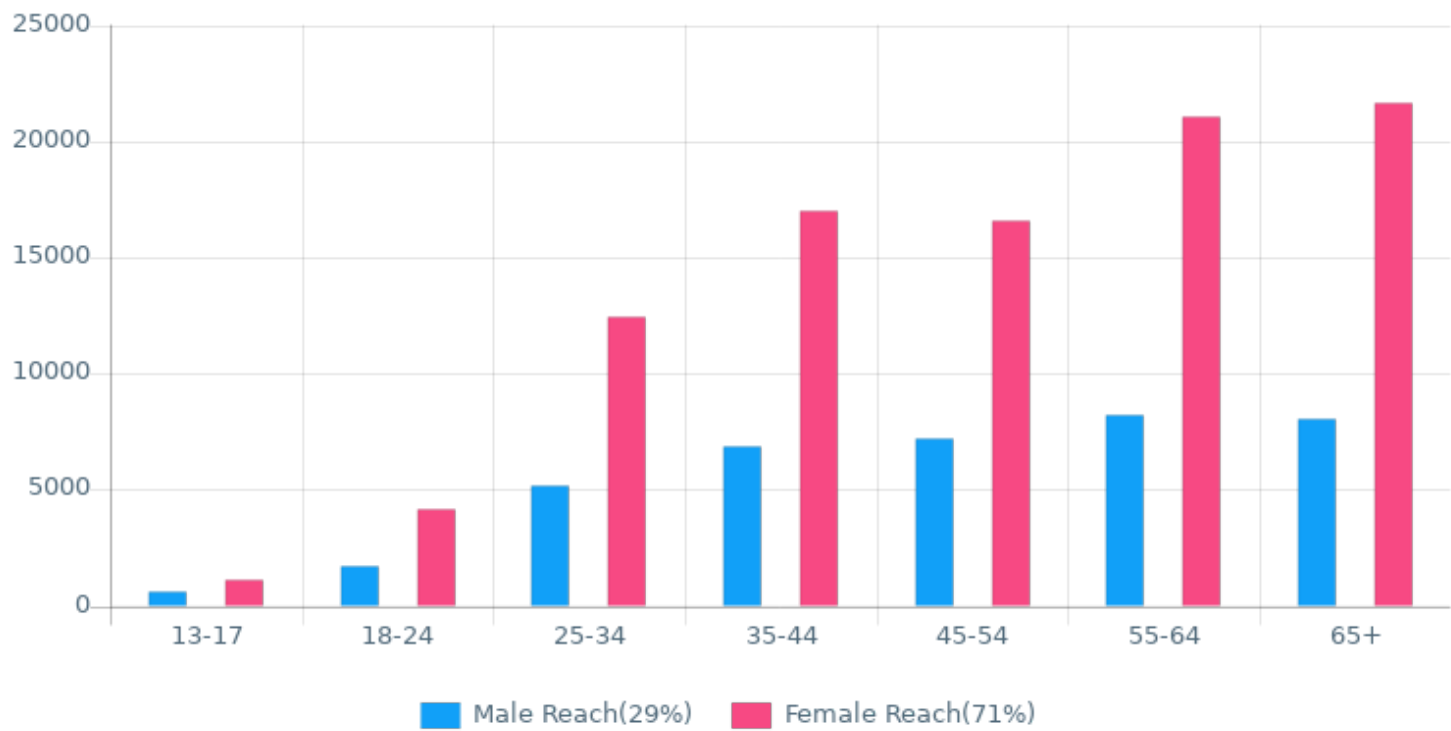
Your Fans

Audience Location



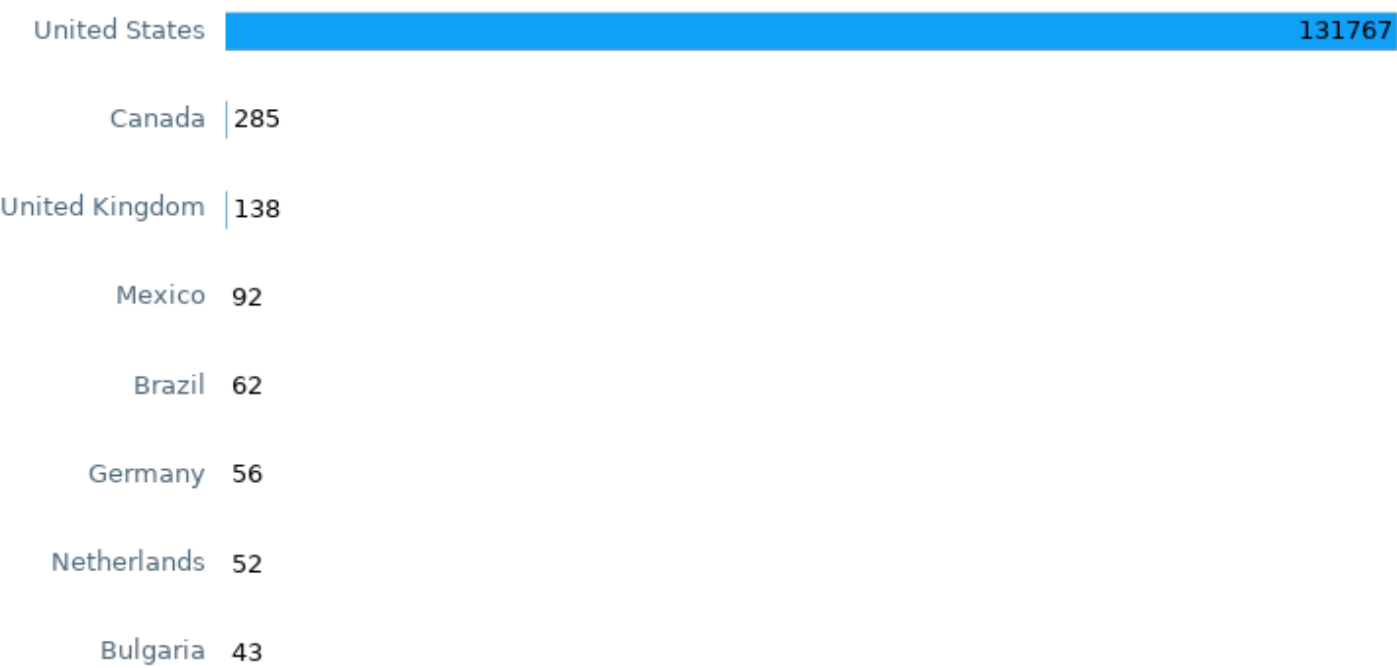
Audience Demographics (Reach)

Demography breaks down the composition of your fans and audience



People Reached

Reach by Country



Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post

Top 14 Popular post

Post Details	Like	Share	Reach	Engagement
  3 Reasons to Shop Local... Customer service. Community pride. Love and support you Posted On: 2020-12-20 16:01	311	18	7973	6%
  Community FIRST - not just during the holidays – all year long! That is our Ne Posted On: 2020-12-31 16:00	187	11	4165	11%
  How exceptional! Bentley Hill Bakehouse <3 Posted On: 2020-12-10 22:25	174	17	2408	11%
  With the extension of the current limitations please don't forget to support our Posted On: 2020-12-07 21:57	106	45	8909	10%
  Thanks to all of the shoppers who came out for Small Business Saturday! What a g Posted On: 2020-11-28 22:45	139	7	4332	11%
  Our bridge keeping downtown Charlevoix bright 365 nights a year! 😊 Posted On: 2020-12-23 01:33	127	10	2707	7%
  Don't forget! Saturday, November 28th is SMALL BUSINESS SATURDAY Mark. It. Down! Posted On: 2020-11-24 16:01	88	10	3108	6%

Post Performance

Post performance is the total number of likes, shares, reach and engagement on your post

Top 14 Popular post

Post Details	Like	Share	Reach	Engagement
 Harbor View Cafe will help start your day off on the right foot by offering carr Posted On: 2020-12-31 21:29	81	6	3284	7%
 Our #topnine of 2020 sums up all of the good that this strange year brought. Hig Posted On: 2020-12-30 13:06	59	4	2467	5%
 Gift cards from Charlevoix Cinema III are a great item to give your loved ones this holiday season! Posted On: 2020-12-11 15:45	53	6	1560	15%
 Tune in to 9&10 News tomorrow at 4pm during The four on 9&10 News to see us in a Posted On: 2020-11-24 18:30	48	6	2167	6%
 Tis the season for giving! Do you love our downtown tree lights? Did you know th Posted On: 2020-12-01 19:27	38	7	4551	7%
 From our streets to your street – Here's to 2021! Happy New Year #ShopSmallOnMai Posted On: 2021-01-01 16:15	38	3	1579	4%
 On December 24, Christmas Eve, from 8:00am-12:00pm, Harbor View Cafe is offering Posted On: 2020-12-21 17:57	28	7	1872	4%

Most Active Commenters

-  **Erika Dielman**
Comments:4
-  **Amy Carey**
Comments:2
-  **Barbara Helton**
Comments:2
-  **Cindy Egan Friedhoff**
Comments:2
-  **Missy Carpenter LaBelle**
Comments:2
-  **Chris Holstad**
Comments:1
-  **Mary Nielsen Schwaderer**
Comments:1
-  **Guy Maglothin**
Comments:1
-  **James Thanasiu**
Comments:1
-  **Audrey VanDyke**
Comments:1

Most Active Likers

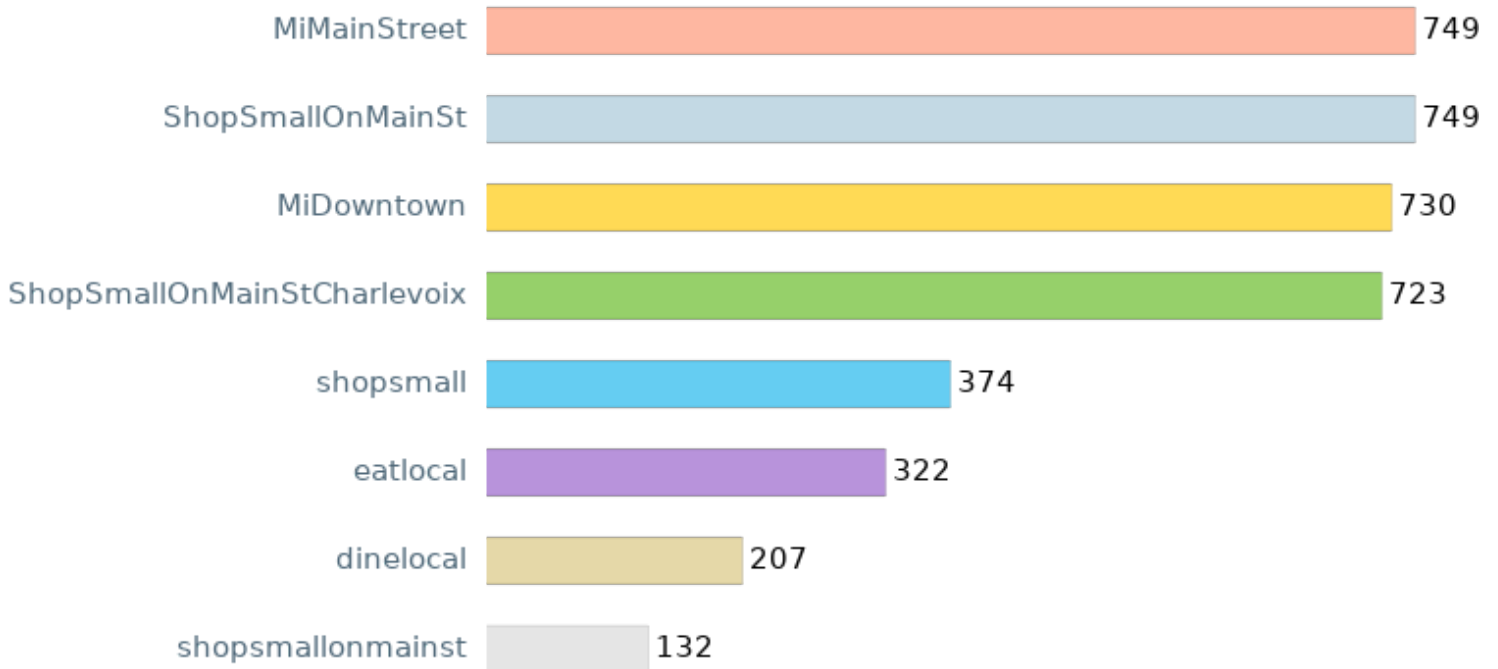
-  **Sally Levy**
Likes:17
-  **Kitty Cole**
Likes:17
-  **Patty Bowman Sheffer**
Likes:15
-  **Michigan Downtowns**
Likes:13
-  **Molly Arnold**
Likes:13
-  **Steve Litz**
Likes:10
-  **Sarah Hagen**
Likes:10
-  **Charlevoix Area Chamber of Commerce**
Likes:9
-  **Tonya Zygaj**
Likes:9
-  **Ron Gibbons**
Likes:9

Most Active Sharers

No Record Found

Popular #Hashtags

Most popular hashtags used in your posts





Michigan Main Street

2021 Futures Service Schedule and Overview

For Charlevoix Main Street/DDA

Project Schedule [V2]

☐	Activities/Tasks:	Complete by:
☒	1. Pre-service call w/ MMS/DPN and Charlevoix Main Street (CMS) staff/leader	V February 19, 2021
☐	2. CMS > Complete Advance Work and submit to MMS/DPN	March 12, 2021
☐	3. DPN > Prep and transmit Market Snapshot	March 12, 2021
☐	4. Virtual Project Launch – Overview, Survey Prep and Site Visit Prep (~90 minutes)	V March 16 @ 12 PM
☐	5. DPN/CMS > Online Futures Survey (<i>Launch by 3/30, Close by 4/13, Summary by 4/30</i>)	April 30, 2021
☐	6. Site Visit: 3-day Futures Design Series	O May 24 – 26, 2021
☐	7. DPN > Prep and deliver Futures summary document	June 30, 2021
☐	8. Project team Next Steps work session (~90 minutes)	V July 16, 2021 – Time TBD

V Virtual Visit

O MMS/DPN Site Visit

Questions? Contact:

Jay Schlinsog, DPN
 Telephone: (615) 236-6082
 Email: jay@downtownpros.com

Leigh Young, Michigan Main Street
 Telephone: (517) 282-3744
 Email: youngl11@michigan.org

Overview

Downtown Professional Network (DPN) Futures services help communities, organizations, and economic development professionals:

- Profile the local market and zero-in on market trends, target markets and opportunities
- Identify and profile business types and uses targeted for expansion and recruitment
- Identify and visualize potential district enhancements and redevelopment opportunities for targeted uses, public spaces, and special features
- Fine-tune business retention, expansion and recruitment strategies, materials, systems, and protocols

Though modeled with strong redevelopment and business recruitment training components, Futures services build upon and offer guidance for fine-tuning business retention and expansion efforts as the foundation for successful business and property development activities. Futures research also offers valuable insights and support for local entrepreneurs and existing businesses that might have opportunities to reposition or expand to increase their market share. Ideally, the very same types of programs and activities already in place to support redevelopment and business retention and development activities will be well-suited and readily adapted to the implementation of new initiatives that might grow out of the Futures planning process.

The service is highlighted by a public open house to showcase and collect input on evolving concepts. The service culminates with a local project team work session focused on applying the data, input, experience, lessons learned and best practices to promote redevelopment and district enhancement opportunities and to bolster related business retention, expansion, and recruitment efforts.

Services Outline

1. Pre-service call (by Feb. 19, 2021) – Overview, schedule, project team composition, roles & responsibilities

2. Charlevoix Main Street/DDA > Advance Work (Complete and submit by March 12, 2021):

- ☐ Assemble your project team. The project team should be comprised of 8 to 12 members who will serve as a sounding board or steering committee throughout the process. Examples of members or representatives to consider include: Main Street organization executive director, board members and committee leaders; City elected official; City planning and/or economic development staff; realtor/broker; district property and/or business owner; district resident; and/or other partner organization representatives or persons with key insights and strong community/district connections.
- ☐ Email your organization and district logos (.PNG preferred) to jay@downtownpros.com
- ☐ Update your building/business inventory and provide a summary (i.e., by occupancy status, business types, SF, etc.), along with a map noting vacancies and known or obvious opportunity sites
- ☐ Begin compiling precedent images for possible inclusion in the Futures Survey's visual preferences component – up to 5 images in each of 3 or 4 categories (i.e. housing, infill/mixed use, amenities, special features)
- ☐ Summarize trends/changes in the district's business mix, residential, private, and public sector improvements, recent and planned developments, etc. over the past 2 to 3 years
- ☐ Compile a "starter list" of business types and uses targeted for expansion and recruitment in the Main Street Area – the "starter list" might be based on 2019 Pulse Poll results, updated from a recent market study and/or "brainstormed" by the project team
- ☐ Provide copies of your 2020 Annual Impact Report and complete 2019 Pulse Poll results, and a list of current Economic Vitality and Design projects (or a workplan summary)
- ☐ Provide other relevant background information or materials that could be relevant to the team's work (e.g. recent market information, housing studies, district planning documents, etc.)



3. **DPN > Prep and transmit 4-page Market Snapshot for 5-10-20 minute drive times (by March 12, 2021)**
4. **Virtual Project Launch (March 16 @ 12 PM):**
 - a) **Project Team Work Session (~90 minutes)**
 - Introduction and orientation; review advance work completed (per Task #2) and materials provided
 - Review Market Snapshot
 - Prep for “Futures” online survey designed to profile business types for expansion and recruitment, gauge demand for district housing and other uses, and assess priorities for potential re/development
 - Discuss plans and arrangements for Futures Design Series and Showcase visit (May 24 – 26)
5. **DPN/CMS > Administer, promote, and summarize Futures survey (complete by April 23, 2021)**
 - Survey: Launch by March 30; Close by April 13; Summary by April 23.
 - Summarize and transmit results in advance of Futures Design Series visit (Task 6)
6. **3-day Futures Design Series (May 24 – 26, 2021)**
 - **Day One:**
 - District and community tours
 - Project Team work session to review Futures Survey results with a special focus on possible implications for existing businesses – with an emphasis on findings that could be relevant to potential business retention, repositioning, and expansion opportunities – and for business types that could be targeted for recruitment
 - Stakeholder group discussions (2 sessions)
 - Evening public Futures Workshop/Town Meeting
 - **Day Two:**
 - Team field work and creative time
 - Small business focus groups (2 sessions) to include discussion on COVID-19 impacts and recovery efforts
 - **Day Three:**
 - Team field work and creative time
 - Late afternoon/early evening reveal and open house event to roll-out initial concepts in sketch and diagram form and to gather feedback
7. **DPN > By June 30, 2021, deliver Futures summary document that summarizes and incorporates Futures Survey results, stakeholder input and emerging directions or themes as a basis for:**
 - Guiding principles for development & design
 - Identification of opportunity sites based on susceptibility to change, development patterns, etc.
 - Concept illustrations and/or precedent images depicting possible opportunities
 - Outline of proposed first/next steps
8. **Project team next steps work session (July 16, 2021 – Time TBD):** Facilitate a virtual 90-minute work session with the local project team to:
 - Review process outcomes, highlights, and opportunities
 - Assess overarching priorities and next steps



Michigan Main Street Board Engagement

NOTE: All meetings will be virtual.

PURPOSE

The purpose of the Board Engagement meetings is to give the Board Members on the Executive Committee an opportunity to:

- (a) Celebrate the progress and accomplishments of the past several years
- (b) Provide consultation on implementing the Main Street Approach™
- (c) Eliminate barriers to achieving work plan goals and activities
- (d) Improve engagement and communication with Michigan Main Street Staff

SAMPLE AGENDA

The meeting will last 1 hour and board members will discuss what they saw as the program's successes over the past several years, what they considered as challenges or frustrations, and what they were planning for the coming year. This information will help the local program identify several areas to focus attention on in the coming year.

POST-VISIT

MMS staff: Compile notes for each community and send brief summary memo to ED and Board Chair; follow-up with any requested resources and/or trainings

Local ED/Board: Review report as a board

Next Steps: Regional Meeting of local Main Street Board Members (whole board)— Local Main Street Board members will be brought together for an opportunity to network with other Main Street Board members within surrounding regions. The meetings will include an update on the new accreditation standards, process for accreditation, and a round robin discussion allowing board members to share updates, successes and challenges they are facing in their local communities.

FULL LIST OF POTENTIAL INTERVIEW QUESTION

EXECUTIVE COMMITTEE:

1. What are you most proud of about your Main Street program?
2. What would you say is the perception of your organization in the community? What is the board's perception of the organization? Has it changed over time?
3. What are the most important challenges facing the future of your organization?
 - a. What steps do you think your organization needs to take to meet these challenges?
4. How is board engagement as a whole? What is the biggest challenge to full board engagement? What can MMS do to support board engagement?
5. What impact has the committee's work (projects/programming) had on the downtown in the past several years (pre-COVID and during COVID)?
6. What do you consider to be your main goal/overall focus for the next year?
7. How can your organization be more effective and what tools do you need to get there?

SUMMARY MEMO:

- Purpose of board engagement meeting
- Strengths + Challenges
- Observations + Recommendations
- Education + Resources
- Celebrate

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

Reports

TITLE: Long Road Distillers Update

DATE: February 25, 2021

PRESENTED BY: Richard Christner, Vice Chair

BACKGROUND:

We have a fully executed lease that was reviewed by the City Attorney signed with Long Road Distillers.

Please find a copy of the lease by clicking the link below.

Thanks. <https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:2c02f069-3a4c-4a47-9aae-34631701bdc9>

RECOMMENDATION:

No further action needed at this time.

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Reports

TITLE: Housing Memo

DATE: February 25, 2021

PRESENTED BY: Mark Heydlauff, City Manager

BACKGROUND:

Attached is a memo I drafted for City Council, the Planning Commission and DDA Board regarding our direction on housing policy in the coming months. Please review, thank you and I look forward to our continuing work on this important topic for Charlevoix.

RECOMMENDATION:

No action needed at this time.

ATTACHMENTS:

- ▣ Housing 2021 Memo



MEMO

TO: The Honorable Mayor Kurtz and the Charlevoix City Council
Chair Waddell and the Charlevoix Planning Commission
Chair Owens and the Downtown Development Authority Board

FROM: Mark L. Heydlauff, City Manager

RE: Housing 2021

Cc: Jennifer Neal, Community Planner; Jonathan Scheel, Zoning Administrator; Sarah Hagen, Charlevoix Chamber of Commerce; Steve Schnell, Housing North; Lindsey Dotson, Charlevoix Main Street; Dean Martin, Community Development Fellow

DATE: January 28, 2021

As we begin a new year, I wanted to summarize the actions various entities in our community have taken and are taking on the topic of housing and set a vision for continued collaboration in the future.

Most notably for housing in 2020, our community had a robust dialogue around a proposal to build housing at the Golf Course. The proposal was rejected by voters in the election but I would suggest there were three key lessons from this proposal and the outcome:

1. Many of those who spoke at City Council meetings on the topic felt housing is important and a subject worthy of continued public work.
 - a. Housing is a balance between ensuring the current stock of housing is used for permanent, year-round housing and the construction of new units.
 - b. The development of new housing will require the cooperation of many entities and units of government in our area.
 - c. The natural market for housing in our area is currently challenging. Construction costs are high; tradespersons are limited. The demand for second homes continues to grow here and this crowds out folks who would live and work here year-round.
2. The public wants to engage further on housing designs and opportunities. Housing proposed void of a design, is harder to conceptualize.
3. Location matters. The combination of the golf course as a recreational asset and the native American history on the site both made this specific location unacceptable for public approval. I would suggest, however, this is not emblematic of a rejection to public land as a choice for housing since many of those opposing the golf course location returned to the City's leaf and brush dump site as a potential fall back choice. This warrants more consideration if a suitable alternative site can be identified.

Two other developments toward housing in 2020 were more productive and supported: deed restrictions and the incented reuse of space.

In May, Council approved a conditional rezone request of a challenging parcel that featured three, deed-restricted housing units. This development will improve the neighborhood and add housing—a win-win

for the community. In December, the DDA Board moved forward with an incentive program to encourage the reuse of upper floors in the downtown for year-round housing. More people living downtown encourages vibrancy and increases property values—another win-win. Taken together, these programs identify a market driven approach to look at existing structures and how they can solve the housing challenges we already identify. Furthermore, they note the fact we need housing at a variety of price points.

The Planning Commission has addressed the concept of home conversions and accessory dwelling units. Together, these concepts increase the density of housing in the existing neighborhoods. Moving forward, these concepts might well be best tied to some degree of owner occupancy and year-round housing. The Council is interested in expanding this into the R-1 Zone but to ensure continued efforts toward year-round housing, the implementation should be tailored to the use of the housing rather than simply its creation.

As we move forward, I would highlight the following ideas to continue advancing housing in Charlevoix:

- The Planning Commission will be updating the Master Plan this year and I encourage them to develop a chapter dedicated to the housing needs of the community. There are myriad data resources available to quantify our housing needs and the Master Plan is a good way to contemplate how and where we can see this in our town. This process will also allow the Planning Commission to continue gathering public input.
- The DDA will continue reviewing implementation of their upper-floor housing incentive and other ways to make the downtown more accessible and welcoming for housing. This can be aided by making overnight parking easier for residents.
- Continuing the use of deed restrictions is a way to convert existing structures to the year-round housing we seek.
- There are many other detailed solutions and ideas that have been presented by the Zoning Administrator. I encourage the Council and Planning Commission to continue review of these and continually review the Zoning Code to ensure it encourages the housing we want versus simply focused on rejecting the things we want to avoid.
- Later this spring or early summer, we'd like to have a joint meeting of the Council, Planning Commission, and DDA to continue cooperative discussion of these topics.
- The Council should continue looking at opportunities to partner with our neighbors to create housing options where the extension of City utilities is an effective incentive. I would strongly suggest this be limited to areas where a PA 425 agreement can be executed.
- Many of these initiatives continue to have an open question of funding. Land acquisition, infrastructure extension, deed restriction purchases, and housing incentives are all great plans but they come with a price tag for which no clear and abundant funding source is currently available. The rest of the ideas here should not be contemplated in a vacuum without addressing the funding component.

Sustainable growth for our community will be built around those who live and work here. The definition of this is changing as folks realize the opportunity to live up north and work remotely. The more people who actually live here, the stronger our businesses will be and the more our neighborhoods will return to sustainable, vibrant communities.

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Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Old Business

TITLE: Holiday Lighting/Tree Lights Contract

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached please find the updated estimate. After working in town this year Holiday Lighting wanted to make a few tweaks to the original proposed plan the DDA Board reviewed in July.

- Year 1 - Replace north side and south side
- Year 2 - replace half the 300/400 block
- Year 3 - replace other half of 300/400 block
- year 4 - replace multi color christmas tree and side streets.

After being up in the trees this year they feel the north and southside need attention sooner than the main section. Also in addition to the replacement plan they most likely will still have some repairs on the 300/400 block that will need to be done.

RECOMMENDATION:

Motion to approve signing the phased Tree Light Replacement Contract with Holiday Lighting.

ATTACHMENTS:

- ▣ Contract/Replacement Plan

ESTIMATE

Holiday Lighting Services

P.O. Box 772
south lyon, MI 48178
(248) 756-8915

To:
Charlevoix DDA (Lindsey Dotson)
210 State St.
Charlevoix, MI 49720

Estimate #	1094
Estimate Date	07/08/2020
Total Amount	\$40,000.00

Item	Quantity	Price	Tax1	Tax2	Line Total
2021-50 count Warm white LED minis- 300/400 block harbor	200.0	\$50.00 / per string			\$10,000.00
2022-50 count Warm white LED minis- South side	200.0	\$50.00 / per string			\$10,000.00
2023-50 count Warm white LED minis- Northside	200.0	\$50.00 / per string			\$10,000.00
2024-50 count Multi ColormLED minis- Harbor Christmas Tree and side streets	200.0	\$50.00 / per string			\$10,000.00

Subtotal:	\$40,000.00
Tax:	\$0.00
Past Due Amount:	\$0.00
Total Amount:	\$40,000.00

Starting in 2021 we recommend replacing the 300/400 harbor block, 2022 we would do the south 2 blocks, 2023 we would do the northern 2 blocks and we would finish in 2024 with replacing the harbor holiday tree lights. Cost would work out to \$10,000 per year with the 4th year being \$10000.

Notes

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Old Business

TITLE: Alleyway Improvement Grant Program Guidelines

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The Design Committee has been working on creating guidelines for a grant program that will help spur private investment in the downtown that aligns with recommendations made in the Alley Corridor Improvement Plan. The attached guidelines recommend that the grant program be a reimbursement grant, just like the other programs we have administered in the past, with a 50% match up to \$5,000 per awardee. The committee is requesting \$10,000 to be allotted for this program.

As part of the process of creating the guidelines members of the Design Committee walked through downtown to capture images of opportunities that could improve the pedestrian experience greatly if modified with the pedestrian in mind. The images from that day can be found here: <https://www.dropbox.com/sh/6pki9f2cv9tfl7j/AACTQBZJpHoRbvNZWeD3Phv7a?dl=0>

The committee is also prepared to prioritize projects that would not only improve the alleyway aesthetically, but also improves accessibility by creating secondary entrances on the parking lot side of their building. This will be accomplished using a rating scale as each committee member reviews applications.

GOALS:

Create the physical layout and amenities to demonstrate Charlevoix's commitment to health and wellne

RECOMMENDATION:

Motion to approve the Alleyway Improvement Grant program guidelines pending City Attorney Review.

ATTACHMENTS:

- ▣ Draft Guidelines

DRAFT Alleyway Improvement Grant Guidelines - December 2020

Background

The Alleyway Improvement Grant Program is developed by the Design Committee of Charlevoix Main Street (CMS) and the CMS Downtown Development Authority Board of Directors.

Program Purpose

The purpose of the Alley Improvement Grant Program is to provide financial incentive for private investment to improve the sides of commercial buildings facing the alleyways in the 200, 300, and 400 blocks of Bridge Street. Specifically, the program is intended to promote improvements that are consistent with the [2018 Downtown Alleyway Corridor Vision](#) developed with the services of the Sustainable Built Environment Initiative at Michigan State University. We believe these improvements will convert the alleyways to avenues of commerce and improve the economic vitality of Charlevoix's downtown. Additionally, this program aims to improve walkability and accessibility of our downtown.

Grant Funding

This program is funded by Charlevoix Main Street DDA. The number of projects receiving grants in a fiscal year is based on the program budget, with a new funding cycle beginning April 1. Grants are awarded on a rolling basis, if funds are available. Grants reimburse 50% of eligible project costs up to \$5,000.

Grant Timing

Applications will be accepted on a rolling basis beginning April 1, 2021. The Design Committee meets on the first Thursday of the month at 4pm to review. Then the recommendation is given to the Charlevoix Main Street DDA Board at their meeting on the fourth Monday at 5:30pm. If the applicant is not present at the Board meeting they will be notified within 7 days by phone, email, or mail.

Program Target Area

The target area for the Charlevoix Main Street Alleyway Façade Incentive Grant Program is the Charlevoix Downtown Development Authority District. (See Exhibit A)

Eligible Applicants

1. Owners of commercial buildings in the Downtown Development Authority district, used for commercial purposes, and conforming to zoning use are eligible to apply for grant funds.
2. Tenants of eligible buildings may request grant funds if they submit a notarized letter of permission from the property owner with their application.

Eligible Improvement Projects

1. Exterior brick or wall surface cleaning using gentlest means possible (no sandblasting).
2. Re-pointing of brick mortar joints.
3. Patching and painting of walls.
4. Window and/or door repair or appropriate replacement.
5. Cornice repair or appropriate replacement.
7. Other exterior improvements of a historical or structural nature.
8. Interior Improvements related to providing access to new rear entry
9. Exterior Lighting
10. Business Signage
11. Awnings
12. HVAC system relocation
13. Trash receptacle screening.

Ineligible Projects

1. Maintenance or furnishings.
2. Landscaping.
3. Building additions.
5. Roof repair.
6. Painting unpainted brick.

Ineligible Project Expenses

1. Financing or refinancing debt, loan origination fees.
2. Property acquisition.
3. Building permit fees or development review fees.
4. Property appraisals.
5. Legal fees or architectural fees.
6. Labor costs paid to the owner/applicant or relatives of the owner/applicant.

Funding Guidelines

1. Applications for projects must be approved by the CMS DDA Board of Directors prior to commencement of the work for which funds are requested.
2. All rehabilitation projects must meet City of Charlevoix zoning and building codes.
3. In general, the Design Committee will encourage repair and preservation of existing historic features of facades and encourage appropriate changes to alterations to these facades. Designs should be compatible with the building's historic character and/or the [Downtown Charlevoix Design Guidelines](#).

4. Any grant for surface cleaning must ensure that best management practices shall be used, and environmental permits are obtained if removing lead-based paint or discharging paint materials into the City's storm sewer. Projects where cleaning methods are used that damage the historic building materials, particularly sandblasting, shall not be awarded grants.
6. Projects should not remove, alter, damage or cover up significant architectural features of the building which are original, or which reflect a major alteration that is itself architecturally significant.
7. Projects may partially or fully restore the historic appearance of the building based on actual evidence, including photographs, written documentation, data on the building or site or other data.
8. 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.
10. All applicants must have all property (real and personal) taxes paid to date.

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

Step-by-Step Application Process

1. A complete grant application must be submitted to the Charlevoix Main Street DDA office. Since funds for this program are allocated based on funding availability, estimates for the façade work to be performed must be submitted on letterhead from licensed contractors that can perform the work. Two estimates are recommended. The exact amount of funding being requested shall be based on the estimate selected and outlined on the application. Proof of funding must be provided. If the cost of the project exceeds the initial estimate, the applicant only receives the original grant amount approved.
2. If an applicant is requesting funding for more than one building, the applicant must complete a separate application for each building. Each eligible building will be considered a separate project for purposes of grant funding.
3. Proof of project funding must accompany the completed application form.
4. Charlevoix Main Street staff will forward the application to the City of Charlevoix Planning Department to make sure the work proposed complies with the city's zoning and building codes. If it complies, it will be returned to the Charlevoix Main Street staff. If the work does not comply, the applicant will be contacted for a meeting with the Planning Department to resolve the zoning and building code issues. A revised application may be required. No grant

application will proceed that does not meet City of Charlevoix Zoning Ordinances and the Michigan Rehabilitation Code. This preliminary review will not replace City requirements for obtaining zoning approval or building permits.

5. Once a compliant application is returned to Charlevoix Main Street staff, it will be reviewed by the Charlevoix Main Street Design Committee at their next grant cycle meeting (the applicant or representative may attend). The Design Committee will use the Alley Improvement Grant Rating Scale (Exhibit B) to decide which applications to recommend for grant awards. Recommended applications will then be forwarded to the Charlevoix Main Street DDA Board of Directors for the final grant decision.

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

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

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

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

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

Project Rating and Approval Criteria

All complete applications meeting the eligibility and guidelines above will be reviewed and rated by the Design Committee using the Alleyway Grant Rating Scale (Exhibit B) which is based on the goals and priorities of Charlevoix Main Street DDA. Each project will receive points from the following categories:

1. Charlevoix Downtown Alley Corridor Vision

Does the project meet the following Design Considerations which were a part of the Charlevoix Downtown Alley Corridor Vision provided by the Sustainable Built Environment Initiative (SBEI) out of Michigan State University?

2. Revitalization:

- Encourage renovation and revitalization of the back side of businesses to enhance the corridor space
- Maintain the charming historic vernacular architectural style of Charlevoix
- Add rear shop entrances to provide alternative access to buildings and update or repair building facades
- Provide more lighting in the alley for aesthetic appeal as well as safety
- Add cultural or artistic elements to provide points of interest along the alley corridor

3. Project Scope

Does the project improve multiple aspects of the building?

4. Design Guidelines/Appropriateness

Does the project:

- Follow Downtown Charlevoix Design Guidelines
- Comply with the Secretary of the Interior's Standards for Rehabilitation (Exhibit C)
- Preserve, repair, or enhance significant architectural features of the building which are original or which reflect a major alteration that is itself architecturally significant
- Partially or fully restore the historic appearance of the building
- Is the design compatible with the buildings historic character and with the adjoining buildings?

5. Need

- Is the building considered an eyesore?
- Is the building in danger of being lost or compromised due to deferred maintenance?
- An inappropriate change in the past has left the building with an undesirable appearance.
- Are windows, bricks, or cornices in danger of falling off of the building?
- Is the building in danger of demolition?

6. Significance

Is the building:

- Contributing to a National Register historic district or listed individually?
- Individually eligible for listing in the State or National Register of Historic Places?
- More than 50 years old?

Each application is rated by the individual members of the Design Committee. The high and low ratings are removed and the remaining ratings are averaged to come up with an average rating for each application. The applications are ranked in order from the highest rating to the lowest rating. The Design Committee recommendation to the Charlevoix Main Street DDA Board of Directors will be that funding be awarded to the projects in the order they are ranked until funding is exhausted. Projects must receive a minimum rating of 20 points to be eligible to receive funding.

Program Amendments

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

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

Indemnification

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

Contact Information

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

Charlevoix Main Street DDA

210 State Street

Charlevoix, MI 49720

Phone: 231-547-3257

Email: lindseyd@charlevoixmi.gov

DDA/Main Street Board
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New Business

TITLE: First Fridays Promotion Work Plan

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

In November while Sarah Hagen and I were calling around to different restaurants asking what support they needed during the Michigan "Pause to Save Lives" and some feedback that we got was that they just needed more foot traffic. From that ideas started to flurry and we started to discuss the idea of having a First Friday promotion during the winter to bring people into town for the day. The idea has been through the Promotions Committee and has been discussed at several Business Owner meetings as well. Thankfully with donations of time and product, at this point there is no need to budget for this initiative.

GOALS:

Develop a sustainable downtown that provides year round economic opportunities to the greater commun

RECOMMENDATION:

Motion to approve the First Fridays Promotion Work Plan to begin in March.

ATTACHMENTS:

- ▣ Work Plan

Date	02/05/2021	
Event Chair	Katherine Bitely	
Income	Est.	\$0.00
	Actual	\$0.00
Expense	Est.	\$0.00
	Actual	\$0.00

Description

Frist Friday promotion to take place Jan - May to encourage more foot traffic during the slowest months of the year.

Tasks

Task	Notes
Design promo materials Assigned to Lindsey Dotson	
Create Facebook Event Assigned to Lindsey Dotson	
Inform business owners and ask if they will do anything special or what they want to promote Assigned to Lindsey Dotson , Kitty Cole	
Pass out posters/info sheets to downtown businesses Assigned to Nancy Suzor , Katherine Bitely	
Secure Eric Hoffman to DJ somewhere outside (maybe in front of Wellness Center/Charlevoix Wear?)	Donating time
Advertise with Visit Charlevoix Assigned to Katherine Bitely	Valued at \$1,200?
Engage with Cultural Corridor partners and promote what they have going on Assigned to Lindsey Dotson	
Designate some First Friday to randomly gift people on the street Assigned to Kitty Cole , Lindsey Dotson , Sarah Hagen	Kitty 3, Sarah 4, Lindsey 5 - Dinosaur costume? Sash?
Put out cornhole games in Hoop Skirt and Van Pelt alleys Assigned to Katherine Bitely	Borrow from Rec. Department closet
Create event page on website Assigned to Lindsey Dotson , Katherine Bitely	List things to do, places to eat, places to shop, etc.
Secure items for Friday Freebie giveaway items Completed on ^{01/21/2021} Assigned to Jessica Anderson	Donation from Castle Farms gift shop + ski lift and rental passes for Mt. McSaubia, Visit swag

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

New Business

TITLE: 2021-2022 Cooperative Ad Campaign

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Introducing the new co-op ad campaign! As we have done for the last two years, we are working with local media to bring you our annual Cooperative Advertising Campaign.

For the 2021 - 2022 fiscal year, we have partnered with MyNorth Media to bring us the best of local and regional travelers. Click here to view details of the entire campaign, or the outline is as follows;

Each business will receive:

- 1 shared spread in the Regional Vacation Guide - May
- 3 shared inside front covers of Traverse Magazine - July, September, November
- 1 month of MyNorth.com display
- 1 MyNorth Newsletter
- 1 month of Charlevoix Main Street media ~ Facebook, Instagram, blog post, downtowncharlevoix.com display, Life in Charlevoix app push notifications, email newsletter feature
- Total merchant reach will be 1,235,250
- 7 - 8 month campaign

Investment will be \$1,168 which you will be invoiced for on July 1, 2021. Space is first come first served. Sign up started on Wednesday and all 12 slots were filled by Thursday evening. We are thrilled to be able to partner with MyNorth and bring this opportunity to you this year. The DDA contribution to this campaign is \$5,000 which is what we budgeted for this year.

Please see the presentation that was used to solicit participants during the Business Owners meeting on February 15th by clicking this link: <https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:c8054e18-c40d-4c22-99cc-08e04a2a5669>

Businesses who have confirmed participation include:

Thistle

My Grandmother's Table

Charlevoix Mercado

Mushroom House Tours

The Clothing Company

Harwood Gold

Sea Bags

Bentley Hill Bakehouse

Brian's Ice Cream Experience

That French Place

Hotel Earl

GOALS:

Bring businesses together to cooperate and coordinate resources to market downtown.

RECOMMENDATION:

Motion to approve entering into a contract with MyNorth Media for the 2021-2022 Cooperative Advertising Campaign.

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

New Business

TITLE: Match on Main Grant Application

DATE: February 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Information on the 2021 Match on Main small business program is below. Businesses have been hearing about this opportunity since back in December when I first learned that another round was going to open soon. Perhaps because of that solicitation, we received 7 businesses indicating interest in applying this year. Each business was reviewed by members of the Economic Vitality Committee and scored using a matrix drafted by an example provided by the MEDC. The top two scoring businesses were Nomi Sushi and Bentley Hill Bakehouse. I have attached their application information along with the results of the rating scale committee members completed. All businesses have been notified of their status of moving forward or not, and the two businesses selected are working on completing their portion of the application now. I might have more information to add to our packet on Monday so keep an eye out for updates.

Match on Main Program Highlights

- Match on Main is a reimbursement grant program that serves to support new or expanding place-based businesses by providing up to \$25,000 in funding to support eligible activities.
- Applicants are local units of government, DDA, or other management districts located in certified Redevelopment Ready Communities® or Michigan Main Street Communities.
- The applicant will determine which business within their district is selected for inclusion in the final application for support. Applicants are responsible for dispersing funds to businesses.
- The maximum award to any individual applicant is \$25,000 (enough to support only 1 eligible business). Applicants may submit no more than 2 applications.

- This program is NOT a COVID-19 response program and does not support COVID-19 related expenses such as rent, payroll, utilities, etc.

Program Description

Match on Main is a reimbursement grant program, provided by the Michigan Economic Development Corporation, that serves as a tool to support new or expanding place-based businesses by providing up to \$25,000 in funding to support an eligible small business through an application submitted, administered, and managed by the local unit of government, downtown development authority, or other downtown management or community development organization where the business is located.

The MEDC finds value in supporting place-based businesses located in certified Redevelopment Ready Communities® and Michigan Main Street districts, given the local capacity that has been built to support new and existing small businesses through the technical assistance, training, and education communities gain by participating in these programs. The grant applicant—which is the local entity applying on behalf of the small business seeking grant support—must represent a community that is a certified Redevelopment Ready Community® or is a select or master level Michigan Main Street Community.

The fiscal year 2021 Match on Main program is not a COVID19 relief program and does not address the immediate challenges that many small businesses are facing as a result of COVID19 impacts. The focus of Match on Main is to support place-based businesses as they seek to launch and grow on main street. Small businesses are the cornerstone of what makes Michigan’s downtowns unique and authentic. This program aligns with the MEDC’s strategic focus areas, including the continued effort toward developing attractive places.

Program Goals

Match on Main strives to:

1. Support the creation and growth of businesses located in Michigan Main Street districts or certified Redevelopment Ready Communities® across the state
2. Create and retain jobs, leverage private investment, and activate vacant or underutilized space
3. Provide a business recruitment or retention tool for eligible communities as they work to grow and support their local entrepreneurial ecosystem

How the Match on Main Program Works

The Match on Main program provides grant funding to support an eligible small business desiring to launch or grow on main street by providing up to \$25,000 in funding, reimbursed for eligible activities. The program is administered and managed by the local unit of government, downtown development authority, or other downtown management or community development organization that serve as the “eligible applicant”. The eligible applicant will select one eligible business located in their traditional downtown or other eligible business district to include in the application for support.

Funding Rounds & Deadlines

Program Announcement - Monday, February 1, 2021 • Match on Main Program documents will be available on the www.miplace.org website

Application Window Opens - Monday, February 8, 2021 • Local applicants are responsible for completing their online application via the www.miplace.org website. At this time, applicants will select which business they are submitting their application on behalf of. Applicants are encouraged to review the Match on Main Program Guide and the Copy of the Match on Main Application (Appendix B) for a full list of required submission materials.

Application Window Closes - Friday, March 5, 2021 • Local applicants must have their application completed and submitted with required attachments via the www.miplace.org website before 5pm.

Awardees Announced - Week of March 29, 2021 • Applicants will be notified of the status of their grant applications.

Background Check Forms Processed- April / May 2021 • All Match on Main grantees are subject to background check review which may take up to six weeks to complete.

Grant Agreements Executed - May / June 2021 • Grant agreements will be processed and sent to grantees following a successful background review.

The MEDC will accept applications from select and master level Michigan Main Street communities and/or communities that are certified in the Redevelopment Ready Communities® program in conjunction with an eligible business. Please review Appendix F: Timeline for the funding round deadlines and important dates. For more information, visit <https://www.miplace.org/small-business/match-on-main/>

RECOMMENDATION:

Motion to authorize Director Dotson to apply for the Match on Main grant through the MEDC on behalf of Nomi Sushi and Bentley Hill Bakehouse in the amount of \$25,000 each.

ATTACHMENTS:

- ❑ Match on Main Interested Business Applications
- ❑ Scoring Matrix Results
- ❑ Nomi Sushi Worksheet

Interested Business #1

Business Name *

CED Holdings, LTD dba VUE

Your Email *

Cemjschilling@gmail.com

Your Phone Number *

248-875-9436

Is your business open at least 10 out of 12 months per year? *

Yes

No

Other:

Will your business improve accessibility and walkability of downtown? (example: adding a 2nd entrance off of alley, improving merchandising layout so that strollers/wheelchairs can navigate easily, etc.) *

Yes, our business will not only be fully ADA accessible, but will greatly enhance Downtown Charlevoix with outdoor seating/dining.

How many new jobs are going to be created by your business? *

10+

How many existing jobs are going to be retained by your business? *

10+ new jobs

For New Businesses (in operation 12 months or less)

Please complete this section if you are applying on behalf of a new business. Skip ahead to the Existing Business section if this does not apply to you.

Identify the total square footage of the space the business is/will occupy:

2,100 sq ft inside plus additional outside seating of 205-600 sq ft.

How long had the space being activated been vacant or underutilized?

This location has been underutilized since it was the opra house some 50+ years ago.

When did the business open? Or when does the business plan to open?

June 2021

New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. Will you be able to provide this by the application deadline (March 5th)?

Yes

No

Maybe

Other:

Does the business lease the space it resides in? *

Yes

No

Describe in detail the project scope of work for which reimbursement is sought from Match on Main funds. *

The VUE will be adding ADA bathrooms, a comfortable and relaxing bar taking full advantage of the spectacular views of Charlevoix's most priceless landmarks, bascule bridge, lighthouse, pine river channel and charlevoix sunsets!

Grant Request (up to \$25,000): *

\$25,000

Match Amount (a minimum of 10% match is required) *

We will be investing more than \$200,000 into the project and the \$25,000 will be a fantastic and welcomed match for the benefit of the Charlevoix community.

Describe the anticipated impact Match on Main funds will have on your business. *

This match will support us into making the VUE wine bar a destination for local customers and visitors, the like, to come into Downtown Charlevoix which will enrich all restaurants, bars and shopping. As such, it will greatly enhance the entire community!

Describe any other technical assistance received, business resources explored, or financial resources investigated that will support this project and/or business operations. This may include opportunities for traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.? *

This location has had very limited success for tens of years. The VUE, with a relaxing, comfortable atmosphere taking advantage of the spectacular water views along with meeting the Charlevoix cities' goals of gaining more outdoor space, we believe the business plan is a winner and the support of the

Downtown matching grant can only support the access of more outdoor space along with enhancing visitors access to the City of Charlevoix's treasured resources, spectacular water views! We are working with a local bank for the funding required for the project.

Describe how the execution of the proposed project will result in business growth. Please provide specific examples. *

This project supports the local bank, the local community by creating new jobs, several local providers of foods and beverages, the local businesses including restaurants, bars and retailers. As a destination, the VUE will enhance the tremendous offerings of Downtown Charlevoix.

Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples. *

We purchased 101 Bridge Street, Suite 1, in Downtown Charlevoix, several years ago with the intention to fully utilize this location for the spectacular views as part of a wine bar business once the current lease was up. This location has been an underutilized business location with a revolving door of failed businesses until Grey occupied the space a few years ago. Grey is moving to another location into Downtown Charlevoix and it is our intention to make the VUE Wine Bar a destination for locals and visitors by utilizing the spectacular views within this location.

Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? Please include an anticipated monetary total for the project costs, identify available funding source(s) for the project and amount of available funding (ex. Bank loan or cash from savings), explain whether the project funding source(s) is currently available and/or how funding source(s) will be accessed to implement the project, and outline an anticipated project timeline. *

We currently own 101 Bridge Street, Suite 1, in addition to a full class C liquor license. The MLCC (Michigan Liquor Control Commission) has already approved this location for our wine bar. As such, we are in the process of securing financing, utilizing the Real Estate and Liquor License as collateral for funding. We are in the design stage with full expectations to open June 2021. We would be greatly honored to be awarded this matching grant and will insure that it fully benefits the Downtown Community of Charlevoix!

Interested Business #2

Business Name *

That French Place

Your Email *

Emily@thatfrenchplace.com

Your Phone Number *

231-690-1371

Is your business open at least 10 out of 12 months per year? *

Yes

No

Other:

Will your business improve accessibility and walkability of downtown? (example: adding a 2nd entrance off of alley, improving merchandising layout so that strollers/wheelchairs can navigate easily, etc.) *

Due to COVID-19 we have already made major adjustments to our setup where we utilize our sidewalk better and minimize the amount of time spent inside our store and navigating our entrance. Our goal moving forward is to make the inside easier for the few people inside and to improve our sidewalk presence even more.

How many new jobs are going to be created by your business? *

2-4

How many existing jobs are going to be retained by your business? *

15-20

For Existing Businesses (in operation more than 12 months)

Identify the total square footage of the interior space the business is occupying:

1000

Identify the total square footage of any NEW (currently vacant or underutilized) space being activated?

200

How long has the space being activated been vacant or underutilized?

6 years

Does the business lease the space it resides in? *

Yes

No

Describe in detail the project scope of work for which reimbursement is sought from Match on Main funds. *

We need extra refrigerators and an extra freezer for the supplies to keep up with the new account we have and the accounts we hope to get in the future. We need a larger, more heavy duty mixer to handle the larger loads we will have to do for the greater numbers we will be doing. We need a dough proofer for the amount of dough we will be working with and to get the dough ready to use quicker so our operation can be much more efficient. We are also looking to turn our office/break room into a room for a refrigerator and a freezer as well as rework the front of our store from a place for customers to sit into a space that allows us to wait on customers more efficiently. Due to COVID we have already started that transition and it has worked so well we are looking to make it more of a permanent solution. That change would allow us to have another large area added to our working kitchen.

Grant Request (up to \$25,000): *

\$25000

Match Amount (a minimum of 10% match is required) *

\$2500

Describe the anticipated impact Match on Main funds will have on your business. *

These funds would allow us to transition from the business we thought we would be when we opened 6 years ago into the business we have become 6 years later and beyond. There have been so many changes and adjustments to our original idea for this business and we haven't been able to adjust our space accordingly. We look at this as the opportunity to take that next step and be ready for the growth that comes with it.

Describe any other technical assistance received, business resources explored, or financial resources investigated that will support this project and/or business operations. This may include opportunities for traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.? *

We have contacted the SBDC and worked with them for several months on store improvements and efficiencies. We received a grant through the PPP program as well as a grant from our Chamber of Commerce. We have also worked closely with our local DDA and Main Street programs to see how to improve our business both in the store and in the community.

Describe how the execution of the proposed project will result in business growth. Please provide specific examples. *

We have an account that we have picked up that if we can keep up with it, we have the ability to grow 25% this year just from this one account. Our concern is to be able to keep up with that large of an account. In order to do that we need some upgrades in storage, equipment and facilities. Our goal is to use this grant to allow us to be able to take on more accounts as well so that growth can continue. Without major changes, we would have a very hard time keeping up our shop and maintaining this one account.

Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples. *

We are turning our office/break room into an area filled with refrigerators and a freezer so that we can handle the amount of product we would need to have on hand for our new accounts and also to accommodate the growth we have had over the past 6 years and the growth we see developing over the next years. We will also be turning the front of the store that was used for dining into space that we can handle customers better and more efficiently. This will allow us to increase our total working space immensely.

Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? Please include an anticipated monetary total for the project costs, identify available funding source(s) for the project and amount of available funding (ex. Bank loan or cash from savings), explain whether the project funding source(s) is currently available and/or how funding source(s) will be accessed to implement the project, and outline an anticipated project timeline. *

We in need of a loan of \$27,500 to cover all costs. The loan would come from Family and the funds are available when needed. The timeline for the project is to do the equipment part of the project before Memorial Day so that we can handle our new accounts for the summer time and then do the major renovation part of the project in the late fall since it would require us to close our shop for about a month.

Interested Business #3

Business Name *

Harwood Gold

Your Email *

amber@harwoodgold.com

Your Phone Number *

2313733044

Program Guide: The FY21 Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: <https://www.miplace.org/small-business/match-on-main/> *

I have reviewed the FY21 MOM Program Guide

Other:

Is your business open at least 10 out of 12 months per year? *

Yes

No

Other:

Will your business improve accessibility and walkability of downtown? (example: adding a 2nd entrance off of alley, improving merchandising layout so that strollers/wheelchairs can navigate easily, etc.) *

yes: improved interior space layout/navigation

How many new jobs are going to be created by your business? *

2-5

How many existing jobs are going to be retained by your business? *

all

For New Businesses (in operation 12 months or less)

Please complete this section if you are applying on behalf of a new business. Skip ahead to the Existing Business section if this does not apply to you.

Identify the total square footage of the space the business is/will occupy:

How long had the space being activated been vacant or underutilized?

When did the business open? Or when does the business plan to open?

New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. Will you be able to provide this by the application deadline (March 5th)?

Yes

No

Maybe

Other:

For Existing Businesses (in operation more than 12 months)

Identify the total square footage of the interior space the business is occupying:

1470

Identify the total square footage of any NEW (currently vacant or underutilized) space being activated?

720

How long has the space being activated been vacant of underutilized?

underutilized for 5 years

Does the business lease the space it resides in? *

Yes

No

Describe in detail the project scope of work for which reimbursement is sought from Match on Main funds. *

Given that we are a speciality food store and cafe we want to add a entirely new retail section that includes speciality kitchenware and branded promotional soft goods. For example: Nice pottery (plates, bowls, mugs etc.) home coffee tools (French press etc.), cutting boards, cookbooks, private label (Harwood Gold + Charlevoix, Michigan) glassware, thermos' & tumblers. And finally we would like to add tea towels, napkins, wooden serving bowls (live

edge) and high end branded soft goods (t-shirts, hats, aprons, candles) Our current customers are looking for these items when they shop here and we want to be able to capture their attention and expand their shopping experience while in Northern Michigan.

Grant Request (up to \$25,000): *

10,000.00

Match Amount (a minimum of 10% match is required) *

1,000.00

Describe the anticipated impact Match on Main funds will have on your business. *

The funds will have a minimum impact of increased sales of about 5%. And this is just to get the ball rolling. Overall the impact is projected to be significantly profound and vital for overall longevity and stability of brand awareness, increased return customer rate, and support of the community as a whole.

Describe any other technical assistance received, business resources explored, or financial resources investigated that will support this project and/or business operations. This may include opportunities for traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.? *

No other financial assistance avenues have been explored at this time. The desire to expand has come from expanded retail knowledge coupled with customers suggestions and the desire for us to create more brand awareness and a better overall "experience" while shopping at Harwood Gold. I have consulted with other small (retail) business owners in the Charlevoix community and Petoskey community, and all gave very helpful and encouraging support of the expansion idea.

Describe how the execution of the proposed project will result in business growth. Please provide specific examples. *

Financially speaking, the initial 10K investment would increase our overall sales by about 5%, and that is if we don't restock (which we would :) So in this way, ROI + business growth can be calculated very easily. It can also be measured in customer satisfaction, increased customer return rate, and our business reputation along with brand health. If the customer finds what they came in for + extras AND has a great experience, they are bound to return and speak highly of their experience to their family and friends, thus resulting in more traffic. This is a win win for us all; Harwood Gold + Charlevoix.

Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples. *

With better use of our current space we plan to add two more registers. One on the cafe side and one on the retail side resulting in two checkout stations for both retail and cafe operations. Furthermore, we plan to upgrade our checkout counter to be bigger for added retail shelf space and two registers for faster checkout: ease of checkout = smaller, faster lines = shorter wait times = better flow of traffic = happy repeat customers.

Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? Please include an anticipated monetary total for the project costs, identify available funding source(s) for the project and amount of available funding (ex. Bank loan or cash from savings), explain whether the project funding source(s) is currently available and/or how funding source(s) will be accessed to implement the project, and outline an anticipated project timeline. *

funds will come from current savings. 10K total. Timeline to completion is early spring.

	Business Name	Business	Local Pr	Local Pri	Local F	Is the Busi	Would yo	Additional Comments:
13	Nomi Sushi	Yes	4	Yes	5	No	4	Helps expand downtown away from Bridge St, builds the diverse culinary experience the survey results indicated. Though a small operation/not many jobs created.
12	Nomi Sushi	Yes	4	Yes	4	No	4	It is clear that restaurants help maintain an active business district. Adding variety would be a additional business generator
15	Nomi Sushi	Yes	5	Yes	5	Not open y	5	Adding an additional entrance aligns with our alley and corridor vision, and the business' location could help expand traffic beyond the bridge street strip. They are willing to match above the minimum, and are an in-demand business and offer a desired product.
13	Nomi Sushi	Yes	4	Yes	5	No	4	Job creation, improved accessibility and product experiences desired...all touched upon.
53								
12	Bentley Hill Bakehouse	Yes	4	Yes	4	Not sure it	4	Growing a side-street business is a benefit to downtown, to help showcase downtown is bigger than just Bridge St; fits the survey results (homey atmosphere, limited menu shop, bakery). Not sure if another tasting room is a needed business with the others planning to open.
12	Bentley Hill Bakehouse	Yes	4	Yes	4	Yes	4	Bentley Hill Bakehouse has a strong track record of dedication to the Community even in the face of adversity.
12	Bentley Hill Bakehouse	Yes	4	Yes	4	No	4	A little confusing: response states that, "we do not think taking out a loan is a wise financial decision". And later state they will use cash or a bank loan to finance the project?
15	Bentley Hill Bakehouse	Yes	5	Yes	5	Yes	5	Love this application. The business is in-demand, is a desired product, and would be using the funding to not only expand their products, but also provides a space for other local products and implement aspects of the Alley Corridor Vision by adding infrastructure behind the building. The amount of space being better utilized is larger both in comparison to other applications and in comparison to the square footage of space occupied by this business.
51								
9	VUE	Yes	3	Yes	3	The prosp	3	Currently not established so may not be as deserving of funding, and it doesn't appear the funding will impact their plans for opening. But, it is an appealing addition to downtown, and would be supporting individuals who have proven a vested interest in Charlevoix through other businesses.
10	VUE	Yes	4	Yes	3	No	3	This will be a welcomed new business in our community. The fact that it not yet up and running is a consideration
13	VUE	Yes	5	Yes	3	Not open y	5	I think the plans to create a public outdoor eating space are phenomenal, and could work to better synergize the downtown with the channel, beach, piers, and new parking on Palmer. While not necessarily on the fringe of the downtown area, it could help to push pedestrian traffic more north. The business offers a lot of square footage of utilization, including the construction of an area that is not utilized at all. The only aspect holding this application back is the in-demand business categorization; while it holds a desired product (wine), the business is not something that addresses a demand leakage.
13	VUE	Yes	4	Yes	5	Maybe	4	New business, Participate in Community events TBD
45								
8	That French Place	Yes	2	Yes	4	Yes	2	Expansion is always great, and would love to help a solid Charlevoix business continue to grow! Though the project does not appear to improve walkability/accessibility or change their year-round operations, if that is a priority.
12	That French Place	Yes	4	Yes	4	Yes	4	That French Place is an active member of our Community. Their square footage is a constraint.
11	That French Place	Yes	3	Yes	5	Yes	3	I'm not sure how modifying the business to replace the indoor dining with " space that we can handle customers better and more efficiently" fits into the increased walkability standard from an objective perspective, but personally I think it's a great idea that will boost the usage of our alleys and parks. The business is both an in-demand business and offers desired goods. One possible issue with this application is that the investment seems to be in place to help support their operations to take on a larger account rather than providing additional services for the downtown.
9	That French Place	Yes	2	Yes	3	Yes	4	Although creating 2-4 new jobs expansion related to a new account of which was not specified?
40								
8	Harwood Gold	Yes	2	Yes	4	Yes	2	The business fills a desired product line currently, it does not sound like their expansion would change that. Always in favor of an established business continuing growth, though don't see this expansion being something that isn't already offered in several other places downtown.
9	Harwood Gold	Yes	2	Yes	4	Yes	3	Great future concept for their retail space.
7	Harwood Gold	Yes	3	Yes	2	Yes	2	Expansion will add products not summarized in product experiences or businesses and doesn't improve accessibility or walkability in the downtown.
11	Harwood Gold	Yes	4	Yes	5	Yes	2	Other businesses have provided a more competitive match amount, higher new hires, and subjectively increased walkability by being out of the main bridge street corridor or by requesting funding for renovations that will increase use of public spaces. However, providing a branded retail experience alongside their artisan goods is a great way to further downtown patrons' visibility of both the business and downtown Charlevoix beyond their initial transactions.
35								
9	Smoke on the Water	Yes	1	Yes	4	No	4	The added services they would take on if able to expand are intriguing and would fit some of the survey results of desired businesses (grow their full service breakfast operations, farm to table specialties, etc). I can see this being a successful expansion.
9	Smoke on the Water	Yes	1	Yes	4	Yes	4	Another catering business is certainly welcome and needed, especially as we return to pre-pandemic tourism
9	Smoke on the Water	Yes	1	Yes	5	Yes	3	While walkability is not a factor in this application, the number of new jobs to be added is substantial. The increase of catering could expand the downtown business's impact beyond downtown, which is fantastic, but might not significantly impact the experience of downtown patrons. The funds being used to expand pastries does line up with the desired product requirement.
7	Smoke On The Water	Yes	1	Yes	4	Maybe	2	20-25 new jobs (catering operation or bakery expansion?) Expansion of bakery fits in with product lines experiences desired however; does not improve accessibility or walkability.
34								

Appendix C: Local Business Worksheet
FY21 Match on Main
Local Business Worksheet
Charlevoix Main Street DDA

Local Business Worksheet			
Point of Contact	First and Last Name: Christopher Rutkowski		
	Email: rutkow18@gmail.com		
	Cell Number: 248-622-8156		Office Number:
	Best way to contact:	☒ Email ☐ Cell Phone ☐ Office Phone	
	Business Role:	☒ Owner ☐ Employee ☐ Other: Please describe your role	
Business Information	Legal Business Name: Cbrutkow Enterprises LLC		
	dba (if applicable):		
	Street Address: 217 Bridge St. Ste. D		City: Charlevoix
	State: MI		Zip Code: 49720
	Employer Identification Number (EIN): 84-3655057		
	Date of Business Formation (filed with LARA): 11-12-2019		
	If sole proprietor, check here ☒		
	Business Type: ☐ Retail ☒ Restaurant ☐ Service ☐ Other		
	Please select the 4-digit NAICS Code that best represents your industry:		
	☐ 4421 Furniture Stores ☐ 4422 Home Furnishings Stores ☐ 4452 Specialty Food Stores ☐ 4461 Health and Personal Care Stores ☐ 4482 Shoe Stores ☐ 4483 Jewelry, Luggage, and Leather Goods Stores ☐ 4511 Sporting Goods, hobby, and Musical Instrument Stores ☐ 4512 Book Stores and News Dealers ☐ 4523 General Merchandise Stores, including warehouse clubs and supercenters ☐ 4531 Florists ☐ 4532 Office Supplies, Stationary, and Gift Stores ☐ 4533 Used Merchandise Stores ☐ 4539 Other Miscellaneous Store Retailers ☐ 7223 Special Food Services ☐ 7224 Drinking Places (alcoholic beverages) ☒ 7225 Restaurant and other eating places ☐ 8121 Personal Care Services ☐ 8129 Other personal services ☐ Other: Please identify 4-digit NAICS if not listed above. _____		
	Is your business a for-profit entity? ☒ Yes ☐ No		
	Is your business headquartered in Michigan? ☒ Yes ☐ No		

	How many NEW jobs are going to be CREATED by your business (full and part time)?	Full Time ____ 8 ____ Part Time ____ 4 ____
	How many EXISTING jobs are going to be RETAINED by your businesses (full and part time)?	Full Time ____ 2 ____ Part Time _____
For New Businesses (in operation 12 months or less)	Identify the total square footage of the space the business is/will occupy:	Exterior Square Footage: Interior Square Footage: 350
	How long had the space being activated been vacant or underutilized?	1.5 years
	When did the business open? Or when does the business plan to open?	Late Spring 2021
For Existing Businesses (in operation more than 12 months)	Identify the total square footage of the interior space the business is occupying:	
	Identify the total square footage of any <u>NEW</u> (currently vacant or underutilized) space being activated?	Exterior Square Footage: Interior Square Footage:
	How long has the space being activated been vacant of underutilized?	
Required Business Plan Submission	- New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. - Existing businesses (in operation more than 12 months) have the OPTION to provide a business plan as part of the project application. - Reference the Match on Main FY21 Program Guide for Business Plan elements that need to be included.	
Business Location	Is your business a brick-and-mortar storefront with face-to-face operations located within your community's traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district? ☒ Yes ☐ No	
	Does the business lease the space it resides in? ☒ Yes ☐ No	
	If yes, what is the remaining lease term? Month-to-month, no long-term finalized yet	
	Does the business or business owners own the building it is located in? ☐ Yes ☒ No	
	What is the current taxable value of the property? N/A	

Project Scope	<i>Describe in detail the project scope of work for which reimbursement is sought from Match on Main funds.</i>		
	General contracting to purchase and build a new commercial door, which will be installed where a current window is located off Van Pelt Alley. New commercial refrigeration and freezer equipment to store and hold raw and prepped food. Refrigeration will be supplied by True Refrigeration and will include 120" food prep refrigerator, along with a reach-in freezer. Additionally, an under counter refrigerator will be installed under the sushi bar to store food and drinks.		
	Proposed start date: March April 2021		
	Proposed completion date: May 2021		
Project Budget	Grant Request: \$25,000		
	Match Amount (a minimum 10% match is required): \$15,000		
	Source(s) of matching funds: Personal funding by Cbrutkow Enterprises LLC		
	Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will support a reimbursement request from the Match on Main dollars. Be specific by providing vendor, items and quantity, and cost.		
	Vendor	Item / Quantity	Cost
	JELD-WEN	Commercial Door & Labor	\$10,000
	True Refrigeration	Commercial Refrigeration	\$10,000
	True Refrigeration	Commercial Freezer	\$5,000
<i>Insert additional lines as needed.</i>			
REQUIRED: Attach quotes for proposed work that includes scope and total cost in a separate document.			

	REQUIRED: Provide a minimum of three photos that represent the scope of Match on Main request; this should include at least one exterior photo and at least one photo of the interior of the space.
Private Investment	<i>Please describe any additional private investment - outside of the Match on Main grant request - that was or will be necessary for the completion of this project (i.e. any additional site improvements, furniture, fixtures, and equipment, or other business needs).</i> The entire space will be renovated. The current bathroom will be updated. A new hallway and door will be built to separate the bathroom entrance from the open-air kitchen. New plumbing will be installed. New light fixtures and wall treatments will be created. Subway tiles will be covering a majority of the wall space. One wall space will be fitted with a graffiti mural done by a local artist. A new sushi bar with seating will be built. New POS system will be installed. New electrical outlets and wiring will be installed. Essentially, the entire space will be new except for the existing walls. Total amount of additional private investment for the project: (Do not include Match on Main request or match). \$15,000-\$25,000
Narrative Questions	<i>Describe the anticipated impact Match on Main funds will have on your business.</i> It will allow me to create a space that adds character and value to the current Van Pelt Alley shops and businesses in a manner that is both tasteful and creative, yet adheres to the historic building structures already in place. The funding will allow me to buy restaurant equipment and refrigeration that is of higher quality, which will last longer, have better warranties, and will add a better overall value and peace of mind to daily business operations. <i>Describe any other technical assistance received, business resources explored, or financial resources investigated that will support this project and/or business operations. This may include opportunities for traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.? N/A</i>

	<i>Describe how the execution of the proposed project will result in business growth. Please provide specific examples.</i>
	There is no current business in the vacant space, hence there will be substantial growth in terms of adding another dining option in Downtown Charlevoix, and specifically Van Pelt Alley. During the months of May to September, the Downtown Charlevoix community is saturated with diners and visitors. Often times, more potential diners than the current restaurants can accommodate. This new sushi restaurant will help provide an additional dining option, as well as introduce a new cuisine to the community.
	<i>Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples.</i>

	The space is currently vacated by a previous tenant and remains empty. A planned full-functioning sushi restaurant with an emphasis of carry-out will attract guests from across Northern Michigan.
	<i>How is execution of this project anticipated to result in the creation and/or retention of jobs within your business? Please include at least the following information: number of jobs that will be retained and/or created (including owner/operator, if applicable), the type of jobs that will be retained and/or created, and whether the job(s) retained and/or created will be full or part time positions. Note that Match on Main is not evaluating projects based on the number of jobs created or retained, but simply would like to understand how projects will impact job creation and/or retention.</i>
	The sushi restaurant will create approximately 10-12 new jobs. During business hours, we plan to accommodate a staff of three sushi chefs (two full-time, one part-time prep), and two waitstaff to answer phones and take orders of guests dining in. There will be two shifts total each day, as the restaurant will be open for both lunch and dinner. In an effort to help those in the community looking for employment, I have already hired two staff and employ them at The Cantina (next door) until the sushi restaurant is built.

	Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? Please include an anticipated monetary total for the project costs, identify available funding source(s) for the project and amount of available funding (ex. Bank loan or cash from savings), explain whether the project funding source(s) is currently available and/or how funding source(s) will be accessed to implement the project, and outline an anticipated project timeline.	
	A contract bid is being completed now by my design team. I do have a contractor in mind that anticipates helping me complete the restaurant build-out before the summer of 2021. Anticipated total costs \$40,000-\$50,000. Any funding required will be provided solely by me (Cbrutkow Enterprises LLC), with half the permanent building renovations paid for by the building owner (Celebrate Me Home LLC).	
Additional MEDC Program Requirements	Match on Main Program: Match on Main is a grant program for small businesses and has awarded two previous funding rounds. (This does not include the Match on Main – COVID19 Response Program). Please verify that you HAVE NOT previously been awarded Match on Main funding. Find a list of previous grantees here: https://www.miplace.org/small-business/resources/.	☐ Yes, I have received Match on Main funding previously.
		☒ No, I have not received Match on Main funding previously.
	Ineligible Business Types: The FY21 Program Guidelines outline a number of ineligible business types including franchises, businesses located in stripe malls, “big box” retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.	☒ I understand
	Program Guide: The FY21 Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: https://www.miplace.org/small-business/match-on-main/	☒ I have reviewed the FY21 MOM Program Guide
	Reimbursement Grant Program: Match on Main is a reimbursement grant program provided to local units of government, downtown development authorities, or other downtown management or community development organizations who administer funds to the small business that applicant applied on behalf of.	☒ I understand

	Sub-grant Awards: Grantees will be required to enter into a sub-grant agreement with the small business being supported.	☒ I understand
	Compliance & Post-grant Reporting: If awarded, businesses will be required to complete compliance requirements and post-grant reporting.	☒ I understand
	Required Attachment - Cost Estimate: I have gathered and will submit a project cost estimate for proposed work that includes scope and total cost in a separate document.	☐ I have included these as part of my application submission
	Required Attachment – Photos: I have provided a minimum of three photos that represent the scope of Match on Main request (including at least one exterior photo and at least one photo of the interior of the space)	☐ I have included these as part of my application submission
Local Questions & Considerations	Will your business improve accessibility and walkability of downtown? (example: adding a 2nd entrance off alley, improving merchandising layout so that strollers/wheelchairs can navigate easily, etc.) * Yes. I will be adding a new commercial door/entrance off Van Pelt Alley, in addition to the existing door. This will allow for better foot traffic and less congested maneuverability within the restaurant.	
	Is your business open at least 10 out of 12 months per year?	
	Yes.	

	Local Priority #3 Business expansion or type aligns with survey results of desired business type or product offerings listed below?
	In-demand businesses (2019 Pulse Poll results): Asian restaurant Casual dining eatery Healthy menu eatery Product lines/experiences desired (2017 Top Prospects Survey Results): Fast casual Farm-to-table specialties Specialty/Ethnic dining Fresh foods Sushi & seafood specialties Take-out

****Upon application completion, please submit to:**
Charlevoix Main Street DDA
Lindsey Dotson
lindseyd@charlevoixmi.gov
231-547-3257

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 Easter Egg Hunt

DATE: February 25, 2021

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

BACKGROUND:

Charlevoix Area Chamber of Commerce is seeking permission from City Council during their March 1st meeting and is seeking general feedback and/or support from members of the DDA Board.

We are continually monitoring and evaluating safety leading up to this event. Plans are being put in place to allow for more distancing and less interaction between attendees; options include enlarging the hunt area and/or coordinating timed segments based on age for smaller group sizes participating at once. Masks will be required.

Typically the event follows a schedule similar to the one below:

1am-1:30pm-

Easter Bunny Luncheon at Stafford's Weathervane. Call for reservations, 231-547-0079

Easter Crafts at the Charlevoix Circle of Arts

2pm-

Easter Egg Hunt in East Park

Age groups: 2 & under, 3-4 yrs, 5-6 yrs, 7-10 yrs

Prized Filled Eggs | Twister Joe | Face Painting | The Easter Bunny | Hot Cocoa & Cookies

Sponsored by: Charlevoix State Bank

RECOMMENDATION:

Motion to support the Charlevoix Area Chamber of Commerce in moving forward with the Easter Egg Hunt Event on April 3, 2021.