



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, April 26, 2021- 5:30 PM
Council Chambers, City Hall

1. Call to Order

- A. Remote Participation 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. Minutes
- B. Committee Minutes
- C. Director's Report
- D. Monthly Report

6. Reports

7. Old Business

8. New Business

- A. Junior Main Street Presentations
Annemarie Conway + students, Charlevoix Middle High School
- B. Election of Officers
- C. Van Pelt Alley Temporary Closure
Lindsey Dotson, Executive Director
- D. Main Street Vibrancy Grant
Lindsey Dotson, Executive Director
- E. Live on the Lake Funding Opportunity
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Remote Participation Instructions

DATE: April 26, 2021

BACKGROUND:

The meeting will be held in-person with masks and social distancing in the Council Chambers of City Hall. For those who wish to participate, a Zoom link will provide limited, alternative participation.

Click: Join Zoom Meeting

Meeting ID: 915 4719 4629

Passcode: 670365

One tap mobile

+13017158592,,91547194629#,,,,*670365# US (Washington DC)

+13126266799,,91547194629#,,,,*670365# US (Chicago)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Meeting ID: 915 4719 4629

Passcode: 670365

Find your local number: <https://zoom.us/j/91547194629>

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Consent Agenda

TITLE: Minutes

DATE: April 26, 2021

ATTACHMENTS:

- ▣ Minutes from March Regular Meeting

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, March 22, 2021 at 5:30 p.m.
Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens (from Omaha, NE)
Members Present: Sam Bingham (from Charlevoix), Sean Bradley (from Princeton, NJ), Richard Christner (from East Jordan), Luther Kurtz (from Charlevoix), Ron Way (from Charlevoix), Amanda Wilkin (from Ellsworth)
Members Absent: Kirby Dipert, 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. Minutes
- B. Committee Minutes
- C. Monthly Report

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

6. Reports

A. Director's Report

There were no questions or comments from the Board Members or the public.

7. Old Business

A. Parking Meters in Winter Update

Director Dotson described two possible solutions to the parking meters in the winter. She stated that she did not have a cost for the second option whereby the signs would indicate that the free parking was compliments of a particular business. Discussion followed regarding the two options, need for pricing on the sign option and input from City Council. No further action taken.

8. New Business

B. MSU Economic Innovation Fellowship

Chris Miller, 2021 Fellow for the Michigan State University Center for Regional Economic Innovation, stated that his fellowship was to accelerate a movement called *Community Capital* which specifically refers to financial capital that is locally sourced from both accredited and non-accredited investors. He stated that the scope of the work includes identifying local champions who have been involved in donation or investment crowdfunding campaigns, helping them build local investment teams, providing materials and support, and helping launch new *Community Capital* campaigns. He referenced a bill introduced in the Michigan Senate (SB13 of 2021) and House (HB4116) that would provide a 50% Michigan income tax credit to any Michigan citizen who invested in a Michigan business.

Motion by Member Wilkin, second by Member Bradley for the DDA to go on the record in support of SB13 and HB4116 and to contact our local legislators to let them know that the Board is in support of the two bills. Motion passed by unanimous voice vote.

B. Historical Sign on Indigenous People History

Denise Fate, Design Committee Chair and President of the Charlevoix Historical Society, stated that there was a collaboration between the Main Street Design Committee, the Historical Society and Charlevoix Public Library to erect an interpretive sign displaying history of indigenous people in the Charlevoix area with historic photos, images, and text. She provided background and a detailed presentation on this project.

Motion by Member Bradley, second by Member Christner to support erecting one historic sign on the north side of the channel. Motion passed by unanimous voice vote.

C. Live on the Lake – Summer Concerts COVID Preparedness Plan

Director Dotson stated that all the bands that they scheduled last year were interested in coming back and the only modification that they made was to not have a June concert and to push the schedule back one week later in August.

The members were polled, and all were in favor of the events. Members generally agreed that it was important that they clearly communicate the expectations and what they were doing to make the events safe for the community.

Motion by Member Christner, second by Member Wilkin to approve the Live on the Lake Summer Concerts COVID Preparedness Plan. Motion passed by unanimous voice vote.

D. Policy Updates

Director Dotson stated that the Board already voted on the Executive Committee Policy in 2016 and to make it more formal she recommended that the DDA combine this policy into their other policies and procedures document so that everything is in one place.

Director Dotson stated that there was continued discussion regarding Director spending for training and conferences. Discussion followed regarding training and conferences that the Director normally attends, and whether there was a need for a formal policy other than following what was available each year through the budget.

Motion by Member Wilkin, second by Member Christner for the Executive Director to base the budget on anticipated costs and not to exceed that budget and if it did need to be exceeded to get that approved by the Executive Committee. Motion passed by unanimous voice vote.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

Chair Owen congratulated Member Dreyer on being a “Most Interesting Person.”

12. Adjourn

Motion by Mayor Kurtz, second by Member Christner to adjourn the meeting 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: April 26, 2021

ATTACHMENTS:

- ▣ Organization & Promotion Committee Minutes - April



Promotions/Organization Committee

Thursday, April 22, 2021

8:00 a.m.

Charlevoix City Hall

Council Chambers

8:00am I. Call to Order

Present: Jessica, Leanne, Caitlin, Katherine, Lindsey, Dean

8:01am II. Approval of Minutes: March 18, 2021

Motion made by Jessica, seconded by Leanne. Approved.

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign Downtown Charlevoix results:

Billboard: 660,668 total impressions

Northern Express: 90,000 readers

The billboard location was in a great spot. The current marketing campaign cycle has concluded.

2. “First Fridays” – Recap/Planning for May 7th

a. Need donations – so far, we just have gifts from Elements Gallery.

Donations are slowly coming in. Lindsey asked for additional help during the event. Overall, stores were busy and restaurants were slow. This may be the result of the holiday weekend.

3. Live on the Lake Summer Concerts Safety Plan Approval

Council approved the event. The committee is meeting to finalize the plan. Lindsey met with 4 the Local to discuss possible funding opportunities.

4. MyNorth Ad Campaign Update – Thistle running now, Mushroom House Tours in May

Campaign is moving forward. Lindsey is having difficulty scheduling photoshoots with the participating businesses.

B. Organization

1. Email Newsletter

i. Data pending (just sent on April 19th)

The open rate was 35.6% and the click through rate is 20.8%.

The committee thanked Dean for working on the email.

8:35am IV. New Business

1. Damn it Do it Day – Wednesday, June 9th

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.

The committee suggested several ideas including cleaning up the band shell and planting a scrub in the empty garden bed in East Park. Lindsey will do some research.

2. Volunteer Toolkit – Dean Martin

Dean presented the volunteer toolkit. The committee discussed volunteer communication and engagement.

8:55am V. Volunteer Hours

9:00am VII. Adjournment

Next meeting: May 20, 2021

CHARLEVOIX MAIN STREET MISSION

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Consent Agenda

TITLE: Director's Report

DATE: April 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.9and10news.com/2021/03/31/first-fridays-in-downtown-charlevoix/>
- <https://upnorthlive.com/news/local/plans-in-place-to-hold-venetian-festival-in-charlevoix-this-summer-nothing-finalized-yet>
- https://www.petoskeynews.com/charlevoix/featured-cvx/re-writing-history-charlevoix-starts-to-tell-its-indigenous-story/article_ae5413c3-a937-5806-ba44-8e987ce785fa.html
- https://www.petoskeynews.com/charlevoix/entertainment/first-fridays-in-downtown-charlevoix---kicking-off-on-april-2/article_8973bcb9-68d1-5f38-bd13-fb6d024e7e5f.html
- <https://www.9and10news.com/2021/04/21/charlevoix-to-bring-back-summer-concert-series/>
- <https://www.9and10news.com/2021/04/16/new-charlevoix-grant-program-looks-to-beautify-area-behind-downtown-businesses/>
- <https://upnorthlive.com/news/local/live-at-the-lake-concert-series-is-a-go-for-charlevoix-community>
- <https://www.9and10news.com/2021/04/02/charlevoix-holds-first-fridays-to-support-local-businesses/>

Director Days Off

- May 10 - 14th - Vacation

Downtown Futures Service Update

Our survey results are in and included in your packets as an FYI. The next Futures Service meeting will take place on May 24th when DPN is in town for the four day grouping of meetings (tentative itinerary attached) where he will walk us through the survey results and how to best utilize the information gathered. Please also note that during our May Board meeting we will adjourn into a work session related to the Futures Service with a virtual workshop/town meeting. Along with the survey results we also got contact info for 13 individuals who are interested in moving their business to Charlevoix or opening a new one. I've begun outreach to those contacts already.

Housing Incentive Update

We've gotten one inquiry thus far for a project that wouldn't commence until this Fall.

Alleyway Improvement Grant Update

The program officially launched last week and we've had several people reach out indicating interest. Work will continue to turn those inquiries into applications submitted so that the Design Committee can review and make recommendations.

First Fridays

The first **First Fridays** promotion went really well! Overall we had donations of gift certificates from **Scovies, Glik's, Bentley Hill Bakehouse**, several rounds of golf at the **Municipal Golf Course**, a prize pack donated by **Dry Harbour Marine**, ground coffee and macarons donated by **That French Place**, kid prize packs with items donated by **Castle Farms**, merch donated by **Cherry Republic, Kilwins, and Elements Gallery**, in-store drawings, specials, and/or freebies were given out at **Harwood Gold, The Lake House, Charlevoix Harbor Wear, Jefferson Beach Yacht Sales** gave away treats at their location, and **The Clothing Company** had a special guest artist in store plus gave out freebies with purchase. **Visit Charlevoix** also helped by contributing bags & koozies that made packaging the prizes easy AND helped BIG time with promotion of the event with paid advertisement on Facebook. Thanks also to the **Chamber of Commerce** for lending me their wagon for the prizes, and the **Recreation Department** for letting us set up their corn-hole games in Van Pelt Alley. **Eric** from The Lake House set up his DJ equipment in Van Pelt adding fun music to the atmosphere and **Caitlin Cole** helped for the first hour of the event with giving out prizes. Thanks also to my husband and father-in-law for helping me put the giant chess set back into Hoop Skirt Alley. Some of the people we talked to came from outside areas including Rogers City, Traverse City, Boyne City, Elk Rapids, etc. We are gearing up for the next date which will be Friday, May 7th and have many of the same plans in place. The major work to be done is finding more donations for prizes. If a board member or two would like to join me in handing out prizes I assure you its super fun making people smile and rewarding them for coming to our town! It was nice to see Chair Owens out enjoying the festivities that night!

Community Capital/Local Investors

On April 5th I organized a meeting with Chris Miller, the MSU fellow that spoke at our last meeting, to meet Steve Schnell of Housing North and Dan Leonard of MEDC to talk about our community capital situation and figure out what next steps will be in moving forward with a community-based investor group for development projects. The group concluded that the hardest part of this concept of forming an investor group is not having a specific thing that we are “selling.” So, it seems logical that once the RRC priority sites are determined one of the projects that could benefit from such activity will be the catalyst of forming this group around an actual development and investment opportunity. Please let me know if that makes sense! The group will continue to meet on a regular basis to keep the conversation going and Chris Miller is offering his assistance with the effort which is great.

Elevate Grant for Small Businesses

A small business grant available to our businesses through the FHL Bank of Indianapolis (via member Charlevoix State Bank) was brought to my attention during our weekly Michigan Main Street Directors call so I've been hard at work getting information about that opportunity out to businesses and working with them to submit a competitive and complete application. I'm working with Luanne at Charlevoix State Bank to streamline the application process and be sure that once the bank gets the info from the business that it is complete. This is very helpful to them right now since they are still inundated with work related to PPP loans. It's also beneficial for the business since grant applications can be complicated and I help them ensure all boxes are ticked before it's too late and they end up not qualifying. The deadline is approaching by the end of this month, so it has been a fast and furious process. Up to \$20,000 is available to small businesses with an emphasis on supporting minority/veteran/women owned entities. Fingers crossed that someone in our community gets funded! Grant info can be found here:

https://www.fhlbi.com/docs/default-source/resources/community-investment/elevate/fhlbi_2021_elevate_programguide_v3.pdf?sfvrsn=f590091e_2

Social District

Sarah Hagen and I have been working to gather info related to establishing a **Social District** in downtown Charlevoix by reaching out to licensed businesses to gauge interest as well as speak with important

stakeholders to produce a plan that could work for us. More to come at our next meeting! Social district info can be found here: https://www.michigan.gov/lara/0,4601,7-154-89334_10570_90824-533429--,00.html

Parking Meter Update

Stickers for the parking meters have been ordered and are ready – since they were so inexpensive the police department was okay with paying for it. They will not be put on the meters until the Fall since the meters will be turned back on in May.

Main Street Now Conference Recap

The **Main Street Now Conference** was this week and I've attached some resources I obtained from sessions that I attended that I found valuable. If anything seems interesting to you or you have questions, please let me know, I'm happy to chat! The great thing about the virtual platform they used is that I can access the presentation videos and materials for up to a year so I can share if you'd like to dive deeper into any of the topics. Sessions I attended include:

- The Post-COVID Comeback: The New Requirements to Build a Destination Downtown
- Main Street Director Roundtable
- Small Biz Coffee & Conversations: Digital Footprints – What Brick & Mortar Stores Need to Know About Being Online
- Integrating Brick & Mortar and eCommerce
- Main Idea: Big Plans for Small Business
- Boundaries for Greater Personal Development and Care
- Shifting Your Business Model: 5 Marketing Strategies to Reach Customers Despite the Challenges of COVID-19
- Online Reputation Management for Small Businesses: Success in 2021
- Action Steps to Gaining Visibility & Sales in an Increasingly Challenged Marketplace
- Rebuilding to Healing – A Framework for the Future of Main Street
- Main Street Board Essentials for Excellence
- Rural Entrepreneurship Ecosystem Development
- Courageous Conversations
- Packaging the Value of Your Revitalization Program

ATTACHMENTS:

- ❑ Draft Itinerary for May Site Visit
- ❑ Survey Results Summary
- ❑ Main Street Now Conference Materials
- ❑ Main Street Now Conference Materials
- ❑ Impact Worksheet

Downtown Charlevoix Futures Design Series

May 24 – 27, 2021

Draft Itinerary (V1)

Day One: Monday, May 24, 2021

- 8 to 9:30 AM** **Meet with Project Team @ [Location: _____]**
 Agenda: Review survey results and discuss framework for Futures concepts/designs
 (Note: select location to accommodate PowerPoint set-up)
- 10 AM to 12 PM** **Downtown/Community familiarization tour with Project Team rep(s)**
- 1 to 2:45 PM** **Stakeholder Small Group Discussions**
 @ [Location: _____]
 Note: Small group discussions with development-related stakeholders (i.e. property owners, realtors, city staff/officials, economic development organization representatives, etc.) are intended to collect qualitative information and insights regarding real, perceived or potential barriers and challenges to business attraction efforts; and to gather input relative to potential opportunity sites and redevelopment strategies.
- **1:00 to 1:45 PM Session 1:** _____
 - **2:00 to 2:45 PM Session 2:** _____
- 3 to 6 PM** **Prep for Community Forum**
- 6 to 7 PM** **Virtual Community Forum (Optional)**
 (Note: select location to accommodate PowerPoint set-up and small group/round-table exercises)

Day Two: Tuesday, May 25, 2021

- 8 to 10 AM** **Small Business Small Group Discussions**
 @ [Location: _____]
 Note: Small group discussions for small business owners are intended to collect qualitative information and insights on doing business in downtown Charlevoix; and to discuss COVID-19 impacts and recovery efforts.
- **8:00 to 8:45 AM Session 1:** _____
 - **9:00 to 9:45 AM Session 2:** _____
- 4 to 5 PM** **Check-in meeting with Project Team @ [Location: _____]**



Downtown Charlevoix Futures Design Series

May 24 – 27, 2021

Day Three: Wednesday, May 26, 2021

4 to 5 PM

Check-in meeting with Project Team @ [Location: _____] **(Optional)**

Day Four: Thursday, May 27, 2020

3:30 to 4:30 PM

Set-up for Futures Reveal and Open House Event @ [Location: _____]

(Note: select location to accommodate display of work products (wall space for sketches/diagrams))

4:30 to 6:30 PM

Futures Reveal and Open House Event

In Advance

Prior to the Design Series Visit (by May 16, 2021) prep/ready/provide:

- ☐ List and brief description of available assistance and incentives for developers, investors and businesses
- ☐ Copies of current downtown plans, if any
- ☐ Copies of zoning ordinance, design standards/guidelines, and other development and design-oriented regulatory documents, as applicable
- ☐ Three hard copies and a digital media format (.pdf) file of to-scale blueprint-size base maps (aerial view and/or street map with building outlines) with boundaries of designated Main Street area shown

Post SV2 Activities

DPN > Prep and transmit Futures summary document

June 30, 2021

Complete Next Steps work session (~1.5 hours: *To be conducted on site or virtually*)

~ July 16, 2021



At a Glance

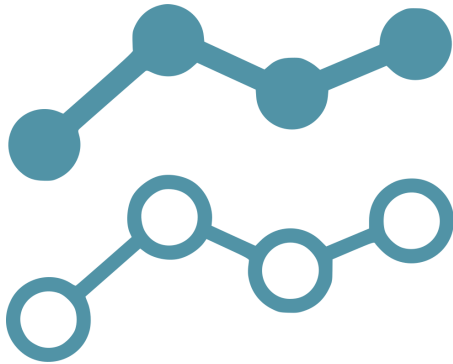
2021 DOWNTOWN FUTURES SURVEY RESULTS

1,033
Survey Sample

Full-time Charlevoix city resident	27.7%
Part-time/seasonal city resident	21.2%
Full-time area resident (within 20 miles)	27.7%
Part-time/seasonal area resident	10.1%
Live 20+ miles from Charlevoix	13.4%

72%
Female

17%
Work Downtown



44%

Described pre-COVID trends in
Downtown Charlevoix as,
"Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

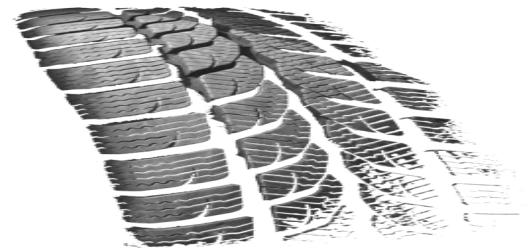
Opportunities Ahead

Eating and Drinking Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Italian Restaurant	Ethnic Restaurant	Mediterranean	Coffee Shop
Top Pick: 25.3%	Top Pick: 24.7%	Top Pick: 17.0%	Top Pick: 16.0%
Top Three: 54.4%	Top Three: 54.7%	Top Three: 50.3%	Top Three: 51.0%
Top Features:	Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating	Fresh brewed drinks
Outdoor seating	Outdoor dining	Premade and take-out	Fresh baked goods
Full-service bar	Indian cuisine	Feta	Outdoor seating
Relaxed bistro setting	Middle Eastern cuisine	Tahini	Homey atmosphere
Open for lunch	Mexican cuisine	Cocktails/Mixed drinks	Soups and sandwiches
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 19%	25 to 44: 25%	25 to 44: 26%	25 to 44: 27%
45 to 64: 44%	45 to 64: 48%	45 to 64: 54%	45 to 64: 44%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 37%	\$50K to \$100K: 33%	\$50K to \$100K: 33%
\$100K+: 64%	\$100K+: 52%	\$100K+: 54%	\$100K+: 53%

Potential Market Traction Eating and Drinking Places



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Italian Restaurant or Bistro	4.11
2. Ethnic Restaurant	4.02
3. Mediterranean Restaurant	4.00
4. Coffee Shop	3.80
5. Family Fun Café	2.88

Weighted Average Ranking:

- 1 = Definitely would not
5 = Definitely would

Opportunities Ahead

Retail Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Shoe Store	Arts/Hobbies	Books/Games	Sports/Fitness
Top Pick: 23.3%	Top Pick: 20.9%	Top Pick: 19.5%	Top Pick: 17.6%
Top Three: 53.4%	Top Three: 48.2%	Top Three: 48.1%	Top Three: 43.1%
Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Crafts and supplies	New books	Running gear
Women's athletic	Craft/Hobby classes	Educational toys	Bikes and accessories
Men's casual	Home décor items	Card & board games	Athletic equipment
Women's dress	Artist supplies	Outdoor games	Bike repair services
Men's athletic	Sewing/Needlework	Cards and gifts	Health/Fitness classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 18%	25 to 44: 23%	25 to 44: 36%	25 to 44: 29%
45 to 64: 43%	45 to 64: 51%	45 to 64: 35%	45 to 64: 54%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 32%	\$50K to \$100K: 44%	\$50K to \$100K: 35%	\$50K to \$100K: 24%
\$100K+: 55%	\$100K+: 42%	\$100K+: 51%	\$100K+: 68%

Potential Market Traction

Retail Establishments



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Shoe store	3.94
2. Books, Toys and Games Store	3.85
3. Sporting Goods/Fitness/Bike Shop	3.80
4. Arts, Crafts and Hobbies Shop	3.70
5. Pet Emporium	3.01
6. Jewelry Store	2.83

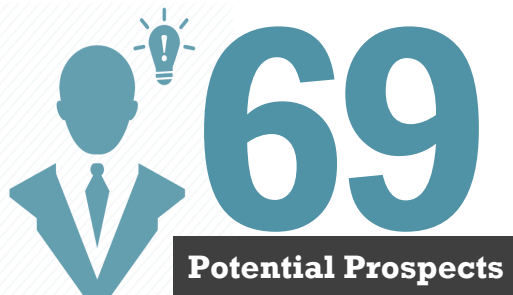
Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would

Are you a prospect?

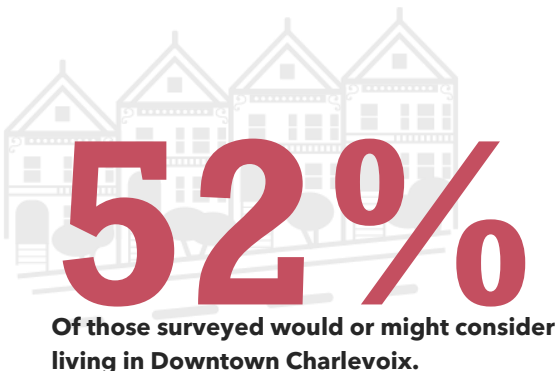
Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?



Q: Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?

Interested in moving a business to Downtown	22
Interested in opening a new business in Downtown	47

9.1% of Responding Survey Sample



Q: What style of housing in Downtown Charlevoix would you look for or consider?

Preferred housing styles:

2 BR Condo	55%
2 BR Townhome	54%
2 BR Apartment	28%
Loft	21%
Senior Housing	10%

Q: What is the monthly rent or mortgage amount you would be willing and able to pay?

Mortgage or rent payment:

Less than \$1,000	23%
\$1,000 to \$1,199	22%
\$1,200 to \$1,399	20%
\$1,400 to \$1,999	26%
\$2,400 or more	10%



At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

Visual Preferences

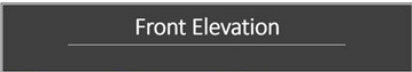
Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Downtown Housing

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.74
Average Score



Front Elevation



-0.83
Average Score



-0.96
Average Score



-1.63
Average Score



-1.96
Average Score

Infill and Mixed-use

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.95
Average Score



0.92
Average Score



0.89
Average Score



-0.42
Average Score



-0.70
Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Amenities and Features

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.72

Average Score



1.69

Average Score



0.95

Average Score



0.83

Average Score



-0.85

Average Score

Attractions

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.47

Average Score



1.87

Average Score



1.83

Average Score



1.35

Average Score



-0.52

Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

“SHIFTING YOUR BUSINESS MODEL: PANEL DISCUSSION” ACTION SHEET: MAINSTREET NOW 2021

Five Strategies to Help You Reach Customers Despite COVID-19

1. Offer 24/7 Connectivity

- a. Social Media (Including Facebook, Instagram, TikTok and Pinterest)
- b. Email Marketing (Resource recommendation is [Constant Contact](#))
- c. Branded Websites (Resource recommendation is [Big Commerce](#))
- d. Online Review Sites (Examples include Yelp, Google, Facebook)

2. Nurture Real-Time Communication

- a. Update all connection points routinely for real-time communication
- b. Leverage the 5 C's of communication
 - i. Clear
 - ii. Concise
 - iii. Correct
 - iv. Courteous
 - v. Consistent

3. Expand Your Selling Avenues

- a. Online Marketplaces
- b. Pop-Up Experiences
- c. Direct to Consumer
- d. Social Selling (Resource recommended is [Comment Sold](#))
- e. Text Message Marketing (Resource recommended is [Simple Texting](#))

4. Consider New Payment Options

- a. Look beyond cash, credit and checks
- b. Welcome new payment options including:
 - i. Quad payment options aka the modern layaway (Resources to review include Affirm, QuadPay, Klarna – ideally they are integrated into your POS already)
 - ii. Digital payments including Apple Pay, Zelle

5. Introduce Stronger Customer Care

- a. Define what “Red Carpet Customer Service” means for your business
 - i. Be Star Struck – Every customer deserves attention and care
 - ii. Treat Them Like Royalty – Define what your store standards are
 - iii. Get Their Autographs – Capture their signature aka make a sale or simply get their email so you can stay in touch

EXPERTS FROM PANEL:

Nicole Leinbach Reyhle | RetailMinded.com
Cathy Wagner | RetailMavens.com
Crystal Vilkaitis | CrystalMediaCo.com

Main Street Pandemic Recovery

Talking Points



Main Street: A Partner in Recovery

These Talking Points are designed to be used as a template for your community to use in association with the Pandemic Recovery Worksheet. After considering different metrics for your programs' response to the pandemic, combine your local data with these talking points and testimonials to share your impact.

Talking Point #1

Main Street is the heart of the community, a place where businesses form and thrive, where community comes together. A healthy commercial district is a harbinger of a healthy city. Main Street programs are essential tools for coordinating the

Since the beginning of the pandemic, Main Street programs have stepped up to provide on-the-ground support for mom-and-pop small businesses, offering technical assistance in modifying operations to fit social distancing requirements and support in grant and loan applications to help businesses survive.

Personalize: (Your Main Street) has offered (support calls, events, social media marketing, safe shopping promotion)

Talking Point #2

Small businesses in downtowns rely on Main Street programs for support. In fact, 91% of Main Street programs nationwide report an increased demand for business support services.

Personalize: At/in (Your Main Street program), we have stepped up to support businesses through (add figures for support services).

Talking Point #3

Small businesses in downtowns rely on Main Street programs for support. In fact, 91% of Main Street programs nationwide report an increased demand for business support services.

Personalize: At/in (Your Main Street program), we have stepped up to support businesses through (add figures for support services).

Funding through the American Rescue Plan and other federal and state resources offer a key pathway to support Main Street and develop projects that drive economic recovery. The existing organizational infrastructure, data collection, and strategy of Main Street programs can help your community organize with impact for downtown.

Share a Story!

In addition to your quantitative impact and talking points about your program's work, consider gathering testimonials from businesses you supported. Including the stories of the people impacted by Main Street helps communicate your value to local leaders and partners.

Calculate Your Impact

Measuring impact is always an essential part of communicating the value of your Main Street program. In light of the COVID-19 pandemic and the exhaustive efforts of Main Street programs to help small businesses survive and sustain community investment, additional metrics aid in accentuating the unique role of Main Street programs as local partners in recovery.

Use this set of questions to spark ideas to calculate your impact over the past year.

Main Street Business Outreach

- Number of business support events (ex: calls hosted to all downtown businesses)
- Number of support events/calls to property owners
- Number of social media posts/campaigns on shopping locally - Consider count of local hashtag, number of post/video views, total reach
- Number of business promotion events - virtual or in-person - Consider amount leveraged through gift card program, sales results

Main Street Support Services

- Demand for Main Street services, e.g. number of calls/emails from businesses
- Number of businesses supported (overall)
- Number of businesses supported via grant or loan applications - Consider breakdown between federal, state, local or private programs
- Amount of business support funding secured for local businesses
- Amount of commercial rent negotiated
- Amount of square footage activated
- Pandemic specific-support (PPE materials/distribution)

Main Street Community Involvement

- Number of volunteer hours contributed
- Value of volunteer hours leveraged (hours x \$27.70/hr)
- Partnerships created or leveraged - Consider number of formal / informal partners; meetings/calls convened, particularly in response to the pandemic

Next Steps

Combine applicable figures from the list above with your annual reinvestment statistics and Transformation Strategy metrics to distill your quantitative impact. Be prepared also to present the negative impacts the pandemic may have had on your program. While business outreach and support activities increased, many programs saw a loss in funding due to:

- Cancelled events and programs and corresponding loss in sponsorship revenue
- Reduction in investor or member contributions from local businesses due to hardship
- Reduction in annual programmatic funding from municipal government

Convert these numbers to value: use in association with Recovery Talking Points to help local government and stakeholders to understand how Main Street has responded to the pandemic.

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

Consent Agenda

TITLE: Monthly Report

DATE: April 26, 2021

ATTACHMENTS:

- ▣ March Report to MEDC

Home

My Profile

Project Information

MEDC Programs

My Applications

My Awards

Other Reports

Michigan Main Street Monthly Report

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

Metrics Number M-0000123046

Status Submitted

Account City of Charlevoix

Name Leigh Young

Reporting Period Start 3/1/2021

Reporting Period End 3/31/2021

Submitter's Name Lindsey Dotson

Due Date 4/10/2021

Activity & Use / Employment

New Business Opened in MSA

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

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Pumpkin & Wyatt	112 Mason Street	Retail Occupied	2.0	0.0

Business that Moved out of MSA

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

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
Harwood Gold	230 Bridge Street	Retail Occupied	Product Line/Service	1.0	2.0

Existing Businesses that Contracted in MSA

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

Housing

New & Rehab Housing in MSA

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

Investment

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

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

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

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

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

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

New Construction in MSA

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

Buildings Sold in MSA

Address	Amount of Sale
104 Park Avenue	\$353,000.00
100 Van Pelt Place	\$0.00

Main Street Data**Volunteer**

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
10.00	\$0.00	15.00

Training Sessions Attended

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

Fundraising/Membership Last Month

Type	Amount
Earned	1288.00
Private	46.00

Downtown Events & Activities - All Committees

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

Other new/Comments**Board Member Changes: Position Names Leaving and Names Arriving**

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

Other News or Commentary 🗨️ Things are starting to ramp up for the season - especially with this warm weather! New businesses are working on build outs, seasonal businesses are opening back up again. Events are starting to get approval from City Council to move forward in a modified way this year which is great for our downtown businesses. Launched our housing incentive program and have one lead/interested applicant.

Program & Outlook 🗨️ Excited that Nomi Sushi received a Match on Main grant! Working on several Elevate Small Business grants and on our Vibrancy Grant application.

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_3_22_Meeting(250).pdf	4/7/2021 5:12 PM

michiganbusiness.org

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

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

New Business

TITLE: Junior Main Street Presentations

DATE: April 26, 2021

PRESENTED BY: Annemarie Conway + students, Charlevoix Middle High School

BACKGROUND:

A note from Director Dotson:

The students of Mrs. Conway's AP government class have been hard at work planning some initiatives that are outlined in the attached presentations, including:

- Junior Main Street Murals
- Pine River Hammock Park Adirondack Chairs
- Reels and Wheels fundraiser for Charlevoix Cinema III

Two of these projects are simply the continuation of, or completion of, the projects that had been approved last year.

The Reels and Wheels fundraiser for Charlevoix Cinema III is a new project that was brainstormed early on in the school year when I was able to meet virtually with Mrs. Conway's class. Since it's not taking part downtown there hadn't been permissions to seek until plans were solidified and use of our blowup screen and projector for movies in East Park is needed, I thought it would be a good time for them to get the experience of presenting to a public body. This school year has been anything but normal for these students but they have still gone above and beyond to plan an event that will benefit our local cinema and give people a safe and family friendly activity to do before the busy season kicks off.

RECOMMENDATION:

Motion to approve the placement of Adirondack chairs at the Pine River Hammock Park.

Motion to approve the use of outdoor movie equipment for the Reels and Wheels event at Charlevoix Elementary School on May 14th and 15th.

ATTACHMENTS:

- ❑ Murals Presentation
- ❑ Adirondack Chair Presentation
- ❑ Drive-In Movie Presentation

Junior Mainstreet Murals

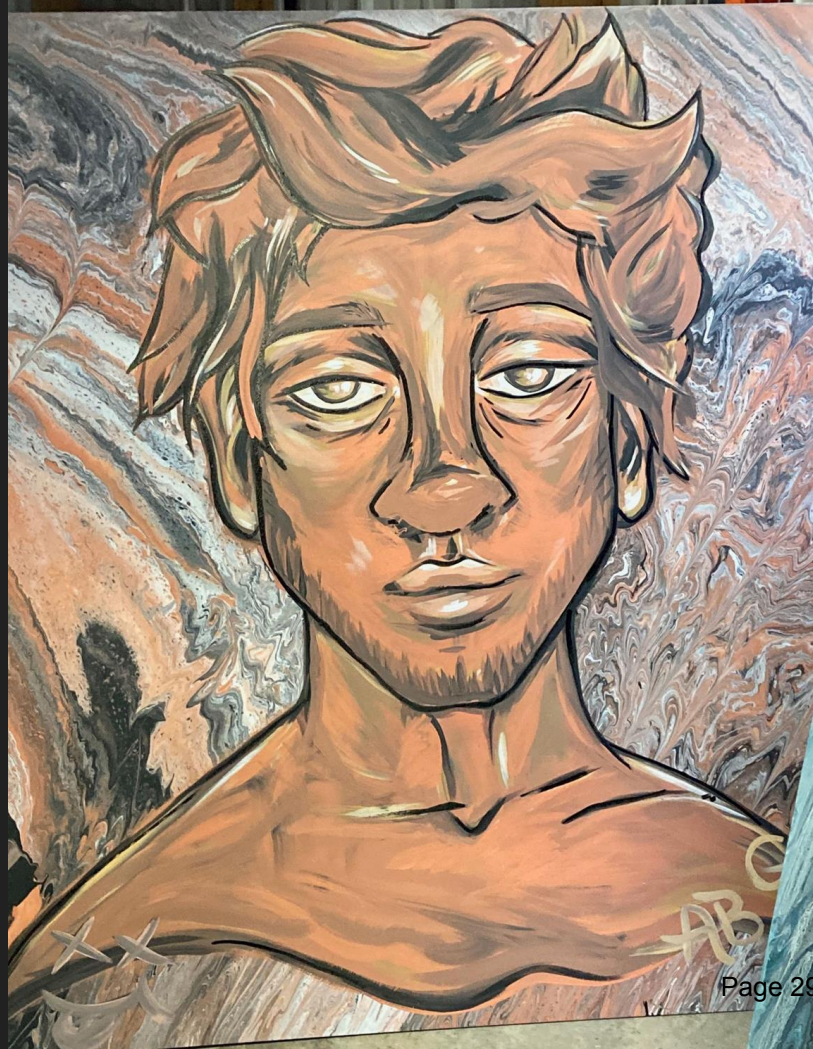
By: Riley Smith

(with assistance from Lillian Murray, Annie Bergman,
Gracie Thomas and Emily Olach)

Due to the impact of the Covid-19 virus, last year's Junior Main Street had to pause on a lot of the logistics of their projects.

Riley Smith, however, continued to paint and work on the murals on her own, so when school started several of us joined her to finish them and prepare them for installation. We would now like to present these murals and invite you to the May 7th First Friday celebration to see the finished product and meet and talk with Riley .





This third mural has since been fully completed. When this photo was taken a few details still needed to be added.



Donors List

DCL, Inc.

Builder's North

W. Pearsall Construction

N.L. Carlson' Enterprises

Way Building Contractors

Bergmann Marine

Rick Wertz Builder

Jay Balasz, DDS



Pine River Hammock Park Adirondack Chairs

Introduction

Due to COVID, last year's Junior Main Street Committee was unable to complete one of their projects. This year, we have taken on the role of completing the Pine River Hammock Park, which features multiple places to hang up and relax in hammocks. In addition to a space for hammocks, a group of senior construction students built two adirondack chairs which will be added to the hammock park.



Goal

Our goal as members of the Junior Mainstreet Committee is to provide a new and exciting edition to the Pine River Hammock Park in downtown Charlevoix. The adirondack chairs, combined with the already installed hammock posts, will give members and visitors of the community a comfortable, reliable, and scenic place to relax in town. We hope our efforts will be enjoyed by all!



Chair Qualities

Weather-resistant

Composed of weather
resistant simulated
wood

Comfortable

Wide base to sit back
comfortably and it keeps
your back at a good
posture

Long-lasting

Guaranteed to stay
durable over time without
requiring excessive
maintenance

Logistics

Location

Pine River Hammock Park
next to the channel

Donations

Builder's North - Beaudoin
W. Pearsall Construction
N.L. Carlson' Enterprises
Way Building Contractors
Bergmann Marine
Rick Wertz Builder
Jay Balasz, DDS

Finishing the Product



Sea You At The Movies

Charlevoix Jr Mainstreet Program
Class of 2021

Overview

- * We are planning to do a drive-in movie style theatre.
- * Our local cinema, Charlevoix Cinema III, took a big hit with COVID-19. And when you add the media & streaming advancements, they are losing business.
- * The Class of 2021 wants to help our cinema so that future generations can experience the same special memories we did.

Logistics

- ***Jaws***: Friday, May 14th at 9:00 p.m.
- ***Finding Nemo***: Saturday, May 15th at 8:30
- **Backup Dates**: May 21nd; May 22nd
- **Location**: Kipke Field Parking Lot
- **Cost**: \$5 per person, plus concessions

System Set Up: Using a radio transmitter with help of technology volunteers and the screen has been graciously donated by the Kurtz family

Advertising

- TV: Looking to air our small add on local stations or a possible short news segment.
- Movie theatre: Granting us a 15-30 second commercial that will air before movies.
- Courier: Looking on receiving a small section in local newspapers.
- Fliers: Dispersing them everywhere (Downtown Charlevoix, East Jordan, Ellsworth, Boyne City..)

Partnered with:

- Ace Hardware
- Jay Balasz, DDS
- Barron and Engstrom
- Bergmann Marine
- Carlson's Home Improvement
- Charlevoix Cinema III
- Charlevoix Insurance Agency
- Charlevoix State Bank
- Dry Harbor Marine
- Landscape Logic
- MES Metals Inc.
- Northern Michigan Sports Medicine Center
- North Pointe

This is not a complete list as we are still receiving donations from local businesses! We are putting up a thank you banner (donated by Ace Hardware) after the event.

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

New Business

TITLE: Election of Officers

DATE: April 26, 2021

BACKGROUND:

It is time to elect officers. From the Main Street DDA Bylaws, below describes the duties of Chair and Vice Chair.

SECTION 1. - OFFICERS: The officers of the Authority shall be a Chair, and a Vice Chair.

SECTION 2. - TERM OF OFFICE: Officers shall be appointed for a term of one year at the annual meeting and shall remain in office until the next annual meeting.

SECTION 3. - REMOVAL OF OFFICERS: An officer may be removed by the Board whenever, in its judgment, the best interests of the Authority would be served.

SECTION 4. - FILLING OF VACANCIES: An officer vacancy may be filled by the Board for the unexpired portion of the term.

SECTION 5. - CHAIR: The Chair shall preside at all meetings of the Board and shall discharge the duties of a presiding officer. The Chair shall preserve decorum and decide all questions of order and the interpretation of these rules.

SECTION 6. - VICE CHAIR: In the absence of a Chair or in the event of his inability or refusal to act, the Vice Chair shall perform the duties of the Chair and when so acting shall have all the powers and be subject to all the restrictions of the Chair.

RECOMMENDATION:

Motion to nominate _____ for Vice Chair to a one year term ending in April of 2022.

Motion to nominate/elect _____ for Chair to a one year term ending in April of 2022.

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

New Business

TITLE: Van Pelt Alley Temporary Closure

DATE: April 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The businesses located in Van Pelt Alley have reached out to inquire about closing a portion of the east/west alley to vehicles to create an expanded area for patrons to wait for a table at a restaurant or to gain access to a retail establishment that may still have limited capacity due to Covid-19 safety guidelines.

The zoning administrator has been working to move the initiative forward, but DDA input and/or support would be useful in the case that it is needed during the approval process.

RECOMMENDATION:

Motion to support the closure of a portion of Van Pelt Alley to vehicular traffic to improve walkability and safety during the summer of 2021 pending other necessary department approvals.

ATTACHMENTS:

- ▣ View of closure last year



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

New Business

TITLE: Main Street Vibrancy Grant

DATE: April 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

An opportunity to apply for \$20,000 in funding to support our programming has been presented by the Michigan Main Street Center. They are seeking projects that will impact vibrancy but that are considered "lighter, quicker, cheaper" vs. long-term strategic type projects. I've attached the guidelines for your review. My intention is to apply for monies that would support elements of the Alleyway Corridor Vision and since estimates are not required in order to apply specifics could be determined at a later date.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ Grant Guide
- ▣ Grant Application

Main Street Vibrancy Grant

Program Guide FY21



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

Program Description

The Main Street Vibrancy Grant is a grant program provided by the Michigan Economic Development Corporation for place-based project implementation in Select or Master Level Michigan Main Street Communities.

The MEDC finds value in developing attractive places to attract and retain talent. This grant program offers a unique opportunity to supplement the technical assistance, education and training provided by Michigan Main Street with financial support for innovative placemaking to help transform Michigan Main Street districts into vibrant places. The local Main Street Program serves as the applicant for the grant bringing knowledge of the needs and priorities of the downtown or neighborhood commercial district and the local capacity to successfully implement projects.

The MEDC anticipates all funds will be disbursed to communities receiving grant funds by August 1, 2021.

Program Goals

The goals of this grant program include:

1. To increase the number of innovative place-based projects within MMS districts,
2. To provide financial support to the local Main Street program for project implementation to strengthen the technical assistance and resources provided by Michigan Main Street,
3. To increase public and/or private investment within MMS districts,
4. To enhance the vibrancy and economic vitality of MMS districts.

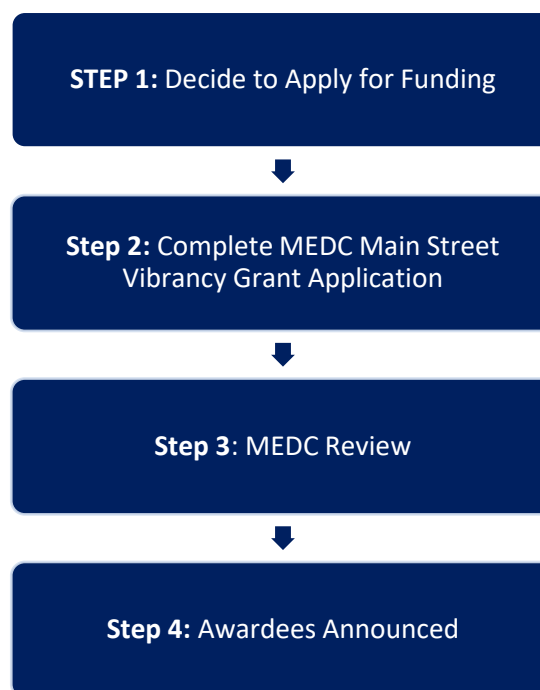
How the FY21 Main Street Vibrancy Grant Program Works:

The Main Street Vibrancy Grant program provides grant funding to support an eligible community desiring to implement a place-based project by providing \$20,000 in funding for eligible activities. The program is administered and managed by the local Main Street organization who will serve as the “eligible applicant”. The eligible applicant will select one eligible place-based project to implement within their traditional downtown or commercial district to include in the application for support.

Step 1: Decide to Apply for Funding

Who can apply?

Select or Master Level Michigan Main Street communities that have been in the program for more than one year are eligible to apply for the Main Street Vibrancy Grant. The local Main Street program must be in good standing with Michigan Main Street and the Redevelopment Ready Communities® program.



Eligible applicants can submit a maximum of one application. Eligible applicants will be awarded a maximum of one grant allocation for one eligible place-based project.

See timeline on page 6 for the application deadlines and other important dates.

What are the eligible expenses which may be covered with grant funding from the Main Street Vibrancy Grant?

Eligible applicants must have a project and scope identified at the time of application. Grant funds will be awarded in the amount of \$20,000 directly to the local Main Street organization for project activities that fit within the following eligible expenses.

This grant program may fund a variety of projects within Main Street communities including, but not limited to: a pop-up shop program, implementation of a marketing/advertising campaign, physical improvements (seasonal infrastructure, beautification, wayfinding signage, banners, outdoor seating, art, parklets, etc.), and other catalytic projects.

All eligible expenses must be otherwise acceptable to the MEDC.

Does this grant program require a match from the local Main Street Organization?

The Main Street Vibrancy Grant program requires a minimum 15% cash match from the local Main Street Program.

How is the grant funding disbursed to local Main Street organizations?

The Main Street Vibrancy Grant program is a direct to community grant. If awarded, grantees will receive the funds following the executed grant agreement with the MEDC. The grant funds will be available to use immediately for project implementation. This is not a reimbursement-based grant and all grant funds must be used for eligible expenditures that occur following the date of the submitted application.

Step 2: Complete MEDC Main Street Vibrancy Grant Application

What types of questions are included in the application?

The application for the Main Street Vibrancy Grant Program will be available as a fillable PDF form and will be directly emailed to MMS Select and Master Level Community Executive Directors.

The first section of the application will ask questions to determine an applicant's eligibility to participate in the Main Street Vibrancy Grant Program and collect some basic information about the applicant's organization. The second section will ask narrative questions about the proposed place-based project and the answers will be used to score applications. The third section will ask questions about the proposed project budget and applicants will need to submit a detailed list of all items and cost estimates of the work to be performed using Main Street Vibrancy Grant funds. The last section will ask applicants to certify their application for submission.

Are there any forms/documents that need to be submitted with the grant application?

Certain attachments will be requested in order for an application to be deemed complete. Please carefully review the list below to understand what will be required.

- REQUIRED: Background Check General Certification Form
- REQUIRED: Background Check Disclosure Form
- REQUIRED: Before photos and other supplementary documents that support the project
- REQUIRED: Submission of After photos will be outlined in the grant agreement and will be required upon completion of the place-based project

How do I submit an application?

Eligible applicants can submit an application by completing the fillable PDF form and emailing it and all required documents to:

Leigh Young, AICP
Senior Main Street Specialist, Michigan Main Street
Community Development
Michigan Economic Development Corporation
YoungL11@michigan.org

Applications are due by 5:00pm on April 30th, 2021.

Will an application be able to be revised after it is submitted?

As a general rule, no. However, after an application is submitted to the MEDC it is reviewed for completeness and to ensure the applicant meets eligibility requirements. If a technical issue with the application is found, such as a question left blank or a required attachment is missing, MEDC staff may, at its sole discretion and without any requirement to do so, notify the applicant and provide an opportunity to address the technical error found.

Step 3: MEDC Review

How will the MEDC be evaluating applications?

Once the application is submitted to the MEDC, applications will be evaluated by the MEDC Main Street Vibrancy Grant Review Team. MEDC staff may contact the applicant for more information.

Applications will be evaluated on a variety of factors, including but not limited to:

- Clarity and completeness of project scope documentation, including cost estimates and budget
- Overall impact of project within the community's Main Street District
- Fit with the community's vision, priorities, and transformation strategy
- Capacity of the local Main Street Program and project management plan
- Existing work plan and available funds for project completion

Additional factors may also be considered including the geographic distribution of funding across various prosperity regions of the state.

Step 4: Awarding Grants

What is the timeline for the announcement of awardees?

The MEDC is planning to notify applicants of grant award decisions on or around the week of May 17-21st, 2021. All applicants will be notified of grant status by email.

What is the general process and timing to enter into a grant agreement with the MEDC?

Once applicants are notified that they have been selected as a proposed Main Street Vibrancy Grant grantee, the MEDC will immediately begin processing the Background Check reviews, which includes the physical background check of the person managing the incentive on behalf of the grantee. The forms will have been submitted as part of the application. The process may take between 4 – 6 weeks and grant agreements will not be produced until the background check process is complete with results satisfactory to the MEDC to proceed to the grant execution process.

Once the grant agreement has been created, it is sent to the grantee for signature and sent back to the MEDC for signature. A fully executed grant agreement is provided to the grantee once all signatures are completed.

The MEDC or the local Main Street organization are not bound until there is a final, written and signed grant agreement that sets forth all of the terms and conditions for the Main Street Vibrancy Grant award.

How is the grant paid out?

The MEDC requires a final written grant agreement with the Applicant prior to any expectation of grant funding from the MEDC. Funds are paid to the Applicant under the terms and conditions of the final written grant agreement with the Applicant. Ultimately, any such Main Street Vibrancy Grant funds will be distributed to the Applicant in one lump-sum following an executed grant agreement. **Only eligible expenses incurred after the date the application is submitted may be considered for funding under the Main Street Vibrancy Grant program.**

Only one grant disbursement request to the MEDC may be submitted by the grantee, and only one grant payment will be made by the MEDC to the grantee. The proposed place-based project must be complete within one year of the effective date of the MEDC grant agreement with the Applicant. The MEDC has the ability to claw back any dollars that are not used as required for the project within the one year time frame or if the grant agreement is not otherwise complied with.

Grant Disbursement Request, Compliance and Reporting Requirements

If an application is approved for funding, Main Street Vibrancy Grant grantees must verify that they are willing to comply with all MEDC requirements, including but not limited to, marketing promotions, reporting and compliance.

The grant agreement will include requirements for the submission of after photos showing the completion of the project along with a detailed expenditure report and the grantees may be asked for interim reports prior to project completion as deemed necessary by the MEDC.

FY21 Deadlines

Main Street Vibrancy Grant Timeline

These are the currently anticipated dates.

March, 2021	FY21 Program documents released
April 30 th , 2021	Application submission window open Deadline 5:00pm on April 30 th , 2021
Early May 2021	Applications reviewed for eligibility. If deemed applicable by the MEDC at its sole discretion, technical errors within the submitted application may be addressed and corrected by the Applicant and resubmitted no later than 5:00pm on May 7 th , 2021
May 17-21 st , 2021	Application Scored by MEDC Review Team and Grantees Selected thereafter applicants will be notified of grant status
4 – 6 weeks	Background check processing
May - July 2021	Grant Agreements created and executed

Main Street Vibrancy Grant

Application FY21



**MICHIGAN
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CORPORATION

MAIN STREET VIBRANCY GRANT APPLICATION
--

APPLICANT INFORMATION	
Applicant Entity Name (Legal Name)	
Main Street Organization Name, if different than Legal Name	
Applicant Primary Point of Contact Name	
Applicant Primary Point of Contact Email	
Applicant Primary Point of Contact Phone	
Applicant Entity Address	
Applicant Entity City	
Applicant Entity State/Zip	
Applicant Entity Type (DDA, non-profit, etc.)	
Name of Community that Applicant is applying on behalf of	
PROJECT INFORMATION	
Describe the scope of work of the proposed project:	
Proposed start date:	
Proposed completion date:	

Describe how the proposed project supports the implementation of the Main Street Program's Transformation Strategy (goals and measures of success), community priorities and/or market data:	
Describe the impact of this project to the downtown and community:	
PROJECT BUDGET	
Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will utilize the Main Street Vibrancy Grant dollars. Use additional sheet if necessary.	
ITEM	COST
TOTAL Cost for work:	

Applicant Checklist	
Please initial all boxes and sign and date the checklist.	
	I have included a cover letter to accompany the application that briefly introduces the project, describes the capacity of the Main Street program, and discusses how the project fits with the priorities of the Main Street district.
	I have submitted a budget verifying that the local Main Street Program has the matching funds available required for the grant program.
	I have included the complete work plan for the proposed project detailing action items, timeline, budget and volunteer capacity.
	I have submitted "before" photographs that best represent the scope of the Main Street Vibrancy Grant program request. I will submit "after" photographs that show the completed project.
	I understand that I am required to complete the MEDC Background Check process if selected and I have submitted the required Background Check Forms.
	I understand the project must be completed within one year of an executed grant agreement.
	Submit application and all required documents via email to: Leigh Young, AICP Senior Main Street Specialist, Michigan Main Street Community Development Michigan Economic Development Corporation Youngl11@michigan.org Applications are due by 5:00pm on April 30th, 2021.
	_____ Signed _____ Date

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

New Business

TITLE: Live on the Lake Funding Opportunity

DATE: April 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

4TheLocal.com has approached us asking if we would like to be a "charitable cause" that they contribute to in relation to selling memberships. I've attached the proposal. In summary, it is a 50% split of the profits, and we have the option of adding an additional charitable cause that would get 10%, which could be the Community Pool as a way to offset some of the funds that come out of their budget and into ours through the county.

We would have a special code created to track the sales that were leads from our website and/or announcements at the concerts and they'd be willing to cut a check every month if that is what we desired.

The Organization and Promotions Committee discussed it on Thursday and were unanimously in support of pursuing this opportunity.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ 4TheLocal Proposal

BOOSTER PROPOSAL

Live On The Lake



10504 Boyne City Road
Charlevoix, Michigan 49720

Phone: 231-939-9068

E-Mail: Stacy@4TheLocal.com Web: 4TheLocal.com

Raising more funds for your Booster, Safely.

4TheLocal.com is a group of local businesses joining and networking together in the community to offer local residents discounts to encourage “shopping locally”.

In doing so, it helps the local economy and those who have the Digital I.D. save money. Everyone that selects your booster program by entering a special code, we in return will donate 50% of that membership to your booster.

SAFELY & SECURELY:

- 4TheLocal Digital I.Ds are sold online and are on the customers phone.
- No more going door-to-door selling cards & collecting money.
- Online and with a credit card, Eliminating contact for COVID.

DIGITAL I.D DISCOUNT PROGRAM:

- Eliminates the plastic cards. (like school sell for their boosters)
- The Digital ID on their phone will be proof that they are entitled for said discounts.
- Eliminates them misplacing or losing their card.

UNLIMITED LOCATION PARTICIPTION:

- Currently, over 170 businesses are participating in Emmet & Charlevoix counties.
- Expanding to Indian River, Gaylord, and Traverse City.
- Unlimited use at all participating locations in Northern Michigan

CURRENT PARTICIPATING LOCATIONS using the old card:

- Limited to approximately 12 businesses, due to card size.

BONUS IDEA: a thought

Lets include a charity in this like “Charlevoix Community Pool”. We set a goal of selling 1000 IDs

And when we hit that goal we donate 10% of what we have sold to Charlevoix Community Pool.

1000 IDS x \$49= \$49,000 less 10% (\$4900)= \$44,100 - split 50/50 (\$22,050)

