



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, June 28, 2021- 5:30 PM
Council Chambers, City Hall

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**

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

- A. Minutes
 - B. Committee Minutes
 - C. Monthly Report
 - D. Trail Support Letter
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
 - B. MyNorth Cooperative Ad Campaign Performance
Lindsey Dotson, Executive Director
- 7. Old Business**
- 8. New Business**
 - A. Priority Redevelopment Sites Briefing
Dean Martin, Community Development Fellow
 - B. AED's in Downtown
Kirby Dipert, Board Member
 - C. Accreditation Information Session
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Consent Agenda

TITLE: Minutes

DATE: June 28, 2021

ATTACHMENTS:

- ▣ Regular Meeting - May 24, 2021
- ▣ Special Meeting - June 2, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, May 24, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Monthly Report
- D. DDA Financials
- E. Match on Main Grant Agreement with MEDC
- F. 2021 Accredited Member Sublicense – Main Street America
- G. 2021 Tax Rate Request Form

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

No questions or comments from the Board members or the public on the Report.

7. Old Business

A. Update on Historical Sign Content

Director Dotson stated that she included the verbiage for the historical sign depicting the *History of Indigenous People in the Region* in the agenda packets. The Board members thanked Denise Fate of the Charlevoix Historical Society and stated they looked forward to the sign's installation.

A. Live on the Lake Funding Opportunity

Member Christner stated that his questions were related to how the business model works: 50% of the sales generated by the advertising would get cut to the DDA, an additional 10% would go to a charity, and then 40% to 4TheLocal.com. Stacy VanDenBrouck, 4TheLocal.com, stated that if they could sell 1,000 of the digital IDs with the fundraising program that would get the DDA close to \$25,000. He responded to questions from the Board members regarding his program and the fundraising aspect.

Motion by Member Bradley, second by Member Wilkin to be a fundraising partner for 4TheLocal.com to benefit the Live on the Lake Summer Concert Series. Motion passed by unanimous voice vote.

8. New Business

A. Yiftee Community Gift Cards

Donna Novitsky, CEO – Yiftee, provided a brief history of her company and she explained the specifics of how the program worked with the gift cards, the credit card payments to the merchants, and reports available to show transactions delivered to the small businesses in their area. She responded to questions from the Board members. Mayor Kurtz stated that this program would replace the current Downtown Dollars Program.

Motion by Member Christner, second by Mayor Kurtz to sign the Yiftee Community Card Agreement document and direct the Organization and Promotions Committee to work with Director Dotson on necessary steps to launch a digital Downtown Dollars program. Motion passed by unanimous voice vote.

B. Virtual Community Town Hall

Jay Schlinsog, Downtown Professionals Network, and Michael Schroeder shared results of the Futures Survey which engaged participants to gather feedback on aspects of downtown Charlevoix's future. He stated that this morning they did some touring of the City, met with the Project Steering Committee, and they will be meeting with stakeholders that afternoon and the next day. He invited everyone to attend on open-house style format meeting on Thursday from 4:30 – 6:30 p.m.

Michael Schroeder stated that he was a landscape architect/urban designer from Minneapolis. He had the Board members go through an exercise to identify where things might happen in downtown Charlevoix, what and why things should change.

Chair Owens stated that one of the things the DDA had been focusing on was the back parking lot in the 300 block and she felt that Bridge Park was relatively underutilized suggesting summertime shuffleboard and wintertime curling. Mayor Kurtz suggested improving the space along Bridge Street for pedestrians generally and he referenced Ann Arbor as an example. Member Dreyer suggested more artwork and cultural features throughout the downtown district. Mr. Schroeder explained the next steps in the process and the ideas and reports that come out because of their time and work in Charlevoix.

9. Public Comments

10. Request for Future Agenda Items

Member Wilkin stated that she wanted to place the social district item on a future agenda.

11. Board Comments

Mayor Kurtz stated that outdoor dining was requested on all four of the restaurant questions on the survey. Chair Owens mentioned that one of the big negatives in the survey was igloos.

12. Adjourn

Motion by Mayor Kurtz to adjourn the meeting at 6:28 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET SPECIAL MEETING
Wednesday, June 2, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens

Members Present: Sean Bradley, Kirby Dipert, Liam Dreyer (virtually from Charlevoix), Ron Way, Paul Silva (virtually from Grosse Pointe, MI at 5:37 p.m.), Amanda Wilkin

Members Absent: Sam Bingham, Richard Christner, Luther Kurtz

City Staff: Lindsey Dotson, Executive Director

4. Inquiry Regarding Potential Conflicts of Interest

5. New Business

A. Recommend Amendment to Ordinance Prohibiting Alcoholic Beverages in Public Parks

Chair Owens stated there were meetings last week with the City Manager, Police Chief, DDA Director, Chamber of Commerce President and herself to work through the discussion of a social district. As part of that process there have been requests made to consider amending the Ordinance that currently prohibits alcoholic beverages in public parks to allow it. She stated that the draft Ordinance language was included in the Board meeting packet. This would enable local businesses to sell to-go beverages so that patrons could legally enjoy them in Bridge or East Parks. She stated that the DDA needed to recommend the amendment to City Council so that they can start the process of considering it at their next meeting scheduled for June 7th.

Member Bradley questioned the language in paragraph (C) regarding prohibiting consumption of alcohol in East Park, Bridge Park or Hoffman Park and Director Dotson explained that certain events require a special use permit.

Member Wilkin commented that the goal was to promote more business for restaurants, and she questioned if this allowed people to drink any beverages in public. Chair Owens responded that to-go beverages would have to be purchased from the restaurants.

Member Dreyer felt that they were pursuing an avenue of profit at the expense of public comfort, and he was against the idea. He polled some Charlevoix High School students and of the total 38 responses, 73.7% were in favor and 26.3% were against.

Rich Bergmann, Round Lake Group, stated that restaurants were still under a 50% capacity limitation until July and having capacity to conduct their business is very important to all the business owners, so he supported the Ordinance change. He wanted to make sure it was not just being viewed as profit for just the restaurants.

Motion by Member Bradley, second by Member Dipert to recommend/support moving forward with amendments to the Ordinance that will allow consumption of alcoholic beverages in downtown public parks. Motion passed by a 6 to 1 vote with Member Way voting against the motion.

B. Movie in the Park Consideration

Chair Owens stated that there was a request for a budget to tentatively obtain a movie or show in East Park in conjunction with Venetian Festival for Main Street Thursday pending City Council approval of the overall event. She stated that this would require an amendment to the DDA budget in the amount of \$500 - \$1,000 depending on the film chosen.

Motion by Member Dipert, second by Member Way to participate in Main Street Thursday movie in East Park pending City Council approval of the Venetian Festival. Motion passed by unanimous voice vote.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 5:48 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Committee Minutes

DATE: June 28, 2021

ATTACHMENTS:

- ▣ Organization & Promotion Committee - May
- ▣ Organization & Promotion Committee - June



Promotions/Organization Committee

Thursday, May 27, 2021

8:00 a.m.

Charlevoix City Hall

Council Chambers

8:00am I. Call to Order

Present: Caitlin, Jessica, Nancy, Katherine, Lindsey

8:01am II. Approval of Minutes: April 22, 2021

Approved

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. “First Fridays” – Recap

The first event was a success. The second event had mixed reviews. Committee will look for new opportunities during winter events.

2. Live on the Lake Summer Concerts

The concerts all have sponsors. Lindsey stated a partnership with 4theLocal has been approved. She will receive monthly reports from them.

3. MyNorth Ad Campaign Update – Mushroom House Tours running now, The Mercado in June

Lindsey reviewed the campaign. Katherine will look further into the Google Analytics results for Lindsey. Most businesses have completed professional photoshoots.

B. Organization

1. Email Newsletter

The open rate was 51% and CTR was 14.8 percent.

8:35am IV. New Business

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

Placed on hold until next year due to budget and lack of volunteers.

2. Volunteer Toolkit – Dean Martin

Tabled.

3. Yiftee Community Card/Downtown Dollar Launch

The DDA approved a Yiftee contract. Lindsey will start setting up an account.

8:55am V. Volunteer Hours

9:00am VII. Adjournment

Next meeting: June 17, 2021

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.



Promotions/Organization Committee
Thursday, June 17, 2021 8:00 a.m.
Charlevoix City Hall Council Chambers

8:00am I. Call to Order

Present: Nancy, Leanne, Caitlin, Katherine, Lindsey

8:01am II. Approval of Minutes: May 27, 2021

Motion to approve by Kitty, seconded by Leanne.

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Live on the Lake Summer Concerts

Everything is set for the concerts. Twister Joe may attend the concerts and there will be no buskers this year. 4 the Local is ready to go and rack cards and posters have been ordered. The committee will distribute once they are available.

2. MyNorth Ad Campaign Update – The Mercado running now, Brian's Ice Cream Experience will run in July

a. See attached performance report from April ads
Lindsey reviewed the campaign. Katherine and Lindsey explained the digital campaign. Lindsey is meeting with MyNorth on Friday.

3. Main Street Monday/Wednesday/Thursday

This event is happening on Wednesday. The committee picked Frozen for the movie.

B. Organization

1. Email Newsletter

i. 52.3% Open Rate + 15.2% Click Rate

ii. Opens: 504

iii. Clicks: 75

1. Farmers Market

2. Summer Concerts

3. Virtual Community Town Hall

iv. Unsubscribe: 1

8:35am IV. New Business

1. Volunteer Toolkit – Dean Martin -Tabled

2. Yiftee Community Card/Downtown Dollar Launch

Lindsey is in the process of completing the information needed to launch the program.

3. Fairy Doors

A Michigan artist is offering to donate fairy doors. The committee loved this idea. Ann Arbor has a very successful program and Charlevoix would do something similar.

CHARLEVOIX MAIN STREET MISSION

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- 8:55am V. Wrap Up Questions:
 A. Did everyone get a chance to speak?
 B. Does everyone have at least one task to do by next meeting?
- 9:00am VII. Adjournment
 Next meeting: July 15, 2021

CHARLEVOIX MAIN STREET MISSION

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Consent Agenda

TITLE: Monthly Report

DATE: June 28, 2021

ATTACHMENTS:

- ▣ May 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-0000123068

Status Submitted

Account City of Charlevoix

Name Leigh Young

Reporting Period Start 5/1/2021

Reporting Period End 5/31/2021

Submitter's Name Lindsey Dotson

Due Date 6/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Grey	217 Bridge Street Unit A	Retail Occupied	1.0	2.0
McLane Blatchford CPA Firm	121 Antrim Street	Service Business	5.0	0.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Grey	101 Bridge Street	Retail Occupied	1.0	2.0

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
New Condo Unit	13	115 Pine River Lane	Purchase Price	\$489,000.00

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
n/a	115 Palmer Street	Palmer Parking Lot Improvements: organizing and paving the parking area, the addition of 34 delineated parking spots including two ADA compliant spots, stormwater improvements, the addition of a retaining wall on the east property line, and a dune grass r		\$250,000.00	Local
n/a	Pine River Lane	Infrastructure Improvements		\$100,000.00	Local

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
n/a	115 Pine River Lane	\$3,000,000.00		

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
26.00	\$0.00	35.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Main Street America GoDaddy Online Tool Training	Lindsey Dotson	5/18/2021	Small Business Assistance

Fundraising/Membership Last Month

Type	Amount
Private	1629.11
Earned	1409.35
Private	4000.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
First Fridays	Retail	500	15	\$30.00	\$0.00

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 🟡 A new housing development has been built in the northern portion of our DDA district on a formerly vacant parcel of land on the Pine River Channel. There are 8 buildings and 13 units ranging from loft style, 1 bedroom/1 bath, and 2 bedroom/2 bath. All but two units have been sold at this point. Our Futures Service week went well all things considered - I would estimate that over the course of the week we engaged with at least 100 people within various stakeholder groups and the general public. I look forward to getting our final report of findings! The Pine River Hammock Park is now complete with the completion of a parking lot project on Palmer Street and we will soon schedule a ribbon cutting/celebration of that project. The Palmer Lot project was one on our capital improvements plan list and finally got a start last fall. Previously was an unpaved gravel lot and now it is paved with rain gardens and a nice new retaining wall was put up on the bluff above the lot to reduce erosion.

Program & Outlook 🟡 We are launching into an exciting time with priority site selection is progressing, new downtown dollars virtual gift cards, a new partnership for fundraising for concerts, etc.

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_5_24_Meeting(252).pdf	6/11/2021 2:25 PM

michiganbusiness.org

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

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Consent Agenda

TITLE: Trail Support Letter

DATE: June 28, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

It has been requested that the DDA write a letter supporting the extension of the Little Traverse Wheelway. The draft letter is attached which will be sent to the appropriate parties.

ATTACHMENTS:

- ▣ Draft Support Letter



June 28, 2021

To whom it may concern:

Charlevoix Main Street DDA has a strong commitment to the quality of life and recreational amenities provided to our residents and visitors. The DDA is pleased to regularly partner with Charlevoix Recreation Department and others to encourage trail development and non-motorized transportation. We strongly support the application from the City of Charlevoix to the Michigan Department of Transportation's Transportation Alternatives Program Grant for a new extension to the Little Traverse Wheelway non-motorized trail to provide a safe connection to the City of Charlevoix.

Charlevoix Main Street DDA supports the extension of the trail because:

- It will expand recreational opportunities
- It will improve safety by moving non-motorized traffic off of roads
- It will improve the experience for non-motorized transportation users in the region which would aid in reducing congestion in the downtown
- Will help strengthen the economy of our downtown as ecotourism grows

Sincerely,

A handwritten signature in black ink, reading "Lindsey J. Dotson", is displayed on a light gray background.

Lindsey J. Dotson
Executive Director, Charlevoix Main Street DDA

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Reports

TITLE: Director's Report

DATE: June 28, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.petoskeynews.com/story/news/local/charlevoix/2021/06/16/charlevoix-identifies-priority-redevelopment-sites/7681257002/>
- <https://www.mlive.com/michigansbest/2021/05/2021-summer-guide-to-outdoor-social-districts-in-michigan.html>
- <https://www.petoskeynews.com/story/news/local/charlevoix/2021/06/16/block-party-fashion-show-planned-along-bridge-street-charlevoix/7652086002/>
- <https://mynorth.com/2021/06/red-hot-best-2021-charlevoix-chain-of-lakes/>

Director Days Off

Monday, July 5th

Grant Programs Update

We held an info meeting that no one came to on June 9th at 3pm. That was telling of the issues a lot of our folks are dealing with - being busy with not enough help. I've recorded training/orientation meetings that I will eventually add to our website once they are edited a bit. In the meantime I will keep working to make direct contact to people who may be able to benefit from either program (housing or alleyway improvement). A new alleyway improvement prospect and I talked today and the project would be highly impactful. It seems that at this point we will see applications come in late summer/fall for planning and work to take place next spring.

Parking Meter Update

The meters are on complete with Park Mobile app info and signage for the pay station lots. One recent change was the removal of stanchions designating Carry Out Only spaces. They have been replaced with meter bags. They certainly look better than what we had out there! I've attached info about the Park Mobile app for your reference. Here is a link to our Parking Info page on the website: <http://charlevoixmi.gov/419/Parking-Information>

Vibrancy Grant Application

We did not get awarded the grant. The awardees were:

1. Grayling - downtown clock, outdoor seating, sanitation stations, crosswalk art, wayfinding
2. Blissfield - Mini-park revitalization and gazebo for food truck park, art events, outdoor space activation
3. Owosso - Streetscape - flower beds, benches, bike racks
4. Downtown Lansing - business incubator space
5. Three Rivers - Downtown in bloom - public art upgrades to murals and art inspired banners, lighting,

bistro seating, outdoor games (chess and ping pong tables)

Community Partnership Project Application

Charlevoix has been awarded the partnership with the State Historic Preservation Office who will help us complete the nomination of the 200 block of downtown to the National Register of Historic Places.

Downtown Maps

I just had to re-order some downtown maps - I'm not sure we've ever run out of them this early in the season!

Sunshine Charters Sail

On Monday July 12th at 3pm Captain Josh is donating a sail for our business owners and board members. We still have seats available if you'd like to join us. Sign up by clicking here: <https://forms.gle/tFMz7n8rYtVZzaGF9>

Yiftee Downtown Dollars Digital Gift Card

We are ready to publicly launch the new Downtown Dollars Gift Card program on July 1st. We have successfully gotten the following businesses to sign up as participants:

1. American Spoon
2. BLOOM
3. Brian's Ice Cream Experience
4. Bridge Street Inn
5. Central Drug Store
6. Charlevoix Cinema III
7. Charlevoix Circle of Arts
8. Charlevoix Harbor Wear
9. Cherry Republic
10. Flea Boutique
11. Graffitees
12. Picture This
13. Scovie's Gourmet
14. The Clothing Company
15. The Lake House
16. Thistle
17. Weathervane Terrace Inn & Suites

We will have a training meeting on Monday morning to get more folks signed up to participate, I will pass out info to those who have signed up on Tuesday and Wednesday, and Thursday will be the big day! We will send out a press release and be able to announce via all of our outlets including Social Media, email newsletter, announcements before the summer concerts, etc. I will also be printing out fliers for placement throughout town including public restrooms, the marina, and participating stores. The list of participating merchants will hopefully continue to grow, especially as we get closer to the holidays. I will also send out emails/letters to large employers and eventually work to seek a corporate "sponsor" for a BOGO deal.

Live on the Lake Summer Concerts

The first show is on July 1st! This will be a fun concert as we will have Stacy from 4TheLocal, a gift basket to giveaway to someone in the audience donated by the library, and during intermission there will be a short live auction for tickets to a sunset sail on a tall ship with Inland Seas to benefit Mount McSauba Day Camp programs. Hope to see you out there!

Info Meeting

Our bi-annual info meeting will take place at our next regular meeting on July 26th.

Downtown Futures Service Update

There will be a virtual meeting with the Project Team on Friday, July 16th at 8am to go over the draft report of findings. Then the Michigan Main Street team wants to give the Board an update at an upcoming meeting - either July or August. Once the report lands in my inbox next week I will be sure to send it out!

Venetian Festival Update

At our special meeting we approved participating in showing a movie during Venetian Festival. The schedule has been modified slightly and now the plan is to show the movie on Wednesday night, July 21st. The Org and Promo committee picked Frozen from a menu of movies that were in the lowest price tier. The movie has been ordered through Swank Motion Pictures for \$395.

Additionally, members of our Design Committee are going to participate in the parade on Saturday to promote the Keep Charlevoix Bright fundraiser.

Alcohol Consumption in Downtown Parks Update

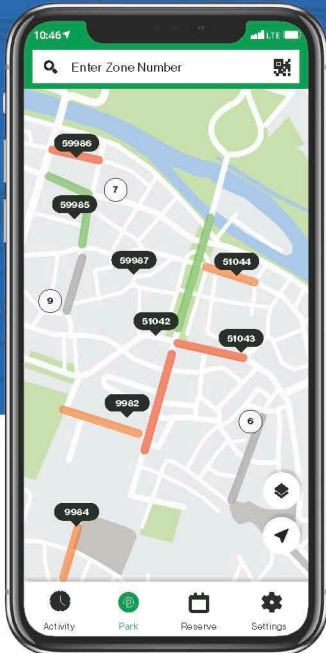
During the June 21st City Council meeting they voted to amend the ordinance that had been recommended in a number of ways but the legal minutes have yet to be published. Once they become available I will share with the DDA so that we can discuss this outcome at a future meeting.

ATTACHMENTS:

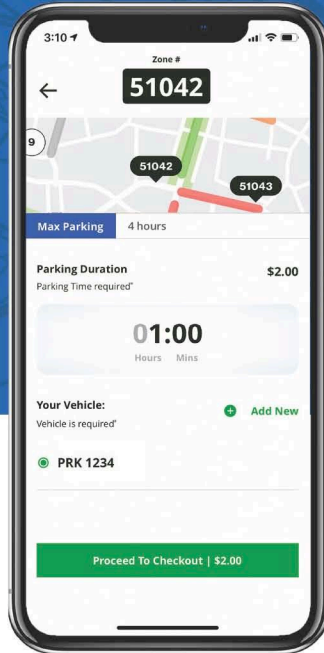
- ▣ Park Mobile Info

Contactless Parking with ParkMobile

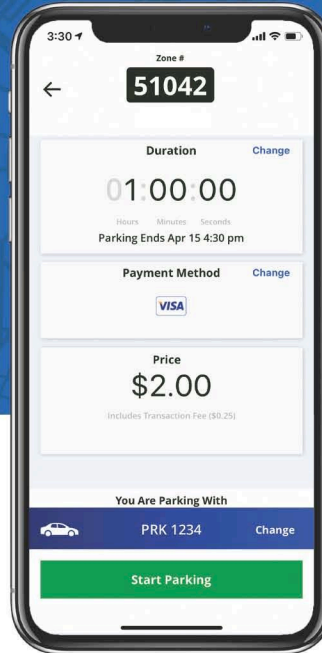
When you're parking on-the-go, use the ParkMobile app to avoid the spread of germs through contactless parking payments. Easily find and pay for parking from your phone without having to touch the meter.



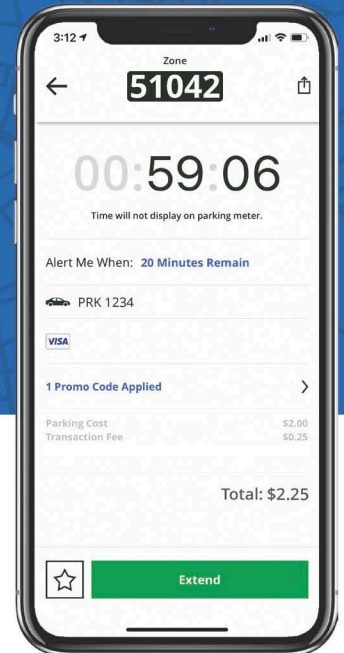
Enter zone number by referring to nearby signage or using the map.



Select the duration of time you want to park.



Confirm your information and start your parking session.



Monitor your session and extend time remotely if needed.

Perks of Using ParkMobile



Easily register and start your first session



Use the app in thousands of locations nationwide



Save "favorite" and recently used parking zones



Customize your parking expiration reminders



Extend your parking session on-the-go



Add up to 5 vehicles to your account

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Reports

TITLE: MyNorth Cooperative Ad Campaign Performance

DATE: June 28, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The campaign is going great so far!

The schedule for ads is:

-

~~April - Thistle~~

~~May - Mushroom House Tours~~

June - The Mercado

July - Brian's Ice Cream Experience

August - Sea Bags

September - My Grandmother's Table

October - The Clothing Company

November - Harwood Gold

December - Bentley Hill Bakehouse

January - That French Place

February - Hotel Earl

March - The Lake House

As you can see from the attached reports and analytics from our website we have seen a 30% increase of overall traffic on our website when compared to the same time last year. Time spent on the page has increased 18% as well.

ATTACHMENTS:

- ❑ May Report
- ❑ Website Activity compared to this time last year
- ❑ Traverse Magazine Proof
- ❑ Vacation Guide Spread
- ❑ Mushroom House Tours Newsletter Ad
- ❑ Mercado Web Ad

MyNorthMedia

MyNorth Media has built the single largest audience of people seeking content & resources in Northern Michigan

MyNorth.com reaches over
1.6 million unique
visitors annually

MyNorth Social
platforms host over
41,000 followers

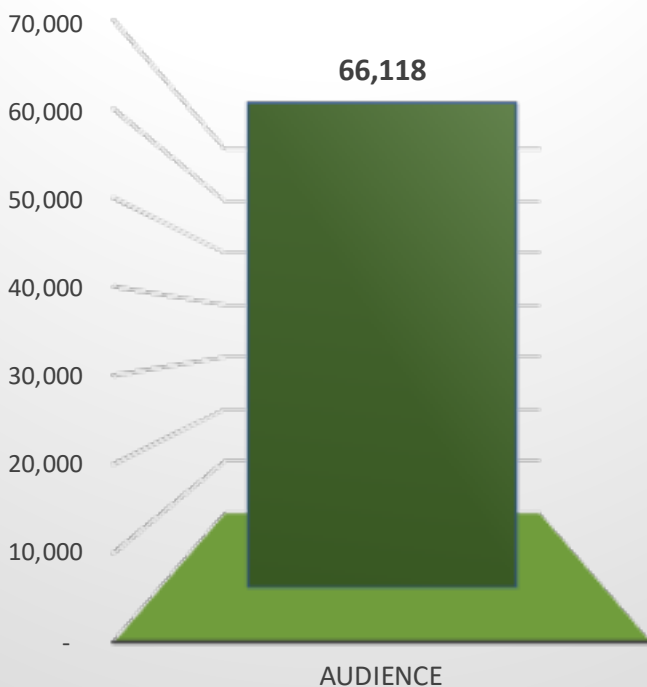
MyNorth E-Newsletters
reach over
110,000
subscribers



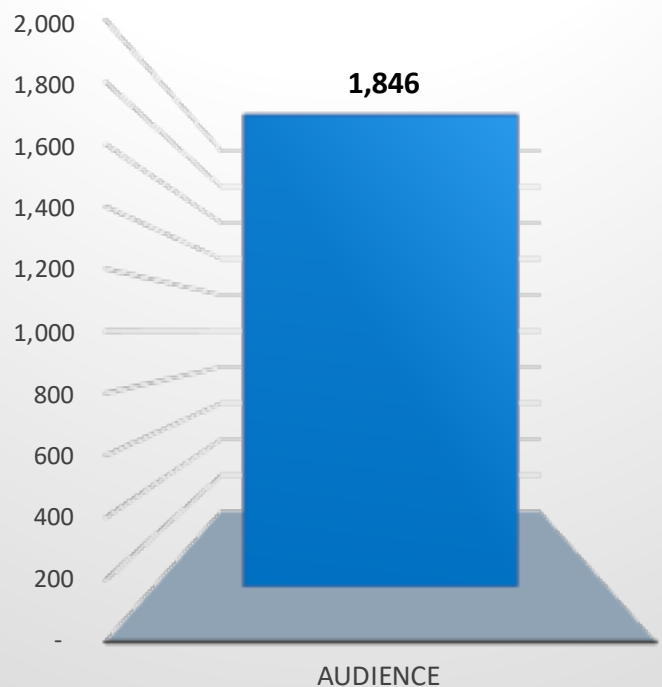
CHARLEVOIX
MAIN STREET DDA

Annual Campaign Status

Brand Reach



Active Engagement



Digital Audience

	Contract	Delivered	Hovers	Clicks	CTR
Jan	-	-	-	0	#####
Feb	-	-	-	0	#####
Mar	-	-	-	0	#####
Apr	25,000	25,005	707	41	0.16
May	25,000	25,004	793	64	0.26
Jun	-	-	-	0	#####
Jul	-	-	-	0	#####
Aug	-	-	-	0	#####
Sep	-	-	-	0	#####
Oct	-	-	-	0	#####
Nov	-	-	-	0	#####
Dec	-	-	-	0	#####

ONLINE DISPLAY ADS

MyNorth.com
CTR
0.32%

More than 50%
of our ad space
receives a hover
or mouse over.

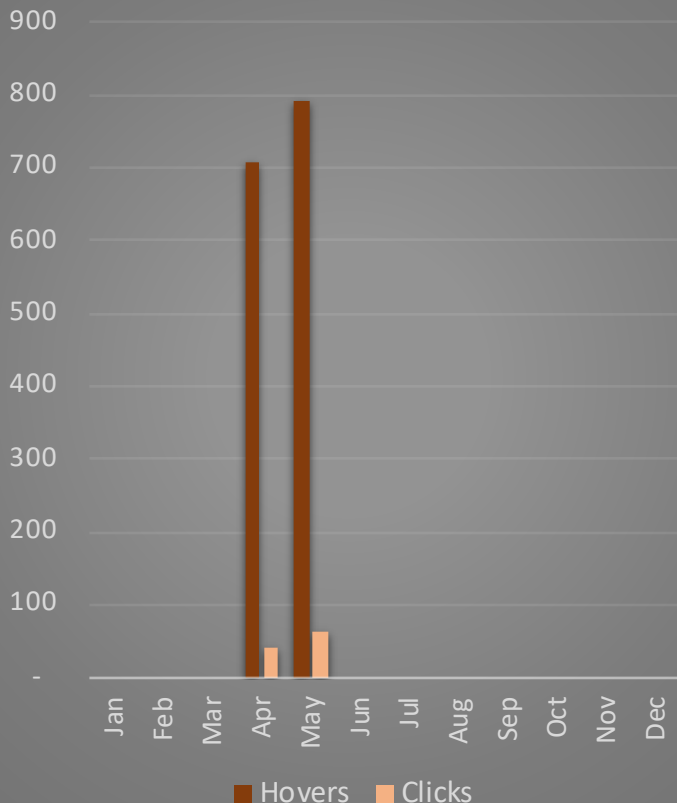
MORE than 3X the National Average!

National CTR is an average of 0.1% (video ads excluded)

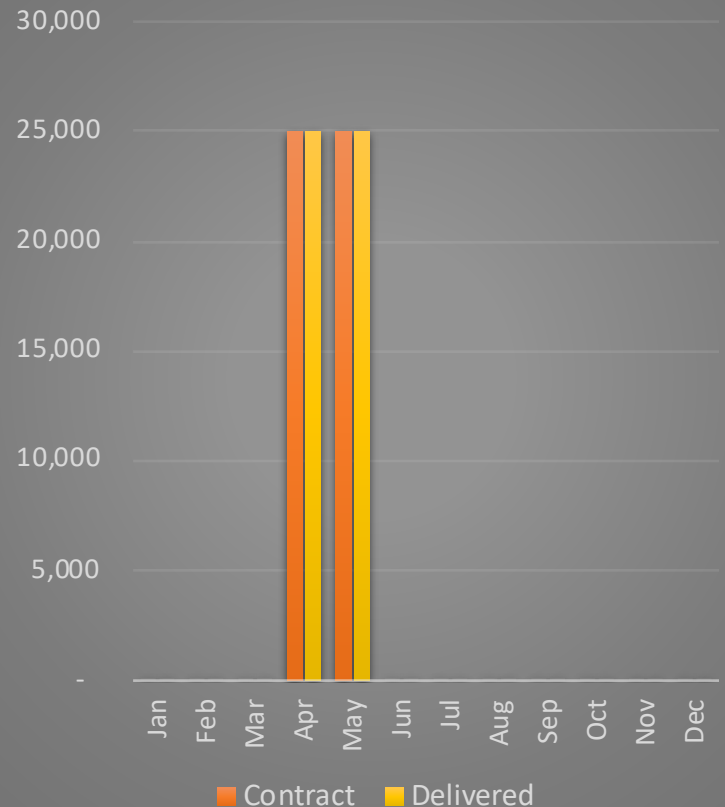
Google Display CTR is an average of 0.53% (includes in-video ads and video assets)

Facebook CTR is an average of 0.05%

Engagement



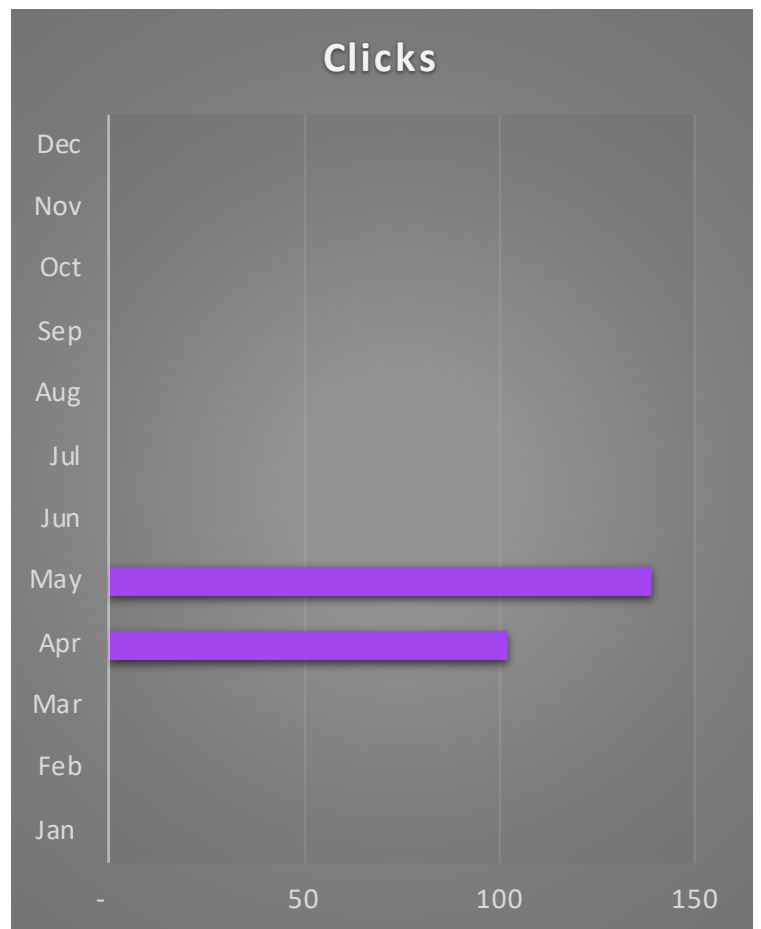
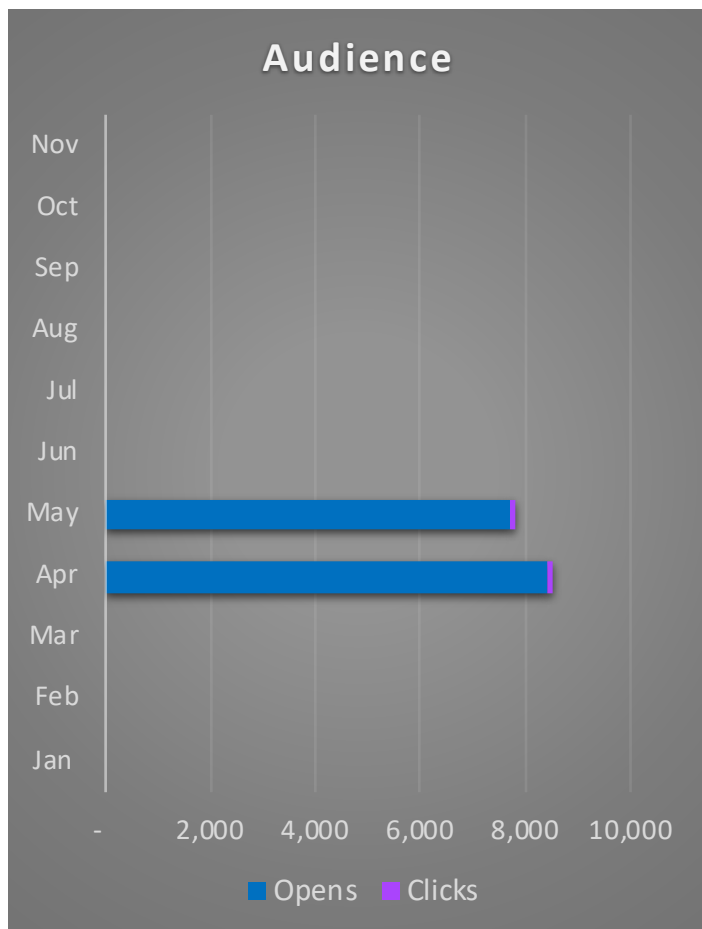
Delivered



E-Newsletters

	Opens	Clicks	CTR
Jan	-	-	#DIV/0!
Feb	-	-	#DIV/0!
Mar	-	-	#DIV/0!
Apr	8,426	102	5.60
May	7,683	139	15.30
Jun	-	-	#DIV/0!
Jul	-	-	#DIV/0!
Aug	-	-	#DIV/0!
Sep	-	-	#DIV/0!
Oct	-	-	#DIV/0!
Nov	-	-	#DIV/0!
Dec	-	-	#DIV/0!

INBOX CAMPAIGNS	
National Average Travel & Leisure	MyNorth Newsletters
Open Rate Average of 10%	Open Rate Average of 12.93%
Bounce Rate Average of 0.5%	Bounce Rate Average of 0.07%
Unsubscribe Rate Average of 0.1%	Unsubscribe Rate Average of 0.04%
Click-Thru-Rate Average of 1.7%	Click-Thru-Rate Average of 2.37%



Social Audience

	Impressions	Reach	Engagement	Clicks
Jan	-	-	-	0
Feb	-	-	-	0
Mar	-	-	-	0
Apr	-	-	-	0
May	-	-	-	0
Jun	-	-	-	0
Jul	-	-	-	0
Aug	-	-	-	0
Sep	-	-	-	0
Oct	-	-	-	0
Nov	-	-	-	0
Dec	-	-	-	0

SOCIAL CAMPAIGNS AVERAGE POST + BOOST PERFORMANCE

UNIQUE
AUDIENCE REACH:

9,950

ENGAGEMENT
(Likes, Comments, Shares):

370

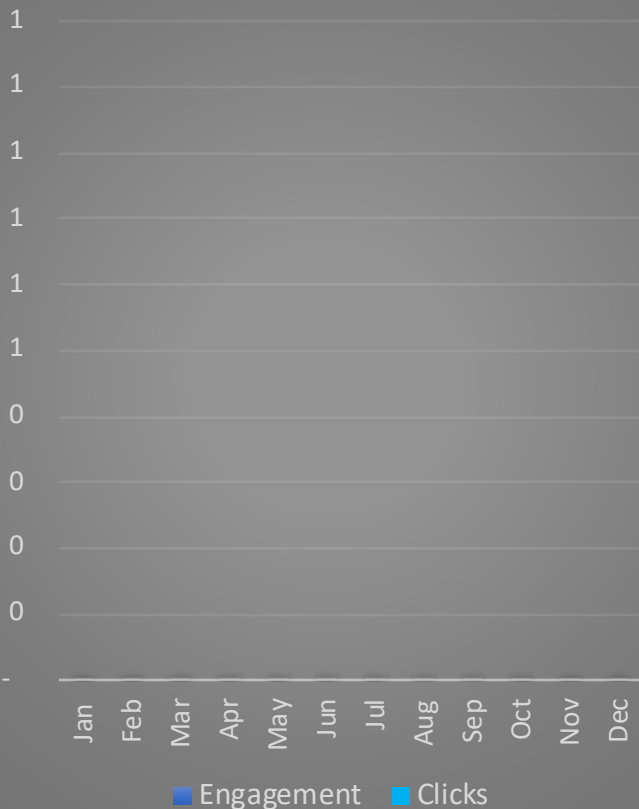
IMPRESSIONS:

12,500

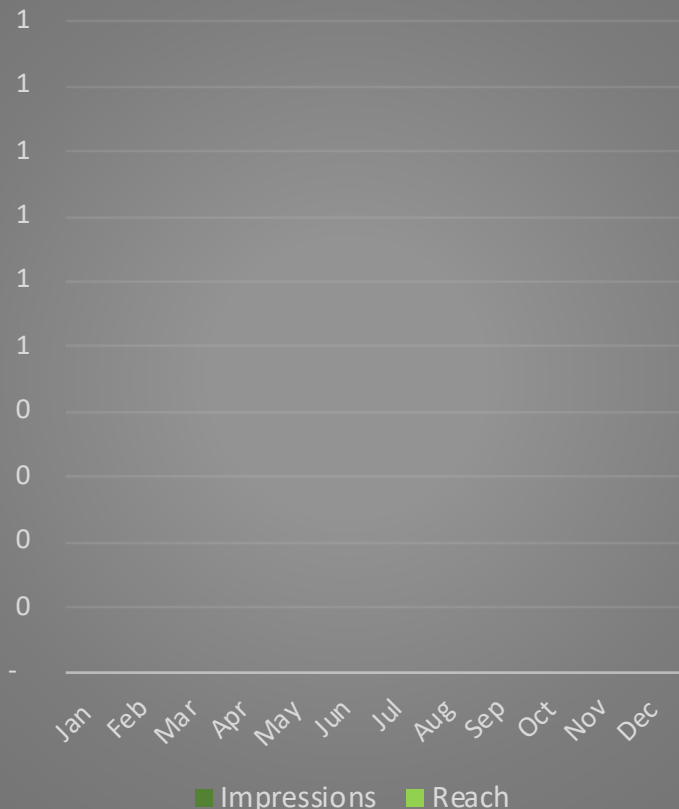
CLICKS:

700

Engagement & Clicks



Impressions & Reach



Custom Content

Written by MyNorth Custom Studios

Content written exclusively about you
and/or your business

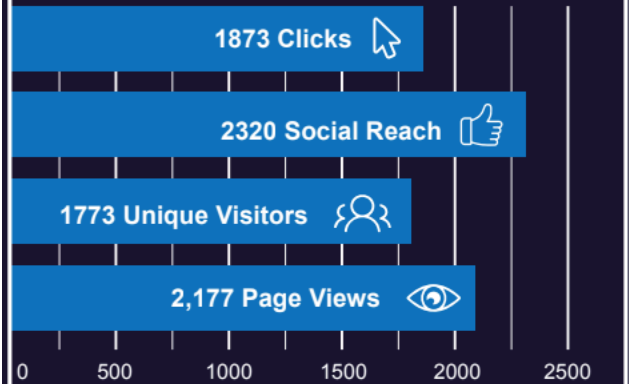
Can include "travel writer" in-person writer
visit to authenticate the experience

CUSTOM PAID CONTENT

Initial Launch Cycle:

Reach: 300,000

Engagement: 8,244



Total Engagement

Page views

Unique Visitors

Social Engagement

Clicks

Engagement by Article

Article

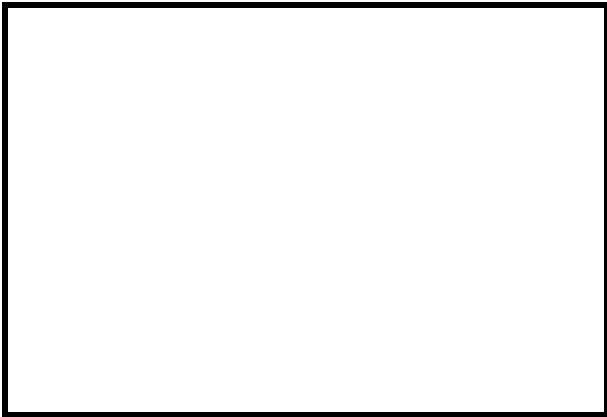
Article

Article

Article

Article

Article



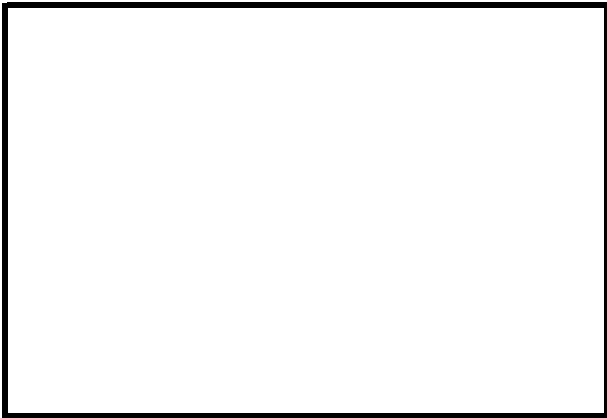
Page views	-
Unique Visitors	-
Total Social	-
Total Clicks	-

Total Engagement	-
------------------	---



Page views	-
Unique Visitors	-
Total Social	-
Total Clicks	-

Total Engagement	-
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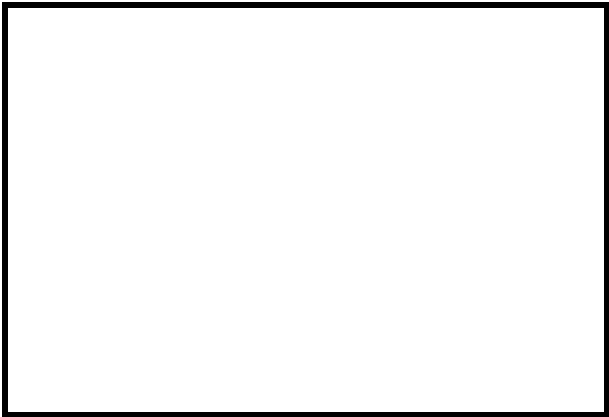
Page views	-
Unique Visitors	-
Total Social	-
Total Clicks	-

Total Engagement	-
------------------	---



Page views	-
Unique Visitors	-
Total Social	-
Total Clicks	-

Total Engagement	-
------------------	---



Page views	-	
Unique Visitors	-	
Total Social	-	
Total Clicks	-	
Total Engagement		-



Page views	-	
Unique Visitors	-	
Total Social	-	
Total Clicks	-	
Total Engagement		-



Pages

ALL » PAGE: /312/Main-Street

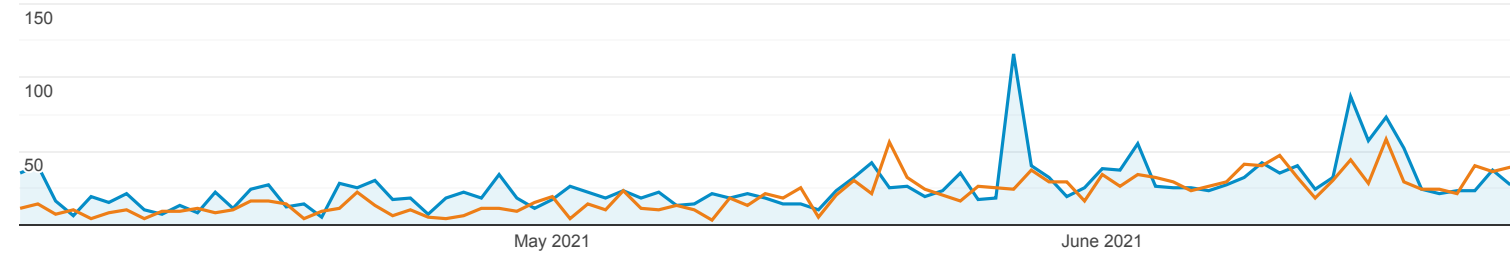
Apr 1, 2021 - Jun 24, 2021
Compare to: Apr 1, 2020 - Jun 24, 2020

All Users

+0.56% Pageviews

Explorer

Apr 1, 2021 - Jun 24, 2021: ● Pageviews
Apr 1, 2020 - Jun 24, 2020: ● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	30.18% ▲ 2,217 vs 1,703	29.00% ▲ 1,828 vs 1,417	18.34% ▲ 00:01:05 vs 00:00:55	28.28% ▲ 1,683 vs 1,312	5.88% ▲ 51.81% vs 48.93%	7.03% ▲ 48.89% vs 45.68%	0.00% \$0.00 vs \$0.00
1. /312/Main-Street							
Apr 1, 2021 - Jun 24, 2021	2,217 (100.00%)	1,828 (100.00%)	00:01:05	1,683 (100.00%)	51.81%	48.89%	\$0.00 (0.00%)
Apr 1, 2020 - Jun 24, 2020	1,703 (100.00%)	1,417 (100.00%)	00:00:55	1,312 (100.00%)	48.93%	45.68%	\$0.00 (0.00%)
% Change	30.18%	29.00%	18.34%	28.28%	5.88%	7.03%	0.00%

Rows 1 - 1 of 1

EXPERIENCE THE CLASSIC BEAUTY OF CHARLEVOIX!



CHARLEVOIX
downtowncharlevoix.com

PLAN YOUR DAY TRIP TO CHARLEVOIX!



BEST 25 THINGS TO DO IN CHARLEVOIX

1. Get a crepe from **That French Place**
2. Shop **Thistle Boutique** for sophisticated casual clothing
3. Grab a pastry at **Bentley Hill Bakehouse**
4. Go on a **Mushroom House Tour**
5. Stroll the shops and eateries in the **Charlevoix Mercado**
6. Buy a tote made from recycled sails at **Sea Bags**
7. Get lunch at **My Grandmother's Table**
8. Grab dessert at **Brian's Ice Cream Experience**
9. Shop women's & men's apparel at **The Clothing Company**
10. Buy locally harvested maple syrup at **Harwood Gold**
11. Grab a drink in the lobby bar at **Hotel Earl**
12. Buy home decor and gift items at **The Lake House**
13. Walk the pier and visit the **Lighthouse**
14. Feed the fish in the **Trout Pond** at the Marina
15. Take the kids to the **Splash Pad** at the Marina
16. Visit the **Children's Garden** at the Library
17. Relax at the **Pine River Hammock Park**
18. Visit the **Harsha House Museum**
19. Experience local art at the **Circle of Arts**
20. Attend a concert in **East Park**
21. Visit the **historical signs** to learn about Charlevoix
22. Rent bikes
23. See a movie
24. Play chess in **Hoop Skirt Alley**
25. Attend the **Farmer's Market**

downtowncharlevoix.com

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Discover Earl Young's Mushroom Houses

Mushroom House Tours offer personalized, educational and exciting GEM car tours of Earl Young's thirty plus stone creations. Voted #1 "Thing to Do" on Trip Advisor in [Downtown Charlevoix](#), Michigan!

MyNorthTickets.COM

Browse All Events

Events (104)

Displaying event occurrences 1 - 5 of 104 in total

All Events

Filter by date

Reset

- 

A Designated Driver Service
Traverse City, MI | Designated Driver TC
Thursday, January 31, 2019

Get Tickets
- 

The Music House Museum Presents a Streaming Concert by East Bay Drive from June 4 through June 11
null, null | Virtual venue
Friday, June 4, 2021

Get Tickets
- 

Historic Empire Walking Tour
Empire, MI | Sleeping Bear Dunes Tours
Thursday, June 10, 2021

Get Tickets
- 

Paint & Sip
Gaylord, MI | Pontresina
Thursday, June 10, 2021

Get Tickets
- 

Catena Wine Dinner
Petoskey, MI | Palette Bistro
Thursday, June 10, 2021

Get Tickets

EXPERIENCE THE CHARLEVOIX
MERCADO IN VAN PELT ALLEY



CHARLEVOIX

www.downtowncharlevoix.com

Thank you for
your vote and
support!

Red Hot
Best
2021
Winner
Traverse

Real
Estate
One

Amber Cyman, Real Estate One
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The Homestead
America's Freshwater Resort



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

New Business

TITLE: Priority Redevelopment Sites Briefing

DATE: June 28, 2021

PRESENTED BY: Dean Martin, Community Development Fellow

BACKGROUND:

With the Redevelopment Ready Community certification accomplished, Charlevoix can begin the process of realizing one of the most direct benefits of the program – marketing the City’s Priority Redevelopment Sites.

Priority Redevelopment Sites are properties within the city that are vacant or underutilized, and ready to bring greater use and value to the community. The most important aspect of a priority redevelopment site is the owner’s willingness to see the property transformed, either through sale, or their own redevelopment efforts. Since certification, the City Manager, Downtown Development Authority Executive Director, and Chamber of Commerce President have been contacting property owners, gauging their desire to redevelop key properties.

Attached are 5 selected sites engaged for priority redevelopment status. The planning commission has established the City of Charlevoix vision for each of the opportunities. These goals align closely with the DDA's housing priorities.

RECOMMENDATION:

Motion to support the priority sites selected for eventual submission to MEDC.

ATTACHMENTS:

- ▣ 101.109 Hurlbut Avenue
- ▣ 107.110 Bridge Street
- ▣ 109 Mason Street
- ▣ 115 Antrim Street
- ▣ 1021 May Street
- ▣ Priority Redevelopment Sites Briefing

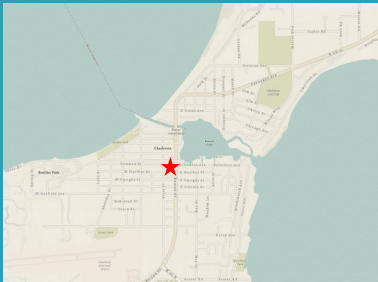
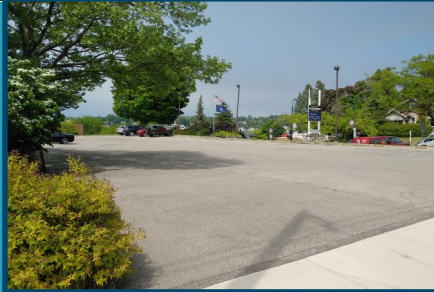


AVAILABLE PROPERTY

.66 ACRES

**101-109 Hurlbut Ave
Charlevoix, MI 49720**

**For pricing information,
please contact:
DENNIS KUSINA**



**Location within the City of
Charlevoix**



Location of Charlevoix, MI

COMMUNITY VISION

The opportunity at 101-109 Hurlbut Avenue provides developers with a large site in Charlevoix's historic downtown. The 100 block of Hurlbut is elevated between 10-20 feet higher than the downtown parcels to the north. Development on the eastern and northern portions of the site could result in unparalleled views of Round Lake, Downtown Charlevoix, East Park and Veteran's Park. Below grade parking could take advantage of the site's permitted lot coverage.

The community vision for this lot is high density and a variety of downtown living units. Apartments or condominiums offering a large range of sizes or townhouses/row houses would utilize the lot well. Professional office space could be retained. Traditional architectural style should be a heavy consideration for any project. Developers should aim for designs that are harmonious with downtown design standards, such as classic resort architecture.

Financial incentives could be available for projects that accomplish the community vision for this lot.



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

**101-109 Hurlbut Ave
Charlevoix, MI 49720**

City of Charlevoix Population: 2,338

Current Owner: Dennis Kusina

Median Age: 47.5

Parcel Identification Number: 052-361-003-00

Median Household Income: \$31,885

Current Zoning: CM-Commercial Mixed Use

High School Diploma Attainment: 95.9%

Current Use: Professional Offices

Lot Size: .66 Acres /
~28,776 Square Feet

Average Residential Property SEV: \$156,200

Max Height per Ordinance: 35 feet

Annual Market Potential for Additional Residential Rental Units: 215

Maximum Lot Coverage: N/A

Min. Size of Multifamily Dwellings Permitted: N/A

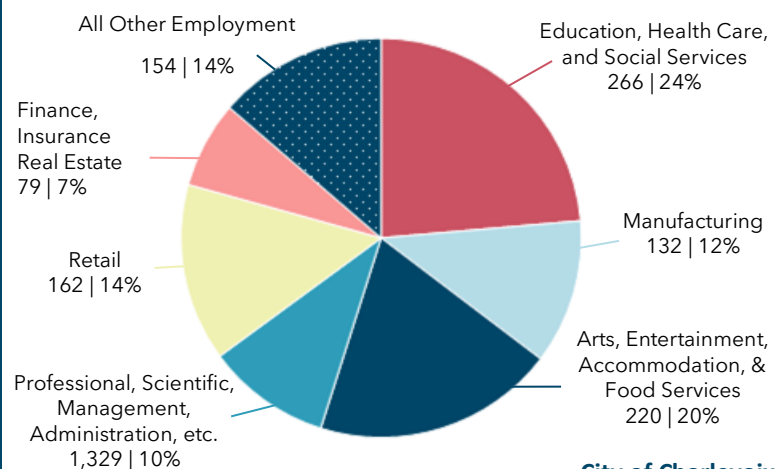
Utilities Available: City Water and Sewer, City Electric, Cable Broadband

Future Land Use/Community Vision: CM-Commercial Mixed Use

State Equalized Value: \$287,900

Incentives Available: To Be Determined

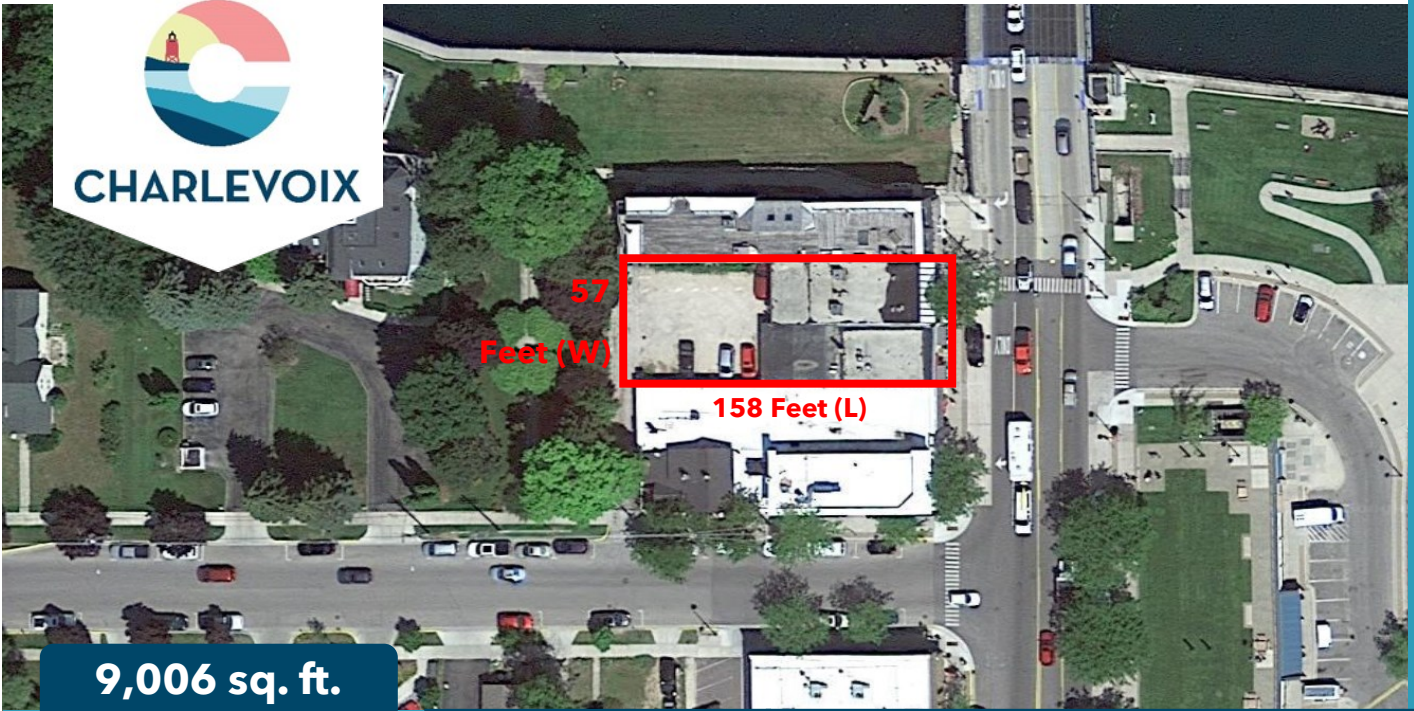
City of Charlevoix Workforce Statistics



City of Charlevoix

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m.kh@charlevoixmi.gov

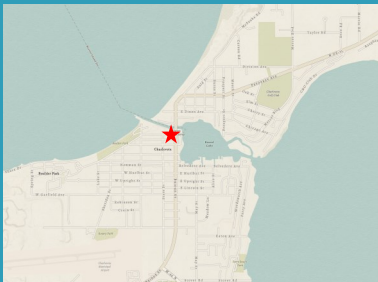
231-547-3270



AVAILABLE PROPERTY

107 & 110 BRIDGE ST
Charlevoix, MI 49720

For pricing information,
please contact:
GBJ INVESTMENTS
LBJ INVESTMENTS



Location within the City of
Charlevoix



Location of Charlevoix, MI



COMMUNITY VISION

Downtown developers interested in expanding a site with recorded success should look no further than 107 & 110 Bridge Street. This lot has long held one of Charlevoix's anchor restaurants in Scovie's, indicating that it's location is perfect for commercial success. Residential use expansion could similarly find success. The parks to the west and east, access to Michigan Beach park via the channel walkway, and its premier location downtown support the demand that this property commands.

Development of the site should seek to retain the architectural downtown charm the building holds while better utilizing the maximum build height permitted in the zoning ordinance. Parking and delivery considerations should be maintained throughout the redevelopment process.

State and local financial incentives are available for projects that develop in line with the community vision. A per-unit incentive is available through the Downtown Development Authority for residential housing expansion.



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

107 & 111 Bridge Street Charlevoix, MI 49720

Current Owner:	GBJ Investments LBJ Investments
Parcel Identification Number:	052-242-006-00 052-242-005-00
Current Zoning:	CBD–Central Business District
Current Use:	Restaurant
Lot Size:	.21 Acres / ~9,006 Square Feet
Max Height per Ordinance:	40 feet
Maximum Lot Coverage	N/A
Min. Size of Multifamily	N/A
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	CM–Commercial Mixed Use
State Equalized Value:	\$174,000 \$174,100
Incentives Available:	To Be Determined

City of Charlevoix Population: 2,338

Median Age: 47.5

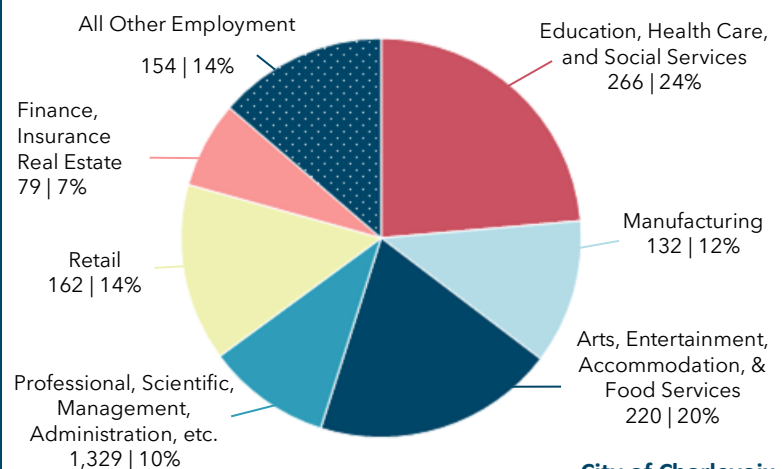
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

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mark@charlevoixmi.gov

231-547-3270



CHARLEVOIX

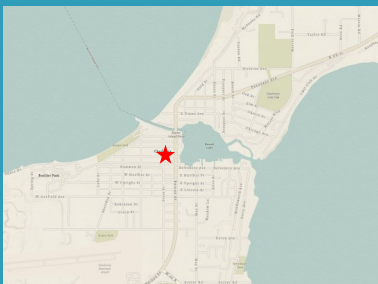


AVAILABLE PROPERTY

11,016 sq. ft.

109 MASON STREET
Charlevoix, MI 49720

For pricing information,
please contact:
CITY OF CHARLEVOIX
(231) 547-3270



**Location within the City of
Charlevoix**



Location of Charlevoix, MI

COMMUNITY VISION

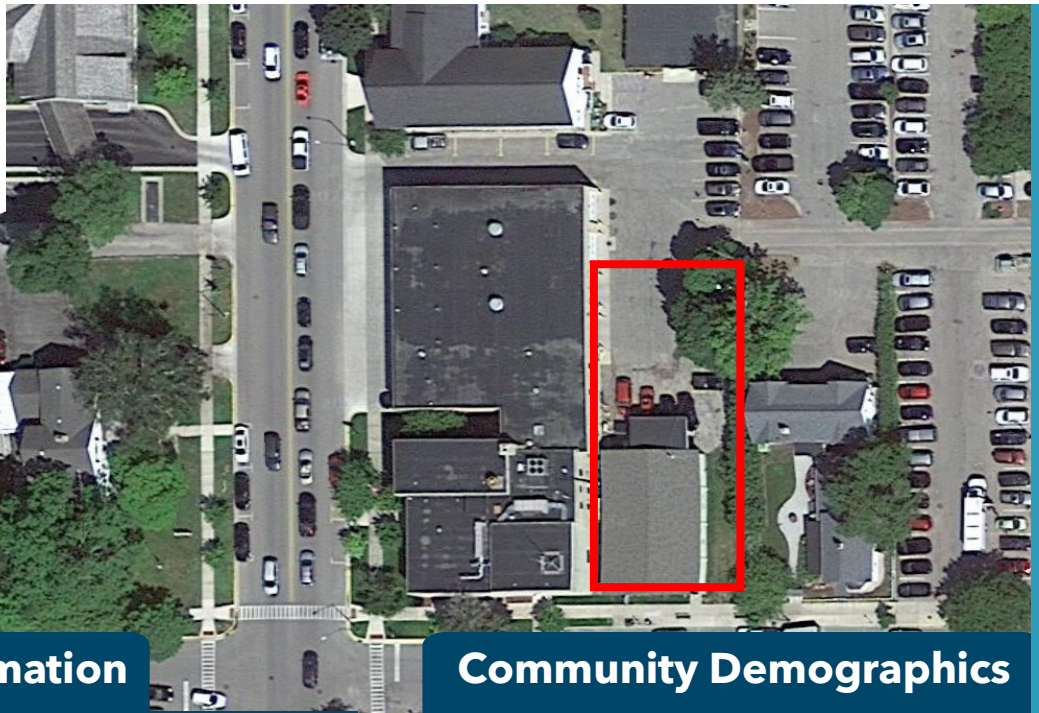
109 Mason is a redevelopment opportunity in the middle of Charlevoix's historic downtown. The site is owned by the City of Charlevoix and currently used as professional offices. Less than a block away from Bridge Street and in walking proximity of Lake Michigan, Round Lake, a grocery store, and the library, this site is perfect for developers seeking to add residences in a high-demand area.

With a 40 foot height capacity in Downtown Charlevoix, 109 Mason can better utilize the permitted build height. Townhouses and rowhouses are possible residential reconstructions to be considered, should the developer seek to completely redevelop the lot.

Financial incentives are available to developments that best utilize downtown space while aligning with community goals. Projects that provide year-round housing and workforce housing will be more competitive in the pursuit of incentives. A downtown housing incentive is available for any project that seeks to add residential units, and is awarded on a per-unit, per-square foot basis.



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

**109 Mason Street
Charlevoix, MI 49720**

Current Owner:	City of Charlevoix
Parcel Identification Number:	052-347-017-00
Current Zoning:	CBD–Central Business District
Current Use:	Chamber of Commerce, CVB Office
Lot Size:	.25 Acres / ~11,016 Square Feet
Max Height per Ordinance:	40 feet
Maximum Lot Coverage	N/A
Min. Size of Multifamily Dwellings Permitted	N/A
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	PF–Public Facilities
State Equalized Value:	\$0
Incentives Available:	To Be Determined

Community Demographics

City of Charlevoix Population: 2,338

Median Age: 47.5

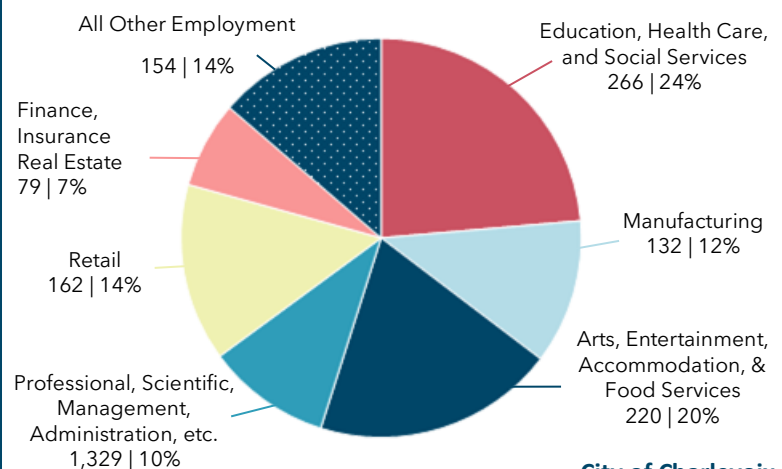
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

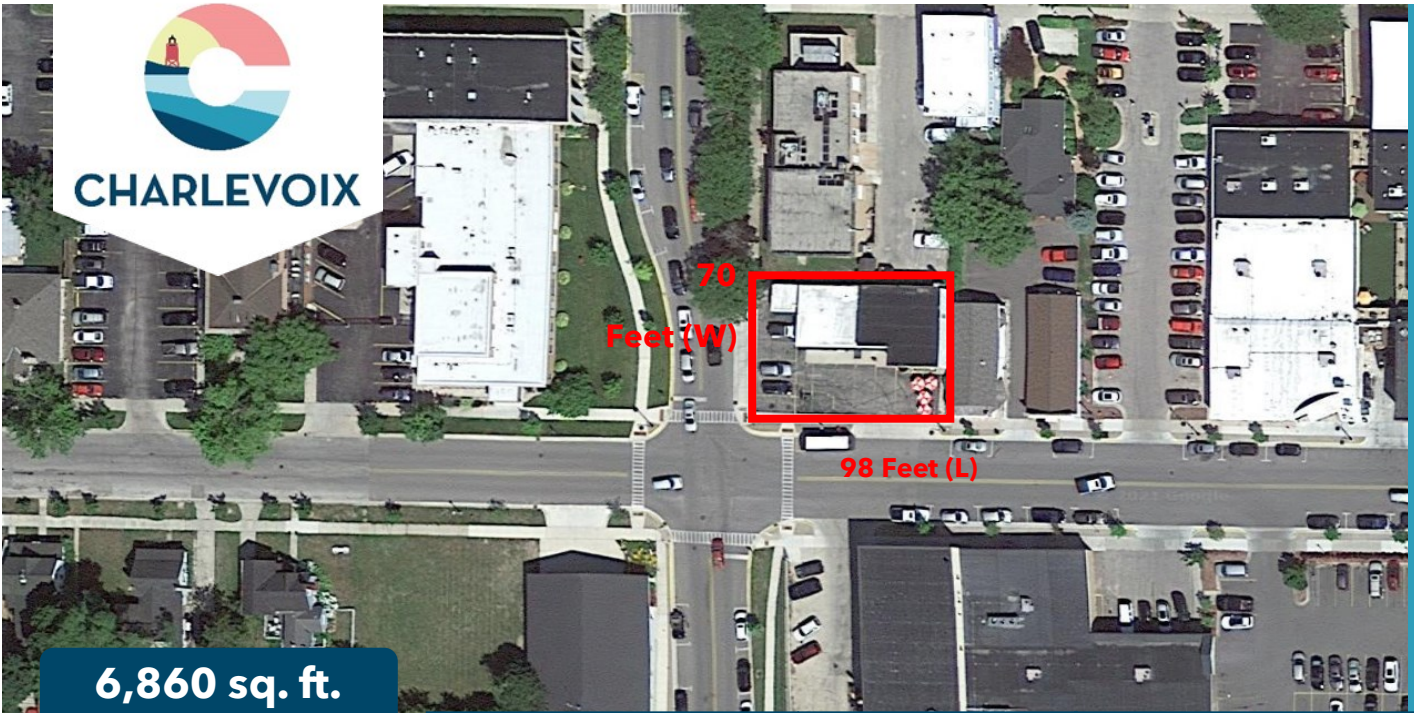
City of Charlevoix Workforce Statistics



City of Charlevoix



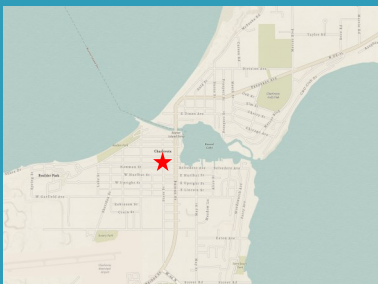
AVAILABLE PROPERTY



6,860 sq. ft.

115 ANTRIM STREET
Charlevoix, MI 49720

For pricing information,
please contact:
RON & JILL WAY
MARK & JEANINE
OOSTMEYER



Location within the City of
Charlevoix



Location of Charlevoix, MI

COMMUNITY VISION

Located between the active Bridge Street and the cultural corridor of State Street, the 115 Antrim street lot could be the perfect redevelopment opportunity for those seeking a prime location for mixed-use projects.

The site can be greater utilized by having development closer to the Antrim and State Street lot lines, with parking in the rear section of the lot. The first floor of future development could continue the successful function of dining, retail, and professional offices, while development can extend upwards of 40 feet for residential uses. The site's walking proximity to the grocery store and downtown businesses paired with the residential uses west and south indicate that this would be a perfect opportunity for smaller, higher density workforce housing units. There is no minimum size for residential dwellings in this district.

Financial incentives are available to projects that develop in a harmonious nature with this community vision.



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

**115 Antrim Street
Charlevoix, MI 49720**

Current Owner:	Ron & Jill Way Mark and Jeanine Oostmeyer
Parcel Identification Number:	052-348-008-00
Current Zoning:	CBD–Central Business District
Current Use:	Professional Office, Floral, Restaurant
Lot Size:	.16 Acres / ~6,860 Square Feet
Max Height per Ordinance:	40 feet
Maximum Lot Coverage	N/A
Min. Size of Multifamily Dwellings Permitted	N/A
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	CBD–Central Business District
State Equalized Value:	\$130,500
Incentives Available:	To Be Determined

Community Demographics

City of Charlevoix Population: 2,338

Median Age: 47.5

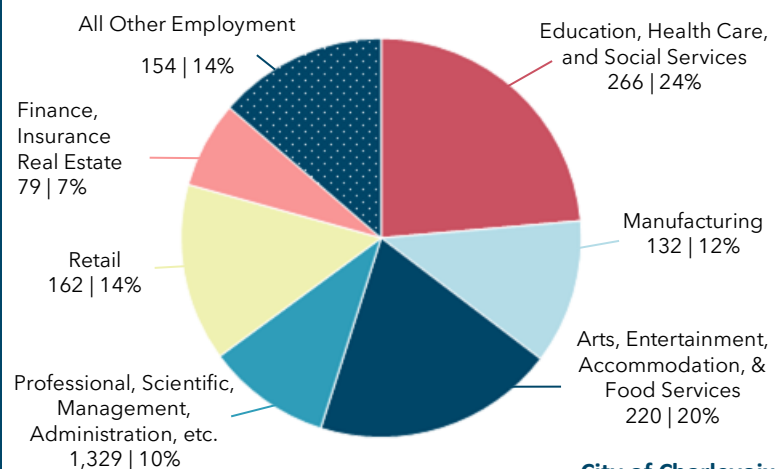
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

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231-547-3270

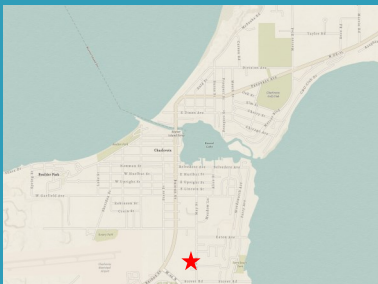


2.1 ACRES

**1021 May Street
Charlevoix, MI 49720**

**For pricing information,
please contact:**

**CHARLEVOIX
COMMUNITY SCHOOLS**



**Location within the City of
Charlevoix**



Location of Charlevoix, MI

COMMUNITY VISION

1021 May Street successfully combines ample vacant space with generous zoning for the experienced residential developer. The lot provides the perfect opportunity for multi-family dwelling units, with just over 2 acres in the heart of Charlevoix's Ferry Beach neighborhood.

The site's proximity to essential community assets would ensure that units are desired by young families and members of the workforce. 1021 May Street is less than 5 minutes away from Charlevoix elementary School, Ferry Beach Park, Downtown Charlevoix, the Charlevoix Airport, multiple grocery stores, and many city employment opportunities.

State and local financial incentives for development area available to projects that propose high-density housing, including year-round, affordable, and workforce housing. Ingress/egress easements and lot subdivision will be explored upon developer interest.



AVAILABLE PROPERTY

Additional Information

Community Demographics

**1021 May Street
Charlevoix, MI 49720**

City of Charlevoix Population: 2,338

Current Owner:	Charlevoix Public Schools
Parcel Identification Number:	052-335-046-00
Current Zoning:	R4-Residential Planned high Density
Current Use:	Undeveloped, School Bus Station
Lot Size:	2.1 Acres / ~90,630 Square Feet
Max Height per Ordinance:	35 feet
Maximum Lot Coverage	50%, ~45,315 feet
Size of Multifamily Dwellings Permitted	600 ft. (1 BR) 780 ft. (2 BR) 900 ft. (3 BR)
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	R4-Residential Planned High Density
State Equalized Value:	\$0
Incentives Available:	To Be Determined

Median Age: 47.5

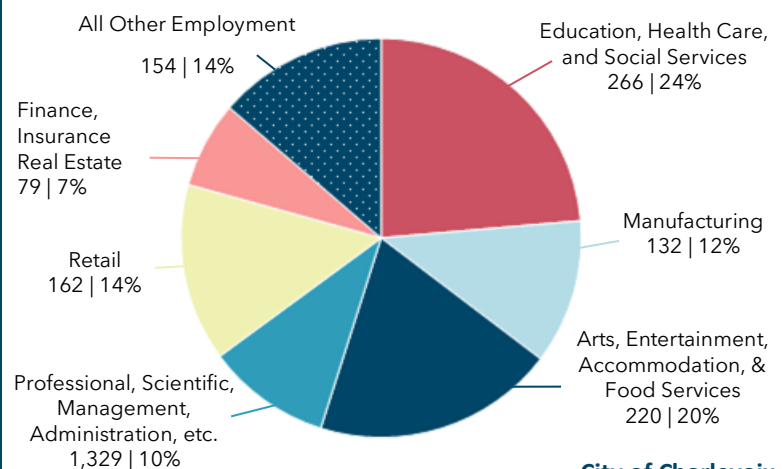
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

Priority Redevelopment Sites

Downtown Development Authority
6.28.21

Priority Redevelopment Sites - RRC

- By completing the **Redevelopment Ready Communities Program**, we can partner with the **Michigan Economic Development Corporation** to market redevelopment sites.
- RRC and Redevelopment Services Team serve as Marketing and Development Consultants.
- 3 Sites will be Marketed on MEDC's Priority Redevelopment Sites website.

Priority Redevelopment Sites - RRC

Local Examples

Michigan Economic Development Corporation

miplace PROGRAMS REDEVELOPMENT READY SITES SMALL BUSINESS TRAINING & EVENTS HISTORIC PRESERVATION MORE ...

< Back Country Now And Then Expand Map

Boyne City, Michigan 49712 - View City Profile

PDF Print Share Documents

Virtual Tour Map View Street View 3D Rotation

Country Now And Then
Boyne City, Michigan

0.2 - 0.2 acres

Contact Information
Nate Scramlin
Manager, Redevelopment Services

Description
This lovely, wood frame building provides for endless possible uses within Boyne City's downtown. This attractive space is currently being used as a home décor and gift shop with the former apartment above currently being used as an office. There is potential for three separate business to occupy this one building and the space is easily expandable to...

Map Layers Map Satellite Legend

MAP TOOLS: Pinpoint Measure By Address Map Styles Export

Country Now and Then Parcel Website, Boyne City

First Baptist Church
502 Michigan Street, Petoskey, Michigan 49770 - Emmet County



Property Details

Latitude/Longitude: 45.3727, -84.9527
Type of space: Mixed Use, Mixed Use, Retail, Other
Min Size: 1 acres
Max Size: 1 acres
Last Updated: 4/22/2021

Availability

For Sale: Yes
Sale Price: \$425,000.00
Sale Terms: Negotiable
Parcel: 52-19-05-100-040

Redevelopment Services

Company: MEDC
Contact Name: Nate Scramlin
Address: 300 N. Washington Square
City: Lansing
State: Michigan
Cell: 517-862-7742
Email: scramlinn@michigan.org

Description
Historic building rehabilitation, mixed-use, multi-story (commercial first floor, residential upper floors), multi-story residential (all residential) This historic building is adjacent to Petoskey's vibrant and walkable downtown, St. Francis, Central School, and Central Business District. It has many of its original architectural features including stained glass windows and tin ceilings. The church is treated as a special facility by the Department of Parks and Recreation, due to the special assessment for events that downtown...

Auto-Generated Report, Petoskey

Priority Redevelopment Sites -Benefits

Property Owners / Developers

- Possible design services from MEDC for developers, marketing services for selling
- Properties will better capture local demand and increase revenue
- Streamlined and transparent development process

Residents, Businesses, & Visitors

- Properties transformed to better fit with zoned uses
- Properties better suited to support and enhance business climate of Charlevoix
- More living options for current and prospective residents

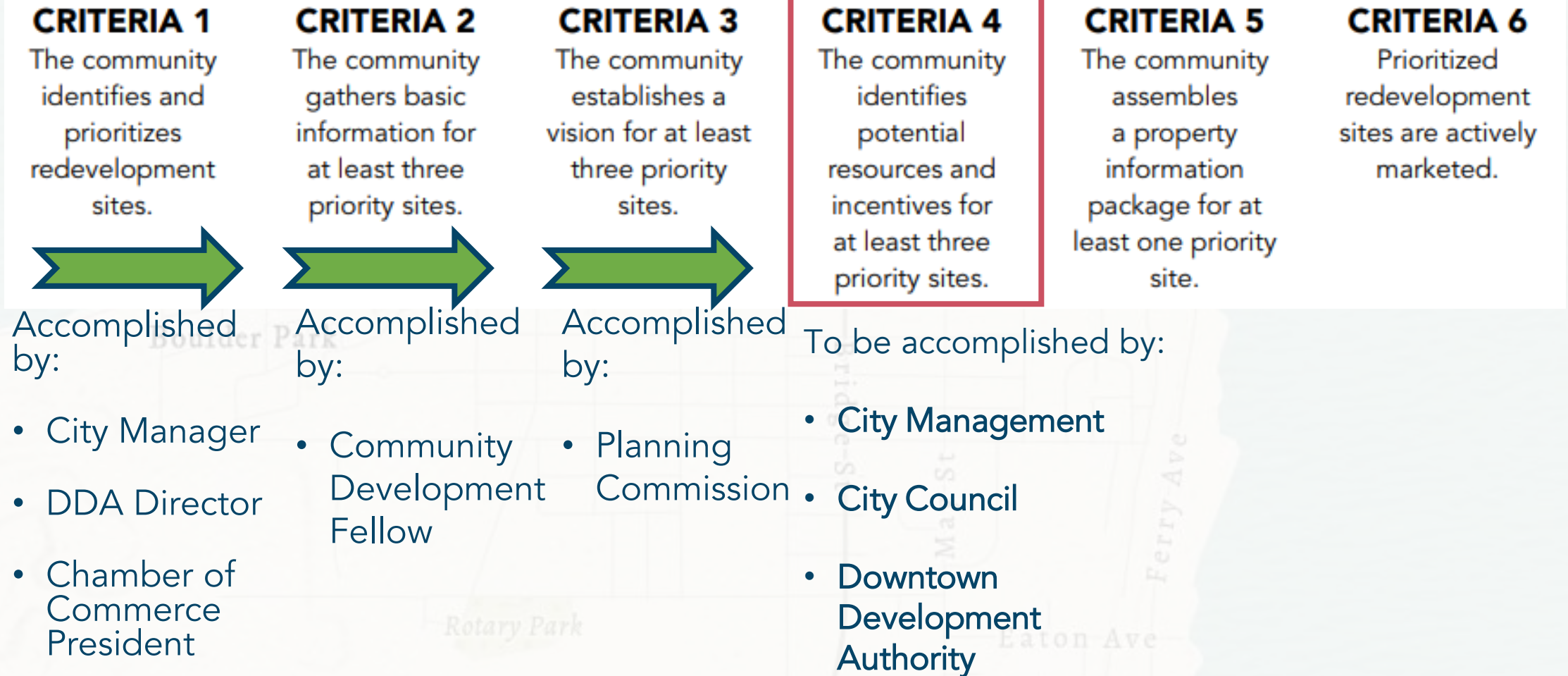
City of Charlevoix

- Greater ability to attract residents and businesses
- Streamlined and transparent development process
- Enhanced property values

Priority Redevelopment Sites – Definition

- A redevelopment site could be any site that is **underutilized**.
- A priority redevelopment site has an owner who seeks to redevelop their property or sell to a developer that will. Owners should be reasonable about the current value of their property.
- Priority Redevelopment Sites are properties that are **ready** for redevelopment.

Priority Redevelopment Sites – Process



Priority Redevelopment Sites – Other

- The list of priority redevelopment sites is **not the final list** for development/redevelopment opportunities in Charlevoix.
- Other opportunities may arise that denote a greater priority for development than what is in the list.
- Bearing a priority redevelopment status does not mean the owner has to sell or develop or develop in line with community vision.



Priority Redevelopment Sites

List of Opportunities, 6.28.21

101-109 Hurlbut

- **Lot Size:** .66 Acres / ~28,776 Square Feet
- **Current Zoning:** CM – Commercial Mixed Use
- **Future Land Use:** CM- Commercial Mixed Use
- **Current Use:** Professional Offices
- **Max Height:** 35 feet



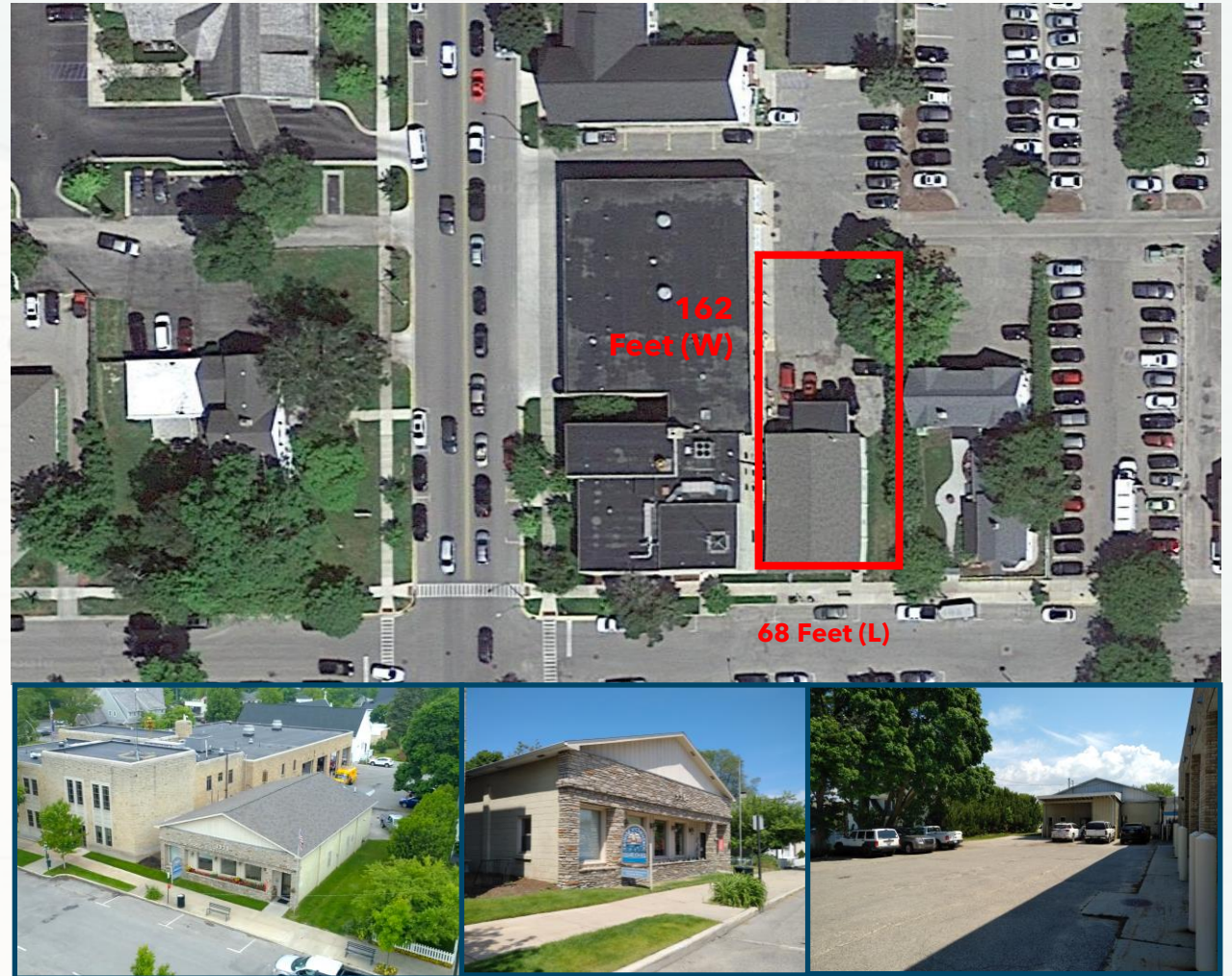
107, 110 Bridge

- **Lot Size:** .21 Acres / ~9,006 Square Feet
- **Current Zoning:** CBD – Central Business District
- **Future Land Use:** CBD – Central Business District
- **Current Use:** Restaurant
- **Max Height:** 40 feet



109 Mason

- **Lot Size:** .25 Acres / ~11,016 Square Feet
- **Current Zoning:** CBD – Central Business District
- **Future Land Use:** PF – Public Facilities
- **Current Use:** Chamber of Commerce Building
- **Max Height:** 40 feet



115 Antrim

- **Lot Size:** .16 Acres / ~6,860 Square Feet
- **Current Zoning:** CBD – Central Business District
- **Future Land Use:** CBD – Central Business District
- **Current Use:** Professional Office, Floral, Diner
- **Max Height:** 40 feet



1021 May

- **Lot Size:** 2.1 Acres / ~90,630 Square Feet
- **Current Zoning:** R4 – High Density Residential
- **Future Land Use:** R4- High Density Residential
- **Current Use:** Vacant / Bus Depot
- **Max Height:** 35 feet



THANK YOU

Dean Martin, Community Development Fellow
deanm@charlevoixmi.gov

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

New Business

TITLE: AED's in Downtown

DATE: June 28, 2021

PRESENTED BY: Kirby Dipert, Board Member

BACKGROUND:

During a recent Business Owners meeting the topic of AED's came up and it was requested that we look into adding some more in the downtown so that they're easier to find during a time of emergency.

AED machine

*What is an **AED machine**? An Automated External **Defibrillator (AED)** is a **machine** that is used to treat cardiac arrest, a life-threatening condition where the heart suddenly stops beating properly. By sending an electric shock to the heart of a person in cardiac arrest, the **AED** restores a normal heart rhythm.*

Director Dotson checked with the EMS department and got an estimate of approximately \$600 per unit.

The original discussion considered placement of 1 unit per block of downtown. There is already one at City Hall and at the Harbor Master Building.

Director Dotson is also working with the EMS Department to schedule a CPR certification class that business owners would be invited to.

RECOMMENDATION:

Board discussion & direction.

(231) 547-3257 lindseyd@cityofcharlevoix.org

TITLE: Accreditation Information Session

DATE: June 28, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

Michigan and National Main Street are hosting a virtual meeting to discuss the new Accreditation Standards (attached) and wish to have two or three board members from each community attend whichever discussion works for their schedule. In an email from Laura Krizov:

As we talked when we checked in with the Executive teams a few months back to share success and challenges we have been working with National on the new accreditation standards and are ready to share with our MS districts. Norma from the National Main Street Center will be leading us through the conversation and sharing the process for this fall.

National's expectation is by 2023 all coordinating programs will evaluate their communities using the new standards. We want to use this next two years to have our communities go through the process to get an understanding of where everyone is at and then put a plan together for each district to meet the new standards if there are any shortfalls.

- Tuesday Aug 17 8-9:30 am -
[https://us02web.zoom.us/meeting/register/tZcvdOuqrDwoGd3C2i07l8BbaLej8u0gDNpO](https://us02web.zoom.us/join/join?pwd=ZkdVdUoqrDwoGd3C2i07l8BbaLej8u0gDNpO)
- Thursday Aug 19 7:30 -9 am -
[https://us02web.zoom.us/meeting/register/tZcsceCurTgtGtffL02B5LG7tbl8qpmP8o9U](https://us02web.zoom.us/join/join?pwd=ZksceCurTgtGtffL02B5LG7tbl8qpmP8o9U)
- Tuesday Aug 24 5:30-7 pm-
[https://us02web.zoom.us/meeting/register/tZwkfuopjgiHty6PVbilwFAYnz4GIsmNSjf](https://us02web.zoom.us/join/join?pwd=ZWkfuopjgiHty6PVbilwFAYnz4GIsmNSjf)

Board discussion and determination of who will participate.

-  New Accreditation Standards



NEW MAIN STREET COMMUNITY ACCREDITATION STANDARDS WITH INDICATORS

Introduction

Main Street America™ is a nationwide network with thousands of communities, who share a passion, common vision, and commitment to revitalizing their downtowns and commercial cores. This movement of grassroots efforts operates with support and direction from the National Main Street Center and state, county, and city-wide Main Street America Coordinating Partners. Collectively, Main Street America helps communities get started, grow, and manage positive transformation.

Why Accreditation Matters

Community accreditation is a key component of participation in Main Street America. For nearly two decades, the accreditation process has helped designated Main Street communities review their progress, recognize accomplishments, and outline recommendations for continued growth and impact. A set of standards known as the “Ten Criteria” was developed by Coordinating partners and at their recommendation, adopted by the National Main Street Center. These standards outline the following general guidelines for measuring performance:

- | | |
|---|--|
| 1. <i>Broad-based Community Support</i> | 6. <i>Adequate Operating Budget</i> |
| 2. <i>Vision and Mission Statements</i> | 7. <i>Professional Management and Development</i> |
| 3. <i>Comprehensive Work Plan</i> | 8. <i>Program of Ongoing Training</i> |
| 4. <i>Historic Preservation Ethic</i> | 9. <i>Reporting of Key Statistics</i> |
| 5. <i>Active Board and Committees</i> | 10. <i>National Main Street Network Membership</i> |

In addition to confirming if each community meets these minimum set of standards, the accreditation process is an important tool to recognize strengths, understand specific challenges involved with local revitalization, and identify strategies and resources needed to continue to progress and succeed in their efforts.

Evolution of the Main Street Program

The journey of almost 40 years of experience helping communities implement the Main Street Approach™ has demonstrated that building and sustaining a successful downtown or neighborhood commercial district is not a project, but an ongoing process that requires long-term commitment. The refreshed Main Street Approach’s focus on Transformation Strategies, measurable and comprehensive impact, and community engagement provides an important opportunity for better alignment with the national accreditation process.

The National Main Street Center and the Leadership Council of the Main Street America Coordinators are proposing an updated set of National Accreditation Standards that outlines foundational elements necessary to build successful and sustainable revitalization efforts. The proposed National Accreditation Standards are listed below and outlined in more detail in the following pages with benchmarks and key indicators:

- | | |
|--|---|
| 1. <i>Broad-based Community Commitment</i> | 5. <i>Preservation-Based Economic Development</i> |
| 2. <i>Inclusive Leadership & Organizational Capacity</i> | |
| 3. <i>Diverse and Sustainable Funding</i> | 6. <i>Demonstrated Impact & Result</i> |
| 4. <i>Strategy-Driven Programming</i> | |

BASELINE REQUIREMENTS:

To qualify for National Main Street Accreditation, all Main Street communities must meet the following baseline requirements:

1. **Be Officially Designated as A Main Street Community/District** by a licensed Main Street Coordinating Program or directly by the National Main Street Center as it may apply.
2. **Be A Legally Established Organization.** Designated Main Street programs must function as a legally and formally established organization whether as an independent nonprofit or as part of a larger entity.
3. **Be Led by an Active Volunteer Board of Directors.** Designated Main Street organizations must have an active volunteer board of directors committed to overseeing the operations and programming of the organization. The Main Street Board must include broad representation of district stakeholders and public and private community sectors.
4. **Be Managed by Professional Staff.** Designated Main Street organizations must have trained, professional staffing to manage the Main Street Program's operations. Based on population of the local jurisdiction and the maturity of the program, this means at least a full time Main Street Program Director (generally 40+ hours per week). A part-time director (with at least 20 hours per week) might be acceptable in small towns with less than 5,000 population that demonstrate to lack the necessary resources to start with full-time staffing.
5. **Demonstrate Commitment to District Revitalization Through the Main Street Approach®.** Designated Main Street Program must demonstrate through the planning and implementation of their work that they maintain a dedicated focus to downtown or commercial district revitalization and that their programming follows all the Four-Points of the Main Street Approach.
6. **Maintain Main Street America Membership and Follow Main Street America Branding Standards:** All Designated Main Street programs seeking National Community Accreditation must:
 - a. maintain an annual Main Street America membership at the appropriate level.
 - b. utilize the Main Street America Branding according to the National Main Street Center brand standards. (www.mainstreet.org/membership)

The National Main Street Center proposes that these baseline indicators serve as the minimum requirements for the 'Affiliate' level of designation. Coordinators may also include additional requirements for the Affiliate tier.

COMMUNITY ACCREDITATION PROCESS

Considering that building and maintaining a direct and strong connection with communities is crucial to understand their needs and to provide the appropriate assistance and support to their efforts, it is expected that the accreditation process will continue to depend on the "Year-end Assessments" practice coordinators have utilized for the past several years. The following basic guidelines confirm the following offsite and onsite components as part of a complete community accreditation process.

- I. **Annual Community Self-Assessment** – formatted to include the complete set of standards and indicators and distributed to local programs and community leaders once per year as a tool for self-reflection with regards to the progress and performance of the local revitalization efforts. This tool should allow the opportunity to highlight achievements and reference specific needs for technical assistance and support. Participation from a broad-base of program and community leaders is expected and should include:
 - a. Main Street program leader base –
 - i. at least 75% of the Board of Directors and Committee Chairs
 - ii. all Main Street Staff

- iii. Committee members will be optional, but highly recommended
 - b. At least one (all if possible) City Official: Mayor, City Manager, Council member representing the District and City staff.
 - c. At least once County Official
 - d. At least 3 district stakeholders, including property, business owners, and residents
 - e. At least 3 Leaders representing partner organizations
- II. **Community Annual Reporting and Background Supporting Documentation** – gathered through ongoing reporting systems in place by coordinators and aligned with the national standards. Submission and review of reporting data intended to help national and coordinating staff compile revitalization statistics for the previous year and/or the current year, if the fiscal year intersects with reporting period to support state and local program initiatives. This documentation should include but is no limited to the following:
 - a. *Main Street Program materials* that demonstrate how the community meets each standard and include evidence of planning and implementation of their efforts, such as Transformation Strategy planning materials, work plans, annual reports, board meeting minutes, fliers, etc.
 - b. *Community materials* – from public and private sector partners that demonstrate commitment, plans, and ongoing support to the district’s revitalization efforts.
- III. **Onsite Community Assessment or Progress Visit** – Community Accreditation will not be complete without an Onsite Community Assessment or Progress Visit (see timeline expectations below). This is an essential component in order to directly assess the progress, achievements, and needs of each designated community.
 - a. Timeline Expectations: Recommended annually along with the other Accreditation components. However, depending on the coordinating program capacity, the expectation is that every community must receive an Onsite Community Assessment or Progress Visit at a minimum every two-years in order to receive accreditation status.
 - b. Who should conduct this Visit? - A combined team effort between the Coordinating Program, peer Main Street directors, internal specialist, or representatives from Main Street America Field Services is recommended, but not required.
 - c. Since Accreditation is a community-wide responsibility, the visits should include meetings with the Main Street program leaders, City leaders, district stakeholders and representatives from partner organizations. In additions, the visit should include a tour of the district (and community – especially with new coordinating staff) for a visual inspection of the district and to recognize assets, ongoing change, and visible needs.
 - i. For the Main Street Program leadership, invitation to participate in visit should be extended not only to the Board of Directors and Main Street executive staff, but also strive to be inclusive of supporting committee leaders and members and additional staff.
 - ii. Ensure opportunities to meet with a representative base of district stakeholders. This includes property and business owners, but also residents and workforce.
 - iii. City leaders – this includes City Manager/Administrator, Mayor and City Council members (as permitted by local quorum regulations), but also City staff, especially those members that have regular interaction with the district and the Main Street program.
 - iv. Representatives from partner groups – striving to reach a balanced level of participation of economic development, preservation, marketing, and anchor businesses and organizations.

Accreditation Recommended Best Practices:

1. Develop a summary from accreditation findings to identify communities’ common and distinctive strengths and needs and to offer recommendations for action to the communities.

2. Use the Accreditation process to identify technical assistance and trainings for the following year;
3. Develop incentives to encourage high-functioning local staff and volunteers to excel as sustainable organizations, not just comply with minimum accreditation standards;
4. Target remedial technical assistance and training to strengthen programs that fail accreditation
5. Use the accreditation process to inform the types of services and the Annual Needs and Resource Visit provided during the coming year.
6. Strive for consistency.

Recommended Accreditation “Grading” System:

Each standard is an essential element and collectively establish a strong foundation in building a sustainable revitalization program. The objective of the standards is to encourage Main Street communities to offer a balanced focus to each standard. All six standards - are equally important and should not be neglected from the start and throughout the revitalization process.

With that in mind, the “grading” system will offer a range between **(1) to (5)** for each standard.

- **(5)** indicates *excellent performance* and **(1)** indicates *marginal performance*
 - A range between 4-5 indicates very good to strong performance
 - A range between 1-2 indicates a clear need for improvement & attention
- The minimum total value required to “meet” each indicator is **(3)**.
- Note: once the final number of indicators under each standard is confirmed, a detailed description of the grading system will be outlined. Considering the indicators included in the current draft, the grade should be directly aligned with the range 1-5.
 - For example - indicators that include a list of four specific benchmarks, if the program meets at least 25% of the indicators, please inset 1; 50% a 3; 75% or more, insert a 5;
- Consequently, the **total minimum value required to “meet” each section under each standard** shall be equal to (3) multiplied by the # number of indicators within each section. For example, if a standard has 10 indicators, the minimum value required to meet that standard would be $(3 \times 10) = 30$.

RECOMMENDED IMPLEMENTATION TIMELINES – incremental process:

- ☐ 2019 –
 - introduction of new Community Accreditation Standards to coordinators in Seattle (Mar)
 - Invitation to start conversations with communities about upcoming standards and gather input
 - Revised packet with new proposed standards discussed and confirmed by LC and at the Fall Coordinators Meetings in Owosso, MI: **October 3-4, 2019**
- ☐ 2020 – (Jan – Dec)
 - work with Coordinators and communities on transition and alignment to new standards.
 - Share with communities at the Main Street Now Conference
 - Be attentive to feedback and additional input
- ☐ 2021 – expectation for full integration of new standards: by **Jan 2021**

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Description:

A Main Street program, at its core, is a community-driven revitalization program. Successful efforts across the country have demonstrated that no single entity can revitalize the commercial district and impact the quality of life of the community alone. Continued growth and results don't just happen or can't be sustained without ensuring strong participation from the public and private sectors from the start and throughout the revitalization journey. Just as the Main Street designation is a community-wide recognition, the BROAD-BASED COMMUNITY COMMITMENT standard seeks to confirm that all sectors of the community (public and private) are working together through a common vision with shared responsibility for the district's revitalization.

- A. **The Main Street organization** is a unique instrument of support in building awareness to the value of downtown through its efforts and the opportunities for the community to be an active force in its revitalization efforts. Main Street can be an important conveyor in fostering a strong culture of collaborations among all members of the community. Through the following key indicators, the local Main Street organization highlights active efforts and accomplishments in building broad-base community commitment to the revitalization program:

Key Indicators:	Value
1. The Main Street Program has a Community Communication plan in place that: a. builds awareness on the value of the district among all community sectors b. shares progress and accomplishments of the revitalization program (e.g. as evidenced by annual reports) c. Strives to connect with all audiences – from individual residents to community organizations, and local elected officials throughout the year d. Shows direct and regular connection with most district stakeholders through active visitation, meetings and activities that bring businesses, property owners together	1 to 5
2. The Main Street Program has a Community Outreach & Engagement Plan in place to ensure maximum public engagement and inclusive participation from all community members. This plan should include: a. Clear understanding of local community demographics b. A variety of inclusive engagement tools for information sharing and input gathering, including online and in-person options, such as public meetings, events, and activities at varied times and locations. c. Clearly outlined volunteer opportunities within the program's leadership base	1 to 5
3. The Main Street Program has defined Partnership Agreements through Memorandum, Resolution, or Letters of Support that confirm a strong culture of collaboration for with public and private sectors.	1 to 5

- B. **The Public Sector.** This refers to local government (such as city or municipality, but also county) as a crucial leader and foundational partner in the revitalization program. Through the following key indicators, the local public sector highlights active efforts and accomplishments that demonstrate their commitment to the downtown or commercial district:

Key Indicators	Value
1. The City demonstrates that the district's revitalization is a priority for the City through: a. Guiding planning documents, such as a Master Plan and/or Downtown Plan, and economic development strategies. b. City-driven initiatives to improve the district's physical conditions and historic value c. Local campaigns to promote the value of the district, its positive image, and position in the community and market place	1 to 5
2. The City leadership is actively engaged with the Main Street program:	1 to 5

a. Participation of local elected officials and city staff in the leadership board – within boards and committees	
b. Working together to implement plans and specific initiatives	
3. The City actively works with the Main Street program to foster partnerships within the community, county, and region that add resources in support of the district’s revitalization.	1 to 5

- C. ***District Stakeholders***, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value
1. A majority of district property and business owners show commitment to the district’s vitality through direct investment of resources in physical, economic, and promotional efforts.	1 to 5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct involvement in the Main Street program and other organizations supporting the district.	1 to 5

- D. ***Community at large*** – including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value
1. A broad base of community members and organizations are involved in leading and/or supporting the district through planning and implementation of revitalization initiatives.	1 to 5
2. Local organizations support district’s programming efforts – directly through activities in the district and in partnership with the Main Street program.	1 to 5
3. Local corporations actively support and invest in the district’s revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street Program.	1 to 5

STANDARD II. INCLUSIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Description:

Strong, thriving communities don’t just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion. As comprehensive as the Main Street Approach, so are the many opportunities available for everyone in the community to participate. Every member of the community can become an active leader at different points in the revitalization journey and in various capacities. Main Street programs have a unique role in fostering an individual and collective sense of ownership that can strengthen and transform the entire civic culture of a community. This standard encourages Main Street programs to place strong priority in human talent and time as the greatest resource and to develop a clear operational structure that reflects an inclusive environment and increases the organization’s capacity to achieve its mission and goals, and to experience continued success. The following benchmarks provide a guide to developing an active leadership base and an organizational culture that welcomes, values, and rewards the willing investment of talent, time, and other resources provided by the community.

A. The Main Street Leadership Base Clearly Reflects the District and Community Demographics

Key Indicators	Value
1. The Main Street leadership base reflects the district and community demographics. This is clearly demonstrated by the diversity in age, race & ethnicity, gender, skills & interests, socio-economic, etc.:	1 to 5

a. Within the Board of Directors b. Within the supporting Volunteer Base (committees, sub-committees, task forces, teams, etc.) c. Within the Professional Staff team, including Executive Director and supporting members	
2. The Main Street leadership base within the Board of Directors and supporting volunteer committees is formed with balanced representation from: a. district stakeholders (property & business owners, residents, workforce, and representatives of organizations present in the district) b. public sector leaders (primarily -City elected officials, City management, department leaders, other staff members, but also other local/area government officers) c. community at large (residents, businesses, other community organizations)	1 to 5

B. The Main Street Program is Led by an Active Board of Directors.

Key Indicators	Value
1. The Board of Directors Leads the Main Street Program's Work: a. confirming Transformation Strategy to direct the program's work b. guiding the work planning process to ensure that the supporting volunteer structure projects and initiatives align with the selected strategy c. managing the implementation of the strategy regularly through active progress reviews at board meetings throughout the year d. participating – collectively and individually – in the program's projects and activities throughout the year.	1 to 5
2. Each Board Member is Committed to Active Leadership through a signed Board Commitment Letter, which should include: a. commitment to individual leadership role as agreed b. commitment to orientation and familiarization with personal role, the collective role of the Board, and with the Main Street Approach c. expectations for attendance to Board's meetings and support to volunteer base d. expectation for participation in trainings and leadership development opportunities offered throughout the year by the organization, the respective Coordinating Partner and the National Main Street Center	1 to 5

C. The Main Street program includes an Appropriate Supporting Volunteer Structure

Key Indicators	Value
1. The organization has a supporting volunteer structure (committee/teams, etc.) that supports the Board of Directors in the implementation of the Transformation Strategy and ensures comprehensive focus through the Main Street 4-Point Approach. a. Each supporting volunteer committee, team, task force, and project or activity has an active chair or co-chairs and enough supporting members to address their focus areas and to carry planning and implementation of their efforts successfully b. The supporting volunteer base connects with the Board of Directors and respective committees (as applicable) regularly throughout the year (avoid silos) to ensure alignment of strategy and collaborations.	1 to 5
2. The Main Street Program has a clearly defined plan for internal coordination to maximize the talent and support offered by the existing volunteer base. This plan includes attention to: c. appropriate role distribution at all levels within committees, teams, task forces, and projects d. clearly defined onboarding, coordination, rotation of roles, and retention processes and tools e. appropriate orientation and volunteer leadership development opportunities throughout the year to support their roles and knowledge on revitalization as offered by the organization, the Coordinating Program, and the National Main Street Center	1 to 5

f. active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization	
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D. The Main Street Program has Active Professional Management

Key Indicators	Value
1. The Main Street organization maintains the level of professional staff necessary to help the organization achieve its mission, goals, and to provide dedicated focus, facilitation, and coordination for effective management of the revitalization program. a. Depending on the maturity of the program, this means at a minimum, a full-time Executive Director (40 hours/week) in place for at least 8 of the 12 months during the past year). b. Main Street staff salary & benefits are consistent with other economic development professionals in the area/region c. The Main Street executive director (and additional staff members if in place) have outlined job descriptions and clearly defined performance expectations	1 to 5
2. A formal performance review process is in place and conducted annually for all program staff. a. the chain of command between the Main Street Board, Program Director, and supporting staff is clearly defined, followed, and reviewed annually. b. The Board Chair, representing and involving the board, leads the executive staff's annual performance review. The Main Street Director leads additional staff's review. c. The Main Street Board provides staff constructive feedback, encouragement, guidance, and recognition regularly throughout the year	1 to 5
3. Main Street staff participates in adequate training on revitalization trends and management to stay in tune with revitalization trends and enhance leadership and management skills. This includes: a. training requirements by the coordinating program b. professional development offered by Main Street America Institute and other educational trainings such as the Main Street Now Conference (annual national conference).	1 to 5
4. A staff transition plan is in place to address unexpected or anticipated staff changes, including succession and coordination of search & recruitment for new staff. This plan includes the appropriate processes to maintain program management during temporary transitions.	1 to 5

E. The Main Street Program Has A Defined Mission and Strong Organizational Capacity

Key Indicators	Value
1. The Main Street program has a clearly defined purpose outlined by the board of directors through a mission statement. a. The Board reviews the mission statement annually b. The Board uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement and to drive the program's work c. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities	1 to 5
3. The Board of Directors Ensures Organizational Capacity by developing and conducting regular review of: a. the organization's By-Laws b. policies for organizational and operational procedures, including internal communication, reporting, insurance, emergencies, volunteer leadership transition and succession planning, etc. d. policies for staff management, including recruitment, retention, annual performance, and recruitment and transition	1 to 5
2. The program has a clearly outlined process and annual calendar with defined timelines for work plan development, approval, and coordination of implementation of projects and activities.	1 to 5

3. Program volunteers' input is collected regularly to gather perspectives on internal organizational culture, coordination and retention practices, programming value, etc. Volunteer feedback is appropriately utilized by staff and board to improve the program's overall volunteer and programming structure.	1 to 5
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STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

Description:

A successful revitalization program must have the financial resources necessary to carry out its work and prepare for the future. Because a revitalized district benefits and strengthens the quality of life of the entire community, the opportunity and responsibility from all community sectors is essential for growth and long-term sustainability. Developing a strong funding structure includes a two-fold approach to funding the organizational and programming needs for successful, long-term revitalization. This includes not only financial commitment needed to have an organization that is dedicated to managing the district's revitalization process, but also the financial investment needed for improving the district's physical and economic conditions and strengthening its position within the community and its marketplace.

The Main Street program will need to work with the district stakeholders, local governments, and community at large to build a diversified mix of funding sources and develop appropriate financial management systems to identify, confirm, and maximize resources. The size of a program's budget will change as the program matures. In addition, program budgets are likely to vary according to regional economic differences and community size.

A. The Main Street Program Has Developed a Diversified Funding Structure that includes a Balanced Mix of Funding Sources from both Public and Private Sectors.

Key Indicators	Value
1. District stakeholders (businesses and property owners, workforce, residents, organizations present within the district boundaries) invest in and/or support the Main Street revitalization program through one or more of the following: a. Investors, partnerships, memberships programs b. Donor campaigns c. fundraising initiatives d. sponsorship or funding for specific initiatives	1 to 5
2. Community stakeholders (businesses and property owners, workforce, residents, organizations) invest and support the Main Street program through one or more of the following: a. Sponsorships for events b. marketing initiatives c. capital campaigns d. investors, partnerships, or membership programs e. foundation grants	1 to 5
3. Local government (City, County) has a financial commitment to building or maintaining a dedicated revitalization program for the district through at least one of the following: a. General funds allocation b. Purchase of service agreement c. Sponsorship of events or specific initiatives d. Grants e. Capital campaigns f. Marketing initiatives g. Management of a local Business Improvement District, Special Service Area, Downtown Development Authority, etc.	1 to 5

4. The Main Street pursues the following additional funding opportunities a. State and/or federal grant programs, such as CDBG, USDA, etc. b. Fundraising events or activities c. Creation of a Business Improvement District, Special Service Area, Downtown Development Authority, etc.	1 to 5
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B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	Value
1. Financial management is a priority and demonstrated through a comprehensive fund-development plan addressing the organization's financial needs to maintain its operations and implement its programming.	1 to 5
2. A comprehensive budget is in place: a. specifically dedicated to the purpose of the district revitalization b. aligned with strategy and work planning and implementation c. adequate to cover organizational related expenses, such as administration of office, communication tools, materials, and activities; professional staffing, volunteer and staff development, fund-development expenses, etc. d. adequate for programming related initiatives across all 4-Points (organization, design, economic vitality, and promotion) e. recognizes in-kind contributions provided by volunteer time, skilled services, materials and other donations provided by both the public and private sectors.	1 to 5
3. Financial management practices are in place with a. following appropriate timeline expectations and details for monthly reporting and audits b. outlining processes and procedures for appropriate financial oversight c. ensuring positive conditions, with a 3 to 6-month minimum reserve	1 to 5
4. Financial Oversight and fund-development roles are clearly outlined between a. Staff b. Board of Directors c. Supporting leadership base	1 to 5

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Description:

Decades of experience implementing the Main Street Approach™ in communities of all sizes has demonstrated that building and sustaining a successful downtown or neighborhood commercial district is not a project, but an ongoing process that requires long-term commitment. While the first few years of a Main Street program is usually focused on establishing a foundation of community support and achieving small wins that show momentum, as vitality grows, opportunities for incremental change should be identified to move the program beyond the routine and address more complex aspects of revitalization.

Sustaining positive change from one year to the next, requires continued dedication to reviewing the focus of our efforts and its alignment with the community's vision for the district and on understanding how existing market conditions and emerging trends can positively impact the district's future. The following indicators are intended to guide the Main Street program's programming beyond ideas and project-driven efforts to an elevated focus that uses community's input and market information to define purposeful strategy that can transform the district and sustain its vitality.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value
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1. The Main Street program places priority on gathering community input and market data to guide the program's planning efforts. a. At least annually, the program has facilitated community input gathering activities and/or tools that help the organization keep a pulse on the community's perspectives for the district. b. Use of relevant district market profiles and community demographics profiles to identify important economic conditions and market opportunities. c. a highly visible vision statement outlines the future of the district, informed by the community and reflecting understanding of community's demographics and market opportunities	1 to 5
2. Annually, the Main Street Board utilizes inputs to define strategic direction for district transformation: a. confirm a Transformation Strategy/strategies to guide the programs work for the next 3-5 years b. outline specific goals and measurable benchmarks that align with the selected strategy review progress made from year-to-year to make appropriate adjustments to annual work plans	1 to 5
3. As part of the planning process, the Main Street Board shares the Program's Transformation Strategy (ies) a. with its supporting volunteer structure to guide the selection of appropriate projects and activities that align with the selected Transformation Strategies b. with the City and local partners to highlight common grounds and strengthen collaborations	1 to 5
4. The Main Street program develops and implements detailed work plans a. reflecting a balanced level of activity across the Four Points - Economic Vitality, Design, Promotion, and Organization b. including anticipated measurable outcomes a. ensuring the application of Main Street Guiding Principles, such as focus on quality over quantity, incremental steps, implementation oriented, etc.	1 to 5
5. The Main Street program works with District and Community partners to addresses foundational support and resources for preservation-based economic development a. Working with business owners to maintain business inventories to understand the district's economic base, promote existing strengths and to leverage market opportunities. b. Working with property owners to maintain building inventories to understand improvement needs and to encourage and support strategic use of space for business development c. Working with the local governments (City and County as it applies) to understand the conditions of the public space, recognize opportunities for improvements to enhance sense of place, and to assemble resources and incentives to strengthen the local economic base.	1 to 5

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

Description: The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goals for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners in appropriate improvements, uses. Communities often provide design assistance and incentives to assure successful projects.

Key Indicators	Value
1. The organization has built and/or maintained relationships with preservation stakeholders in its community and state, such as a. State Historic Preservation Officer b. Local Preservation Commission, City Planner/Planning Staff c. City and State Departments of Transportation d. City and State Parks and Recreation/Department of Natural Resources	1 to 5

e. Local university's preservation and planning.	
2. The downtown or commercial district's appearance shows visible physical improvements, including a. appropriate façade and building rehabilitation projects b. new appropriate signage, awnings c. attention to maintenance	1 to 5
3. The organization and/or its partners are actively engaged in Historic Preservation best practices a. Downtown or commercial district is listed in the National Register of Historic Places or eligible b. Community is a Certified Local Government c. Community has a preservation ordinance and/or design standards or guidelines, based on the Secretary of Interior Standards, in place and applies them during Design Committee reviews d. Local program design guidelines e. City, County or State Designations (e.g. Arts, Cultural, Entertainment Districts, etc.)	1 to 5
4. There is an active preservation educational program and advocacy in place to build community awareness about the economic and cultural value of the district's older historic building assets, history, and its impact in the community's identity and positive image within a. District stakeholders leverage preservation as an economic development tool b. local governments (city, county) offer resources for preservation-based economic development c. local and state preservation groups co-create educational materials and co-lead workshops and trainings when applicable d. the community at large to foster a strong sense of pride and ownership e. Within surrounding communities – highlighting the district's position in the area as it applies.	1 to 5
5. Organization works proactively throughout the year to protect historic resources and responds to threatened structures with a. proactive advocacy efforts and campaigns among property owners, City, and community b. creative adaptive reuse initiatives c. efforts to assemble necessary preservation-related resources	1 to 5

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Description:

Main Street communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Programs must be able to demonstrate the wise use of resources, which translates to real results on the ground.

Key Indicators	Value
1. The Main Street Program works with district stakeholders and partners to collect and submit reinvestment statistics to its coordinating program. This includes: a. Business related - net new jobs, net new businesses b. Real estate – property sales, increase in housing units, vacancy rate change over the last year c. Investment by the public and private sectors d. volunteer hours e. additional data that highlights measurable change and transformation	1 to 5
2. Main Street plans for projects and activities include a defined evaluative process and benchmarks to help track impact to the district and the organization, including a. Qualitative indicators of success b. Quantitative measures of success, such as event attendance, sales, etc.	1 to 5
3. The Main Street Program shares evidence of growing visibility with its Coordinating and national partners	1 to 5
4. The organization has made significant progress in addressing the district's economic vitality needs, based on the work plan submitted with documentation	1 to 5