



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, July 26, 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. Monthly Report
 - C. Committee Minutes
 - D. DDA Financials
- 6. Reports**
 - A. Biannual Info Meeting
Lindsey Dotson, Executive Director
 - B. Director's Report
Lindsey Dotson, Executive Director
 - C. Downtown Futures Service Final Report
Lindsey Dotson, Executive Director
- 7. Old Business**
 - A. AED's in Downtown
Lindsey Dotson, Executive Director
- 8. New Business**
 - A. Bigbelly Stations
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: July 26, 2021

ATTACHMENTS:

- ▣ Regular Meeting - June 28, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, June 28, 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: Sam Bingham, Sean Bradley, Richard Christner, Kirby Dipert, Liam Dreyer, Paul Silva, Amanda Wilkin
Members Absent: Ron Way, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director; Dean Martin, Community Development Fellow

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Monthly Report
- D. Trail Support Letter

Chair Owens noted on the trail support letter that the last bullet should start with the word "it". Motion by Member Bradley, second by Member Christner to approve the Consent Agenda items as amended. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson stated that there were no other events scheduled for Venetian Wednesday; the staging meeting was scheduled for this Wednesday, so she was still working on the schedule.

Chair Owen stated the adoption of the new Ordinance to allow alcohol in the parks included an exception for Veterans Park and any cemeteries and only during the hours of 10:00 a.m. to 11:00 p.m.

B. MyNorth Cooperative Ad Campaign Performance

Director Dotson gave a brief report on how the DDA ads were performing to date. She stated that the reports that MyNorth were sending do not line up with the analytics on the website. She stated that they were seeing a 60% increase in direct travel to charlevoix.com since last year.

7. Old Business

8. New Business

A. Priority Development Sites Briefing

Fellow Martin explained that 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. Five selected sites have been engaged for priority redevelopment status. He gave a briefing of the status of the marketing program, streamlined and transparent development process, priority redevelopment sites, and the specifics of the five selected sites. Fellow Martin and Director Dotson responded to questions from the Board members regarding the Redevelopment Program.

Motion by Member Wilkin, second by Member Dipert to support the priority sites selected for eventual submission to MEDC. Motion passed by unanimous voice vote.

B. AEDs in Downtown

Member Dipert advised that during a recent Business Owners meeting the topic of AEDs came up and it was requested that the DDA investigate adding some more in the downtown area so that they are easier to find during an emergency. The cost per unit is approximately \$600. The original discussion considered placement of one unit per block downtown. There are units already installed at City Hall and the Harbor Master Building.

Motion by Member Dipert, second by Member Wilkin to authorize the DDA Director to begin the process to purchase two AED units at a maximum cost of \$2,000 and connecting with the EMS Division and getting approval for two locations on the north and south side of downtown. Motion passed by unanimous voice vote.

C. Accreditation Information Session

Director Dotson stated that the Michigan and National Main Streets are hosting a virtual meeting to discuss the new Accreditation Standards and wish to have two or three Board members from each community plus the DDA Director attend. Members Dreyer and Wilkin volunteered to participate in the virtual meeting. Chair Owen indicated that she would call Michigan Main Street to express her concerns about the timing of the meeting and the reasoning behind why the DDA Director could not attend the meeting and report back to the Board rather than Board members having to attend.

9. **Public Comments**

John Haggard felt that they should put the word out that our roads are fixed "so come visit us".

10. **Request for Future Agenda Items**

Member Dreyer stated that in the Special Meeting minutes it indicated that he was against the idea of the alcohol being permitted and he was for it and was explaining opinions of the students he was polling. The Board members concurred that the correction be made to the Special Meeting minutes of June 2, 2021.

11. **Board Comments**

12. **Adjourn**

Meeting adjourned at 6:28 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Monthly Report

DATE: July 26, 2021

ATTACHMENTS:

- ▣ June Monthly 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-0000123048	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	6/1/2021	Reporting Period End	6/30/2021
Submitter's Name	Lindsey Dotson	Due Date	7/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
FLEA	327 Bridge Street	Retail Occupied	2.0	3.0
Long Road Distillers	109 Bridge Park Drive	Eating & Drinking	1.0	1.0
The Eeryie	221 Bridge Street Office D	Service Business	1.0	0.0

Businesses Closed in MSA

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

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

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
Bridge Street Tap Room	208 Bridge Street	Eating & Drinking	Product Line/Service	0.0	1.0

Existing Businesses that Contracted in MSA

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

New & Rehab Housing in MSA

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

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

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
Village Graphics	111 Antrim Street	Completely new facade with new bricks, windows, etc.	\$40,000.00	\$0.00	

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
Pine River Channel Hammock Park	115 Palmer Street	Junior Main Street project completed and funded through grants and private donations.	\$3,170.00		

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
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Buildings Sold in MSA

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
20.00	\$0.00	27.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
MDA Summer Workshop (Virtual)	Lindsey Dotson	6/4/2021	Filling Vacancies
Ohlay Workshop	Lindsey Dotson	6/22/2021	Difficult Conversations
CLG State Tax Credit Conversation	Lindsey Dotson	6/24/2021	State Historic Tax Credit

Fundraising/Membership Last Month

Type	Amount
Private	250.00
Earned	2976.00
Earned	4400.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
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Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary

Our digital downtown dollar gift card officially launched on July 1st, our summer concerts have happened twice now, and we are chipping away at random to-do lists like replacing restroom signage that has faded, considering the purchase of new public garbage cans, etc. We still have two major build outs in progress with some new businesses which is unfortunate since it has been so busy.

Program & Outlook

Looking forward to reviewing Futures Service report as a group! Yiftee Gift Card already has 22 participating businesses and I hope to grow the list gradually.

Suggestions for State and National Staff

Keep it up!

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_6_28_Meeting(253).pdf	7/9/2021 4:11 PM

michiganbusiness.org

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

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Committee Minutes

DATE: July 26, 2021

ATTACHMENTS:

- ▣ Org and Promo Minutes - July 15, 2021
- ▣ Design Committee - July



Promotions/Organization Committee
Thursday, July 15, 2021, 8:00 a.m.
Charlevoix City Hall Council Chambers
Minutes

In attendance: Caitlin Cole (Chair), Leanne Ackert, Nancy Suzor, Lindsey Dotson (Executive Director)

Call to order at 8:05 AM.

The minutes from the June 17, 2021, Organization & Promotion Committee meeting were approved as written.

Ongoing Business:

A. Events & Projects – Updates, Needs

1. Live on the Lake Summer Concerts:

- a. Director Dotson reported that the series is going well this year and that through the 4thelocal.com partnership we have added \$105 to our advertising budget thus far.

2. MyNorth Ad Campaign Update – Brian's Ice Cream Experience running now, Sea Bags will run in August.

3. Main Street Wednesday – 8pm – entertainment followed by Frozen movie.

B. Organization

1. Email Newsletter (June)

2. 53% Open Rate + 15.3% Click Rate.

3. Opens: 518

4. Clicks: 78 (top click links):

i. Bridge Block Bash

ii. Life in Charlevoix App (we have had 40 new downloads since the beginning of June!)

iii. Downtown Charlevoix Facebook Page (We have surpassed 10,000 likes!)

5. Unsubscribe: ZERO!

New Business

1. Volunteer Toolkit –

2. Yiftee Community Card/Downtown Dollars – 22 locations so far

a. STILL NEED TO:

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.

- i. Pass out activation cards to businesses who have not signed up yet.
 - ii. Pass out window decals, posters, and “How to Redeem” instructions off to currently participating businesses.
 - iii. Hang posters everywhere!
3. Fairy Doors – Director Dotson has the write up and photos to request businesses to participate but has not sent it out because a lot of info has been coming at everyone lately and she did not want it to get lost in the madness. She plans to sometime after Venetian Festival.
4. Second batch of Downtown Maps are here and slowly being distributed.

Meeting adjourned at 9:00am

Next meeting: August 19, 2021



Charlevoix Main Street Design Committee
Thursday, July 1, 2021
4:00 PM – City Hall
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, P. Weston

Absent: C. Kranz, J. Rowley, D. Fate, J. Goldsborough, D. Miles, M. Owens, B. Slater

- I. The meeting was called to order at 4:00 pm. The Minutes from the May 6, 2021, meeting was approved as written.
- II. **Outstanding Business**
 - a. Report from DDA: nothing special to report.
 - b. Alleyway Improvement Grant Program Implementation – L. Dotson has not yet received applications for this program. Unfortunately, the Info Meeting that we hosted on June 9th had zero attendees.
 - c. *Keep Charlevoix Bright* Fundraising – Gail and Carol have been given information about past donors and have drafted up a letter that can be emailed out. Consideration of putting info into utility bills was discussed as well. The group applied to have a float in the Venetian Parade to help promote the fundraiser.
 - d. Interpretive Sign for History of Indigenous People – The final draft was sent off to Pro Image Design and the sign will be installed sometime in August.
 - e. Flowers in Hoop Skirt Alley – no updates to report.
- III. **New Business**
 - a. Garbage cans art project – L. Dotson asked the group how they felt about the possibility of making the “oil drum” type garbage cans downtown an art project done by the High School students. After much discussion, committee members expressed concern about the idea and Director Dotson tabled the topic to be discussed at a future meeting when more members can be present.
 - b. Update from Historic District Commission: As a Certified Local Government Charlevoix applied for and got awarded the Community Partner service from the State Historic Preservation Office to nominate the 200 block of Downtown Charlevoix for the National Register of Historic Places.

The meeting adjourned at 5:00pm.

Next meeting: Thursday, August 12th???, 2021 @ 4:00 PM in City Hall.

CHARLEVOIX MAIN STREET MISSION

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Consent Agenda

TITLE: DDA Financials

DATE: July 26, 2021

ATTACHMENTS:

- ▣ Financial Statement as of July 21, 2021

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 4 MONTHS ENDING JULY 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
REVENUE							
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169.23	.00	.00	40,300.00	(40,300.00)	.00
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506.38	.00	.00	436,400.00	(436,400.00)	.00
255-000-420.000	DELINQUENT TAXES - DDA	1,086.75	.00	(100.02)	.00	(100.02)	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	.00	.00	100.00	(100.00)	.00
255-000-566.001	STATE GRANTS	50,000.00	.00	.00	.00	.00	.00
255-000-573.000	STATE REVENUE - OTHER	9,973.29	.00	.00	9,200.00	(9,200.00)	.00
255-000-580.001	GRANTS - OTHER	9,790.30	.00	4,000.00	5,000.00	(1,000.00)	80.00
255-000-665.000	INTEREST EARNINGS	798.98	.00	(850.00)	1,000.00	(1,850.00)	(85.00)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	.00	1,000.00	(1,000.00)	.00
255-000-668.001	RENTS & ROYALTIES - KEWEENAW	(2.00)	.00	.00	.00	.00	.00
255-000-668.002	PROPERTY RENT - BIBCO	31,215.36	.00	10,800.32	32,400.00	(21,599.68)	33.33
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.005	PROPERTY RENT-LONG RD DISTILL	.00	.00	3,400.00	.00	3,400.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	.00	50.00	.00	50.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	.00	1,750.00	6,000.00	(4,250.00)	29.17
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	23.22	92.88	.00	92.88	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400.00	72.52	3,201.63	.00	3,201.63	.00
255-000-692.000	MISCELLANEOUS	1,339.39	.00	769.50	9,300.00	(8,530.50)	8.27
255-000-692.001	MISCELLANEOUS-THE VAULT	24,409.88	2,880.68	5,799.20	18,000.00	(12,200.80)	32.22
TOTAL FUND REVENUE		630,416.65	2,976.42	28,913.51	574,000.00	(545,086.49)	5.04

CITY OF CHARLEVOIX

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 4 MONTHS ENDING JULY 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	47,583.29	1,992.53	12,044.47	48,500.00	36,455.53	24.83
255-255-706.001	WAGES (ICMA)	4,960.82	209.21	1,512.46	5,100.00	3,587.54	29.66
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	1,554.17	9,394.68	37,800.00	28,405.32	24.85
255-255-740.000	OPERATING SUPPLIES	13,456.27	360.67	1,595.31	9,200.00	7,604.69	17.34
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	1,280.76	6,311.17	17,000.00	10,688.83	37.12
255-255-776.000	IWF MAINTENANCE	3,224.71	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	18,491.78	2,000.00	11,200.00	35,000.00	23,800.00	32.00
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	.00	.00	663.22	.00	(663.22)	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	2,800.00	8,573.94	15,300.00	6,726.06	56.04
255-255-801.004	ORGANIZATION COMMITTEE	495.00	.00	90.00	500.00	410.00	18.00
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	71,000.00	.00	.00	.00	.00	.00
255-255-818.000	CONTRACTUAL SERVICES	32,239.95	.00	6,368.16	28,700.00	22,331.84	22.19
255-255-818.002	DESIGN COMMITTEE	10,297.00	.00	.00	15,600.00	15,600.00	.00
255-255-826.000	LEGAL FEES	3,757.50	.00	356.50	500.00	143.50	71.30
255-255-853.000	TELEPHONE	2,644.10	57.68	316.25	2,100.00	1,783.75	15.06
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	.00	10.00	1,000.00	990.00	1.00
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	.00	30,000.00	30,000.00	.00
255-255-900.000	PRINTING & PUBLISHING	393.40	.00	.00	.00	.00	.00
255-255-910.000	INSURANCE & BONDS	1,409.92	.00	.00	1,500.00	1,500.00	.00
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952.06	150.00	540.00	5,000.00	4,460.00	10.80
255-255-962.000	MISCELLANEOUS	3,695.40	.00	5,070.00	100.00	(4,970.00)	5,070.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	3,450.21	.00	3,110.11	500.00	(2,610.11)	622.02
255-255-964.000	REFUNDS & REBATES	.00	.00	4,172.50	6,000.00	1,827.50	69.54
255-255-999.594	TRANSFER TO MARINA FUND-BOND	335,700.00	.00	.00	336,200.00	336,200.00	.00
TOTAL DOWNTOWN DEVELOPMENT		662,651.53	10,405.02	71,328.77	601,600.00	530,271.23	11.86
TOTAL FUND EXPENDITURES		662,651.53	10,405.02	71,328.77	601,600.00	530,271.23	11.86
NET REVENUES OVER EXPENDITURE	(32,234.88)	(7,428.60)	(42,415.26)	(27,600.00)	(14,815.26)	(153.68)	

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Reports

TITLE: Biannual Info Meeting

DATE: July 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Per PA57 of 2018 Director Dotson will give a brief presentation outlining recent accomplishments and future goals for members of the general public.

DDA/Main Street Board
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Reports

TITLE: Director's Report

DATE: July 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.9and10news.com/2021/06/28/charlevoix-dda-to-launch-downtown-dollars-program-for-local-businesses/>
- <https://www.petoskeynews.com/story/news/local/charlevoix/2021/06/30/more-defibrillators-eyed-charlevoix-downtown-area/7810377002/>
- <https://www.petoskeynews.com/story/entertainment/2021/06/28/live-lake-music-series-returns-charlevoix-east-park/5333618001/>

Director Planned Out of Office

Monday, September 6th - Labor Day

Monday - Wednesday, September 13 - 15th - Vacation

Thurs & Fri, November 4th & 5th - Michigan Downtown Association Annual Conference - Detroit

M - F, November 29th - December 3rd - Vacation

Grant Programs Update

We have received two applications and another is on the way! When the Design Committee meets in August we will review them and a recommendation will come to the Board at the August 23rd meeting.

Downtown Maps

The second batch of maps are in and being distributed gradually. They don't last long once they are out in the downtown!

Yiftee Downtown Dollars Digital Gift Card

We launched 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. Celeste Murdick's Fudge
6. Central Drug Store
7. Charlevoix Cinema III
8. Charlevoix Circle of Arts
9. Charlevoix Harbor Wear
10. Charlevoix Historical Society
11. Cherry Republic

12. Elements Gallery
13. Flea Boutique
14. Graffitees
15. Grey
16. Hotdoggers
17. Northbound
18. Picture This
19. Scovie's Gourmet
20. Sea Bags
21. Stafford's Weathervane Restaurant
22. Sunshine Charters
23. The Clothing Company
24. The Lake House
25. Thistle
26. Tranquility Massage and Bodywork
27. Weathervane Terrace Inn & Suites

The list of participating merchants will hopefully continue to grow, especially as we get closer to the holidays. I have also started to send out emails/letters to large employers to seek a corporate "sponsor" for a BOGO deal and/or bulk purchases for employee bonuses. Window clings have been made and are starting to pop up in store windows of participating businesses. Posters are starting to make their rounds and info is readily available on our website, app, and social media outlets. We will need to all work together to promote the availability of this gift card. I purchased some for my nieces for their birthdays and told them to go on a mini shopping spree. They had a BALL and bought things at 3 separate stores. The reporting on the back end is fascinating because I can see transaction amounts and at what merchant purchases were made. This will eventually prove to be useful info once we get more activity going!

Live on the Lake Summer Concerts

So far so good! We have raised \$105 so far with our 4TheLocal.com partnership which I am putting right back into advertising. Twister Joe has been coming out for no charge, Grill Chasers from the Back Lot have been donating meals to feed the bands, and despite cool temps on show nights the crowds have been pretty decent!

Alcohol Consumption in Downtown Parks Update

The info below is from the draft City Council minutes from the June 21st meeting:

Public Hearing: Alcoholic Beverages in Public Parks, June 21, 2021

The Mayor returned to the meeting. Hagen recused himself. City Manager Heydlauff stated that the DDA Board voted to recommend and support an amendment to the ordinance that currently prohibits consumption of alcoholic beverages in public parks located in the downtown. Council agreed to amend the proposed ordinance lifting alcohol restrictions in East Park and Bridge Park and establishing a time limitation for all venues.

Mayor Kurtz opened the item to public comment, and one was heard in favor.
Motion by Knapp, second by Slater to approve Ordinance 826 of 2021.

CITY OF CHARLEVOIX

ORDINANCE NO. 826 of 2021

AN ORDINANCE TO AMEND TITLE IX, CHAPTER 94, SECTION 30 OF THE CHARLEVOIX CITY CODE
THE CITY OF CHARLEVOIX ORDAINS:

SECTION 1. Title IX, Chapter 94, Section 30 of the City of Charlevoix Code is hereby repealed and replaced as follows:

94.30 ALCOHOLIC BEVERAGES.

(A) Consumption prohibited at all times. Alcoholic beverages may not be consumed or possessed in Veterans Park or cemeteries of the City.

(B) Hours of consumption limited. Alcoholic beverages may not be consumed in public places between the hours of 11:00 p.m. and 10:00 a.m.

(C) Exemption for boats. Restrictions on alcohol shall not extend to privately owned vessels moored in the waters of the City or docked in the Charlevoix Marina.

SECTION 2. Severability.

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

SECTION 3. Effective Date.

This Ordinance shall become effective thirty (30) days after its enactment pursuant to the City Charter.

Ordinance No. 826 was adopted on the 21st day of June 2021 A.D., by the Charlevoix City Council as follows:

Motion by: Knapp

Second by: Slater

Yeas: Bryan, Kalbfell, Parr, Slater, Knapp

Nays: None

Abstain: Hagen

Absent: None

Motion by Knapp, second by Parr to authorize the City Manager to relax the restrictions [in Section 94.30 of the City Code] for a 30-day period per Council's discussion. Motion carried by unanimous voice vote.

Pine River Hammock Park Ribbon Cutting

Please join us on Wednesday, July 28th at 9am at the Pine River Hammock Park to celebrate the completion of this Junior Main Street project! A representative from the Governor's office will be there and possibly media as well. Hope to see you out there.

Passing of Dennis Kusina

A long-time volunteer, downtown property owner, and advocate for Main Street, Dennis Kusina, who was still an active member of our Organization and Promotion Committee, has passed away. His obituary and memorial service information can be found

here: <https://www.mortensenfuneralhomes.com/obituary/Dennis-Kusina>

Destination Creation Course Train the Trainer Update

The Jon Schallert training that I had signed up for this past winter/spring is scheduled to take place on August 3rd, 4th, and 5th. I am registered and will be participating virtually from my office from 11am - 5pm each of those days. I look forward to reporting out how it went and how we can move forward with using the information gathered to benefit our community.

SBEI Round Two

We have been awarded another round of design assistance and community feedback from Michigan State University through their Sustainable Built Environment Initiative. This time the focus will be on improving walkability throughout the downtown, especially on Bridge Street. There will be three meetings taking place over the course of two days and the schedule is as follows:

- Tuesday, August 10th at 3pm (possibly at a restaurant - TBD) - stakeholder discussion group - invites include small business owners and those in the food and beverage industry.
- Tuesday, August 10th at 6pm (Library Community Room) - Kickoff meeting - general public is invited
- Wednesday, August 11th at 8am (possibly in a store TBD) - stakeholder discussion group - retailers

I have attached the flyer for the public meeting at the library for your consideration.

Main Street America Accreditation Info Session

Board members Wilkin and Dreyer will be attending the info session scheduled for Tuesday, August 17th at 8am. As a collective we will report back to the Board with any information gleaned from the meeting. if you'd like to join please let me know, thank you.

Restroom Signs

It has been brought to my attention that the green restroom signs on the bandshell are very faded and need to be replaced. I am currently exploring multiple options to present to the board at the August meeting.

ATTACHMENTS:

- ▣ Yiftee Flyer
- ▣ SBEI Meeting at Library

Send gifts to partners, employees, friends,
and family while giving back to your
community!

Looking to shop small and shop local?

Send the
Downtown Dollars
Community eGift Card today!



**All your favorite places in downtown
Charlevoix, on a digital gift card!**

Where to buy: downtowncharlevoix.com



Help Create a Vision for Downtown Charlevoix!

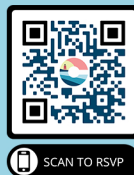
Sustainable Built Environment Initiative

Hosted by Charlevoix DDA



Location:

**Charlevoix Public Library
Community Room,
220 Clinton Street,
Charlevoix**



Or use the link here:
<https://forms.gle/XvHyoktdtWu2fMDe9>

**Tuesday, August 10;
6-7:30 pm**

Proposed Project

Develop a future vision for the streetscape corridor of downtown along Bridge Street between Antrim Street and Park Ave.

Project Objectives

- Reimagine the pedestrian experience downtown
- Enhance outdoor space within the streetscape
- Consider walkability and placemaking approaches
- Emphasize safe pedestrian movements and crossing points



What is the SBEI?

The Sustainable Built Environment Initiative (SBEI) is a project through the Michigan State University School of Planning, Design, and Construction and MSU Extension that assists communities to address physical planning, design, and land use issues.

SBEI Objectives

- Work with the City of Charlevoix Downtown Development Authority (DDA) and other community groups to develop sustainable planning and design ideas
- Build consensus and generate ideas to address challenging sustainability concerns
- Act as a bridge between the city, other community groups and planning and design consulting professionals

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

Reports

TITLE: Downtown Futures Service Final Report

DATE: July 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached you will find the final report provided by Downtown Professionals Network as the deliverable for the Futures Service awarded by Michigan Main Street.

RECOMMENDATION:

Board discussion.

ATTACHMENTS:

- ▣ Report
- ▣ Poster

DOWNTOWN CHARLEVOIX FUTURES

CHARLEVOIX, MICHIGAN

MARKET INSIGHTS AND EVOLUTIONS

A MEDC MICHIGAN MAIN STREET PROGRAM SERVICE

PREPARED FOR



2021

PREPARED BY



**DOWNTOWN
PROFESSIONALS
NETWORK**

Franklin, Tennessee USA

downtownpros.com



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INSIDE

Charlevoix has already achieved a level of success that communities aspire for. A long track record of results and positive changes occurring in the downtown area have positioned the community well. Still, recognizing that change is inevitable, Charlevoix Main Street DDA, along with community partners and stakeholders, is taking a pro-active planning approach and applying sound market principles, community engagement practices, and creative thinking to guide future development, redevelopment and enhancement initiatives.

The Downtown Futures service is a Michigan Main Street Program at MEDC service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood business districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make Downtown Charlevoix a special place.

Market Study Limitations and Disclaimers

Retail market studies and analyses, their components (such as retail sales gap analyses and surveys interpretation) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, a number of factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other factors. The information in this document is intended to provide a foundation of information for making district enhancement and business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.



MARKET INSIGHTS

A Stable and Growing Market

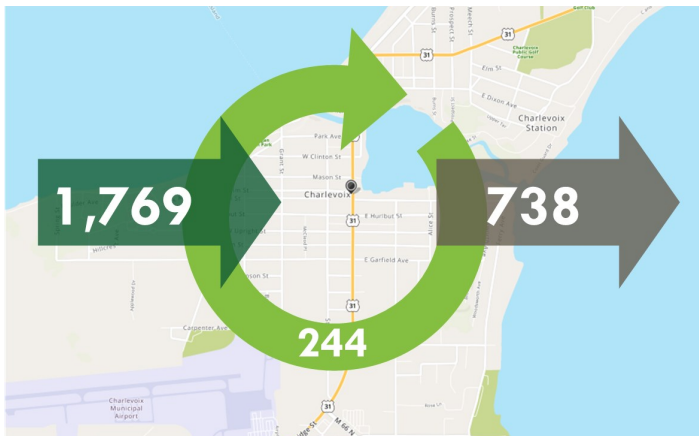
Market data summarized in the Downtown Charlevoix Market Snapshot demonstrates a stable and growing market. Key indicators for the five, ten and twenty-minute drive times generally anticipate growth in population, households and median household income approaching or exceeding rates projected for the state through 2025. Overall retail sales surplus and leakage estimates show the impacts of sales likely being captured from visitors and seasonal residents, but also point to opportunities for expansion and growth.

Tools and References

- ▶ Downtown Charlevoix Market Snapshot
- ▶ Esri Data Reports

The Daily Boost

Inflow/Outflow Analysis Data from the U.S. Census Bureau's On The Map application shows a 2018 inflow of 1,769 workers employed in the Charlevoix city limits, resulting in an estimated daytime population net gain of 1,031 persons. The workplace, seasonal resident and visitor markets are likely responsible, in part, for sales surplus estimates in certain categories. The combination of rooftops and "vehicle tops" in the Charlevoix market could offer opportunities for existing business to grow, and for new retail, service, and eating and drinking establishments to join the mix.



Downtown Trends | Community Perspectives

Forty-four percent of respondents to the 2021 Downtown Charlevoix Futures survey described pre-COVID-19 trends in Downtown Charlevoix as "Improving or making progress," and another 44% said the area is "Steady or holding its own."

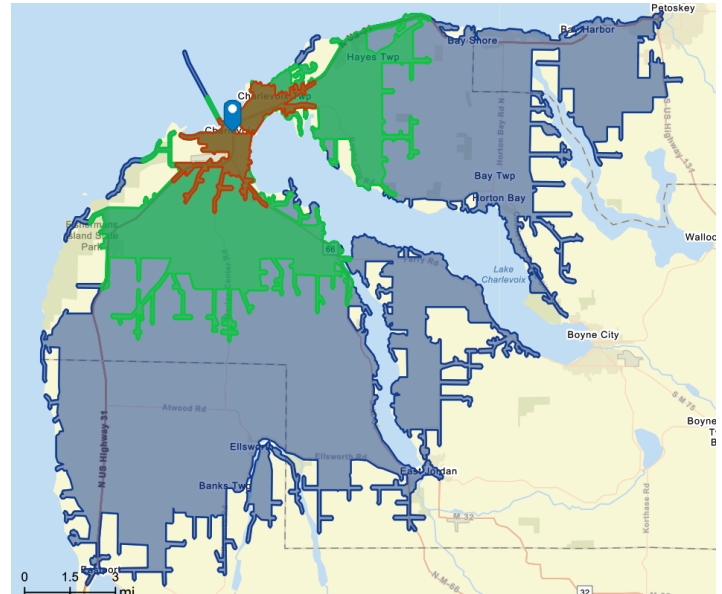
Survey: Pre-COVID-19 trends in Downtown Charlevoix

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

DOWNTOWN CHARLEVOIX DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

ESRI 2020



POPULATION

6,234

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 1.4%

Population	5 Min	10 Min	20 Min
2020 Estimate	3,849	6,234	15,844
Growth (2020-25)	1.1%	1.4%	1.2%



Est. State Pop Growth (2020-25) 1.2%



DAYTIME POP

6,794

10 MINUTE DRIVE TIME | 2020
DAYTIME CHANGE: 9.0%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	4,687	6,794	17,460
Daytime Change	21.8%	9.0%	10.2%



HOUSEHOLDS

2,784

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 1.6%

Households	5 Min	10 Min	20 Min
2020 Estimate	1,833	2,784	6,726
HH Growth (2020-25)	1.4%	1.6%	1.4%



Est. State HH Growth (2020-25) 1.5%



HH INCOME

\$52,318

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 6.7%

Median HH Income	5 Min	10 Min	20 Min
2020 Estimate	\$45,369	\$52,318	\$57,933
Growth (2020-25)	5.3%	6.7%	8.6%



2020 State: \$57,108 | 2020-25 Growth: 7.2%

Source: Esri Market Profile | 03.21

MARKET INSIGHTS

Opportunities

Findings from the 2021 Futures Survey, based on responses from more than 1,000 participants, provide insights for eating and drinking places and retail establishments that could be candidates – and targeted – for expansion and recruitment in Downtown Charlevoix, as well as specific menu items, products, features, amenities and services most likely to appeal to targeted consumer groups in the Charlevoix market.

Eating and Drinking Places | Top Selections

Italian Restaurant	Ethnic Restaurant	Mediterranean
Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating
Outdoor seating	Outdoor dining	Premade and take-out
Full-service bar	Indian cuisine	Feta
Relaxed bistro setting	Middle Eastern cuisine	Tahini
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 25%	\$50K to \$100K: 37%	\$50K to \$100K: 33%
\$100K+: 64%	\$100K+: 52%	\$100K+: 54%

Retail Establishments | Top Selections

Shoe Store	Arts/Hobbies	Books/Games
Top Features:	Top Features:	Top Features:
Women's casual	Crafts and supplies	New books
Women's athletic	Craft/Hobby classes	Educational toys
Men's casual	Home décor items	Card & board games
Women's dress	Artist supplies	Outdoor games
Survey Demo: HH Income	Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 32%	\$50K to \$100K: 44%	\$50K to \$100K: 35%
\$100K+: 55%	\$100K+: 42%	\$100K+: 51%

Potential Market Traction

Q: How likely would you be to visit the following types of expanding or new Downtown Charlevoix businesses on a consistent basis?

Average Score Ranking Shown | Scale: 5.00 = Definitely Would

1. Italian Restaurant/Bistro	4.11	1. Shoe store	3.94
2. Ethnic Restaurant	4.02	2. Books, Toys & Games	3.85
3. Mediterranean Rest.	4.00	3. Sporting Goods/Bikes	3.80
4. Coffee Shop	3.80	4. Arts, Crafts & Hobbies	3.70
5. Family Fun Café	2.88	5. Pet Emporium	3.01

Tools and References

- ▶ 2021 Downtown Futures Survey Summary Results
- ▶ Downtown Futures Survey Results At-a-Glance



MARKET INSIGHTS

Local Prospects and Entrepreneurs

Sixty-nine respondents to the Downtown Futures Survey expressed interest in moving or opening a new business in Downtown Charlevoix. The level of interest expressed bodes well for the future and possibilities for the success of local business attraction efforts.



Are you a prospect?

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

Interested in moving	22
Interested in opening new	47
10.4% of Responding Sample	



Live it Up

Fifty-two percent of survey respondents indicated some level of interest in potential downtown housing opportunities and a mix of housing styles catering to a broad spectrum of age groups and income levels. The benefits of housing as part of the downtown mix are multi-fold and an important ingredient for a vibrant district— and a possible motivator for prospective developers and investors.



52%

Of those surveyed would or might consider living in Downtown Charlevoix.

Preferred housing styles:

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

Mortgage or rent payment:

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

Tools and References

- At-a-Glance Top Prospects Survey Results
- Housing Visual Preferences Survey Results

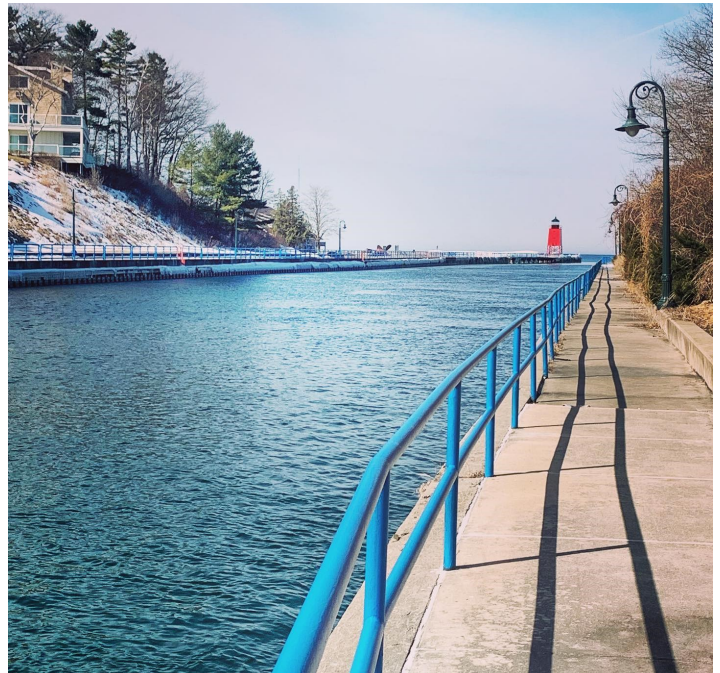


MARKET INSIGHTS

Taking it to the Street

Market study information and findings provide a strong foundation for efforts to help businesses grow, to attract new businesses to be part of the downtown mix, and to promote opportunities to prospective businesses, investors, developers and entrepreneurs. The success of these efforts is also likely to hinge on the ability to:

- Demonstrate a solid understanding of the market and market trends.
- Demonstrate strong partnerships among Charlevoix Main Street DDA, the City of Charlevoix, and other economic development partners are in place.
- Provide an outrageous level of personal service and attention to prospects, help prospects navigate the development process or the steps for opening a business, and demonstrate a “can-do” attitude.
- Demonstrate success and positive trends through tracking data, visuals and testimonials.
- Promote a business-friendly and development-ready environment and approach using lessons learned and tools developed through MEDC’s Redevelopment Ready Communities (RRC) program and certification, and including the ability to direct prospects to developers, owners and agents for available sites.
- Target prospects who:
 - Have prior industry experience or who are already operating within the region.
 - Have a connection to Charlevoix.
 - Have concepts or business models that are consistent with “top prospects” identified in the Futures survey or that are complementary to existing businesses and uses.
 - Are most likely to be attracted to the community and the Charlevoix way-of-life.



Moving Ahead

Examples of next steps and implementation activities*

- ☐ Follow-up with new and expanding business prospects identified in the Futures Survey.
- ☐ Share Futures Survey information and findings with existing businesses.
- ☐ Develop a “Starting a Business in Downtown Charlevoix” brochure or checklist.
- ☐ Develop a form or system for tracking prospects.
- ☐ Update and maintain online economic development information.
- ☐ Identify and promote pop-up and micro-retail opportunities
- ☐ Continue efforts to activate spaces.
- ☐ Continue efforts to infuse pedestrians features and narrate the journey.
- ☐ Use on-the-street marketing techniques to promote opportunities.
- ☐ Employ appropriate prospecting techniques.
- ☐ Continue to apply a pre-development team approach to promote reinvestment and development.
- ☐ Use a Request for Qualifications (RFQ) process to market and showcase development sites.

* See the “Next Steps—Market Strategies” worksheet, pages 28—29, for additional information on proposed implementation steps.

DOWNTOWN EVOLUTIONS

Introduction

Exercises exploring possibilities for evolutions in downtown Charlevoix are framed around several key principles about downtowns, each of which will become apparent as the basis for a series of demonstrations for change in downtown Charlevoix. They're important touchpoints that might be expanded upon in a study of greater duration. They're not intended as a vision, but rather as **principles—truths—about what makes a downtown work.**

- Downtown is the area where the greatest number of activities occurs in the smallest geographic area.
- Change in small increments aligns with the way downtowns evolve and has the benefit of preventing big mistakes.
- Parking is not a use or activity but simply storage of cars.
- An active downtown during inactive periods should focus on the creation of pools of visible human activity.
- Housing is one of the uses that must happen in downtown.
- Housing is not a single thing but rather it is a continuum of sizes, ownership types, and configurations.

INTRODUCTION



DOWNTOWN EVOLUTIONS

Conditions

Downtown Charlevoix is about seven linear blocks of retail and commercial development, with a bit of residential use, spanning a navigable channel between Lake Michigan and Round Lake. Bridge Street is downtown's "Main Street," a state highway (Route 31) which is heavily trafficked and which is interrupted, periodically, by a "drawbridge" over the channel, creating conditions that, at times, back up traffic significantly on both side of the bridge. Parallel parking exists along Bridge Street for most of its length.



Buildings along the west side of Bridge Street form a nearly continuous two-story or greater streetwall, creating a clear sense of downtown. On the east side, one block of older buildings stands with the remainder of the street edge composed to two parks, one reaching to a marina on Round Lake and the other overlooking a parking area and ferry landing. Commercial development reaches two or so blocks west of Bridge Street, after which the land use changes to residential. The result is a contained—and constrained—downtown area. It's clear where downtown exists and it's difficult for downtown to really expand without interrupting residential neighborhoods.

CONTEXT



The drawbridge is a distinct downtown feature but it can also cause long traffic backups along Bridge Street, especially during the summer season.



DOWNTOWN EVOLUTIONS

Nearly every storefront along Main Street is filled with retail, commercial, and hospitality uses; just a handful of non-retail businesses exist along Main Street. During the time of the site visit, pedestrian traffic seemed to grow through the week, a pattern residents and downtown stakeholders suggest grows through the summer season.



Parking to support downtown's retail, commercial and hospitality uses exists on Bridge Street, which would seem to provide little actual retail parking given stories of pedestrian activity; along cross streets where retail uses are less intensive; and in parking areas aggregated in mid-block areas. Stakeholders hold differing opinions about the need for more parking, with some suggesting absolutely that additional parking is needed for certain times of the year, and others suggesting that creating more parking for those limited periods is not a critical need.

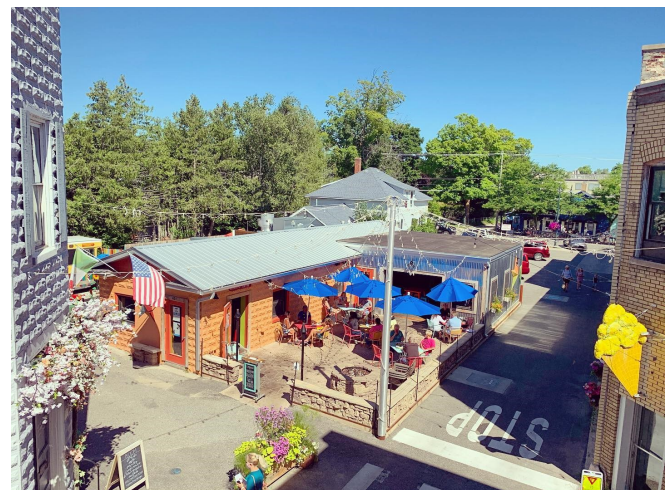
Improvements oriented to pedestrians along two alleys—Hoop Skirt Alley and Van Pelt Alley—provide a strong link between parking areas and activities along Bridge Street. New activities are being introduced as a part of the alley experience, working to draw pedestrian traffic from Bridge Street and as a result expanding the activity base of downtown.

Where there might be disagreement around the need for parking, housing needs are a commonly identified concern. Properties are being consumed and improved in ways that retail, commercial and hospitality workers cannot afford. While proprietors might offer more attractive wages, the need to commute long distances from reasonably affordable housing is a real problem for downtown Charlevoix businesses.

CONTEXT



Parking located behind Bridge Street buildings supports the downtown's retail, commercial and hospitality uses.



DOWNTOWN EVOLUTIONS

CONTEXT

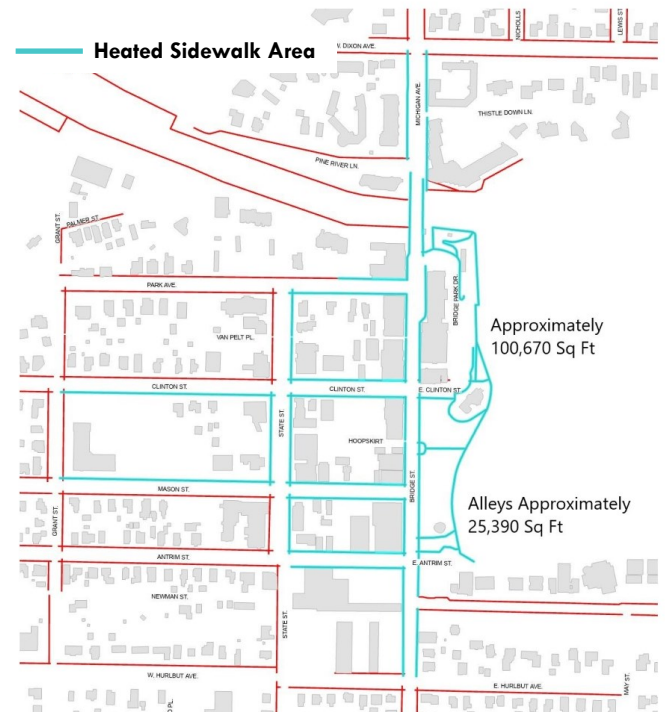
Previous Planning Efforts

The City of Charlevoix identified two initiatives with the potential to influence downtown. One offered directions framed in a study by Michigan State University that would improve the aesthetics of alleys and other areas behind Bridge Street buildings. The other looked at the potential for downtown sidewalk snow-melting infrastructure.

The alley improvements project suggests plantings and containment of trash and recycling, along with the establishment of a consistent and unique pavement treatment. It also suggests a multi-level parking structure. Importantly, those ideas support the notion of growing the downtown experience along alleys. This Downtown Charlevoix Futures study and report recognizes the value of those concepts and largely offers direction that does not disrupt those core directions as they resonate with core concepts posed by the city for downtown; in fact, the directions of this report, in many ways, build upon the concept of the alley experiences, and touch on function more than aesthetics.



The snow-melting infrastructure is a grand effort to better manage the downtown Charlevoix experience during the winter season. Following the lead of other nearby communities, Charlevoix is exploring the potential for a hydronic snow-melting system to be added to downtown sidewalks, essentially eliminating the need for snow clearing for all but the most intense snowfalls. This has merit from several perspectives: an environment supportive of pedestrians is created during a season when snow and ice are significant impediments; and the use of de-icing chemicals and mechanical equipment is eliminated, both of which have the potential of corroding and damaging expensive streetscape surfaces and features. The city is considering some further review of the feasibility of snow-melting systems.



Alley and Corridor Vision

Sustainable Built Environment Initiative at Michigan State University

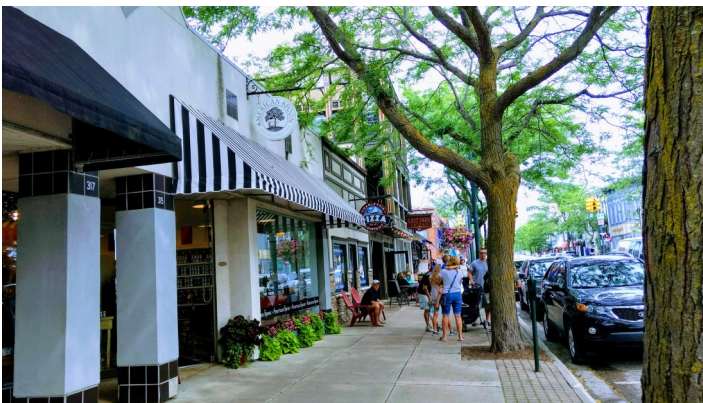
DOWNTOWN EVOLUTIONS

CONTEXT

Redevelopment Ready Community Activities

The City of Charlevoix participates in Michigan Economic Development Corporation's Redevelopment Ready Communities (RRC) program and works to market sites to developers—including some already identified by the city in the downtown area (shown right)—where redevelopment is both ready and the results offer a significant boost to downtown activity. The program anticipates a reduction in "red tape" by recognizing a municipality's development regulations and processes are straightforward, predictable, and current, thereby allowing a developer some assurance that its process of seeking entitlements will not be unduly slowed.

One of the key factors of a Redevelopment Ready Community participant is the identification of a site where the city desires redevelopment, as well as some agreed upon depiction of what a supportable development would contain. This report considers, and even expands upon, a few of those types of opportunities.



Discussion during the site visit also touched on inconclusive conversations related to parking along Bridge Street. Some downtown stakeholders offered that the amount of parking along Bridge Street is insignificant relative to the limited available space for pedestrian movement, speaking strongly in favor of widened sidewalks. Others believe parking along Bridge Street, while limited, is critical to a retail-centered downtown. This issue would eventually require discussions with Michigan Department of Transportation. Accordingly, this report does not address Bridge Street parking.



DOWNTOWN EVOLUTIONS

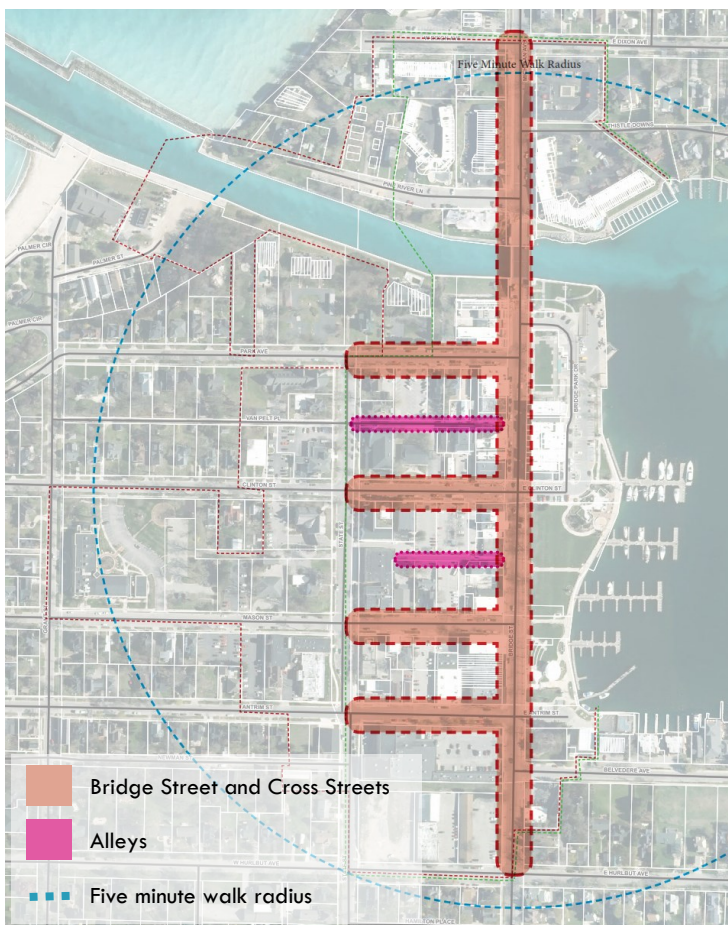
CONCEPTS

Concepts

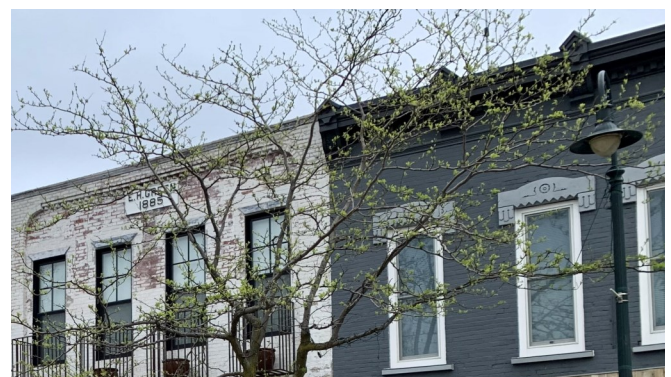
Where the City of Charlevoix expended effort in framing directions for vibrancy and function of its downtown area, this report concentrates on initiatives aligned with the city's directions:

- Drawing pedestrian traffic from Main Street to alleys and along cross streets
- Expanding parking without increasing footprints
- Increasing housing across a spectrum of opportunities
- Seeking opportunities to expand downtown activity

These concepts align with existing and previously referenced downtown plans and actions underway (additional landscaping along alleys, for instance) and in many ways can be overlaid on one another. They are illustrated as demonstrations—proposals that point to solutions, elicit conversations among stakeholders, and are worthy of further study. As demonstrations, they are intended to be realistic in terms of implementation potential, but the correctness of the solution merits dialog in the community.



Concepts to draw pedestrian traffic from Bridge Street to alleys and along cross streets, all of which occur within a five minute walk radius of the "center of downtown, align with other City and Charlevoix Main Street DDA initiatives already in motion.



DOWNTOWN EVOLUTIONS

DEMONSTRATIONS

Demonstrations

Activated Alleys

The city has already taken steps to add features to Hoop Skirt Alley to make it more attractive to pedestrians. Relying on committed high school students, interventions intended to engage pedestrians and enhance the immediate environment of the alley were added. At Ven Pelt Alley, enterprising developers are repurposing older, utilitarian-styled buildings as new restaurants and storefronts, with some of the food establishments occupying only a few hundred square feet.

Looking closely at the alleys reveals few immediately transformable buildings but, instead, an environment where parking lots dominate the experience. Where the urban interventions of Hoop Skirt Alley and the reinventions of formerly unused or underused buildings on Van Pelt Alley bring life to those alleys, stored cars in the parking lots drain activity.

Concepts to draw pedestrians through alleys and along side streets build upon recent and planned improvements, and look at the edges of alleys and parking areas as opportunities to introduce active uses—both commercial and residential in nature—to help extend the experience and mitigate the disruption and drain inherent in spaces used exclusively to store vehicles. Some concepts for activating uses shown here also appear in demonstrations for four areas studied for their potential evolution, some with an idea of expanding parking at the same time (see the expanded parking demonstrations in this report). Those parking areas include locations at:

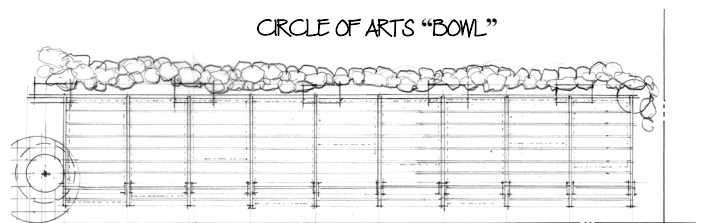
- Park Street-Van Pelt Alley
- Clinton Street-Hoop Skirt Alley
- Mason Street-Antrim Street
- Hoop Skirt Alley-Mason Street

Activating Uses

Circle of Arts covered parking/flex space

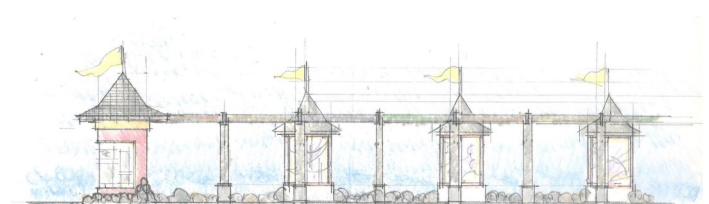
An opportunity for alley activation occurs along the portion of Van Pelt Alley adjacent to the back of the Charlevoix Circle of Arts building and “the bowl” exposing the building’s sublevel.

Existing parking reserved for the organization’s use could, during special occasions, be activated as a sheltered staging area for events, outdoor programming, artist studios or vendor spaces, and other temporary uses. When not in use, the structure would provide covered parking for Charlevoix Circle of Arts staff and guests.



VAN PELT ALLEY

Overhead view



Elevation

Activation at the west end of Hoop Skirt Alley focuses on spaces that might convert from parking to exterior arts studios supporting Charlevoix Circle of Arts.

Activating Uses

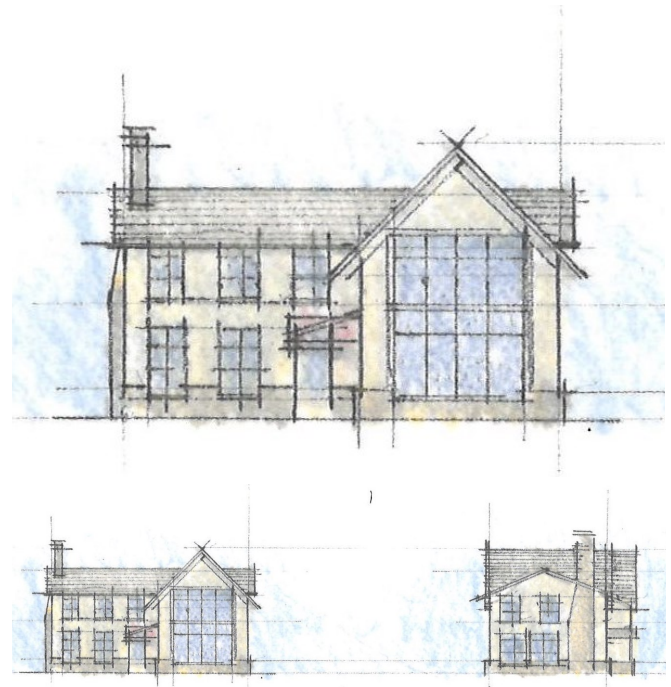
Reclaimed parking spaces for active uses—mixed use

Each of the three parking areas studied is demonstrated with some evolution of parking to building, and each adds up to 2,000 square feet of activating uses, having have a retail or hospitality use on the ground floor and residential use on a second floor to bring a new pedestrian attraction and incrementally add housing to the downtown area.

Importantly, the design of the structure varies with location, with street-edge buildings being Shingle Style as found in many residential areas of Charlevoix. Where those structures abut an alley, the design is more utilitarian, building upon the true aesthetic of a Charlevoix alley. When these structures are introduced, they offer a significant opportunity to incorporate structures for the containment of trash and recycling. While reducing usable floor space, the containment dramatically improves the aesthetics of downtown's parking areas.

In the demonstrations, the footprint of these spaces is small, perhaps ranging from a few hundred square feet to about 1,000 square feet or slightly more. In comparison to other downtown retail destinations, this is small, but it works for many retailers, particularly those with limited need for backroom inventory or for food service establishments, which learned much about survival during the COVID-19 pandemic, and which can operate from a service window provided outdoor seating is available. For start-ups, these smaller sized spaces are a great entry into the downtown retail environment.

Based on the footprint of these new uses, an area somewhat smaller on the second floor allows for new residential uses to be added to downtown. A second floor that might range from a few hundred square feet to about 1,000 square feet, or even more, allows for one or two units. In some configurations the attic space might offer additional square footage for the residential use. While small, few in number, and perhaps even seasonal, these residential additions help address the need for new residential uses in downtown Charlevoix.



Activating uses — "shingle style" architecture near streets



Activating uses — utilitarian style architecture along alleys

Architectural style varies for new mixed-use structures by proximity to alleys or streets with "shingle style" near streets and more utilitarian style along alleys.

Activating Uses

Reclaimed parking spaces for active uses—auxiliary retail

Even smaller retail introductions that reclaim parking spaces for active uses, comparable in size to kiosk-like chalets or storage containers introduced in other downtown settings, could help to expand the experience and play host to specialty retailers, vendors, pop-up shops and budding entrepreneurs.

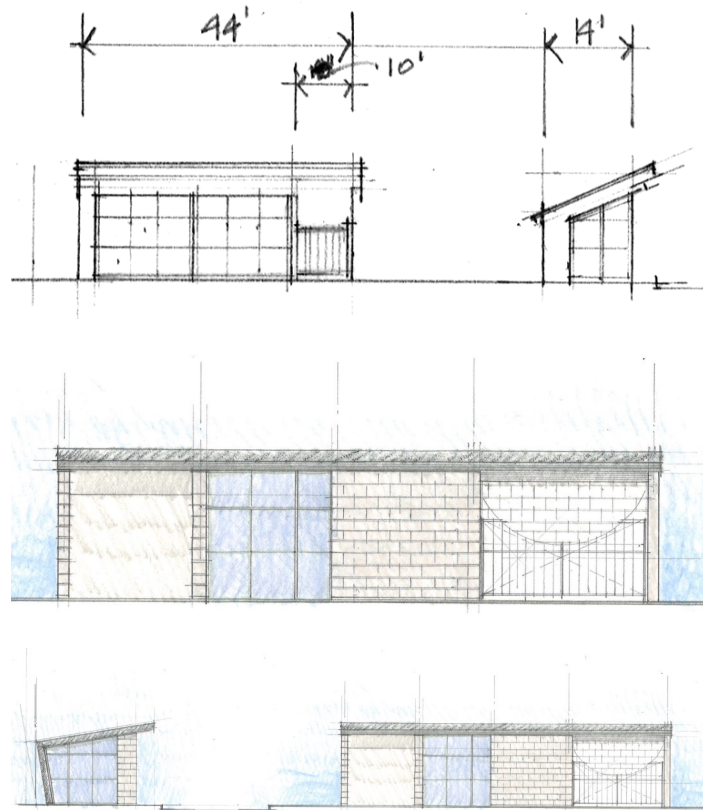
Limited floor space in these “auxiliary retail units” is typically devoted to goods that are highly focused on particular segments of the market. In the demonstrations, these kiosk-like auxiliary retail units max out at 300 or 400 square feet. But positioned correctly in the market, they might have sales per square foot that exceed core downtown retail spaces, while broadening the experience for visitors and the selection of goods for residents.

Reclaimed parking spaces and the greater goal

Introductions of mixed use structures, auxiliary retail units and other activating uses that reclaim portions of existing parking areas necessarily eliminates some parking spaces, but the goal of downtown is activity. Storing cars is necessary, but activity is the greater goal. Finding a way to introduce new uses in parking areas while eliminating the fewest number of parking spaces is the process.

While elimination of four to six parking spaces might be possible, some evolution of the parking area might be worth considering, such that, in the long term, the introduction of a few new uses, each coming with a small incremental additional demand for parking, might suggest the need for a more aggressive reconfiguration of parking, such as those demonstrated in the following section of this document.

Ultimately, the addition of new activities, whether retail, restaurant, or other complementary and active uses, brings life to alleys and side streets, and supports the city’s already purposeful interventions. It expands the experience of downtown at a pedestrian level and creates opportunities for activities that don’t currently exist in downtown. For a downtown that is largely landlocked, growth via alley introductions is an important step.



Auxiliary Retail Units

Portions of parking lots could be reactivated with auxiliary retail units or kiosks to house vendors, specialty retailers, pop-ups and budding entrepreneurs, and to contain trash and recycling.

DOWNTOWN EVOLUTIONS

Expanded Parking

Many of the same concepts for activating uses are incorporated in demonstrations for three areas studied for their potential evolution, with an idea of expanding parking at the same time. Those parking areas include locations at:

- Park Street-Van Pelt Alley
- Clinton Street-Hoop Skirt Alley
- Mason Street-Antrim Street

Concepts shown in the demonstration for the Mason Street-Antrim Street parking area could also be applied to a fourth location, identified as the Hoop Skirt-Mason parking area, both of which are single lane/double loaded parking areas.

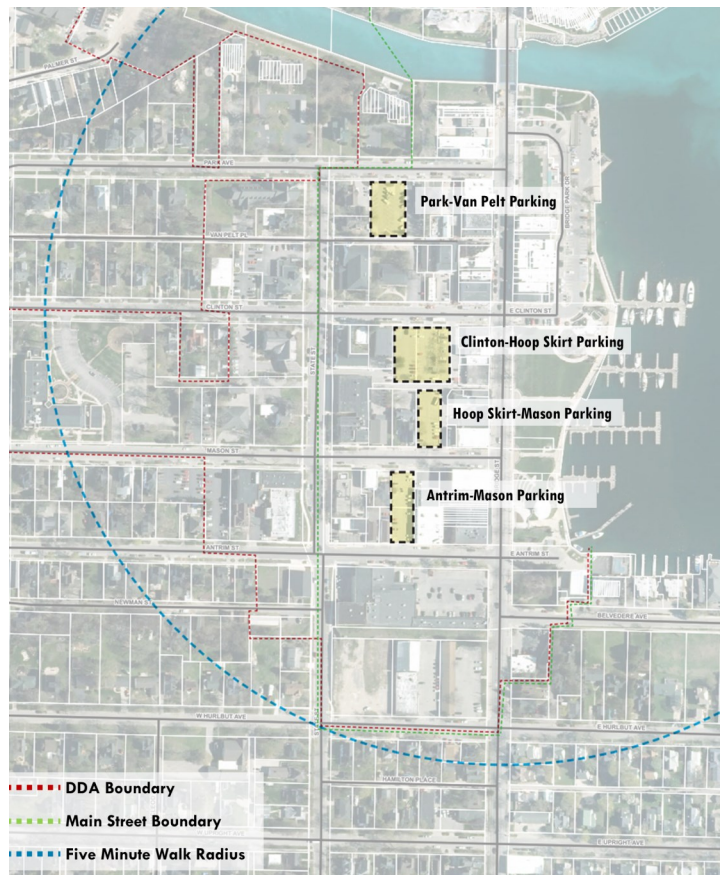
The following demonstrations show the opportunity for new activities on existing parking areas and, just as important, show a reconfiguration of parking that might occur in the longer term. Rather than simply remove parking for new activities, these configurations increase available parking through a variety of structuring. While expensive, it's a more sustainable path than eliminating buildings in downtown to accommodate parking expansions. The real question, considering expense, is how much parking is really needed in downtown. The demonstrations assume there to be at least a seasonal need, one that is exacerbated by the alley activations already being pursued by the city.

The parking areas in downtown are generally small, making true ramping difficult. Cars need distance to achieve slopes, and intense slopes are problematic for pedestrians (every driver and passenger is a pedestrian when parking is considered).

There may also be reason to think that, as personal passenger vehicles continue to evolve—no one really imagined self-driving vehicles even ten years ago, but that possibility is very real when looking ahead only 25 or 30 years—the demand for parking could plateau or even decrease. This suggests parking structures could ideally be converted to other uses in the longer term, and that requires flat, not sloping, surfaces.

Opportunities for structured parking that employ sloping opportunities and for others that employ ramps and flat plates for parking are both examined in a very high-level look at expanding downtown parking.

DEMONSTRATIONS



Expanded Parking Demonstrations

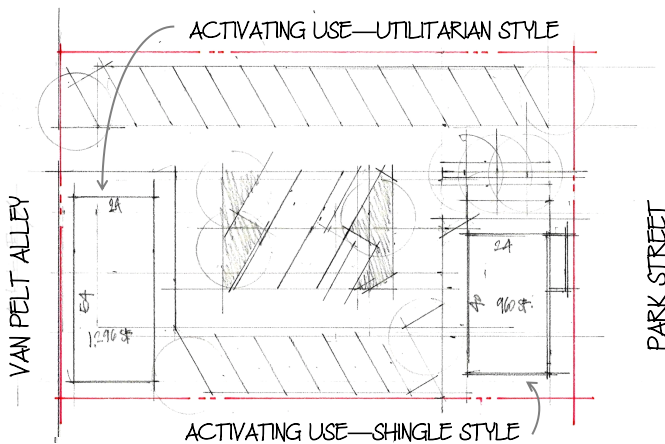
Expanded parking demonstrations focus on incremental evolution of surface parking lots to appropriately scaled parking structures.

Expanded Parking

Park Street-Van Pelt Alley Parking

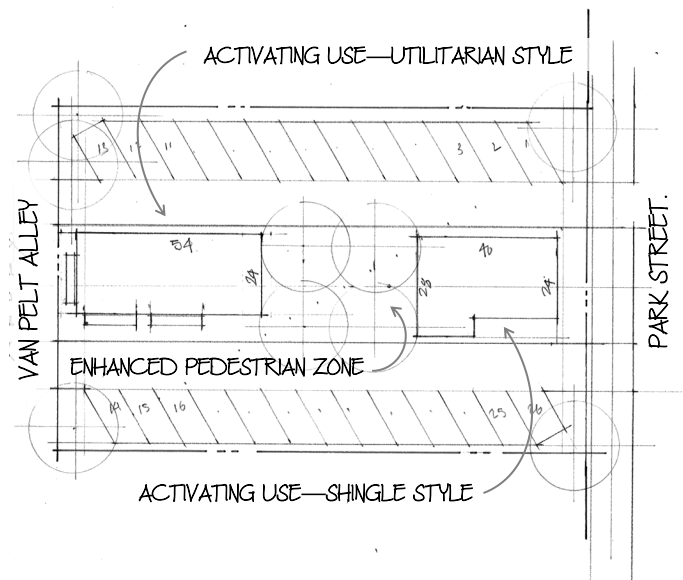
The Park Street-Van Pelt parking area currently accommodates approximately 42 cars, but with no activating uses.

One evolution, shown in configuration 1, might introduce activities adjacent to Park Street and Van Pelt Alley, small uses with footprints of 1,000 to 1,200 square feet, and 25 to 26 parking spaces—all on the surface. Reducing the footprints somewhat might gain a few more parking spaces.

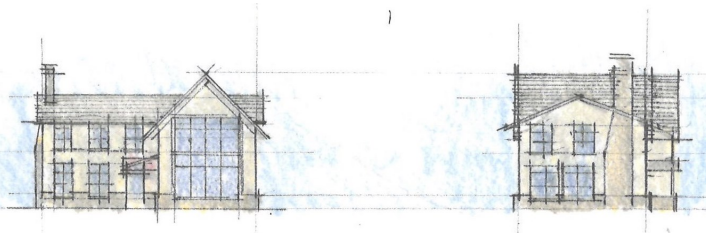


Configuration 1: Park Street-Van Pelt Alley parking
Surface parking with activating uses.

A second demonstration, depicted in configuration 2, shows another configuration for parking that emphasizes a landscaped and pedestrian connection between two new activating uses. The parking yield is similar, with about 26 parking spaces.



Configuration 2: Park Street-Van Pelt Alley parking
Surface parking is reconfigured to create a more connected pedestrian zone along the center of the parking area.



Activating uses — "shingle style" along Park Street



Activating uses — utilitarian style along Van Pelt Alley

Architectural styles for activating uses shown for the Park Street-Van Pelt parking area in shown in the configurations, with footprints of 1,000 to 1,200 square feet, would apply concepts for activating alleys and side streets, with a "shingle style" structure along Park Street, and a utilitarian style building along Van Pelt Alley.

Expanded Parking

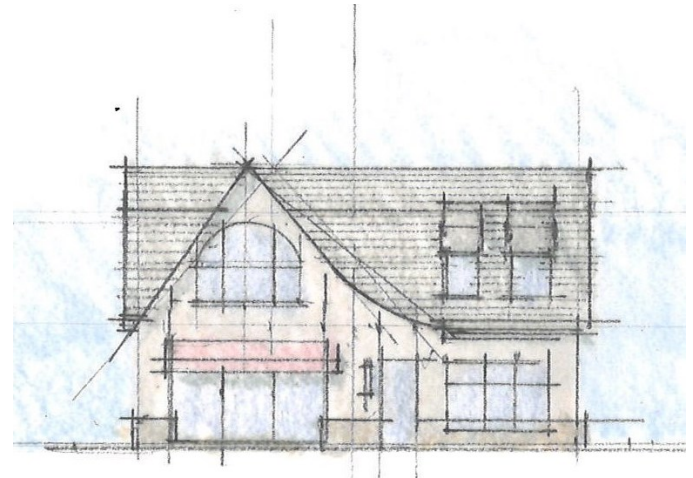
Clinton Street-Hoop Skirt Alley Parking

The Clinton Street-Hoop Skirt parking area is larger in area than the Park Street-Van Pelt Alley parking area, allowing greater flexibility for structure options. The current parking yield is about 84 spaces.

Configuration 1

In the first demonstration for the Clinton Street-Hoop Skirt parking area, displayed below as configuration 1, a two-level parking structure is shown, along with a new activating mixed use structure along Clinton Street with a footprint of about 1,800 square feet.

Sloping parking decks would allow for, perhaps, up to 110 parking spaces. The exposure of the decks would place the floor of the parking deck at about five feet above the alley and street, plus the “wall” containing the parking. This is important because parking is a goal but aesthetics cannot be ignored in a highly pedestrian environment.

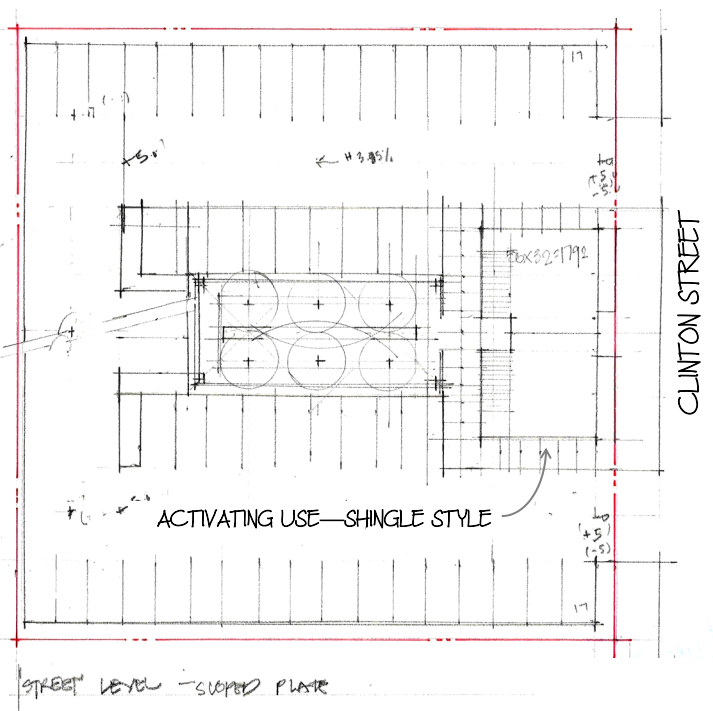


Activating mixed use structure along Clinton Street
East Elevation



Activating mixed use structure along Clinton Street
North Elevation

The concept depicted in configuration 1 for the Clinton-Hoop Skirt Alley parking area structures parking on two sloped levels and places new and activating uses along Clinton Street.



Configuration 1: Clinton Street-Hoop Skirt Alley parking area
Two levels with sloping parking decks and an activating use along Clinton Street.

DOWNTOWN EVOLUTIONS

DEMONSTRATIONS

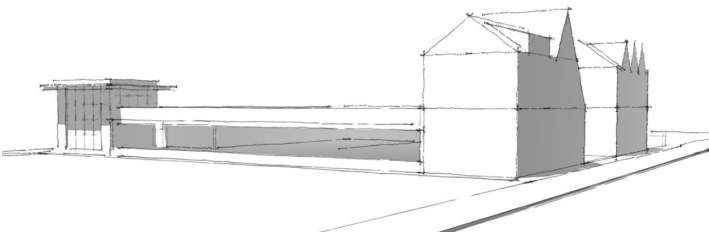
Expanded Parking

Clinton Street-Hoop Skirt Alley Parking

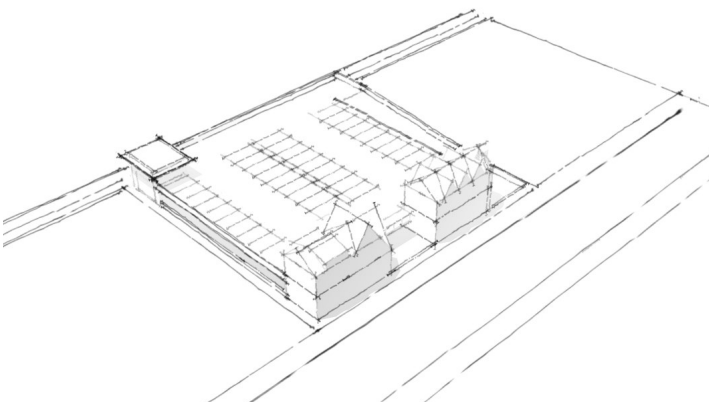
Configuration 2

A second exploration for the Clinton-Hoop Skirt Alley parking area employs ramps and flat plates for parking, which ultimately offers a more convertible long-term structure. In this instance, activation through buildings occurs at Clinton Street with about 2,400 square feet at street level (with additional space in levels above the street) and about 1,900 square feet at Hoop Skirt Alley (in a single level).

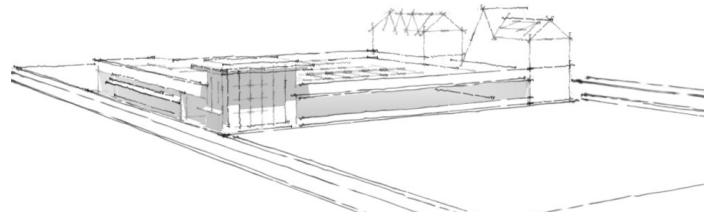
Cars would enter from the alley for parking at the same level with about 30 spaces created. A ramp up from Clinton Street (without parking, making it a piece of the structure referred to as a “speed ramp”) provides access to a flat deck with about 31 spaces at each of a first and second level above the street and about 40 spaces at the top level. A speed ramp down from the alley allows for at least 34 parking spaces on a lower level, depending on the need for basements in the activated spaces. This yields about 135 spaces in a two-level parking structure above grade or about 166 spaces for a parking structure with three levels above grade.



Activation occurs through mixed use buildings along Clinton Street, and in a single level structure at Hoop Skirt Alley.

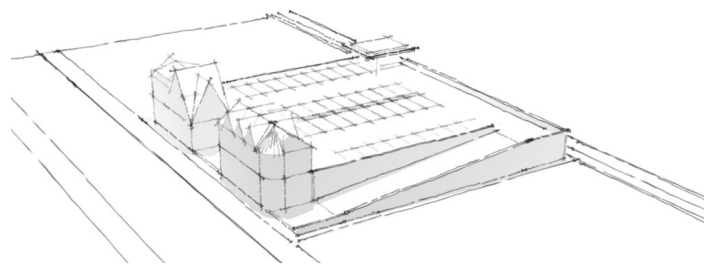


Employing ramps and flat plates for parking, the configuration yields about 135 spaces in a two-level parking structure above grade, or about 166 spaces for a parking structure with three levels above grade.



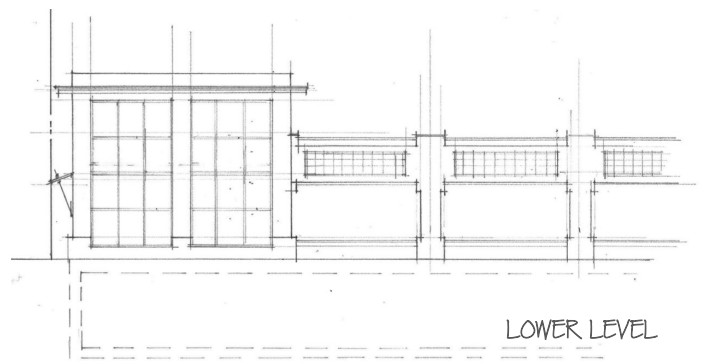
Alley for parking at grade level

Cars would enter from the alley for parking at the same level with about 30 spaces created.



“Speed ramp” entrance from Clinton Street

A ramp up from Clinton Street (without parking, making it a piece of the structure referred to as a “speed ramp”) to a flat deck with about 31 spaces at each of a first and second level above the street and about 40 spaces at the top level.

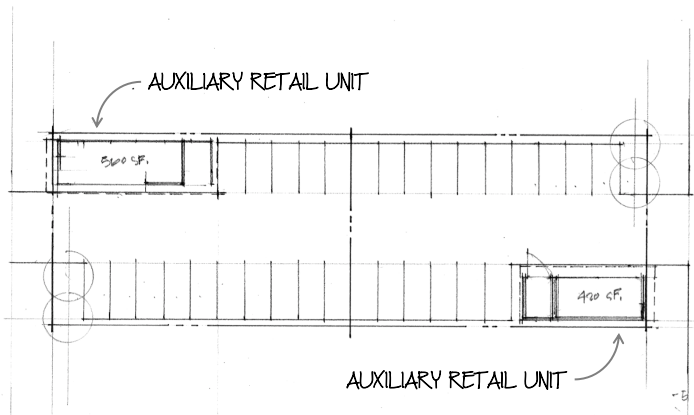


A speed ramp down from the alley allows for at least 34 parking spaces on a lower level, depending on the need for basements in the activated spaces. A prominent stair and elevator tower connects the three parking levels to the alley.

Expanded Parking

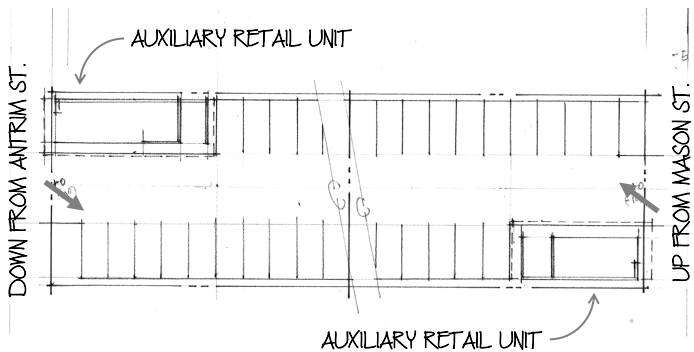
Mason Street to Antrim Street Parking

A single lane, double-loaded parking area lies between Mason Street and Antrim Street with 42 parking spaces. In a configuration that introduces activating uses, shown below, parking might be reduced to 31 parking spaces.



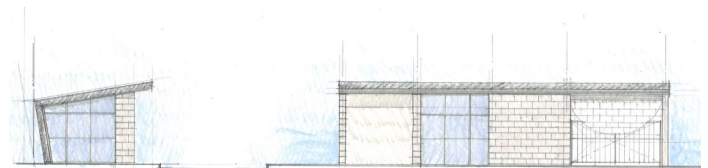
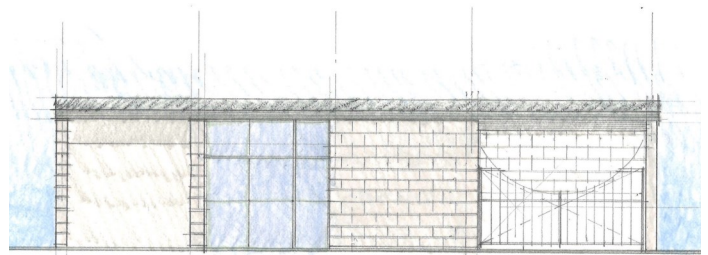
Configuration 1: Mason Street-Antrim Street parking area
Auxiliary retail uses are introduced, reducing parking from 42 to 31 parking spaces.

By sloping the surface up from Antrim Street and down from Mason Street, as depicted in the diagram below, the number of spaces would nearly double at about 60 spaces.



Configuration 2: Mason Street-Antrim Street parking area
Sloping the surface up from Antrim Street and down from Mason Street would nearly double the number of parking spaces at about 60 spaces.

Concepts and configurations shown here in the demonstration for the Mason Street-Antrim Street parking area, including the introduction auxiliary retail units as activating uses, could also be applied to the Hoop Skirt-Mason parking area.



Auxiliary Retail Units

Activating uses in the form of auxiliary retail units with footprints ranging from about 300 to 400 square feet could house vendors, specialty retailers, pop-ups and budding entrepreneurs, and be used to contain trash and recycling.

DOWNTOWN EVOLUTIONS

Increased Downtown Housing

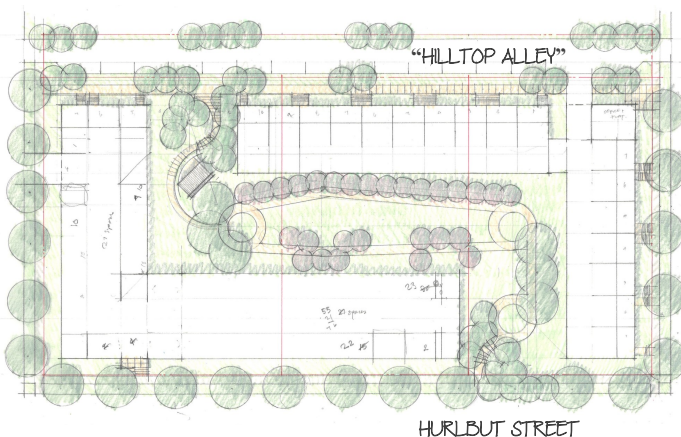
Creating housing across the spectrum of affordability and types is a goal of downtown, recognizing both the shortage of housing for downtown workers as well as housing that might be oriented to those seeking an environment like downtown Charlevoix for living simply because of its inherent attractions. In a largely built-out environment, opportunities to significantly expand housing might be limited, so incremental additions become important to pursue.

In the demonstrations for activation of the alleys and side streets, each new building should be imagined as containing an upper level that accommodates some residential use. While not a huge number, each allows for a step toward satisfying the shortage of downtown housing. Still, a more significant step toward the shortage is needed.

In an area referred to, for purposes of this report, as “Hilltop,” that significant step might be possible.

Hilltop Housing

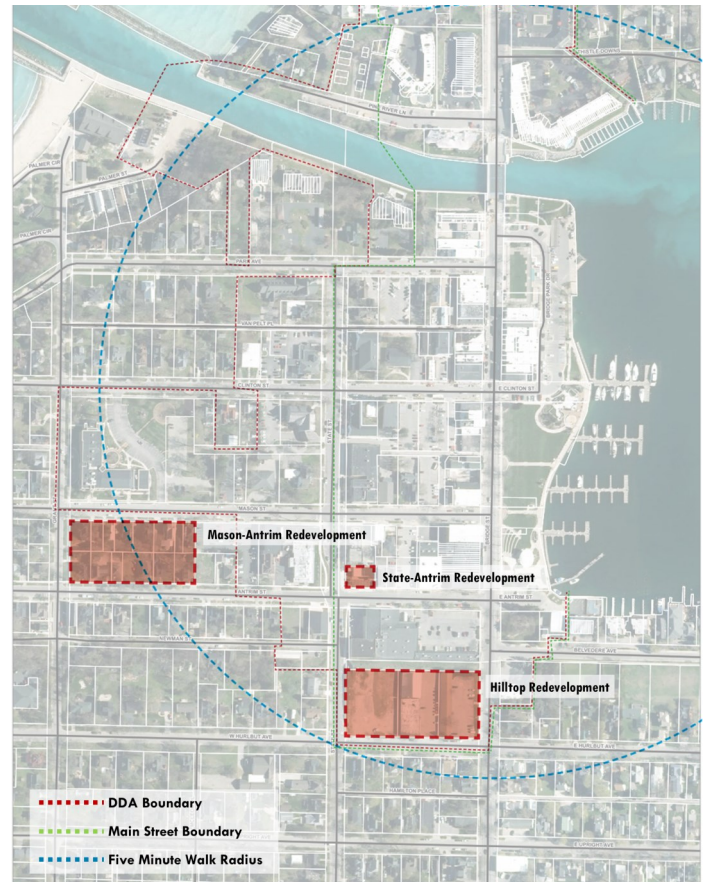
The half-block bounded by Bridge Street, State Street, Hurlbut Street, and an unnamed and undeveloped alley is Hilltop, located just at the edge of downtown’s south side. The area is comprised of three parcels, one of which is undeveloped and another of which is occupied by a private education facility. The third parcel is comprised of outdated office and retail space, and was recently selected as a Redevelopment Ready Communities priority redevelopment site.



Hilltop housing concept—site plan

The half-block referred to as Hilltop is one where very little retail activity is likely due to its slope and distance from the core of downtown, but it is certainly within reasonable walking distance for residential uses.

DEMONSTRATIONS



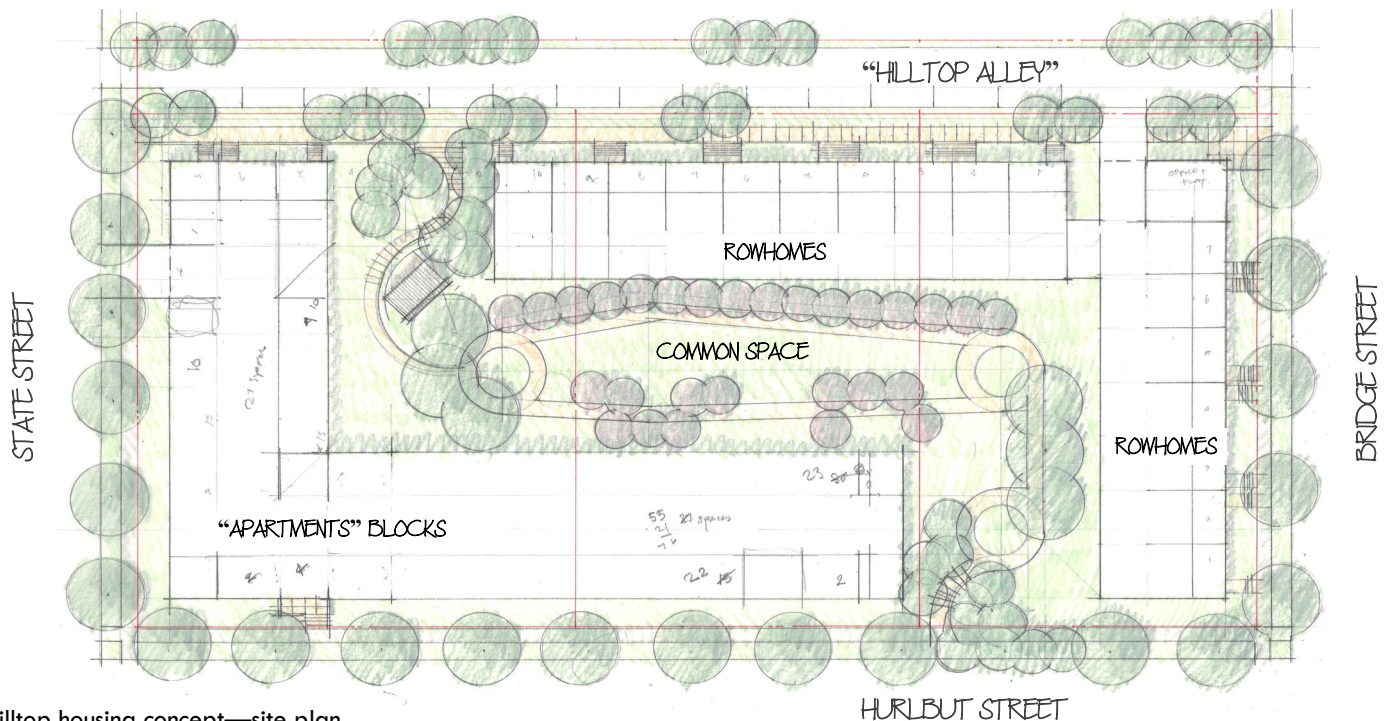
Redevelopment Opportunities and Demonstrations



The parcel at 101-109 Hurlbut Street, currently comprised of outdated office and retail space, and was recently selected as a Redevelopment Ready Communities priority redevelopment site. The property is part of the half-block referred to in this report as “Hilltop” and the Hilltop Housing demonstration.

Increased Downtown Housing

Hilltop Housing



Hilltop housing concept—site plan

In the Hilltop scenario, buildings should be strongly oriented to surrounding streets and a new alley. The central commons joins the development, creating a strong interior place for this new community.

In the demonstration, three patterns are evident, none of which is parking, which is accommodated below grade because of the natural slope of the site. The undeveloped alley becomes Hilltop Alley, a single lane, one way street with parking along one side and access to below grade parking. The central portion of the site is shown as a large and continuous common space with landscaping, walkways, and gathering spaces. The eastern portion, primarily along Bridge Street, is demonstrated as rowhomes with individual entries from the street. The possibility of having flats (one story units) over some rowhomes (with two or more levels) would introduce a second housing types. A portion of the street level nearest downtown could be occupied by retail or office spaces.

The remainder of the block is organized into two larger “apartment” blocks, separated into two pieces recognizing the likely staged implementation of housing on the Hilltop block. Some units, particularly those with more of a street level orientation to Hurlbut Street or some oriented to the interior common space might be townhome-style units with access directly from the outside. Some units might be larger and two-level, some might be standard units, and still others might be truly affordable micro-units. With an architectural style that includes a prominent roof, some units might be developed “in the roof” without adding a fourth floor.

Hilltop Housing Concept Features

- The undeveloped alley becomes “Hilltop Alley”
- Hilltop Alley provides access to below grade parking
- The central portion of the site features a large and continuous common space with landscaping, walkways and gathering spaces
- Housing styles could include rowhomes, flats (over rowhomes), apartments and townhome-style units, and micro-units
- A portion of the street level nearest downtown could be occupied by retail or office spaces.
- The two larger “apartment” blocks are separated into two pieces, recognizing the implementation of housing on the Hilltop block will likely be phased,
- Parking is provided at rates aimed at two enclosed spaces per unit for rowhomes and one enclosed space per unit for all other units.
- The total number of units demonstrated in this example is approximately 17 rowhomes (and perhaps a few flats) and 77 apartments of varying unit configurations. Further design, market research, and financing might demonstrate the potential for even greater density on this block.

DOWNTOWN EVOLUTIONS

DEMONSTRATIONS

Increased Downtown Housing

Hilltop Housing

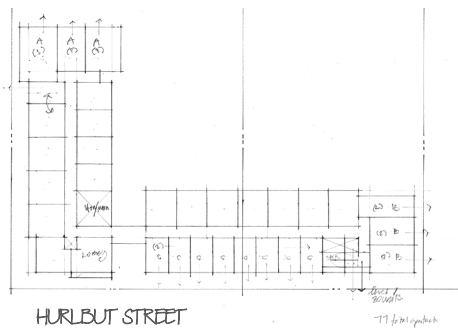


Hilltop Housing—North Elevation (along "Hilltop Alley")

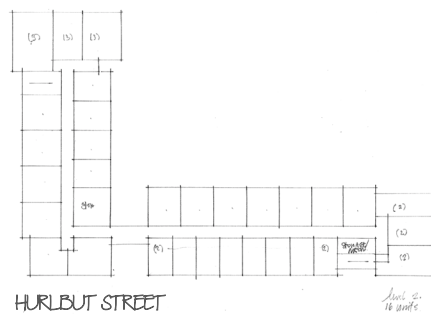


Hilltop Housing—South Elevation (along Hurlbut Street)

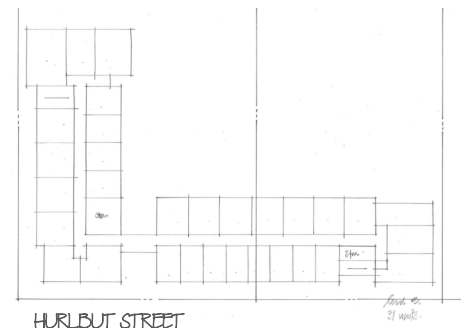
Like activating uses shown in demonstrations along downtown side streets, "shingle style" architecture is shown for the Hilltop Housing concept, with complementary materials, colors and features applied across the different styles of housing.



Hilltop Housing—"Apartment" Blocks—Level 1



Hilltop Housing—"Apartment" Blocks—Level 2



Hilltop Housing—"Apartment Blocks"—Level 3

The Hilltop Housing demonstration recognizes that a development of this magnitude is likely to be implemented in phases. The diagrams displayed above show a configuration for "apartment" blocks, separated into two pieces to recognize, again, the likelihood of a staged implementation scenario on the Hilltop block.

DOWNTOWN EVOLUTIONS

DEMONSTRATIONS

New Downtown Activities

In addition to those opportunities for development or redevelopment, this report also considers other introductions intended to induce activity beyond current levels. Some are related to new housing or retail in areas identified by the city as needing redevelopment. Others promote social and recreation activities in downtown aligned with interests of downtown stakeholders. Like other demonstrations, these should be considered as incremental additions to downtown.

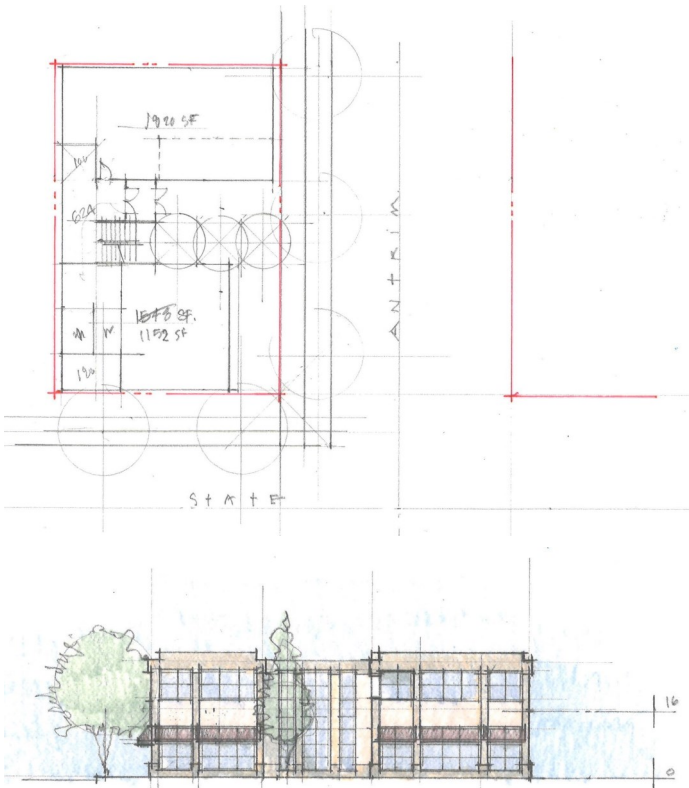
State and Antrim

Downtown stakeholders engaged during the team's site visit suggested that a small building at the corner of State Street and Antrim Street is a likely redevelopment opportunity, and the property has since been selected as an RRC priority redevelopment site.

The State and Antrim demonstrations show two alternatives for the 0.14-acre site, one with parking and one without, both two story developments ranging between 3,000 square feet and 6,000 square feet. While there are other configurations that would be possible several factors for the redevelopment are critical:

- A development that directly addresses the public sidewalk with a building façade along Antrim Street;
- A use that is retail or office on the street level, not residential;
- Parking that relies, in whole or in part, on spaces along the street; and
- A mass that is two stories.

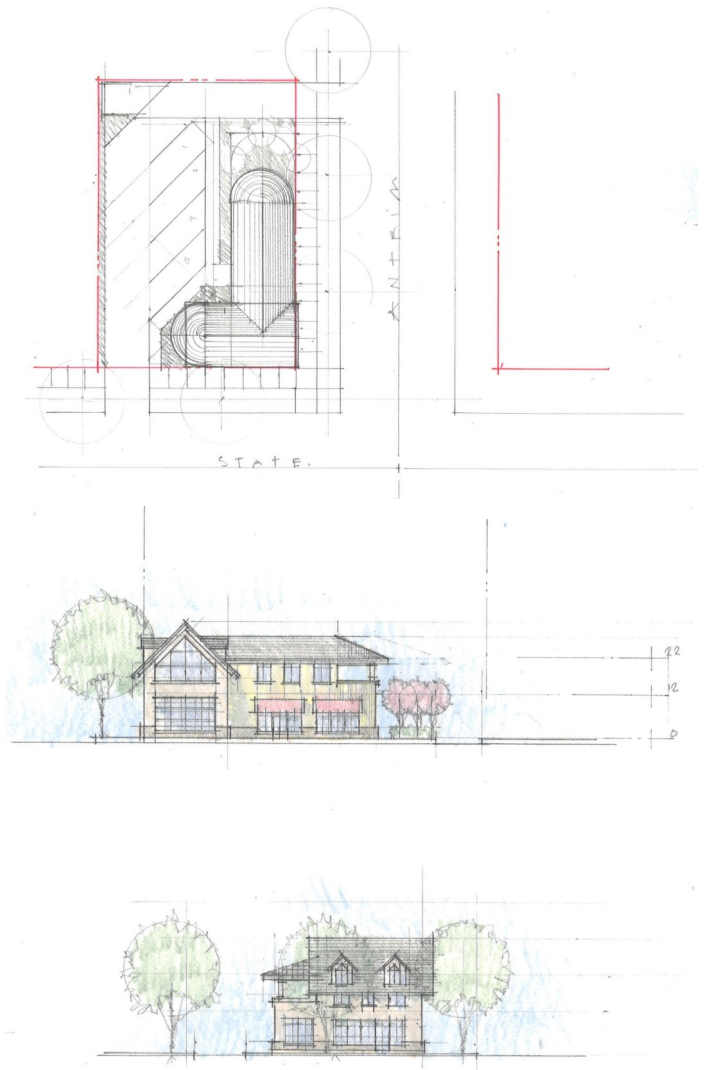
Scheme 1: State and Antrim—without parking on site



Scheme 1, displayed above, shows a two-story development of about 6,000 square feet (+/-) with no parking located on the parcel.

Scheme 2, displayed right, shows a two story development of about 3,000 square feet (+/-) wrapping the corner, with parking located on the northern portion of the parcel, to the rear of the structure.

Scheme 2: State and Antrim—with parking on site



DOWNTOWN EVOLUTIONS

New Downtown Activities

Mason and Antrim

While identified as a potential opportunity but not among the demonstrations included as part of this study, one area lying just outside the Downtown Development Authority (DDA) boundary along portions of Mason Street and Antrim Street nearer to Grant Street and, generally, just south of Charlevoix Public Library, was noted by stakeholders as being comprised largely of single-family homes in need of significant investment. This study focused on areas within the DDA and Main Street boundaries, and time did not allow for an intensive review of these structures. However, it is still worthy to note it would seem from even a cursory review that stakeholders are correct in their assessments. If reinvestment were to occur here, it might be worth pushing for the infusion of auxiliary dwelling units—“granny flats”—to complement the mix of renovated single family homes. The scale and feel of the neighborhood are perpetuated, but the density of dwelling units might be doubled on the same geography.

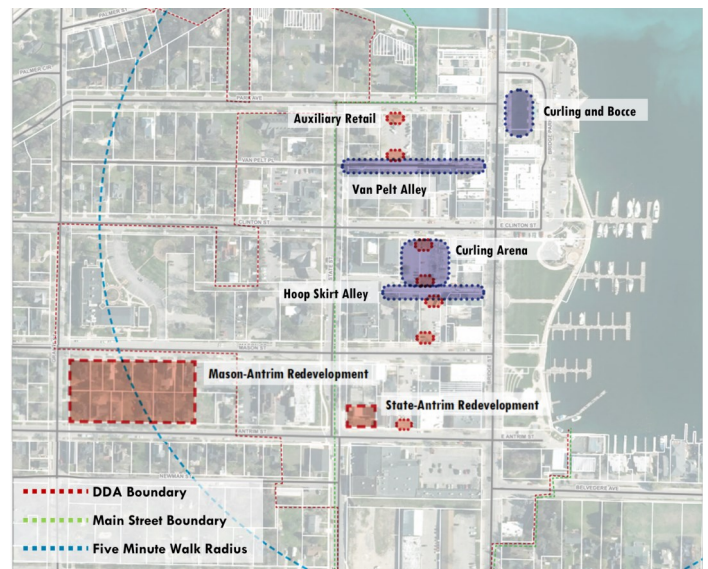
Of course, there is the opportunity for a more wholesale change where the existing neighborhood is removed and new structures are introduced. In this case, replacement would more likely be even more intense than a doubling of density through apartments or townhomes. But like the Hilltop demonstration, it’s important to remember that the market for any single residential unit type is not deep, so a mix of units will become more sustainable.

Curling

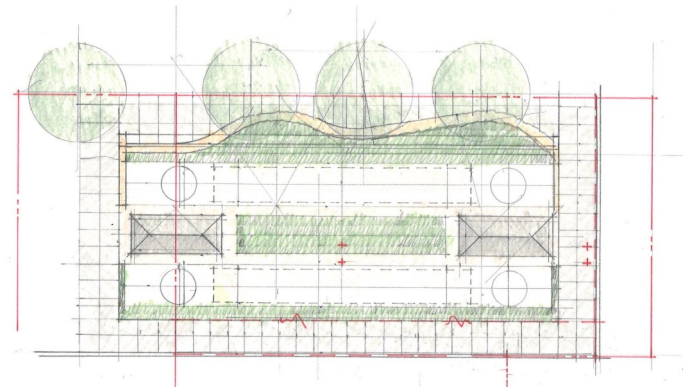
Several downtown stakeholders noted an interest in new activities — especially new activities, like curling, in the winter season. Curling is an activity that is easily accessible across ages and genders and is both intergenerational and gender neutral. The report considered two locations for curling—one at Bridge Park and the other, as a sometimes more competitive venue, incorporated into a downtown parking structure.

The expanse of park space along Bridge Street has become a signature of downtown but without the opportunity for regular programmed recreation activities. Bridge Park, overlooking the ferry docks, is a flat area where curling might be introduced in winter. In summer, curling could be replaced with bocce, which requires a smaller but similarly configured “court.” Two curling sheets, or two bocce courts in summer, could be configured in the flat space of Bridge Park, with an infrared-heated pavilion as a gathering space.

DEMONSTRATIONS



New Downtown Activities Opportunities and Demonstrations

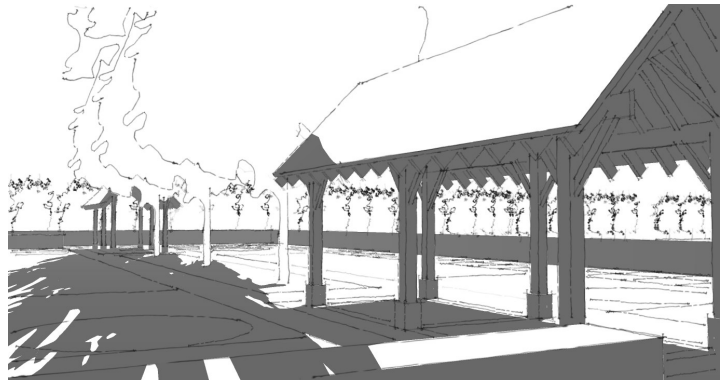
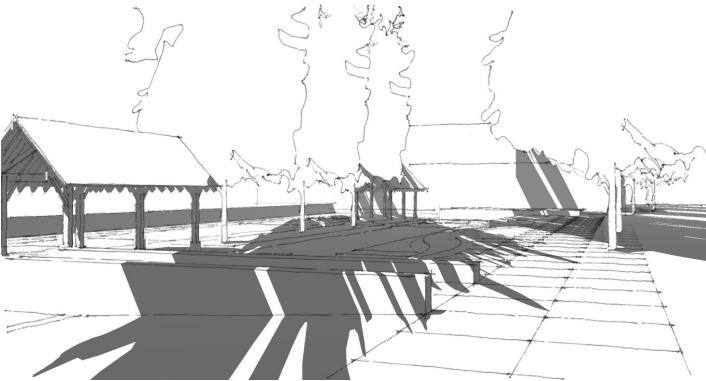
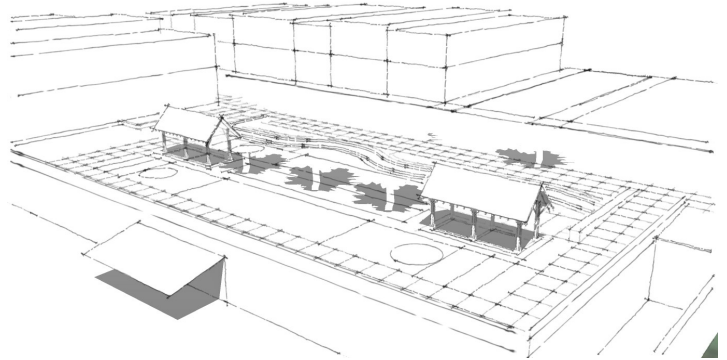
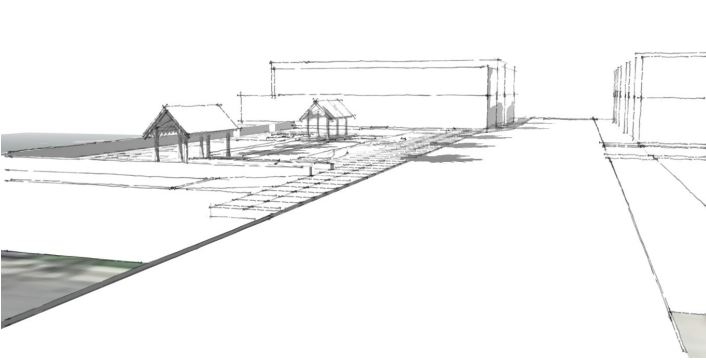
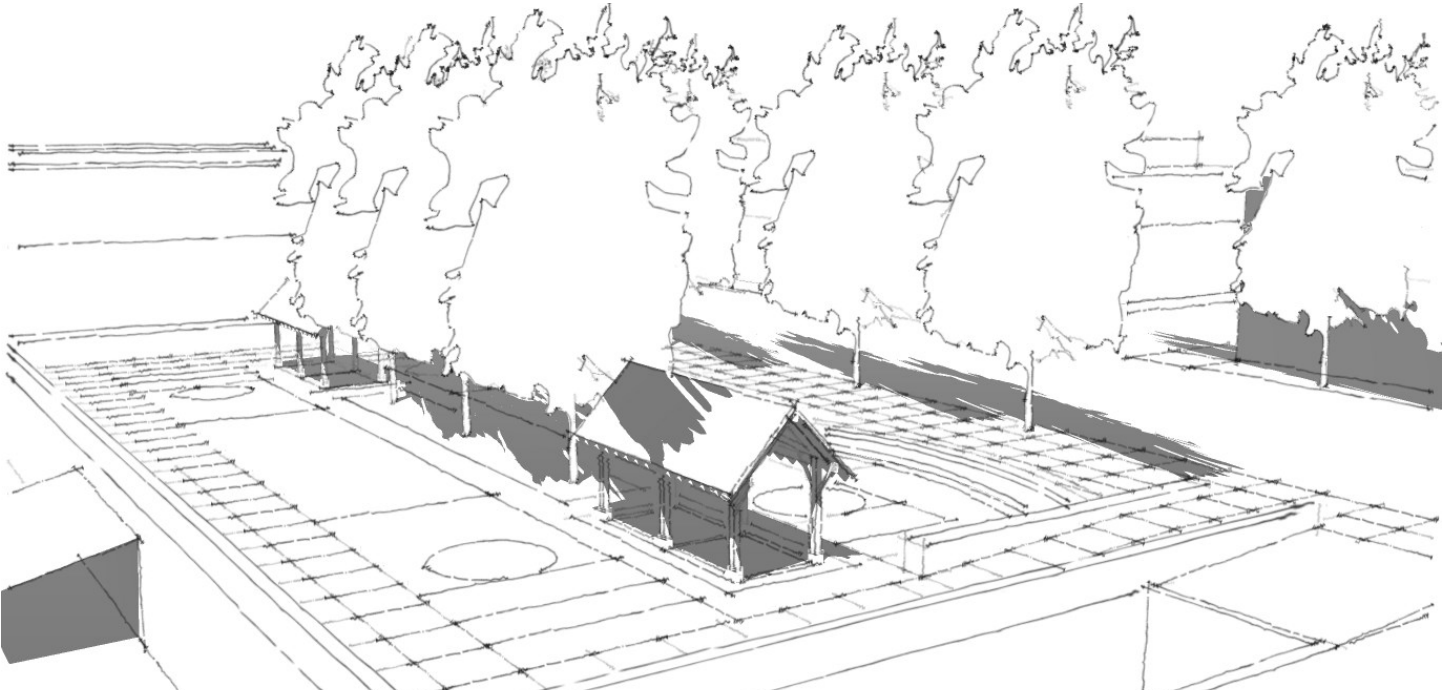


Bridge Park curling-bocce layout

The concept depicted in the diagram above retains the lake overlook but introduces a new activating uses for the park— bocce in summer and curling in winter. Pavilions at each end of the courts offer shade in summer and heat in winter, extending the use of the space.

New Downtown Activities

Curling



Curling-Bocce courts at Bridge Park

Images show a concept and layout for curling-bocce courts at Bridge Park. Infrared-heated pavilions bookend the courts to provide players and spectators a warm shelter during the curling season, and shade during the warm weather bocce season.

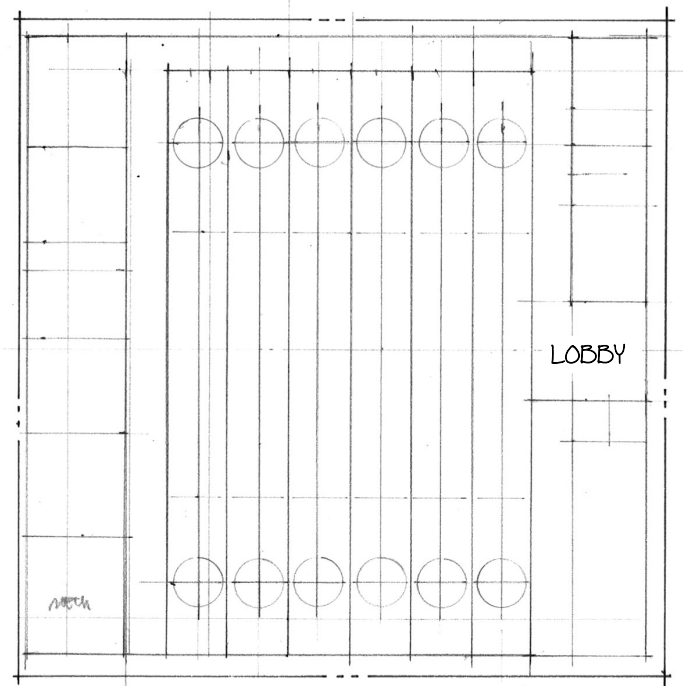
New Downtown Activities

Curling—Continued

While Bridge Park offers a social venue, a more competitive venue accommodating six curling sheets (or even better, eight sheets) might be imagined in downtown as an upper floor to a new parking structure. The parking structure depicted in Clinton Street-Hoop Skirt Alley parking area demonstration, configuration 2, could be considered the most likely candidate just based on its larger footprint, which allows greater flexibility for structure options.

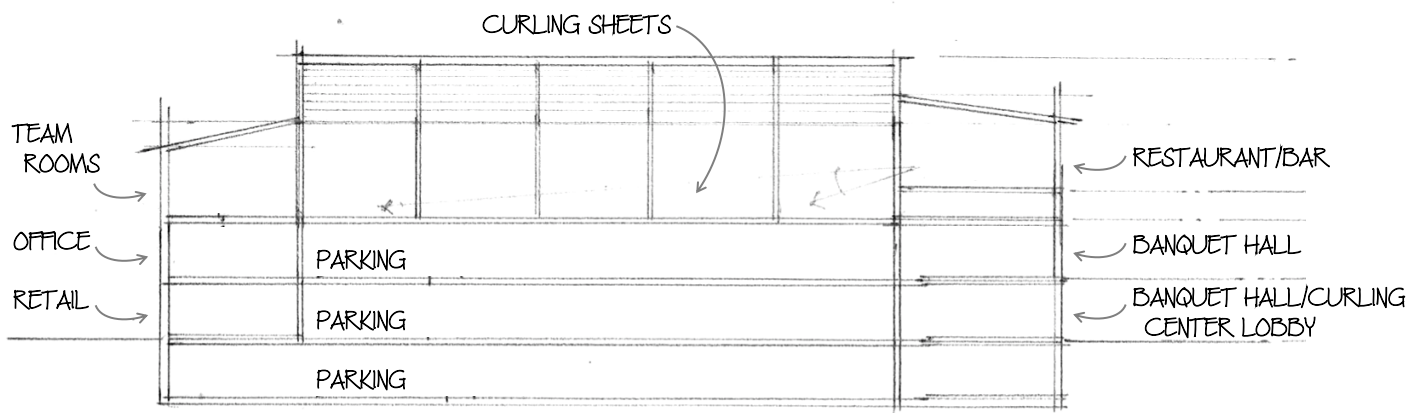
Not only, then, does this use provide a venue where a bonspiel (curling tournament) could occur, it does so as an introduction without displacing an existing use. Building on the curling concept, a restaurant could be developed with views of the curling rinks and the banquet venue that might be lacking in downtown, according to local tourism and hospitality industry representatives, might also become a part of the venue.

A banquet venue would offer a space for year-round activation in downtown that doesn't currently exist. While a larger and more intensive banquet facility exists remote from downtown, it is nearly self-contained and doesn't necessarily spur more visits to downtown. Adding a such a venue—at 150 +/- seats in a banquet configuration--could happen in a parking structure-curling center. Parking would be immediately available, with the banquet hall occurring in place of some of the retail and office use shown in the section drawing shown below. Most important, banquet attendees would be in downtown for pre- or post-banquet activities.



Curling over parking

The diagram above shows a configuration for six curling sheets located atop a parking structure, along with space for supporting activities and functions.



Curling as part of downtown parking structure

Not only does locating a more competitive curling facility on an upper level of a parking structure create a venue where a bonspiel (curling tournament) could occur, it does so as an introduction without displacing an existing use. The concept could also provide opportunities for a restaurant and the banquet venue that, by local accounts, may be lacking in downtown.

MOVING FORWARD

This report is a starting point, not a conclusion. Its core points were crafted in a few short days while working on-site with downtown stakeholders. Their time and attention greatly shaped the ideas that underlie the demonstrations, but their contribution of time suggests they're fully prepared to participate in the next steps of downtown's evolution.

The first step—always the first step—is an honest dialog about the content of this report. It's a known that it cannot be one hundred percent correct; there simply wasn't time on-site to be that sure. But even a hundred days spent in Charlevoix can't ensure a report's complete correctness. The best path is to use this report to engage in deep conversation about what's needed. Other ideas will surface, and they might be put into the same format as the demonstrations described in this report for consideration — Demonstration, Further study required, Implementation timing, and Costs.

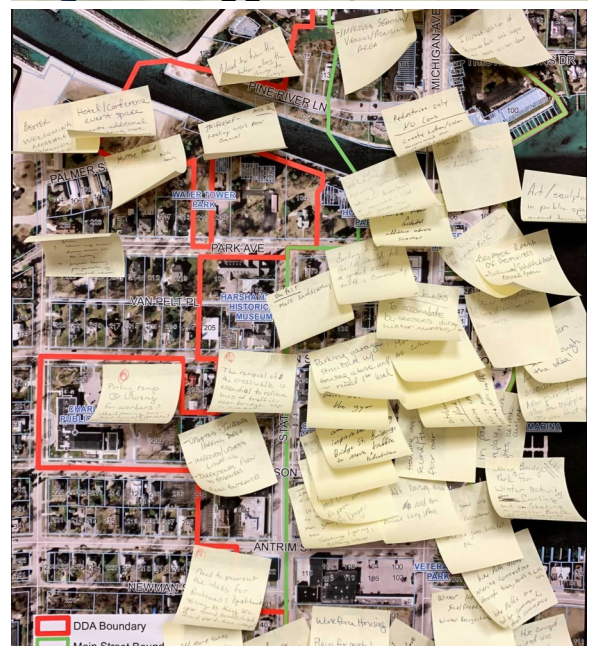
If something has been missed in this report, it's more likely a case of omission than lack of necessity. Essentially, the district's stakeholders have an obligation to use this report, elaborate on its good points, set aside the misguided points, and bring in those other ideas that might be essential in advancing downtown Charlevoix. It doesn't start with consultants, feasibility studies and design explorations; it's the same dialog that's already happening, only now it's guided by a document that suggests a format for ideas.

Eventually there will be a conclusion on the pursuit of a few demonstrations, or maybe all of them have some traction. In fact, they might all happen someday, but it would be a good idea to think about where each might happen along a timeline. This, too, is a conversation because there won't likely be explicit right and wrong answers. The conversation would be about capacity—these things don't happen on their own, and they might have timelines that coincide with other already scheduled activities. It will be important, then, to recognize those points of intersection and take advantage of the opportunities they present.

Always, the circle of the conversation needs to be made larger. In that process, more voices and more ideas will be heard, but if there is commitment around a few solid and compelling ideas, the expanded circle can form a groundswell of support for moving forward. It doesn't have to be the **big** idea that is targeted for implementation first; there may be simple things drawn from this report that become nearly immediately actionable. Find those projects, make them happen, and celebrate... and then return to the conversation.

Most important, the timeline established becomes a plan, of sorts, for strategic action. New pieces can be added, but use it as the framework for advancement. Just as important, once established, modify it as needed, but stick to its foundational directions.

Change will happen in Charlevoix's downtown. It's suggested in other planning documents and implementation plans already being used to guide evolution. What's important about this report is that it outlines a strategy for a few projects, some of which build on projects already in motion, and each of which is a demonstration of how change is accommodated in ways that make resulting projects a fixture for the Charlevoix community.



☐ Follow-up with new and expanding business prospects

Proposed Action: Follow-up with new and expanding business prospects identified via the Futures Survey.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Share Futures Survey information and findings with exiting businesses

Proposed Action: Share information from the Futures survey with existing businesses, especially those who might have opportunities to expand or reposition themselves to capitalize on products, services and features sought by area consumers.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Develop a "Starting a Business in Downtown Charlevoix" brochure or checklist

Proposed Action: Develop a "Starting a Business in Downtown Charlevoix" brochure or checklist that outlines the process in a simple and condensed step-by-step format, and that provides information and contacts for available guidance, technical assistance and resources.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Develop a form or system for tracking prospects *

Proposed Action: Develop a form or system for tracking prospects to collect basic information and to record notes on follow-up communications and activity.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Update and maintain online economic development information

Proposed Action: Continue to update and maintain information in the Main Street Economic Development section of the City's website to include information, links and downloads to assist existing and prospective investors, developers, businesses and entrepreneurs.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Identify and promote pop-up and micro retail opportunities

Proposed Action: Identify and promote pop-up and micro retail opportunities. Consider how The Vault Coworking Space model might be adapted to a program targeting local entrepreneurs and new retail and hospitality-oriented start-ups; and identify possible locations, including possibilities for locating pop-ups and start-ups in Auxiliary Retail Units proposed in the Downtown Futures report.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Continue efforts to activate spaces

Proposed Action: Borrowing on recent and current activities and ideas contained in this report, continue efforts to activate spaces, much like recent alleyway improvements, and to introduce new recreational activities and amenities as value-added components of the Downtown Charlevoix experience.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

* Indicates item carried forward from 2017 Ready to Recruit (R2R) Action Agenda Proposal

☐ Continue efforts to infuse pedestrian features and narrate the journey

Proposed Action: Continue to infuse pedestrian-oriented wayfinding signage, art, and interpretive elements to help navigate and narrate the journey from parking areas, neighborhoods, and surrounding attractions.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Use on-the-street marketing techniques to promote opportunities

Proposed Action: Use on-the-street marketing techniques (posters, sandwich board signs, etc.) to promote opportunities, highlight progress and celebrate successes.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Employ appropriate prospecting techniques *

Proposed Action: Employ appropriate prospecting techniques, such as social media posts, field trips, database mining, business plan competitions, and property tours, to mine leads for new and expanding businesses.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Continue to apply a pre-development team approach to promote reinvestment and development

Proposed Action: Continue to apply a pre-development team approach, much like that advanced in the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities program, that includes all relevant personnel in project preview and walk-through activities designed to troubleshoot development and building rehabilitation projects, to identify possible alternatives to meet the intent of life-safety measures and other development-related codes and ordinances (including parking requirements), and to provide clear direction to investors, developers, businesses, and entrepreneurs.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

☐ Use a Request for Qualifications (RFQ) process to market and showcase development sites

Proposed Action: Use a Request for Qualifications (RFQ) process, and work with MEDC's Redevelopment Services Team, to market and showcase appropriate/selected development sites, including appropriate City- or other publicly-owned sites in the downtown area.

Priority/Timeline:

CMS Lead Team Members:

Key Tasks:

* Indicates item carried forward from 2017 Ready to Recruit (R2R) Action Agenda Proposal

Demonstration A | Activated Alleys

Further study required:

Hoop Skirt Alley and Van Pelt Alley have been enhanced as part of an overall concept of drawing downtown visitors through alleys to expanded retail, hospitality, and events opportunities. This study suggests that effort be further advanced by lining portions of existing parking lots with new buildings, further activating that alley and providing the opportunity for expanded commercial activities. A market study is already demonstrating those goods and services that might offer feasible new entrepreneur opportunities; developing a prototype, even as a design, might further suggest to an investor the reality of the opportunity.

Implementation timing:

This demonstration should be considered closely with expanded parking, as the introduction of new commercial activities happens through buildings placed on portions of parking lots.

Costs:

The costs of developing a prototype in a preliminary design drawing—as the first step—might be achieved for less than \$10,000. A little more might be expended to create a great marketing tool, one that captures the essence of the alley activity concept, the market potential, and the design of a building. Keep in mind that a building along the alley might have a commercial use at the street or alley level, but it could also—and probably should—have residential above.

Demonstration B | Expanded Parking

Further study required:

A true analysis of parking need should be conducted to determine if more parking is needed, or if a new management strategy should be accommodated, or if parking could be removed from Bridge Street in whole or in part (an idea that was noted but not studied, and, most important, what the deficit in parking might be. Coupling the potential for a loss of parking with expansion of commercial uses along the alley (which would consume existing parking) with the overall parking demand and potential supply seems an essential part of this exercise, even if the new demand is simply matched by a new parking configuration. Importantly, the parking study might suggest the optimal direction for creating new parking (surface space expansion vs. parking structures, for example). A key piece of even the initial investigation is ensuring that faces of whatever parking is created or perpetuated are active, most likely through the introduction of commercial spaces as a part of the alley experience.

Implementation timing:

This study should happen coincident with the initiative supporting activated alleys. Both are interdependent and require common resolution.

Costs:

A parking study considering a survey of existing parking resources and a projection of future demand, along with some demonstration of how new necessary capacity would be achieved, could cost \$100,000 or more. However, as this is one of the stickiest questions for the future of downtown, the investment seems logical and, hopefully, supportable.

Demonstration C | Increased Downtown Housing

Further study required:

The major location at Hilltop for new housing is an initiative that would seem to address concerns of many downtown stakeholders. Further, the initiative is directed to a block in downtown where the opportunity for refreshing development seems obvious, and where a portion of the block has already been identified as a Redevelopment Ready Communities (RRC) priority site. The process of fully developing the half-block would be best facilitated through an assessment of not parcels, but the whole opportunity. In this case, the city may have to assist or even take the lead in land assembly. If that can be achieved, a solicitation for developer interest might be pursued, but the city's goals should be agreed upon and clearly articulated prior to dissemination of any solicitation. That suggests a refinement of the demonstration contained in this report would be a logical and necessary first step.

Implementation timing:

Activity advancing this initiative could happen at any time but the potential for self-evolution always remains. If the city takes a lead, it would be known to the parcel owners that activity is happening, and their supportive participation could result in a solution that is financially appealing and that would allow the entirety of the demonstration of be eventually implemented.

Costs:

Creating a preliminary plan is not costly and is not one requiring extensive time to prepare. With land assembly—or at least the idea that the three parcels could be acquired simultaneously, the process of creating a preliminary plan, engaging neighbors, and establishing a clear path to entitlements could happen in a period of about six months and for a consulting fee of \$50,000 to \$100,000, depending on the number of public meetings and the need for delivering quality “marketing” materials to support a solicitation. Opportunities to involve and coordinate planning and solicitation activities with MEDC RRC program leaders—and for possible technical assistance financial support for predevelopment activities to help offset local costs—should be seized upon.

Demonstration D1 | New Downtown Activities—State and Antrim

Further study required:

There already seems to be strong interest in redevelopment at this site. The key would seem to be engaging the property owner in a process that leads to some evolution of the property. The city has included this site in its RRC effort, so the process might logically focus on the preparation of a preliminary plan, including some examination of pro formas to gain a sense of return on investment for a developer.

Implementation timing:

Implementation is more a factor of the property owner's readiness to engage in study of the property and its capacity to support reinvestment.

Costs:

A preliminary plan and cost estimate, the key deliverables in advancing this part of the report, might be achieved through an architecture consultant for less than \$10,000, depending on the number of design explorations and iterations required. As this appears to be a largely private development interest, many developers may have relationships that might allow full study at a lesser cost.

Demonstration D2 | New Downtown Activities—Mason and Antrim

Further study required:

Downtown stakeholders suggested the residential block near the library is well suited for new investment. This report did not have time to evaluate building conditions or assess options for renovation or redevelopment. At this scale, and because a larger number of property owners is likely involved, the process of gaining direction becomes more difficult. Still, the first step would be the preparation of a preliminary plan, or more likely, a series of alternatives that might reveal a best direction.

Implementation timing:

Activity on these blocks seems largely unrelated to other initiatives, so implementation would be according to its own timetable. However, if this initiative gains any traction while the engagement of a consultant to prepare a preliminary plan is being discussed, the city should find a way to capture properties that might come to the market; as with Hilltop, land assembly in a redevelopment is a key threshold in the redevelopment market. If nothing happens, the city could simply sell acquired properties on the open market.

Costs:

The cost of preparing alternative plans is likely similar to the costs for Hilltop at \$50,000 to \$100,000, again dependent on the number of public meetings that might be necessary to gain consensus on a direction.

Demonstration D3 | New Downtown Activities—Curling

Further study required:

There seemed to be a lot of interest in curling, at some level, being introduced as a downtown activity. At a level that is more social and recreational, the process might be rather simple: first, conduct polls or use other public engagement techniques to better understand and attempt to quantify interest and anticipated participation levels in curling. If the level of interest expressed justifies moving forward, look at Bridge Park and other possible locations to determine if introduction of at least two curling sheets is possible. Having a refrigerated surface is likely a requirement, as well. Engagement of a landscape architecture firm and engineering firm to create a preliminary plan and cost estimate would be a reasonable next step.

If a competitive direction is pursued, a building will be a requirement. In this case, an architecture team would likely be engaged to fully assess how it can be configured in downtown, even further studying a location atop a parking structure.

Implementation timing:

Both directions for curling are relatively independent. However, if curling is to be incorporated as part of a downtown parking structure, it should be considered, at least conceptually, as a part of the downtown parking expansion initiative.

Costs:

Costs will vary considerably with the direction pursued, with perhaps less than \$10,000 being required for a preliminary plan and cost estimate for recreational curling and easily \$50,000 to engage an architect/engineer team to examine curling combined with the in-process parking study.

DOWNTOWN CHARLEVOIX FUTURES

CHARLEVOIX, MICHIGAN

MARKET INSIGHTS AND EVOLUTIONS

QUICK-TAKE VIEWS FROM THE DOWNTOWN CHARLEVOIX FUTURES REPORT

A MICHIGAN MAIN STREET PROGRAM SERVICE

PREPARED FOR



CHARLEVOIX
MAIN STREET DDA

2021





DOWNTOWN PROFESSIONALS NETWORK

MARKET INSIGHTS

Charlevoix has already achieved a level of success that communities aspire for. A long track record of results and positive changes occurring in the downtown area have positioned the community well. Still, recognizing that change is inevitable, Charlevoix Main Street DDA, along with community partners and stakeholders, is taking a pro-active planning approach and applying sound market principles, community engagement practices, and creative thinking to guide future development, redevelopment and enhancement initiatives.

Market data and insights offered by community and downtown stakeholders serve as a great starting point—not for physical change, but for the necessary dialog that should occur as the community plans downtown’s evolution.

Opportunities Ahead

Findings from the 2021 Futures Survey, based on responses from more than 1,000 participants, provide insights for eating and drinking places and retail establishments that could be candidates – and targeted – for expansion and recruitment in Downtown Charlevoix, as well as specific features, products and services most likely to appeal to the Charlevoix market.

Eating and Drinking Places | Top Selections

Italian Restaurant	Ethnic Restaurant	Mediterranean
Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating
Outdoor seating	Outdoor dining	Premade and take-out
Full-service bar	Indian cuisine	Feta
Relaxed bistro setting	Middle Eastern cuisine	Tahini

Retail Establishments | Top Selections

Shoe Store	Arts/Hobbies	Books/Games
Top Features:	Top Features:	Top Features:
Women’s casual	Crafts and supplies	New books
Women’s athletic	Craft/Hobby classes	Educational toys
Men’s casual	Home décor items	Card & board games
Women’s dress	Artist supplies	Outdoor games

Potential Market Traction

Q: How likely would you be to visit the following types of expanding or new Downtown Charlevoix businesses on a consistent basis?

Average Score Shown | Scale: 5.00 = Definitely Would

1. Italian Restaurant/Bistro	4.11	1. Shoe store	3.94
2. Ethnic Restaurant	4.02	2. Books, Toys & Games	3.85
3. Mediterranean Rest.	4.00	3. Sporting Goods/Bikes	3.80
4. Coffee Shop	3.80	4. Arts, Crafts & Hobbies	3.70
5. Family Fun Café	2.88	5. Pet Emporium	3.01

Potential Downtown Housing Appeal



52%

Of those surveyed would or might consider living in Downtown Charlevoix.

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EXPLORING POSSIBILITIES



Local market data and trends, along with findings from the Futures Survey, provide a strong foundation for efforts to help businesses grow, to attract new businesses to be part of the downtown mix, and to promote opportunities to prospective businesses, investors, developers and entrepreneurs. The findings, along with existing plans for downtown and initiatives already underway, provide a market-driven framework for exploring and visualizing possibilities—evolutions— for downtown Charlevoix.

Possibilities—and Concepts

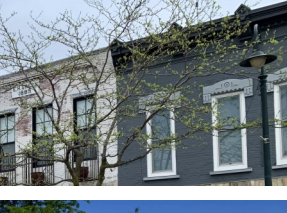
The City of Charlevoix has already expended effort in framing directions for the vibrancy and function of its downtown area. This planning exercise builds on those existing plans and recent investments, and concentrates on initiatives aligned with the city’s directions:

- Drawing pedestrian traffic from Main Street to alleys and along cross streets
- Expanding parking without increasing footprints
- Increasing housing across a spectrum of opportunities
- Seeking opportunities to expand downtown activity

Emerging ideas and concepts align with other proposals for downtown (additional landscaping along alleys, for instance) and in many ways can be overlaid on one another.

Concepts are illustrated as demonstrations—proposals that point to solutions, elicit conversations among stakeholders, and are worthy of further study. As demonstrations, they are intended to be realistic in terms of implementation potential, but the correctness of the solution merits dialog in the community.

Instead of suggesting directions framed in the demonstrations are the first step toward implementation—if they’re right—it is suggested that they offer tools for deeper engagement and assessment as the first step.





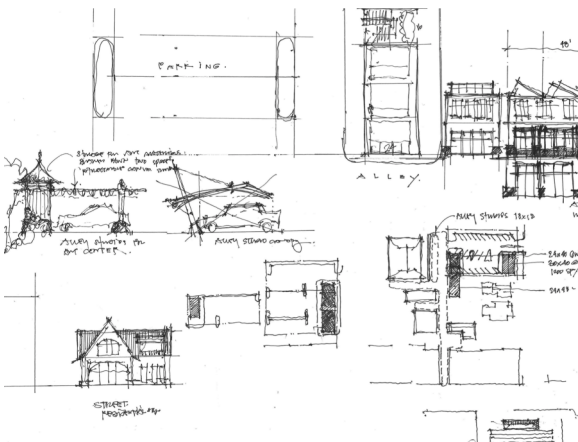
GUIDING CHANGE

PRINCIPLES ABOUT WHAT MAKES A DOWNTOWN WORK

- Downtown is the area where the greatest number of activities occurs in the smallest geographic area.
- Change in small increments aligns with the way downtowns evolve and has the benefit of preventing big mistakes.
- Parking is not a use or activity but simply storage of cars.
- An active downtown during inactive periods should focus on the creation of pools of visible human activity.
- Housing is one of the uses that must happen in downtown.
- Housing is not a single thing but rather it is a continuum of sizes, ownership types, and configurations.

Exercises exploring possibilities for evolutions in downtown Charlevoix are framed by these key principles—truths—about what makes a downtown work.

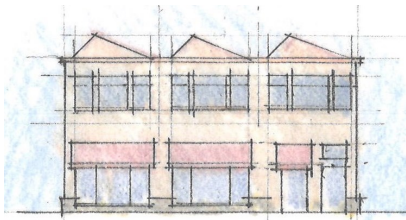
Demonstrations



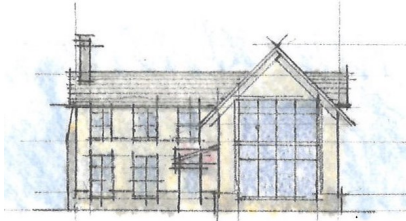
Because Charlevoix already has plans for its downtown, this planning exercise strives to offer direction for more strategic responses to conditions highlighted or revealed, and on projects that build upon direction provided by planning documents already in place.

As a strategic planning effort, demonstrations offer ideas as a response to limitations or opportunities, and help visualize a possible path forward while still recognizing work remains before implementation could really be considered.

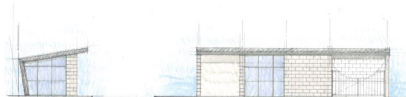
Demonstrations employ ideas and concepts, and *these are concepts*, worthy of significant discussion but shared for their applicability to the need of downtown.



Utilitarian style along alleys



“Shingle style” near streets

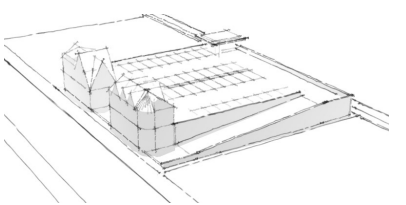


Auxiliary retail units

Expanded Parking

Demonstrations show the opportunity for new activities on existing parking areas and, just as important, show a reconfiguration of parking that might occur in the longer term. Rather than simply remove parking for new activities, these configurations increase available parking through a variety of structuring. While expensive, it’s a more sustainable path than eliminating buildings in downtown to accommodate parking expansions.

In one of the demonstrations for the Clinton Street-Hoop Skirt Alley parking area, new and activating uses are shown along Clinton Street with a footprint of about 1,800 square feet. Sloping parking decks would allow for, perhaps, up to 110 parking spaces.



Structure with ramps and flat plates



Activating uses along Clinton Street

A second demonstration employs ramps and flat plates for parking, which ultimately offers a more convertible long-term structure. Activation through buildings occurs at Clinton Street. The configuration yields about 135 spaces in a two-level parking structure above grade or about 166 spaces for a parking structure with three levels above grade.

Increased Downtown Housing

Creating housing across the spectrum of affordability and types is a goal of downtown, recognizing both the shortage of housing for downtown workers as well as housing that might be oriented to those seeking an environment like downtown Charlevoix.



Hilltop Housing North Elevation

An area referred to as “Hilltop,” at the edge of the downtown’s south side, could offer an opportunity to introduce a mix of housing styles, including apartments, rowhomes and flats, surrounding a large and continuous common space with landscaping, walkways, and gathering spaces, and with parking at ground and below grade levels.

Activated Alleys

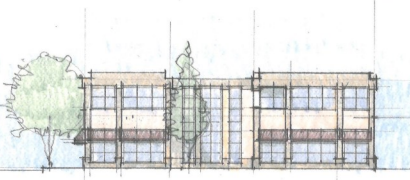
Looking closely at the alleys reveals few immediately transformable buildings but, instead, an environment where parking lots dominate the experience. Where the urban interventions of Hoop Skirt Alley and the reinventions of unused or underused buildings on Van Pelt Alley bring life to those alleys, stored cars in the parking lots drain activity.

In one demonstration, a portion of a parking lot is reclaimed for an active use, framed in a utilitarian -styled building along alleys. In the congruent situation of a cross street with abutting parking, the activation might be achieved with a small building, residentially scaled and Shingle Styled. Each building would have a retail or hospitality use on the ground floor and residential use on a second floor—bringing a new pedestrian attraction and incrementally adding housing to the downtown area.

In other demonstrations, portions of parking lots could be reactivated with auxiliary retail units or kiosks to house vendors and pop-ups, and to contain trash and recycling.

New Downtown Activities—State and Antrim

A small building at the corner of State Street and Antrim Street was locally identified as a likely redevelopment opportunity, and the property has since been selected as Redevelopment Ready Community priority



State and Antrim—Scheme 1



State and Antrim—Scheme 2

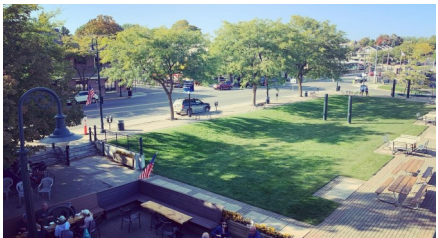
The State and Antrim demonstrations show two alternatives for the 0.14-acre site, one with parking and one without, both two story developments ranging between 3,000 and 6,000 square feet. While other configurations would be possible several factors for the redevelopment are critical:

- A development that directly addresses the public sidewalk with a building façade along Antrim Street;
- A use that is retail or office on the street level, not residential;
- Parking that relies, in whole or in part, on spaces along the street; and
- A mass that is two stories.

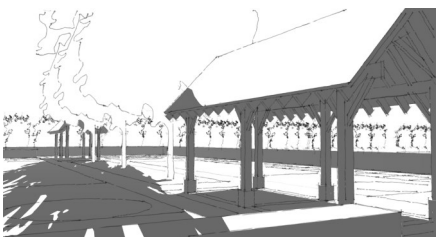
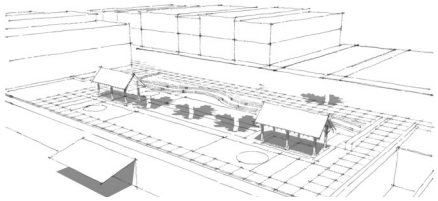
New Downtown Activities—Curling

Several downtown stakeholders noted an interest in new activities — especially new activities, perhaps curling, in the winter season. Curling is an activity that is easily accessible across ages and genders and is both intergenerational and gender neutral. The Futures exercises considered two locations for curling—one at Bridge Park and the other, as a sometimes more competitive venue, incorporated into a downtown parking structure.

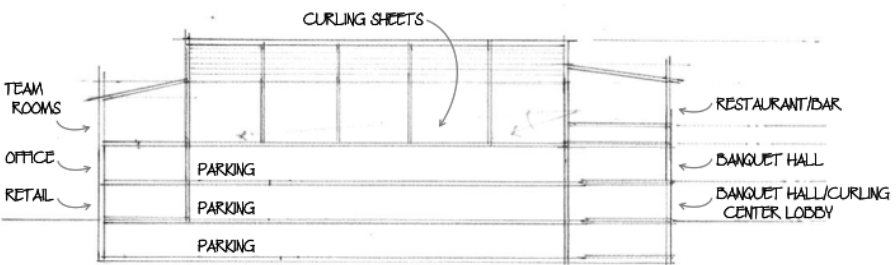
The expanse of park space along Bridge Street, overlooking the ferry docks, is a flat area where curling might be introduced in winter. In summer, curling could be replaced with bocce, which requires a smaller but similarly configured “court.” Two curling sheets, or two bocce courts in summer, could be configured in the flat space of Bridge Park, bookended by infrared-heated pavilions.



While Bridge Park offers a social venue, a more competitive venue accommodating six or eight curling sheets might be imagined as an upper floor to a new parking structure. Not only does this use provide a venue where a bonspiel (curling tournament) could occur, it does so as an introduction without displacing an existing use. Building on the curling concept, a restaurant could be developed with views of the curling rinks and a banquet venue, which local tourism and hospitality representatives cited as lacking in the community and downtown, might also become a part of the venue.



Bridge Park curling-bocce recreation area



Curling, with a restaurant and banquet venue, as part of downtown parking structure

Moving Forward



The first step—always—is an honest dialog about the ideas and content contained in the Futures report. It’s a known that it cannot be one hundred percent correct. The best path, then, is to use the report to engage in deep conversation about what’s needed, and what’s possible.

Change will happen in Charlevoix’s downtown. The demonstrations outline a strategy for a few projects that envision how change might be accommodated in ways that make the resulting project a fixture for the community.

Always, the circle of the conversation needs to be made larger. In that process, more voices and more ideas will be heard, but if there is commitment around a few solid and compelling ideas, the expanded circle can form a groundswell of support for moving forward.

Join the Conversation



(231) 547-3257

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

Old Business

TITLE: AED's in Downtown

DATE: July 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During our last meeting, the board made the following motion:

Motion by Member Dipert, second by Member Wilkin to authorize the DDA Director to begin the process to purchase two AED units at a maximum cost of \$2,000 and connecting with the EMS Division and getting approval for two locations on the north and south side of downtown. Motion passed by unanimous voice vote.

Since then, Community Development Fellow Dean Martin worked to identify grant opportunities and got an updated estimate from Don McMullen, EMS Director:

The AED package would be approximately \$1,295 per set/package, all inclusive, including AED, pads, batteries, rescue kit and storage cabinet with signage. The total for two systems would be \$2,590. Additional installation costs would cost approximately \$160 total.

I then heard from a few people in the community who wanted to help us with the project. I didn't want to purchase the units if we had possible donations coming in from private contributors. It turns out they were not able to or interested in donating, but did assure us that the updated price for the AEDs is a good one.

Now that we know the price, and since we only authorized spending \$2,000, we are in a position to be able to purchase one AED. I will move forward with ordering it as soon as possible while seeking out other resources to obtain additional units in the future.

New info also arose revealing that the Library also has an AED unit and almost all of their staff have gone through the training on how to use it.

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 is also working with the EMS Department to schedule an AED training and CPR certification class that business owners would be invited to.

RECOMMENDATION:

Board discussion & direction.

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

New Business

TITLE: Bigbelly Stations

DATE: July 26, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

As various conversations take place about the condition of downtown garbage receptacles I got updated pricing information on Bigbelly stations and our regular cans from Landscape Forms for comparison. It has been communicated that the downtown cans need to start being replaced in phases. At this time, I have been told by City Manager Mark Heydlauff, that if the DDA were to consider purchasing more Bigbelly Stations that the City could pay or half.

The unit that we currently have has been relocated to the Van Pelt Alley crosswalk to get a better idea of usage in one of the busiest parts of town. After Venetian Festival I will check in to see how that went for DPW and also get data on how much time it saved their crew.

The pricing info below is from an email sent by Christopher Coclin from Bigbelly on Wednesday, July 21st:

Following up on our conversation, I have included pricing below. You currently have a double HC/HC station, we also offer a Standard Capacity (SC) station which can be used for waste or recycling, it holds 50 gallons of waste and does not compact. Similar to your last purchase in 2019 our capital pricing includes the software as a one time fee for either a 5 or 8 year term. I have also attached the spec to reference.

*Single HC5 with footpedal and 5 year software- \$4,445
Single HC5 with footpedal and 8 year software- \$4,828
Double HC/SC with footpedal and 5 year- \$6,125
Double HC/SC with footpedal and 8 year- \$6,652
Double HC/HC with footpedal and 5 year- \$8,890
Double HC/HC with footpedal and 8 year- \$9,655
Double SC/SC with footpedal and hopper 5 year software- \$4,445
Double SC/SC with footpedal and hopper 8 year- \$4,972*

GOALS:

Increase # of recycling units in the downtown.

RECOMMENDATION:

Board discussion and direction.

Possible motion:

Motion to approve splitting the cost affiliated with the purchase of ____ Bigbelly Stations for placement in the downtown.

ATTACHMENTS:

- ▣ Big Belly Station Data
- ▣ Quote for Regular Garbage Receptacles
- ▣ Landscape Forms can

High Capacity Station (HC5)

Bigbelly's HC5 is a smart, solar-powered, compacting waste or recycling station. This compacting model holds 5-10X real capacity over an average traditional waste bin. It is equipped with sensors that monitor and report fullness levels and collection activity. It harvests solar power to compact waste and communicate its real-time status. The HC5's enclosed hopper (opening) design ensures total waste containment. This model maintains the durable, high quality and design integrity of all Bigbelly smart stations, and can be customized based on waste stream, options, and accessories.



BUILT-IN
COMPACTOR



SOLAR
POWERED



SMART
STATION



FULLNESS
SENSING

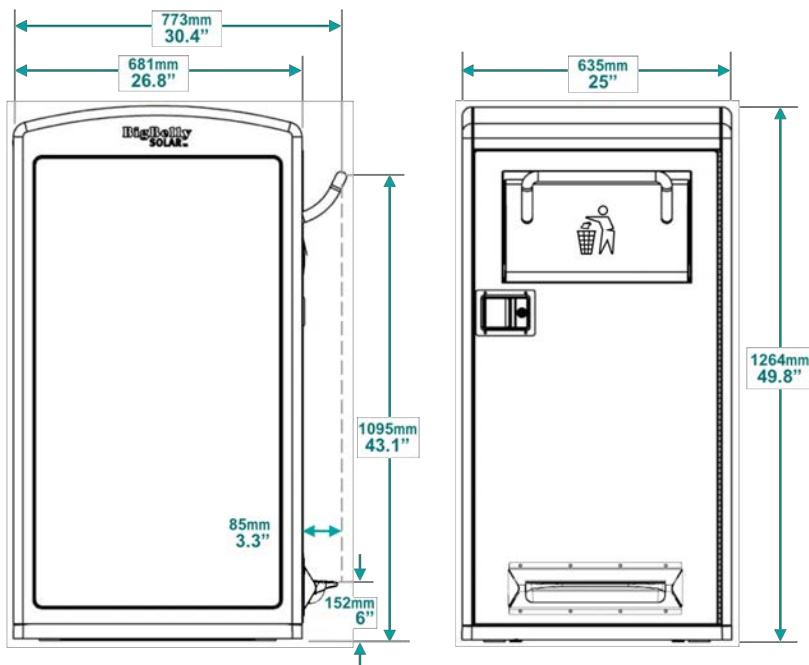


ONBOARD
GPS



CELLULAR
CONNECTION

Technical Specifications



Overall Machine Dimensions

- Height: 49.8" (1264 mm)
- Width: 25" (635 mm)
- Depth: 26.8" (681 mm)
- Handle Height (ADA Compliant): 43.1" (1095 mm)
- Weight: 270 lbs (122 kg)
- Shipping weight: 300 lbs (136.08 kg)
- Hopper Opening: 6" x 17" (152 mm x 432 mm)
- Bin Volume: 33 gallons (125 L) compacted trash; approx. 150 gallons (568 L) uncompacted trash.
- Bin Dimension: 24" x 20.4" x 21.65" (609 mm x 518 mm x 549 mm)

Waste Streams: Mixed Waste Trash, Single Stream Recycling, or Compost (with appropriate markings).

Options: Diagram to left shown with Foot Pedal.
See options and accessories on next page.

High Capacity Station (HC5)

*Smart, Solar-Powered,
Compacting Model
(150 Gal / 570 L)*



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+1-781-444-6002 | © 2019 Bigbelly, Inc.

Product specifications subject to change without notice.

High Capacity Station (HC5)

Smart, Solar-Powered,
Compacting Model
(150 Gal / 570 L)



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Technical Specifications - Continued

HC5 Features

- Unique built-in compaction technology with up to 5-to-1 compaction ratio
- Fully automated, microprocessor controlled system senses fullness and machine status
- Embedded sensors read and report fullness levels, collection activity into integrated software platform
- Ideal waste flow with 70° hopper dump angle and significant compaction penetration (travels to 9" from bottom of bin)
- Hopper Sensor alerts when hopper is jammed open & logs a count of hopper openings in CLEAN
- LED status lamps indicate readiness to collect (fullness level or age of waste), machine status and error codes
- 4G LTE wireless data link for remote monitoring and management
- GPS assisted location service

Safety Features

- CE approved
- Double fault-tolerant design for hopper insertion door prevents access to compaction area;
- Physical barrier between users and moving compactor
- Fully interlocked access doors protect users and service personnel; Separately keyed service access
- Locked front trash removal door
- Dampened hopper opening with use of foot pedal
- No pinch points, sharp edges or corners

Durability

- Weather resistant, UV stabilized polyester powder-coat finish on all exterior parts
- Electronic components temperature range of -40°F to +185°F (-40°C to +85°C)
- Fully weatherized, but in the event of a flood, HC5 can withstand:
 - Up to 20" (508 mm) of water without harming the electronics
 - Up to 36" (915 mm) of water with only minor damage to electronics

Opening (Hopper) Options



Black / Trash



Blue / Recycle



Green / Compost

PLEASE NOTE: Green Hoppers require additional 6 weeks to process.

Materials

- RoHS compliant
- Galvanized sheet metal steel interior and exterior construction
- Heavy duty plastic side panels for dent and scratch resistance (recycled content)
- Interior Bin: Leak proof; made of low density polyethylene (LDPE) plastic

Power & Electronics

- Patented Skip-a-Cycle™ energy management technology ensures performance in any location, including shade and cloud cover; Average operation uses less than 3wh energy per day
- 28Ah Extended Life Battery with Insulation for Optimized Performance (average: 5-8 years)
- Polycrystalline silicon cell PV module (22 watts)
 - 40 watts HE (high energy) upgrade available
- PV panel protected by polycarbonate bubble
- Spill-proof, sealed maintenance-free battery
- Self-powered unit requires no wiring

Options & Accessories

- Foot Pedal for Hands-Free Use
- Wheeled Interior Lift Bin (Bar & Comb Styles)
- Graphic Wraps, Message Panels, Stickers
- Ashtray and Stub-out Plates
- Security System with Physical Plates
- External A/C Adapter for Indoor Use
- Standalone Wi-Fi Hotspot Upgrade Option

Standard Capacity Station (SC5.5)

Bigbelly's SC5.5 is a smart, fullness-sensing waste station that is anything but standard. This non-compacting model holds 2-3X real capacity of a traditional bin, and is equipped with sensors that monitor and report fullness levels and collection activity. It is battery powered to communicate its real-time status. The SC5.5 has an enclosed hopper option for total waste containment. This model maintains the durable, high quality and design integrity of all Bigbelly smart stations, and can be customized based on waste stream, options, and accessories.



50 GALLON
CAPACITY



BATTERY
POWERED



SMART
STATION



FULLNESS
SENSING

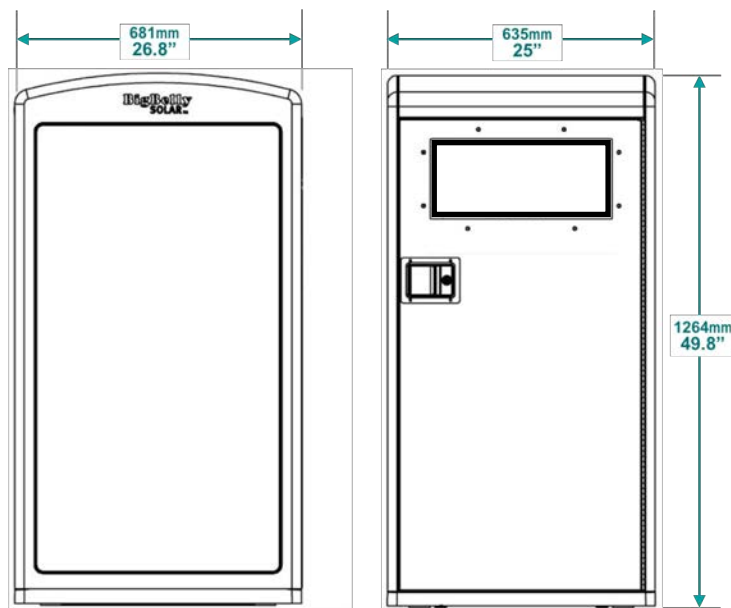


ONBOARD
GPS



CELLULAR
CONNECTION

Technical Specifications



Overall Machine Dimensions

- Height: 49.8" (1264 mm)
- Width: 25" (635 mm)
- Depth: 26.8" (681 mm)
- Handle Height (ADA Compliant): 43.1" (1095 mm)
- Weight: 150 lbs (68 kg)
- Shipping weight: 180 lbs (82 kg)
- Insertion Opening: Can be configured for variety of recycling / waste streams.
- Bin Volume: 50 gallons (189 L)
- Bin Dimension: 25" x 20" x 32.25" (635 mm x 508 mm x 819 mm)

Waste Streams: Mixed Waste Trash, Single Stream / Paper / Bottles & Cans Recycling, or Compost / Organics (with appropriate markings).

Options: See options and accessories on next page.

Standard Capacity Station (SC5.5)

*Smart, Battery-Powered,
Non-Compacting Model
(50 Gal / 190 L)*



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Standard Capacity Station (SC5.5)

Smart, Battery-Powered,
Non-Compacting Model
(50 Gal / 190 L)



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Technical Specifications - Continued

SC5.5 Features

- Fully automated, microprocessor controlled system senses fullness and machine status
- Embedded sensors read and report fullness levels, collection activity into integrated software platform
- Patent-pending 'SC Sleeve' ensures data accuracy and prevents false fullness readings due to bag interference
- LED status lamps indicate readiness to collect (fullness level or age of waste), machine status and error codes
- 4G LTE wireless data link for remote monitoring and management
- GPS assisted location service
- With Enclosed Option, Hopper Sensor alerts when hopper is jammed open & logs a count of hopper openings in CLEAN
- 'Companion' model is also available to couple with either an HC5 or SC5.5 'Hub'
 - Note: Companion models use the power and communication source of their attached hub

Safety Features

- CE approved
- Locked front door accessed via key by collection and service personnel
- Dampened hopper opening with use of foot pedal
- No pinch points, sharp edges or corners

Durability

- Weather resistant, UV stabilized polyester powder-coat finish on all exterior metal parts
- Electronic components temperature range of -40°F to +185°F (-40°C to +85°C)
- Fully weatherized, but in the event of a flood, the component can withstand up to 40" (1.06 m) of water without harming electronics

Materials

- RoHS compliant
- Galvanized sheet metal steel interior and exterior construction
- Heavy duty plastic side panels and top for dent and scratch resistance (recycled content)
- Interior Bin: Leak proof; made of low density polyethylene (LDPE) plastic

Power & Electronics

- Single-use Alkaline battery pack
- Battery life: Up to 8 years
- Self-powered unit requires no wiring
- Cordless operation for both indoor / outdoor use

Opening Options

Enclosed Hopper



Landfill
Waste

Recycling

Compost

Open Faceplate



Landfill
Waste

Single
Stream
Recycling

Paper
Recycling

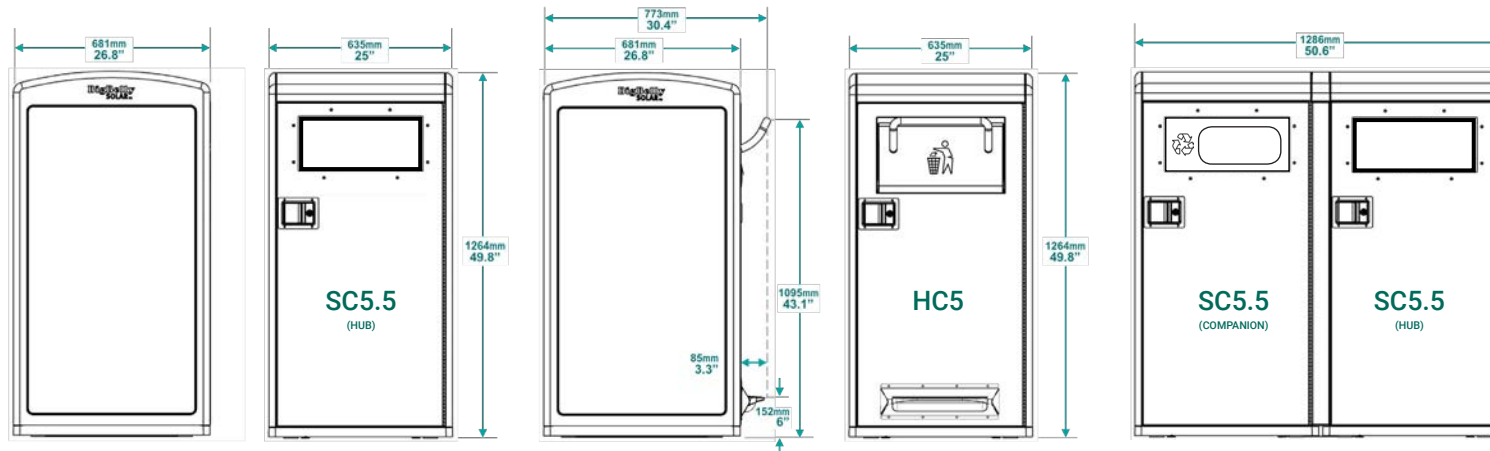
Bottle &
Cans
Recycling

Options & Accessories

- Wheeled Interior Lift Bin (Bar & Comb Styles)
- Enclosed Hopper Opening
- Foot Pedal for Hands-free Use (with Hopper)
- Graphic Wraps, Message Panels, Stickers
- Security System with Physical Plates

Multi-Stream Configurations

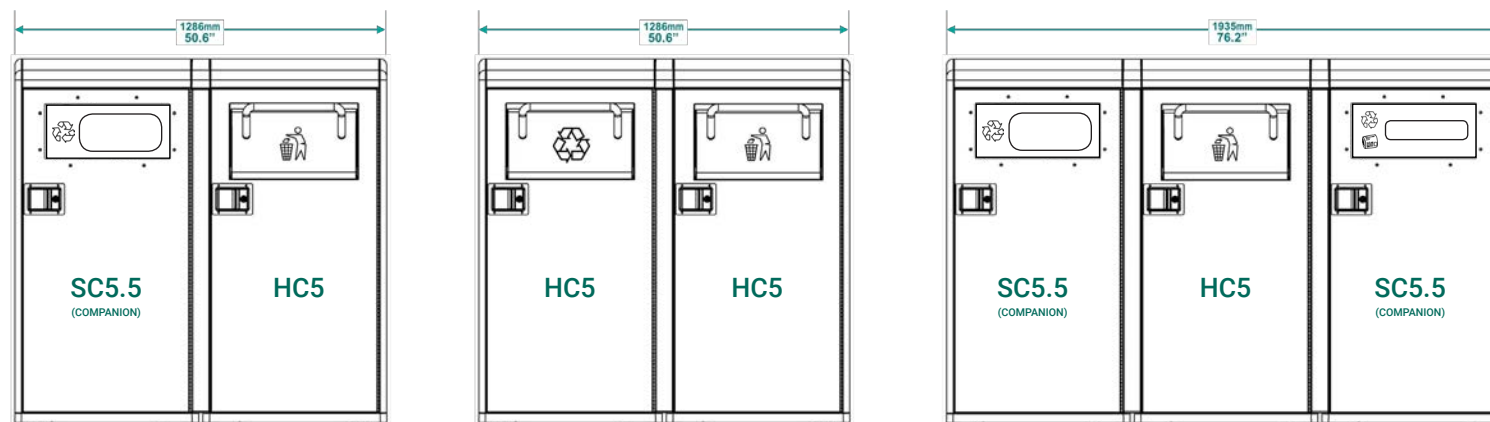
Stations are modular and support any combination of waste streams at each location as **Single, Double, and Triple** station configurations. A fleet may be comprised of a variety of stations in order to meet the unique needs of each area. Customize each station by selecting components' **capacity** (HC5 or SC5.5) and **waste stream** (Trash, Single Stream / Paper / Bottles & Cans Recycling, or Compost/Organics; see next page for available streams per model).



SC5.5 Single Station
Approximately 150 lbs (68kg)

HC5 Single Station
Approximately 270 lbs (122 kg)

SC5.5/SC5.5 Double Station
Approximately 294 lbs (133 kg)



HC5/SC5.5 Double Station
Approximately 414 lbs (188 kg)

HC5/HC5 Double Station
Approximately 540 lbs (245 kg)

HC5/SC5.5/SC5.5 Triple Station
Approximately 558 lbs (253 kg)

Multi-Stream Configurations

*Mix & Match for
Station Capacity
and Waste Stream*



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Multi-Stream Configurations

Mix & Match for
Station Capacity
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Technical Specifications

	High Capacity Station (HC5)	Standard Capacity Station (SC5.5) Hub	Standard Capacity Station (SC5.5) Companion
Overall Dimensions	Smart, Solar-Powered, Compacting Model	Smart, Self-Powered, Non-Compacting Model	Smart, Self-Powered, Non-Compacting Model
Height	49.8" (1264 mm)	49.8" (1264 mm)	49.8" (1264 mm)
Width	25" (635 mm)	25" (635 mm)	25.6" (635 mm)
Depth	26.8" (681 mm)	26.8" (681 mm)	26.8" (681 mm)
Handle Height	43.1" (1095 mm)	With Hopper: 43.1" (1095 mm)	With Hopper: 43.1" (1095 mm)
Weight	270 lb (122 kg)	150 lb (68 kg)	144 lb (65 kg)
Shipping Weight	300 lb (136 kg)	180 lb (82 kg)	176 lb (80 kg)
Battery Voltage	12V	4.5V	-
Insertion Opening	6" x 17" (15.2 cm x 43.2 cm)	Can be configured for multiple recycling or waste streams.	Can be configured for multiple recycling or waste streams.
Bin Volume	33 gallons (125 L) compacted; 150 gallons uncompactd	50 gallons (189 L)	50 gallons (189 L)
Liner Bags	Custom High Capacity Liner Bags (#BBS-CB4647 or #BBS-RCB4647) are available for purchase. <i>The black or clear bags are 47"H x 46"W (120cm x 117cm) and 2.5mil (64μ) thick.</i>	Custom Standard Capacity Liner Bags (#BBS-RB4255) are available for purchase. <i>The clear bags are 55"H x 42.5"W (140cm x 108cm) and 1.25mil (32μ) thick.</i>	Custom Standard Capacity Liner Bags (#BBS-RB4255) are available for purchase. <i>The clear bags are 55"H x 42.5"W (140cm x 108cm) and 1.25mil (32μ) thick.</i>

Liner Bags are available from Bigbelly's official provider, WasteZero. Contact WasteZero to order liner bags at +1.800.866.3954 or www.WasteZero.com/Bigbelly/.

Opening Options

Enclosed Hopper (HC5, SC5.5)



Landfill
Waste

Recycling

Compost

Open Faceplate (SC5.5)



Landfill
Waste

Single
Stream
Recycling

Paper
Recycling

Bottle &
Cans
Recycling

PLEASE NOTE: Green Hoppers require additional 6 weeks to process.

Quote

Date: 07/08/2021

LF Quote#: 0000335892

PO#:

Project:

Bill To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

CORPORATE

7800 E. Michigan Avenue
Kalamazoo, MI 49048-9543
P: 800.521.2546 F: 269.381.3455
www.landscapeforms.com
Federal I.D.# 38-1897577
FSC# RA-COC-001261

Ship To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

Ship To Contact Phone:(231)547-3273

Ship Via: Common Carrier

F.O.B.: Destination

Qty	Description	Unit Price	Total Price
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CONTRACT: NCPA 07-53

When ordering please confirm:

- Shipping address and contact information (name and ph#)
- Billing address and contact information
- Is your firm or the project tax exempt? If so, exemption certificate must accompany order
- Delivery schedule:

____Ship immediately upon completion

OR Ship On/After the date:_____

1	Chase Park Litter	\$ 1,511.88	\$ 1,511.88
	Style: <i>Side Opening, 36 gal. capacity</i>		
	Options: <i>Sand Pan with cable</i>		
	Powdercoat Color: <i>Ivy</i>		
	Standard Features: <i>Black Polyethylene Liner</i>		

Item Total	\$ 1,511.88
Shipping & Handling	\$ 245.00
Sub Total	\$ 1,756.88
Estimated Tax	\$ 0.00
Document Total	\$ 1,756.88

Payment Terms: NET 30 DAYS

Landscape Forms, Inc. reserves the right to change payment terms based on payment history as well as information obtained from commercial credit reporting agencies.

Page: 1 of 3

Cust #: 56456
SSR: Mary Vanderberg
Rep: Kyle Verseman, MI5

Landscape Forms Customer Service

Purchaser

Seller

landscapeforms®

Quote

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Ship Via: Common Carrier

F.O.B.: Destination

- Purchaser is responsible for confirming options, materials, quantities, etc., for completeness and conformity to plans and specifications.
- Changes to or cancellations of orders may incur a penalty charge of 30% or more. Special orders may not be changed or cancelled.
- Studio 431 (custom) orders cannot be cancelled once purchase order is received and approved.
- Studio 431 orders are subject to price increase after engineering/product development is complete and approved by designer, end user and purchaser. Modifications in price will be handled via Change Order.
- No merchandise can be returned without authorization from Landscape Forms. Returns may be subject to a disposition fee of 30-100%.
- Prices based on quantities shown and quantity changes may affect price.
- QUOTED prices are held for 60 days. After receipt of a written ORDER, prices will be held for up to one year from receipt of the order. Changes in quantity or specification may affect pricing.
- Pricing includes selection from our standard color palette. Optional colors and custom color matches are available for an additional fee and will extend lead-time. Please contact our corporate office for more information.
- Fixtures for custom products are the property of Landscape Forms, Inc., and are not available for sale.
- Landscape Forms is a supplier only and ships via common carrier. Customer is responsible for offloading and installing unless otherwise indicated above.
- Handling fees alone will apply on third party and customer pick-up orders.
- Mounting hardware is only available on a limited number of products. Please consult the installation recommendations or contact our corporate office to confirm. In the event hardware is provided, it MUST be used for proper installation.
- Refer to Care and Maintenance guidelines for more detailed information and instructions.
- All orders ship upon completion of fabrication. A one-week grace period may be available, after which storage fees will apply.
- This Agreement contains the entire understanding between the parties. All prior communications are merged into this Agreement. The terms of this Agreement shall control any conflict between documents.
- This Agreement may be signed by the parties separately and by facsimile, and together they shall be deemed one binding, original Agreement.
- Purchaser shall pay all costs and expenses paid or incurred by Landscape Forms, Inc. in collecting any amounts due for goods purchased by Purchaser, including without limitation, reasonable attorneys' fees and collection costs. Balances on invoices not paid within 30 days of date of invoice, or within an alternate period of time as determined and indicated by Landscape Forms, shall incur interest at a rate of 18% per annum. Cash discounts are not offered.
- Tax is estimated. Actual tax will be charged on final invoice and shall be payable by the Purchaser. U.S. customers must provide a valid sales tax exemption or resale certificate to remove liability.

Page: 2 of 3

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Landscape Forms Customer Service

Purchaser

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Page 69 of 71

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F.O.B.: Destination

- To the extent purchaser supplies or modifies the standard specifications for any products, Landscape Forms, Inc. expressly disclaims all representations and warranties related to such products or their design whether express or implied except that the products shall be manufactured in accordance with purchaser's specifications.
- **REMITTANCE OPTIONS:** For information on paying via credit card, ACH, direct bank transfer, or wire please email us at AR@landscapeforms.com. Mail payments to:

USD Checks

Landscape Forms, Inc.
Dept 78073
PO Box 78000
Detroit, MI 48278-0073
USA

CAD Cheques

Landscape Forms, Inc.
PO Box 2408
Station A
Toronto, Ontario M5W 2K6
CAN

Page: 3 of 3

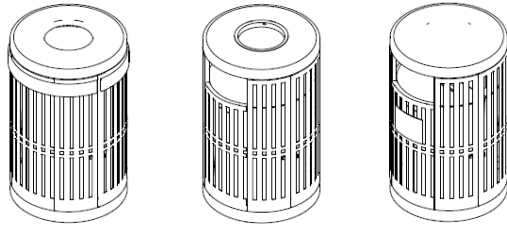
Cust #: 56456
SSR: Mary Vanderberg
Rep: Kyle Verseman, MI5

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Purchaser

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Tools Required

- Safety glasses
- Litter receptacle ships fully assembled. Freestanding unit can be set in place.
- Anchoring hardware for surface mount option: Two anchors, 3/8" [10mm] diameter or less, and two washers, 7/8" [23mm] o.d. are required per unit. The base thickness is 7/8" [22mm] at anchor location. The roto-molded base will compress about 1/8" upon tightening of the anchor bolts. The installer is responsible for anchoring hardware suitable for site conditions. Corrosion-resistant anchors are recommended.

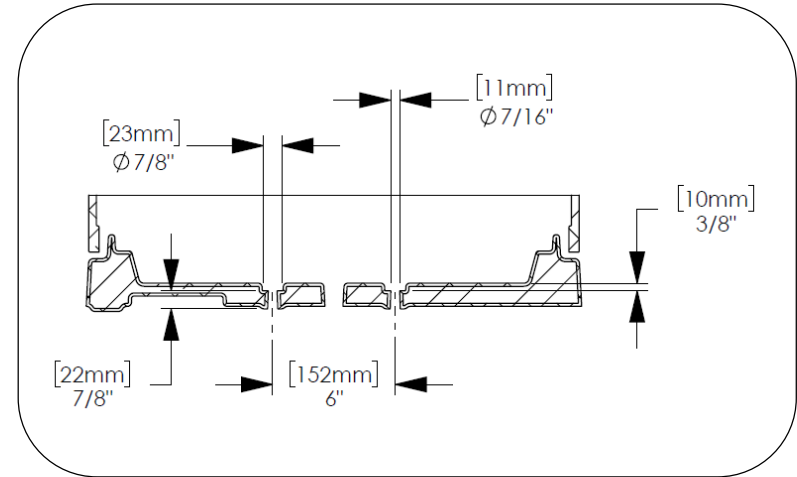


Fig. 1 – section view of base

PROCEDURE FOR INSTALLATION:

FOR SURFACE MOUNTED LITTER RECEPTACLE:

1. Place the unit in the desired position. Open the door to check clearance.
2. Remove the liner and mark anchor location through the holes in the base.
3. Move the unit to allow access for the drilling holes.
4. Drill holes at marked location according to anchor manufacturer's specification.
5. Complete the anchor installation according to the anchor manufacturer's instructions.
6. Lid and base attachment hardware and anchoring hardware should be checked annually and tightened as necessary.

ASSEMBLE WITH CARE! Pangard II® Polyester Powdercoat is a strong, long-lasting finish. To protect this finish during assembly, place unwrapped powdercoated parts on packaging foam or other non-marring surface. Do not place or slide powdercoated parts on concrete or other hard or textured surface – this will damage the finish causing rust to occur. Use touch-up paint on any gouges in the finish caused by assembly tools.