



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, September 27, 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. DDA Financials
 - D. Committee Minutes
 - E. Letter of Support for the Revitalizing Downtowns Act
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
- 7. Old Business**
 - A. Bridge Railings
Mark Heydlauff, City Manager
- 8. New Business**
 - A. Channel Park Presentation
Leilani Durbin, Silver Linings Charlevoix
 - B. Notice of Non-Renewal: 109 & 111 Bridge Park Drive
Lindsey Dotson, Executive Director
 - C. Discussion about Zoning Ordinance 1514.04 - Newsracks, Planters, Tables, and Chairs on

Sidewalks

Jonathan Scheel, Zoning Administrator

D. Restroom Signage

Lindsey Dotson, Executive Director

E. Main Street Designation

Lindsey Dotson, Executive Director

F. Grant Application to Support Winter Vibrancy

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: September 27, 2021

ATTACHMENTS:

- ▣ Regular Meeting - August 23, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, August 23, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens
Vice Chair:	Richard Christner
Members Present:	Sam Bingham, Sean Bradley, Kirby Dipert, Luther Kurtz, Paul Silva, Ron Way, Amanda Wilkin
Members Absent:	None
Non-Voting Student:	Liam Dreyer
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report
- C. Committee Minutes
- D. DDA Financials

Member Bradley stated that the third sentence under New Business, Item 8A, should start with Member Bradley rather than Member Dreyer. Motion by Member Wilkin, second by Member Bradley to approve the Consent Agenda items as corrected. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Chair Owens thanked Community Development Fellow Dean Martin for his assistance over the last 18 months and stated that he has been a great resource.

B. Accreditation Information Session Report

Member Dreyer reported on the highlights and key takeaways from the virtual session he attended provided by the Michigan and National Main Street Associations to discuss the new Accreditation Standards. He stated that accreditation was mandatory to reap the benefits of the Main Street Program and he explained the new Community Accreditation Process and Standards. Discussion followed regarding concerns and the value of the accreditation process and the requirements to become and remain accredited.

Member Dipert stated that "as far as Main Street goes, I think the sizzle's gone". He felt attendance at Committee meetings was diminishing and that their need to be in Main Street was not as pressing as it once was. Member Dipert suggested the Executive Director should investigate what steps would be needed to withdraw from Main Street.

Chair Owens recalled that Main Street began as historic preservation and Charlevoix had a very strong historic preservation organization; the DDA had enough other things going on. She suggested Director Dotson identify other things she could do as the DDA Director besides Main Street tasks. Director Dotson stated that they would be eliminating the requirement of having any committee meetings or volunteer input sessions which would in turn eliminate any affiliated programming. Chair Owens questioned whether there would be an opportunity for Director Dotson to investigate creating their own brand process or any other affiliations.

Member Dreyer felt that they were doing very well as a Board. Member Silva agreed with Member Dipert but it was a big decision and they should weigh the pros and cons.

Motion by Member Dipert, second by Member Bradley to direct the Executive Director to look into the benefits, pros and cons of remaining within the Main Street Program. Motion passed by unanimous voice vote.

Member Wilkin stated that she attended the accreditation session and had two takeaways: how to get more community involvement and creating more efficiencies.

7. Old Business

A. Bigbelly Stations

Director Dotson stated that one Bigbelly unit has 150 gallons compacted capacity compared to four regular garbage cans. They have approximately 60 cans throughout the downtown area, 30 of which are the non-decorative oil drum cans with wooden lids. She stated data showed that a person will not walk more than 25 steps on average before being inclined to litter which means there should be a

can every 60'. She stated six additional stations were needed to have one per downtown block which would replace 24 oil drum or decorative cans. She stated that the total cost for six double capacity stations was \$53,340, and if the City covered half the cost, the upfront investment for the DDA would be \$26,670.

Motion by Member Wilkin, second by Mayor Kurtz for the DDA add this to their discussion of the budget for FY 2022/2023. Motion passed by unanimous voice vote.

8. New Business

A. Bridge Railings

Director Dotson reported that they never requested an estimate for stripping and repainting the bridge railings. She stated that the City was responsible for the maintenance of the bridge. Member Silva felt that they were *Charlevoix the Beautiful* and the bridge looked like crap. He recalled that 15 years ago it wasn't painted, and someone wanted it to be "Charlevoix Green" and donated money to have the bridge painted. He noted that MDOT told him that they will not touch the bridge. He felt that they needed to paint the bridge instead of spending money on new garbage cans. Discussion followed including whether Public Works could do the work, or a contractor would be needed. Chair Owens stated that she would ask the City Manager his stance on this issue, and they would have to get an official estimate for the cost of the work.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

Chair Owens requested that the Board receive future meeting packets by Thursday instead of on Friday.

12. Adjourn

Motion by Member Christner, second by Mayor Kurtz to adjourn. Meeting adjourned at 6:30 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Monthly Report

DATE: September 27, 2021

ATTACHMENTS:

- ▣ August 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-0000123050

Status Submitted

Account City of Charlevoix

Name Leigh Young

Reporting Period Start 8/1/2021

Reporting Period End 8/31/2021

Submitter's Name Lindsey Dotson

Due Date 9/10/2021

Activity & Use / Employment**New Business Opened in MSA**

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Nomi Sushi	217 Bridge Street Unit C	Eating & Drinking	2.0	2.0
VUE Charlevoix Wine Bar	101 Bridge Street	Eating & Drinking	1.0	1.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Long Road Distillers	111 Bridge Park Drive	Eating & Drinking	0.0	1.0

Business that Moved out of MSA

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

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

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Housing**New & Rehab Housing in MSA**

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Investment**Facade & Exterior Renovation in MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)**

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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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
205 Bridge Street	\$890,000.00

Main Street Data**Volunteer**

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
12.00	\$0.00	40.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Destination Creation Course Facilitator Training	Lindsey Dotson	8/3/2021	Economic Vitality
Accreditation Info Session	Lindsey Dotson, Amanda Wilkin, Liam Dreyer	8/17/2021	Organization

Fundraising/Membership Last Month

Type	Amount
Earned	1846.90
Private	23.00
Public	25000.00
Private	211.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Live on the Lake Summer Concert Series	Community	1,200	60	\$8,165.00	\$46.00

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

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary Alan Higgins from SHPO was up to visit with us as a new CLG but also to start work on nominating part of the downtown to the National Register of Historic Places through the Community Partnership program. With that in motion + federal and state historic tax credits in play + the lakeshore CLG grant program it's going to be a great year for preservation in Charlevoix!

Program & Outlook Board of Directors requested a future agenda item at our September Board meeting to review info about Main Street designation to determine if the desire still exists to maintain said status.

Suggestions for State and National Staff Perhaps our desire to reconnect and reestablish a connection with Main Street volunteers that have become less engaged over the course of the pandemic has come across as too strong? This is one reason our Board is questioning the benefits of remaining in the Michigan Main Street program.

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_8_23_Meeting(255) (2).pdf	9/20/2021 5:37 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
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: DDA Financials

DATE: September 27, 2021

ATTACHMENTS:

- ▣ Financial Report as of September 23, 2021

CITY OF CHARLEVOIX

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 6 MONTHS ENDING SEPTEMBER 30, 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	22,181.91	34,366.13	40,300.00	(5,933.87)	85.28
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506.38	.00	323,936.77	436,400.00	(112,463.23)	74.23
255-000-420.000	DELINQUENT TAXES - DDA	1,086.75	.00	(100.02)	.00	(100.02)	.00
255-000-437.000	IFT/CFT TAXES	.00	771.02	771.02	.00	771.02	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	.35	.35	100.00	(99.65)	.35
255-000-566.001	STATE GRANTS	50,000.00	25,000.00	25,000.00	.00	25,000.00	.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	1,000.00	1,000.00	.00	100.00
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	16,200.48	32,400.00	(16,199.52)	50.00
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	6,800.00	.00	6,800.00	.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	1,755.00	6,000.00	(4,245.00)	29.25
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	23.22	139.32	.00	139.32	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400.00	.00	3,301.63	.00	3,301.63	.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	1,884.08	9,655.27	18,000.00	(8,344.73)	53.64
TOTAL FUND REVENUE		630,416.65	49,860.58	426,795.45	574,000.00	(147,204.55)	74.35

CITY OF CHARLEVOIX
DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 6 MONTHS ENDING SEPTEMBER 30, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

	PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
<u>DOWNTOWN DEVELOPMENT AUTHO</u>						
255-255-706.000 SALARIES & WAGES	47,583.29	3,613.02	21,302.64	48,500.00	27,197.36	43.92
255-255-706.001 WAGES (ICMA)	4,960.82	379.34	2,484.52	5,100.00	2,615.48	48.72
255-255-719.000 EMPLOYEE FRINGE BENEFITS	37,114.98	1,427.80	15,225.70	37,800.00	22,574.30	40.28
255-255-740.000 OPERATING SUPPLIES	13,456.27	1,188.97	4,860.74	9,200.00	4,339.26	52.83
255-255-740.001 OPERATING SUPPLIES-THE VAULT	22,310.09	1,597.74	8,322.07	17,000.00	8,677.93	48.95
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	4,550.00	19,328.19	35,000.00	15,671.81	55.22
255-255-801.001 PROFESSIONAL SERVICES-FARM MK	.00	.00	342.93	.00	(342.93)	.00
255-255-801.003 PROMOTION COMMITTEE EXPENSES	7,240.05	287.16	13,058.90	15,300.00	2,241.10	85.35
255-255-801.004 ORGANIZATION COMMITTEE	495.00	423.00	603.00	500.00	(103.00)	120.60
255-255-801.005 BUSINESS RECRUITMENT/RETENTIO	71,000.00	25,000.00	25,000.00	.00	(25,000.00)	.00
255-255-818.000 CONTRACTUAL SERVICES	32,239.95	7,241.95	19,264.40	28,700.00	9,435.60	67.12
255-255-818.002 DESIGN COMMITTEE	10,297.00	13,594.00	13,594.00	15,600.00	2,006.00	87.14
255-255-826.000 LEGAL FEES	3,757.50	31.00	387.50	500.00	112.50	77.50
255-255-853.000 TELEPHONE	2,644.10	115.28	570.24	2,100.00	1,529.76	27.15
255-255-860.000 CONFERENCE & TRAVEL	1,235.00	351.33	977.41	1,000.00	22.59	97.74
255-255-888.000 LIBRARY CONTRIBUTION	30,000.00	30,000.00	30,000.00	30,000.00	.00	100.00
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	.00	1,533.08	5,000.00	3,466.92	30.66
255-255-962.000 MISCELLANEOUS	3,695.40	1,870.00	6,940.00	100.00	(6,840.00)	6,940.00
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	91,670.59	191,077.93	601,600.00	410,522.07	31.76
TOTAL FUND EXPENDITURES	662,651.53	91,670.59	191,077.93	601,600.00	410,522.07	31.76
NET REVENUES OVER EXPENDITURE	(32,234.88)	(41,810.01)	235,717.52	(27,600.00)	263,317.52	854.05

DDA/Main Street Board
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Consent Agenda

TITLE: Committee Minutes

DATE: September 27, 2021

ATTACHMENTS:

- ▣ Organization & Promotion Committee - September
- ▣ Economic Vitality Committee - September



8:00am Call to Order

Present: Leanne Ackert, Jessica Anderson, Caitlin Cole, Katherine Forrester, Lindsey Dotson

8:01am Approval of Minutes: August 19, 2021

Approved by unanimous vote.

8:03am Ongoing Business:

A. Events & Projects – Updates, Needs

1. Live on the Lake Summer Concerts Wrap Up
Overall, concerts were a success. 4 the Local generated \$215 in sale revenue which Lindsey used for marketing.
2. MyNorth Ad Campaign Update – My Grandmother’s Table running now, The Clothing Company will run in October. The ad is currently running. The campaign will take place through March. There will be another print ad in November. Lindsey is sending out invoices to participants.
3. Restaurant Week/Cocktail Trail?
The committee discussed doing this in February. More to be decided later.
4. Gift Local - Lindsey is applying for the raffle license.
5. First Fridays
The committee discussed including the cocktail trail with this event. Lindsey is working with the Recreation Department to create some family friendly activities for the event. There was discussion for possible themes.
6. Winter Vibrancy Enhancements
The DDA is working with Visit Charlevoix and the Recreation Department on a grant for the Community Foundation to fund warming stations downtown. The group was planning on having a “sledding library” so people could use East Park during the winter months.

B. Organization

1. Email Newsletter – on hold again until we find another helper!

8:35am New Business

1. Yiftee Community Card/Downtown Dollars – 31 locations so far
 - a. STILL NEED TO:
 - 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!

CHARLEVOIX MAIN STREET MISSION

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2. Fairy Doors – Lindsey said that she is going to send out more information to businesses.

9:00am Adjournment

Next meeting: October 21, 2021

CHARLEVOIX MAIN STREET MISSION

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CHARLEVOIX MAIN STREET DDA

210 STATE STREET - CHARLEVOIX, MI 49720

OFFICE: (231) 547-3257

www.downtowncharlevoix.com

Economic Vitality Committee Meeting

September 21, 2021; 8 a.m.

City Hall – Council Chambers

Minutes

1. **Present:** John Haggard, Rich Hodgson, Sam Bingham, JB Hoyt, Bob Klein, Amanda Wilkin, Mark Heydlauff, Maureen Owens, Kirby Dipert
2. **New Business**
 - a. **Downtown Futures Service Report Review** – Director Dotson quickly reviewed the process of the Futures Service site visits and contents of the summary report provided by Michigan Main Street. A brief discussion took place about the possibility of creating a business incubator (retail or food) as a project as suggested in the report. Consensus was met that due to a lack of resources now is not the right time.
 - b. **Spring Business Training** – Director Dotson briefed the group about recently becoming a Destination Creation Course Facilitator and shared that currently work is being done to gauge interest among our local businesses to work on scheduling something that works best for them.
 - c. **New Downtown Dollars Digital Gift Cards** – Director Dotson presented the new Downtown Dollars program and answered questions from committee members.
3. **Old Business**
 - a. **Downtown Housing Incentive Program** – Director Dotson shared that there are at least 3 interested applicants for the program at this time.
 - b. **Redevelopment Ready Priority Site/Redevelopment Services Team visit on September 24th** to meet with two priority site property owners for possible Design Build services
 - c. **The Vault Coworking Space Update** – Director Dotson shared that the space has been very busy and that the Chamber will be taking over operations of the space starting in November.
4. **Economic Development Update**
 - a. **Businesses: opening and closing:**
 - i. **Closed:** Long Road Distillers
 - ii. **Relocating:** McLane Blatchford CPA Firm (January)
 - iii. **Opening/Opened:** Round Lake Room Grab-n-Go Market, VUE Wine Bar, NOMI Sushi, FLEA

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- b. Buildings: sold/for sale/rehab:
 - 1. 211 Bridge Street selling/sold – looking into potential rehab
 - 2. 100 Van Pelt Place – 2nd floor rehab this fall
 - 3. VUE Wine Bar build out
 - 4. Cherry Republic updates
- 5. Adjournment - Next meeting – November 9, 2021, at 8am

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Consent Agenda

TITLE: Letter of Support for the Revitalizing Downtowns Act

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Senators Stabenow, Peters and Congressman Kildee Introduce New Bill to Invest in Michigan's Downtowns

Bill will create tax credit to convert unused office buildings to residential, retail and commercial properties

WASHINGTON D.C. - U.S. Senators Debbie Stabenow (MI), Gary Peters (MI) and Congressman Dan Kildee (MI-05) today introduced a new bill to invest in Michigan's changing downtowns and business districts following the COVID-19 crisis. The *Revitalizing Downtowns Act* will create the Qualified Office Conversion Tax Credit to convert unused office buildings into residential, commercial and retail properties.

"As our workplaces change because of the COVID-19 crisis, we will see more unused buildings in our downtowns. Converting these buildings to residential and mixed-use properties will benefit families and our cities," said Senator Stabenow. "Our bill will help with this transition, support the economic growth of our cities, help small businesses and provide people affordable places to live."

"There's no doubt this pandemic has made significant and lasting impacts on the way we operate, including on our economy, cities, business districts and workforce," said Senator Peters. "I'm pleased to join Senator Stabenow in introducing this forward-thinking, commonsense legislation that would offer incentives for redevelopment in our downtowns, encourage the expansion of affordable housing options and help us build back better."

"The coronavirus pandemic has changed the way we live and work. The Revitalizing Downtowns Act will help breathe life into our cities and towns by repurposing vacant and obsolete office buildings into mixed-use, residential or modern office space—creating opportunities for Michigan's communities to grow their economy and create jobs. I am pleased that our bill focuses on affordable and quality housing, which is a top priority for Michigan families," said Congressman Kildee.

"Cities across the country are going through a transition as more employees will continue to work remotely. Sen. Stabenow's Revitalizing Downtowns Act is a very creative solution to an emerging problem. This bill provides an excellent option for converting excess office space into badly needed housing for the community," said Detroit Mayor Mike Duggan.

"The COVID-19 crisis has changed the nature of work, which could result in underutilized office buildings downtown. The ability to convert these buildings to residential or retail property will help our city adjust to the changing work dynamics," said Grand Rapids Mayor Rosalynn Bliss. "This bill will give cities a valuable

tool to help convert buildings to housing and invest in our economic revitalization.”

“The future of work will require new options, especially for our downtowns. Conversion from office space to housing and other uses is necessary for vitality and vibrancy of our central business districts, but these are very costly. Sen. Stabenow’s bill will provide the needed resources for those that want to convert unused office space to residential space, thus helping downtowns like Lansing to reuse existing infrastructure to boost local economic development in our communities,” said Lansing Mayor Andy Shor. “Converting obsolete office buildings into residential or mixed-use developments represents a critical opportunity to bolster the economic promise of American cities while expanding affordable housing opportunities, supporting small businesses, and creating more resilient city centers,” said David Downey, President and CEO of the International Downtown Association and member of the Revitalize Our Cities Coalition. “While the economics of conversions is challenging and requires significant private investment, supportive tax policy can create incentives and make it financially feasible. We encourage Congress to pass this crucial legislation quickly.”

The COVID-19 crisis disrupted the traditional workplace with many offices transitioning to remote work. As the proportion of people working from home significantly changes, buildings become vacant or underutilized. This can have significant, long-term consequences for downtowns and business districts. The *Revitalizing Downtowns Act* would create the Qualified Office Conversion Tax Credit. This would create a 20 percent tax credit for expenses to convert office buildings to residential, commercial, or mixed-use properties. Qualifying residential conversion would be required to incorporate affordable housing.

ATTACHMENTS:

- ▣ Letter of Support

September 27, 2021

The Honorable Jack Bergman
566 Cannon House Office Building
Washington, DC 20515



Dear Representative Bergman:

On behalf of the Michigan Downtowns Association and Charlevoix Main Street DDA, I am writing today in support of the Revitalizing Downtowns Act of 2021 (S. 2511/H.R. 4759) which provides tools to support downtowns recovering from the ongoing COVID-19 pandemic, creates jobs, and provides for housing in these important city centers.

An unexpected result of the COVID-19 pandemic for many city centers was a work-from-home trend that looks to continue well into the future. The shrinking demand for office space results in lost tax revenue and threatens the livelihood of small business owners in the downtown district that rely on the work week flow of office workers. To leave these facilities empty is not an option.

The Revitalizing Downtowns Act will assist cities in converting this unused office space into mixed-use facilities, which revitalizes downtown from both a small business perspective and that of affordable housing. The Act provides a tax credit to convert these obsolete buildings into residential, institutional, hotel or mixed-use properties.

With the assistance that the Revitalizing Downtowns Act will provide, property developers will be encouraged and enticed to be part of the solution in bolstering our downtowns. This legislation is crucial in crafting a supportive tax policy that meets the significant private investments that will be needed in converting these offices spaces.

Our downtowns are more important as ever, playing a crucial role in our economic rebound, producing jobs, and providing affordable housing options to those looking to work and live in a downtown setting. Downtowns add value to our communities, making Michigan a great place to live, work, play, and visit. I urge to you to support the Revitalizing Act of 2021 (S. 2511/H.R. 4759).

Thank you.

Respectfully,

Lindsey J. Dotson, MSARP
Executive Director
210 State Street
lindseyd@charlevoixmi.gov | 231-547-3257

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

Reports

TITLE: Director's Report

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.northernexpress.com/news/feature/big-boost-for-nomi-sushi/>
- <https://www.9and10news.com/2021/09/14/charlevoix-business-receives-25000-grant-from-mi-economic-development-corp/>
- <https://www.michigan.gov/whitmer/0,9309,7-387-90499-568374--,00.html>
- <https://www.uppermichiganssource.com/2021/09/07/federal-historic-preservation-funds-support-communities-along-great-lakes/>
- <https://www.interlochenpublicradio.org/news/2021-03-23/charlevoix-takes-next-step-to-create-affordable-housing>
- <https://radio.wcmu.org/local-regional-news/2021-09-13/sushi-bar-to-open-in-charlevoix-after-receiving-25-000-state-grant>

Director Planned Out of Office

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

Destination Creation Course Train the Trainer Update

Lindsey Dotson Receives Certification to Lead Destination Creation Course to Help Local Businesses and Entrepreneurs

Details/Next Steps:

To host a Destination Creation Course class, either online or in person over the course of 8 weeks, we get charged \$149 per registrant. The regular pricing for a business to take the course is \$399. We can charge anything we want to, and even set up promo codes that give special pricing to local businesses. It would be nice to incorporate this training into our annual training for businesses at the Library. Knowing that it could possibly have a regional draw means that it could possibly be profitable for our organization.

So far, the following businesses have indicated interest in registering for the course:

- The Clothing Company
- Cherry Republic
- Harwood Gold
- Bentley Hill Bakehouse

SBEI Round Two

Still waiting to finalize dates for 2nd community visit but they are trying to come back in October.

Downtown Dollars Updates

Charlevoix Downtown Dollars E-Gift Card Merchant Training Meeting Recording:

https://us06web.zoom.us/rec/share/8c4QeR8RGWY4ocixYJUA2Y19QyoqLMZD0i2CYqtAKw_q5LSLLSh-bhMfoEHsfUP-.u-Zt1qfjDGLb2rxm

We are now up to 31 participating businesses! <https://app.yiftee.com/gift-card/charlevoix-main-street>

Date Redeemed	Amount	Store Name
2021-09-22 21:39:37 UTC	50	Stafford's Weathervane Restaurant
2021-07-13 21:02:26 UTC	4.24	The Lake House
2021-07-13 20:55:16 UTC	10.59	Central Drug Store
2021-07-13 20:53:15 UTC	7.41	Central Drug Store
2021-07-13 20:35:23 UTC	9.53	Graffitees
2021-07-13 20:34:30 UTC	9.53	Graffitees

Junior Main Street

This past week we kicked off the 6th year of Junior Main Street in Mrs. Conway's AP Government class! Member Dreyer and Director Dotson will return this week to continue discussion and visioning sessions with the students.

Shared Community Event Calendar Update

FINALLY - Locable, the company the Chamber, CVB, and DDA have been working with since our partnership agreement action items were laid out nearly two years ago, has finally been able to create the ability for us to filter our calendars depending on which type of events we want displayed on our sites. We've been using the calendar for a while but it will now function the way we had hoped it would when we started this process long ago.

PMBC + CD Regional Small Business Support Program

Project Overview: Roles & Responsibilities + Timeline

Summary: Pure Michigan Business Connect (PMBC) and Community Development (CD) have partnered on an initiative to provide growth opportunities to small businesses looking for support to start or scale operations, in geographically targeted areas across the state. The [Regional Small Business Support Program](#) aims to provide customized support services to small businesses delivered through third party consultants/service providers and other state-wide or regional partners. A focus industry may be identified through research by the CD Community Assistance Team (CAT), and both industry and/or region considerations should be informed by the MEDC Strategic Plan.

Northern Michigan Outdoor Recreation Support

Program Objectives:

1. Support state and local efforts to grow outdoor recreation as a regionally important industry that will play a vital role in energizing the west Michigan community.
2. Encourage expanded business opportunities in a geographically disadvantaged area, when applicable.
3. Provide assistance to communities for continued revitalization through economic growth and job creation.
4. Prepare early-stage suppliers to be "Buyer-Ready Businesses" and prepare growth-stage suppliers for market expansion.

More program information is attached for your info. Myself alongside Chamber President Van Horn are a part of this regional assistance team.

New NLEA Pitch Competitions

NLEA AWARDS NATIVE BUSINESS OWNERS AT FIRST INNOVATION ALLIANCE EVENT

The Northern Lakes Economic Alliance (NLEA) has introduced a new program that provides space for entrepreneurs to grow ideas and access capital. This first event was for indigipreneurs in the region looking to pitch their start-up or growth idea for a chance to receive funding.

The event also provides connections within the NLEA business, resource and financing networks as well as access to early-stage funding and the potential to meet other inventors and investors. The seven Native Business Owners were connected that night with representatives from the SBDC, MSU Extension, Northern Shores NCDFI and Lake Superior NCDFI. Their network will grow by working with both Arrowhead Incubator and the NLEA for business support.

The awardees on September 8 include: Aurora B Lounge, LLC of Indian River, Autumn Eve Creations of Alanson, Creative Graphics by Eva of Harbor Springs, Fade Did of Petoskey, Superior Board Company of Kewadin, Two Women Beading of Petoskey and Watercolor Artist Russ LaLonde of Cheboygan. Financial support for the Northern Lakes Innovation Alliance is provided by the DTE Foundation and Consumers Energy.

Future Innovation Alliance events are planned. NLEA is looking for Innovators in the Industries of Value-Added Agriculture, Tech, Outdoor Recreation, Manufacturing, Recycle/Upcycle and Research & Development. Businesses or individuals looking for support and networking opportunities to bring a concept to life and who live or work the NLEA region of Antrim, Charlevoix and Cheboygan counties are invited to register online at northernlakes.net/innovation-alliance. Registrants will be invited to join the program and schedule a date to meet and discuss their business idea.

ATTACHMENTS:

- ▢ Outdoor Rec Business Assistance Program Overview
- ▢ NLEA Innovation Pitch Flyer

PMBC + CD Regional Small Business Support Program

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3. Provide assistance to communities for continued revitalization through economic growth and job creation.
4. Prepare early-stage suppliers to be “Buyer-Ready Businesses” and prepare growth-stage suppliers for market expansion.

Eligibility

The program will be open to small businesses who meet the following criteria:

- Business must be located in Antrim, Charlevoix, and Cheboygan County. Scoring preference may be given to those in geographically disadvantaged areas.
- Business must have under \$750,000 in annual revenue
- Business must have 10 employees or less
- Businesses must meet applicable industry laws & standards

The business will identify as meeting one of the following industry definitions:

- Outdoor Gear and Product Makers: Manufacturers, Designers, or Innovators of outdoor gear, clothing, etc.
- Outdoor Gear Retailers: Retailers that sell outdoor recreation gear, clothing, supplies, including brand representatives, dealers, wholesalers, online and physical retail
- Outdoor Access Facilitators: Organizations and businesses that provide access to outdoor destinations and equipment, or provide knowledge and tools to encourage outdoor recreation (e.g. ski resorts, kayak liveries, outdoor education nonprofits)
- Other: A business that can demonstrate it has a product or service that is applicable to the Outdoor Recreation Industry and has a desire to expand into that market, and diversify its customer base.

The program will engage a team of local, regional, and state-wide partners in addition to MEDC staff to collaborate on the regional program development, implementation and execution. The program will include a small business application period, review and selection of participants, and culminate in a pitch-style event held virtually or in-person. Participating businesses must meet location, revenue

(\$750,000 annual or less), company size (10 employees or less) and applicable industry criteria. Roles and responsibilities of MEDC staff, program planning team, and resource partner network are listed below.

MEDC Staff Support

Program Leads (PMBC & CD) Responsibilities

- Coordinate meetings, agendas, notes / action items
 - Prior to 12-week program cycle: Initial meeting with Field Staff (CAT & BDM) to identify local or regional partners to “pitch” event concept to
 - Week 1: Kick-off meeting with local and regional partners (Does this inform Program Planning Team & Resource Partner Network?)
 - Week 2: Program Planning Team Meeting
 - Week 2: Engage Resource Partner Network
- *There may be overlap in Planning Team and Resource Partner groups*
- Coordinate with internal teams
 - Week 1: MarCom – inform MarCom of target pitch event date
 - Week 1: Finance: Start purchase case for vendor services
 - Week 1: Legal: Legal team should be aware of project through contracts process
 - Week 1: Leadership: Announce launch of project to Natalie Chmiko, Michele Wildman – include in weekly BD & CD Reports
 - Week 1: Legislative Affairs/Government Relations: Connect with Gloria Carnicom to start any applicable communication
- Weeks 1-2: Develop, update and finalize program documents based on Team input – program guide, eligibility, application, evaluation
- Two months prior to pitch date: Build and manage Online Application through Connect Space platform.
- Weeks 1-4: Negotiate scope of service for support packages, SF & payment logistics, post event hand-off of business to provider
- Ongoing: Manage communication with businesses; communication can be sent through pmbc@michigan.org
- Two weeks prior to pitch event: Notify Kate Ahlers about post-event survey
- Within week following pitch event: post-event survey sent to small business participants (partners too?)
- Quarterly: Manage post-event reporting to include sales and job growth

Field Staff (CAT & BDM) Responsibilities:

- One month prior to launch? Provide input on industry focus and business type, event format, and regional or local priorities
- One month prior to launch? Identify local partners to serve on Programming Planning Team as well potential general partners (organizations that will help spread program awareness but don’t necessarily need to
- Two weeks prior to launch/ongoing? Identify local or regional support services, help identify growth opportunities for selected industry and potential service providers (for-profit or non-profit)
- Weeks 1-2: Provide input on applicant eligibility, application and evaluation
- Ongoing: Participate on Program Planning Team
- One month prior to pitch competition: Review and score program applications

MARCOM Responsibilities:

- Assist with communication efforts including pre-event promotion (flyer creation) / soliciting businesses to participate in event
- Guidance on social media posts/amplification through broader MEDC channels
- Post-event promotion highlighting businesses supported (i.e. Handshakes article)
- Event logistics including hosting run-through and live event (virtual or in-person)

MEDC Leadership Responsibilities:

- Participate as event judge, provide input on aligning business needs with support services available (as schedule allows)

Program Planning Team:

Team may Include:

- PMBC & CD Staff Lead
- Local Main Street or DDA Director
- EDO Representative
- Chamber of Commerce
- MI-Small Business Development Center Regional Director
- Industry-focused regional support organization

Responsibilities:

- Attend Program Planning Team meetings (cadence – bi-weekly for 12 weeks-ish?)
- Identify and list “pipeline” of eligible businesses, in shared document for targeted outreach
- Outreach and promotion to own network on event
- Provide input on industry focus and business type, event format, and regional or local priorities
- Identify local or regional support services, help identify growth opportunities for selected industry and potential service providers (for-profit or non-profit)
- Provide input on applicant eligibility, application, and evaluation
- Review and Score applications (optional)

Resource Partner Network

Team may include:

- Regional planning organization
- University/institutional department such as MSU Innovation Center
- MI OORI (may also serve on project planning team)
- MI-SBDC (may also serve on project planning team)
- Other regional business support organizations

**Resources are typically services these organizations regularly provide small businesses at no or low-cost, and provided in addition to the paid services as part of the finalized support packages*

Responsibilities:

- Identify and list “pipeline” of eligible businesses, in shared document for targeted outreach
- Outreach and promotion to own network on event
- Provide input on industry focus and business type, and regional or local priorities

- Provide input on growth opportunities for selected industry and potential service providers
- Offer pre-event support service to participating businesses (ex. SBDC Pitch Prep Workshop)

Documentation

Refer to the following linked documentation for further detail:

- [Regional Small Business Support - Small Business Application](#)
- [Application & Pitch Competition scoring framework](#)
- Example of [Support Package Matrix](#)

Planning Steps	Due Date	MEDC Staff	Planning Team	Resource Partners	Notes
Kick-Off Meeting	Week 1	X	X		
Venue/date confirmed	Week 4	X	X		May be virtual or in-person
Participant eligibility criteria established (if different than traditional program guidelines)	Week 4	X	X	X	
Engage MEDC Events team for logistics support	Week 4	X			Confirm availability for event date
Program marketing material finalized	Week 4	X			Needed: partner logos
Supplier application OR nomination form open + distributed	Week 3	X	X	X	
Supplier application OR nomination form closed	Week 6	X			
Application review + selection	Week 7	X	X	X	
Applicant finalists notified/invited to pitch	Week 8	X			Can be sent from pmbsc@michigan.org
Send applicant decline email	Week 8	X			
Pitch Prep sessions conducted	Weeks 9-11		X	X	May be hosted by MI-SBDC or other partner

Pitch Competition meeting with MEDC Events Team	Week 10	X			Nathan Fergus, Amy Parker to join
Know Before You Go info to participants	Within two weeks of event				Nathan Fergus, Amy Parker to provide
Run-through: Virtual Pitch Competition	Within week of event	X	X	X	Judges panel participants to join; planning/resource partners optional
Virtual or In-person Pitch Competition	TBD	X	X	X	
Finalized support package documentation provided	One week following event	X	X	X	
Survey to participants distributed	Within week following event	X			Notify Kate Ahlers' team 2 weeks prior to event that survey will be distributed
Quarterly reporting	6 & 12 months following event	X			



ARE YOU A PROBLEM SOLVER?

Have you thought of a new way to do things, a new product to help make life or business easier? If so, **your innovation fits here!**



Northern Lakes
Innovation Alliance
capturing innovative culture

Join the **Northern Lakes** **INNOVATION Alliance!**

We're looking for Innovators in these Industries:

- Value-added Agriculture
- Tech
- Outdoor Recreation
- Manufacturing
- Research & Development
- Recycle/UpCycle

If you are looking for support and networking opportunities to bring your concept to life, look no further. Those who live or work the NLEA region of Antrim, Charlevoix and Cheboygan counties are invited to apply!

Register online and learn more at:
northernlakes.net/innovation-alliance
Email angie@northernlakes.net for inquiries.

NLEA will host invitation-only events to hear more about your plans. Join us to meet with like-minded individuals who are focused on innovation and entrepreneurship!



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

Old Business

TITLE: Bridge Railings

DATE: September 27, 2021

PRESENTED BY: Mark Heydlauff, City Manager

BACKGROUND:

During our August meeting member Silva requested an agenda item to discuss repainting the bascule bridge railing.

City Manager Mark Heydlauff will provide an update regarding this topic.

RECOMMENDATION:

Board discussion and direction.

DDA/Main Street Board
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New Business

TITLE: Channel Park Presentation

DATE: September 27, 2021

PRESENTED BY: Leilani Durbin, Silver Linings Charlevoix

BACKGROUND:

A presentation of plantings and ADA ramp renderings along the Pine River Channel for Board discussion.

Channel Park Vision & Timeline

2014- Vision of flowers in flower boxes hanging from railing along channel- Todd Wyett

The vision didn't gain traction and was dropped in 2020.

2021- Vision of north side of the channel being developed into a park. City owned land.

Working with the concept, Mr. Wyett laid out, of flowers and color welcoming people into our channel/city, Silver Linings Charlevoix (SLC) envisioned the overgrown and unmanicured embankment along the channel being developed into a park. Channel Park will become a calling card to the public, and especially boaters, from all around to visit our great city. Developing this asset as our daytime focal point along the channel will increase revenue and benefit our way of life in Charlevoix the Beautiful.

With the team of Landscape Logic, Little Traverse Bay Band Of Odawa Indians (LTBBDI), Todd Wyett and SLC, a design draft was created.

The design for the park incorporates waves of color, patio areas for sitting and gathering to watch boats travel through the channel and watching the sunset. In addition, patios on the top tier of the park (Pine River St) featuring permanent tables with chairs (similar to area above marina office) for people to enjoy their lunch and/or a drink with a great view and canopy overhead of shade trees. Steps were taken to use native flowers, bushes and trees.

9.2021- DRAFT INTRODUCED TO DIFFERENT COMMITTEES FOR INPUT.

RECOMMENDATION:

Motion to support the Channel Park enhancements proposed by Silver Linings Charlevoix.

ATTACHMENTS:

- ❑ Vision and Timeline
- ❑ Channel Design Draft
- ❑ Material and Plant Selection
- ❑ Current Conditions
- ❑ Current Conditions
- ❑ Current Conditions

▢ Current Conditions

Channel Park Vision & Timeline

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9.2021- DRAFT INTRODUCED TO DIFFERENT COMMITTEES FOR INPUT.

9.2021

CHARLEVOIX NORTH CHANNEL

Code	Common Name
Tree	Black Eyed Susan
Tree	Sedg, Blue Zinnia
Tree	Sedg, All Gold
Tree	Cole Flower, Wild Cherry
Tree	Geranium, Rozalide
Tree	Lady's Mantle
Tree	Aster, Blue
Tree	Moladea, Blue Stripes
Tree	Mol

THE RIVER CHANNEL

PINE
LANE

* Sample of Vascular Plants are
shown as exposed Aggregate Concrete
* Steps cut into existing wall are Fendable on Alouakes.
* Existing Trees & Shrubs will be
Protected if Healthy at Time of Paving.
A 'Selective' Cut & Trim will occur to
Other Undesirable or Unhealthy Varieties.

0 20 40
1" = 20'

Landscape Local
Charlevoix, Michigan

NORTH CHANNEL

REVISIONS	BY

Date 8.25.21
Scale 1" = 20'
Drawn JL
Job
Sheet
1 of 1 Sheets

City of Charlevoix

North Channel Project

Material and Planting Selections

Exposed Aggregate



*Hand rails for viewing platforms may be required depending on the elevation of patios



Maple, 'Autumn Blaze'

CREATING OUTDOOR *Lifestyles . . .*
WWW.LANDSCAPE-LOGIC.COM

6247 U.S. 31 S., P.O. Box 72, CHARLEVOIX, MI 49720 • PH: (231) 547-3472 • FAX: (231) 547-3492

Birch, 'River'



Oak, 'Red'



Dogwood, 'Red Twig'



Sumac, 'Tiger Eyes'

Summer and Fall Color



CREATING OUTDOOR *Lifestyles . . .*

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Horse Chestnut



Viburnum, 'Blue Muffin'



Sweetspire, 'Little Henry'

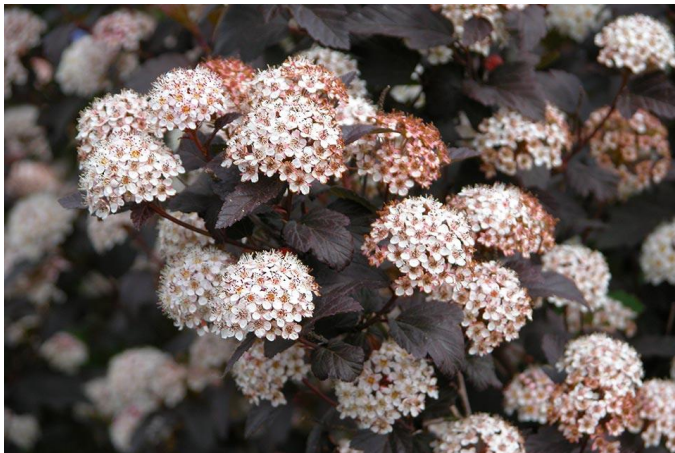


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Juniper, 'Calgary'



Ninebark, 'Little Devil'





Switch Grass



Coneflower, 'Wild Berry'

Black-Eyed Susan



CREATING OUTDOOR *Lifestyles . . .*
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Monarda, 'Blue Stockings'



Iris, 'Caesar's Brother'
(Substitute for Asters)



Geranium, 'Rozanne'

Lady's Mantle



Sedge, 'Blue Zinger'

Sedge, 'Evergold'











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

New Business

TITLE: Notice of Non-Renewal: 109 & 111 Bridge Park Drive

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

On August 230, 2021 we received an email from Long Road Distillers stating the following:

Mayor, Richard and Lindsey,

We are writing to you today to inform you of our intent to not renew our lease at 109 & 111 Bridge Park Dr upon the completion of the original term ending in February.

Labor Day weekend will be our last days of operation and we will begin removing our contents in the weeks following.

We had really hoped to be able to make a more substantial investment and operation in Charlevoix however the struggles of finding employees was more than we could overcome. Trying for several months in the spring to just find a single employee to operate the tasting room portion of the business could not be done. We ultimately had someone from our Grand Rapids operation commute up to operate the tasting room four days per week. With the lack of available workforce within Charlevoix and the surrounding area, we do not see a sustainable path to continue operations in the existing tasting room or grow into the entire footprint of the leased premises.

Operating cocktail bar/restaurants in three other locations in Michigan, we can say without a doubt that those communities have prioritized the creation of workforce and affordable housing as part of their community development efforts. Knowing that successful and sustainable tourism economies require attainable housing for staff, we hope that Charlevoix continues to consider ways to create new housing for a more stable workforce in the region.

We appreciate the opportunity to have joined the Charlevoix Downtown. We will let you know when we have our space cleared out so that you can begin marketing the property to new potential tenants.

Jon & Kyle

*Jon O'Connor
Owner/Co-Founder
Long Road Distillers
537 Leonard St NW
Grand Rapids, MI 49504
616-450-5649*

Then, in correspondence related to coordination of tenant move out, an additional email was sent from Long Road Distillers on September 10, 2021 with a request:

Lindsey,

Thank you for the note. We do really wish Charlevoix would have worked out better, we genuinely appreciate all of your help and support along the way.

As we begin to transition out a couple things. We have paid the September rent. We hope you are able to secure a new tenant as soon as possible and want to try and help get the space ready for you to show and have access as soon as we can. However as we currently still have a lease for the space and are paying rent we are not super motivated to get our stuff out to move into another location or storage unit and have to pay rent on two places at once.

Do you think there is any way we could work out something to cut the rent or terminate the lease early and we can prioritize getting our stuff out and it ready for you ASAP? Again our motivation is to just not pay rent on this location and a storage unit, neither of which are revenue producing for Long Road.

Cheers,

Jon

At this time potential next steps would include listing the space as available and requesting proposals for future tenants. With the Board's permission the request for proposals and availability information can be published with a deadline that allows us to review proposals at the October meeting. There have been several ideas discussed with a couple of interested parties so it would be fair to review all of the proposals at one time.

RECOMMENDATION:

Board discussion and direction.

Motion to publish a Request for Proposals for the Bridge Park Building to review and discuss during the October 25, 2021 meeting.

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

New Business

TITLE: Discussion about Zoning Ordinance 1514.04 - Newsracks, Planters, Tables, and Chairs on Sidewalks

DATE: September 27, 2021

PRESENTED BY: Jonathan Scheel, Zoning Administrator

BACKGROUND:

151.04 NEWSRACKS, PLANTERS, TABLES AND CHAIRS.

(A) Findings and purposes. It is found and declared that:

- (1) The primary purpose of the public streets and sidewalks is for use by vehicular and pedestrian traffic;
- (2) Reasonable regulation of streets and sidewalks is necessary to protect the public health, safety and welfare;
- (3) The uncontrolled placement of tables and chairs, merchandise and goods, newsracks, planters and other articles and objects present an inconvenience and danger to the safety and welfare of persons using such rights-of-way, including pedestrians, persons entering and leaving vehicles and buildings, and persons performing essential utility, and traffic control;
- (4) Tables and chairs, goods and merchandise, newsracks, planters and other articles and objects so located as to cause an inconvenience or danger to persons using public rights-of-way constitute public nuisances per se; and
- (5) The provisions and prohibitions hereinafter contained are enacted in pursuance of and for the purpose of securing and promoting the public health, safety and welfare.

(Prior Code, ' 4.1)

(B) Definitions. For the purpose of this section, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

ARTICLES AND OBJECTS. Any thing or obstruction placed over or upon a street or sidewalk.

GOODS AND MERCHANDISE. Any items offered for sale to the general public.

NEWSRACKS. Any self-service or coin-operated box, container, storage unit or other dispenser installed, used or maintained for the display and sale of newspapers or other news periodicals.

PLANTERS. Any device used or intended to be used for display of non-artificial flowers.

SIDEWALK. Any surface provided for the use of pedestrians.

STREET. All that area dedicated to the public use for public street purposes and shall include, but not be limited to, roadways, state trunk lines and alleys.

TABLES AND CHAIRS. Facilities provided to customers for food or beverages upon a public sidewalk.

(Prior Code, ' 4.2)

8 Charlevoix - Land Usage

(C) License required. It shall be unlawful for any person, firm or corporation to erect, place, maintain or operate, on any public street or sidewalk or in any other public way or place, within the city limits, except in the areas designated as the city's Downtown Development Authority District, any article, object or any

other obstruction, except under the conditions and in the manner presented in this section; provided, however, the City Manager or his or her designee may grant, pursuant to the terms of this chapter, licenses for the erection, placement, maintenance or operation of newsracks, tables, chairs and planters on sidewalks within the area mapped as the Downtown Development Authority (DDA) District.

(Prior Code, ' 4.3)

(D) Application. Applications for such permit (license) shall be made in writing to the City Manager upon such form as shall be provided by the city and shall contain the name and address of the applicant; the proposed specific location of the tables and chairs, newsracks or planters; and shall be signed by the applicant.

(Prior Code, ' 4.4)

(E) Conditions.

(1) Indemnification, liability. As an express condition of the acceptance of such license, the licensee thereby agrees to indemnify and save harmless the city, its officers, directors and employees against any loss or liability or damage, including expenses and costs for bodily or personal injury, and for property damage sustained by any person as a result of the installation, use or maintenance of tables and chairs, newsracks, planters or goods and merchandise within the city.

(2) Issuance. Licenses shall be issued for the installation of newsracks, planters, tables and chairs with prior inspection of the location, but such newsracks, planters, tables and chairs, and the installation, use or maintenance thereof shall be conditioned upon observance of the provisions of this section and upon such reasonable rules and regulations as may be established by the City Council, from time to time, by resolution. Licenses shall be issued within two working days after the application has been filed.

(3) Validity; renewal. Such licenses shall be valid for one year and shall be renewable pursuant to the procedure for the original applications referred to in division (D) above.

(4) Violations. No license shall be issued to an applicant or any license may be revoked in the event the applicant or licensee is in violation of any of the provisions of the city code.

(Prior Code, ' 4.5)

(F) Standards for maintenance and installation. Any tables, chairs, planters or newsracks which in whole or in part rest upon, in or over any public sidewalk shall comply with the following standards: shall be maintained in a neat and clean condition and in good repair at all times. Specifically, but without limiting the generality of the foregoing, all tables, chairs, planters and newsracks shall be serviced and maintained so that:

(1) They are reasonably free of dirt and grease; and

(2) They are reasonably free of chipped, faded, peeling and cracked paint in the visual painted areas thereof. The structural parts thereof are not broken or unduly misshapen.

(Prior Code, ' 4.6)

(G) Location and placement. Any newsracks, planters, tables and chairs which rest in whole or in part upon, or in, or on any portion of a public sidewalk or right-of-way or which projects onto, into or over any part of a public sidewalk or right-of-way shall be located in accordance with the provisions of this section.

(1) No tables, chairs, planters or newsracks shall be used or maintained which projects onto, into or over any part of the roadway or public street, or which rests wholly or in part upon, along or over any portion of the roadway or any public street.

(2) No tables, chairs, planters or newsracks shall be permitted to rest upon, in or over any public sidewalk, when such installation use, or maintenance endangers the safety of persons or property, or when such site or location is used for public utility purposes, public transportation purposes or other governmental use, or when such use unreasonably interferes with or impedes the flow of pedestrian or vehicular traffic including any legally marked or stopped vehicle, the ingress into or the egress from any residence or place of business, or the use of poles, posts, traffic signs or signals, hydrants, mailboxes or other objects permitted at or near such location.

(3) No tables, chairs, planters or newsracks shall be chained, bolted or otherwise attached to any fixture located in the public right-of-way, except to another newsrack, planter, table or chair.

(4) No tables, chairs, planters or newsracks shall be placed, installed, used or maintained:

(a) Within three feet of any crosswalk;

(b) Within eight feet of the back of the street curb unless approved under the city outdoor dining program;

(c) Within five feet of any driveway; or

(d) At any location whereby the clear space for the passage way of pedestrians is reduced to less than six feet.

(5) The City Manager may establish, by regulation, the number and location of areas within the city to be used for placement of newsracks.

(Prior Code, ' 4.7)

(H) Placement of goods and merchandise; exception for special events.

(1) Notwithstanding anything herein contained to the contrary, the City Manager may allow the placement of goods and merchandise for retail sales each year for what is commonly referred to as Sidewalk Days

(2) Notwithstanding anything contained herein to the contrary, the City Manager may allow the placement of goods for retail sales on a public sidewalk or public street by a non-profit organization recognized by the Internal Revenue Service as a charitable organization. The organization shall obtain a permit from the City Manager which shall specify the location(s) and time period covered by the permit. The permit shall be issued without charge and may not exceed 72 hours. The City Manager may deny the permit, if there is a reason to believe that the activity to be covered by the permit, its requested location(s) or time interval would interfere with the rights of others to use the public sidewalk or street, interfere with the ability of city employees to carry out their jobs or the right of the public to unobstructed travel along a public street or public sidewalk.

(Prior Code, ' 4.8)

(I) Violation. Upon determination by the City Manager that a newsrack, planter, table or chair, goods or merchandise, or other article or object has been installed, used or maintained in violation of the provisions of this section, a notice to correct the offending condition will be issued to the owner or operator of such newsrack, planter, table or chair, goods or merchandise or other article or object. The notice shall describe the offending condition, request the action necessary to correct the condition and specify the time within which the offending condition must be corrected. If an offending condition is not properly identified by the

owner or operator of the business premises located immediately adjacent to such section of the public street or sidewalk, the offending condition shall be removed immediately and processed as unclaimed property. An

offending condition which is located on a public street, sidewalk or other public property shall be deemed a hazardous condition and an interference with the public's right to use such public places and shall be removed. The City Manager or his or her designee may institute such legal proceedings as are necessary to enforce this section.

(Prior Code, ' 4.9)

(J) Revocation of license. In addition to the enforcement procedures provided in division (I) above. It shall be within the power and discretion of the City Manager to suspend or revoke the license of continued or repeated violations or infractions of any provisions of this section or any rule or regulation of the city. Suspension or revocation shall be mandatory for the third offense under division (I) above.

(Prior Code, ' 4.10)

(K) City Manager's designated representative. A City Manager, as used in this section, shall include his or her designated representative.

(Ord. 515, passed 7-3-1989; Ord. 658, passed 3-6-2000; Ord. 768, passed 12-15-2014) Penalty, see ' 10.99

RECOMMENDATION:

Board discussion and direction.

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

New Business

TITLE: Restroom Signage

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Member Dipert requested that Director Dotson research the potential replacement of the restroom signs in East Park, specifically the bandshell, since they are faded beyond being legible. Included in attachments are two options:

1. Refresh current signage for \$223.20.
2. Replace signs with branded signs to match Wayfinding and other signage in town for \$391.63.

Note that the estimate provided includes the restroom sign on the Harbor Master building as well - this is because Recreation Director Kent Knorr had contacted them to replace that sign around the same time I contacted them to give an estimate for the bandshell signs. I have subtracted one unit from that estimate for my total above since that specific sign would be paid for out of the Recreation Department's budget.

RECOMMENDATION:

Motion to 1) refresh or 2) replace restroom signs at the bandshell.

ATTACHMENTS:

- ❑ Estimate - Charlevoix Screenmasters
- ❑ Restroom Signs PROOF - Pro Image Design
- ❑ Restroom Signs PROOF - Pro Image Design
- ❑ Estimate - Pro Image Design

RE: RESTROOM SIGNS

Wednesday, September 8, 2021 9:03 AM

Subject	RE: RESTROOM SIGNS
From	Lindsey Dotson
To	Roger Nesburg
Sent	Tuesday, September 7, 2021 10:52 AM

Thank you, Roger! I will share this with our Board at our next meeting.

Sincerely,

LINDSEY J. DOTSON, MSARP
Executive Director, Charlevoix Main Street DDA

210 STATE STREET | CHARLEVOIX, MI 49720
231-547-3257
LINDSEYD@CHARLEVOIXMI.GOV
WWW.DOWNTOWNCHARLEVOIX.COM

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From: Roger Nesburg <screenmaster@gmail.com>

Sent: Tuesday, September 7, 2021 10:37 AM

To: Lindsey Dotson <lindseyd@charlevoixmi.gov>

Subject: RESTROOM SIGNS

I surveyed the RESTROOM signs in East Park at the bandshell. There are 4 signs approx. 6.5" x 36" at the steps pointing to/indicating the restrooms. 3 of them are severely faded.....one of them looks like new.

I can relabel the 3 faded signs with an ultra-adhesion decal. The decal is a digital urethane print on white decal material, applied to the existing signs, and clear coated with PPG UV/abrasion protection.

Price is \$55.80 each. This price includes design, print, & prep decal material. Clean existing signs, apply the decal to existing sign boards and spray the clear PPG protector. Lead time 5 to 7 working days.

Are there other specific sign locations that I may have missed?

--

Roger Nesburg

Director
Charlevoix Screen Masters, Inc.
12512 Taylor Rd.
Charlevoix, MI 49720
ph. 231.547.5111
fax 231.547.4636

5x26" restroom sign
'R' is 2" in height

option 1:



option 2:



rendering:



PLEASE CHECK ALL INFORMATION CAREFULLY

TRAVERSE CITY • PETOSKEY • TORCH RIVER • 231-322-8052



CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
City of Charlevoix	Restroom signs		

Pro Image Design will make changes ONE time after production of initial concept, from that point any revisions will be billed at \$85 per hour. This preparatory /and/or art work created or furnished by PRO IMAGE DESIGN shall remain their exclusive property and no use of the same shall be made, nor ideas obtained from be used. If reproduction does occur, PRO IMAGE DESIGN expects to be reimbursed any and all costs incurred in compensation for time, materials, and effort entailed in creating these plans. All artwork is the property of Pro Image Design • Copyright 2016

Harbor Master: (1) 6.5x36" on 6mm ACM

RESTROOMS ♿



Band Shell: (2) 8.5x38.5" on 3mm ACM

RESTROOMS



Band Shell (2) 6.5x36" on 6mm ACM
to be placed back-to-back

RESTROOMS

RESTROOMS



PLEASE CHECK ALL INFORMATION CAREFULLY

TRAVERSE CITY • PETOSKEY • TORCH RIVER • 231-322-8052

CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
City of Charlevoix	Restroom Signs		

Pro Image Design will make changes ONE time after production of initial concept, from that point any revisions will be billed at \$85 per hour.

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Petoskey

427 Creekside Drive
 Petoskey, MI 49770
 Ph: (231) 348-9256
 Email: alan@proimagedesign.net
 Web: http://www.proimagedesign.net

Estimate #: 97949

Page 1 of 1

Created Date:	8/20/2021 3:43:43PM	Prepared For:	CITY OF CHARLEVOIX
Salesperson:	Jodi Denike	Contact:	Lindsey Dotson
Email:	jodi@proimagedesign.net	Office Phone:	(231) 547-3257
Not Specified:	(231) 322-8052	Office Fax:	(231) 547-8494
		Email:	lindseyd@charlevoixmi.gov
Entered by:	Erin Scudder	Address:	210 STATE ST. CHARLEVOIX, MI 49720

Description: Restroom Signs

		Quantity	Unit Price	Subtotal
1	Product: Roll Sign Print Description: Restroom Signs - 3 different layouts (1) Harbor Master, (2) Band Shell for back-to-back placement • 3- 6.5 in x 36 in Single Sided Print(s) made from 3M IJ40C-10R Cal. 54" stock material • Mounted on: Alupanel 6mm White 48 x 96, MultiCam 1000 • Laminated with 3M 8509 Luster 54" Calendar on face	3	\$68.6433	\$205.93
		Quantity	Unit Price	Subtotal
2	Product: Roll Sign Print Description: Restroom Signs - Band Shell for placing back-to-back on V-angle • 2- 8.5 in x 38.5 in Single Sided Print(s) made from 3M IJ40C-10R Cal. 54" stock material • Mounted on: Alupanel 3mm White 48 x 96, MultiCam 1000 • Laminated with 3M 8509 Luster 54" Calendar on face	2	\$91.55	\$183.10
		Quantity	Unit Price	Subtotal
3	Product: Design Description: Design • 1 Files • 45 min Layout Time Per File.	1	\$71.25	\$71.25

Estimate Total: \$460.28
Subtotal: \$460.28
Total: \$460.28

Payment Terms: Due Upon Receipt

Client Reply Request

☐ Estimate Accepted "As Is". Please proceed with Order.

☐ Changes required, please contact me.

☐ Other: _____

SIGN: _____ **Date:** / /

Print Date: 9/23/2021 5:08:18PM

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

New Business

TITLE: Main Street Designation

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Below is information outlining services received from Main Street thus far along with affiliated value and bulleted takeaways from each report or technical assistance. Lat examples of programs that are only available to Main Street communities, or ones that tend to prioritize funding to communities who are both Main Street and RRC.

Attached are a few supplemental documents plus two versions of my Directors Task list - one with Main Street and one without.

Any of the text below that is blue is a link to the document or information so that you can review if you so choose.

Main Street Services:

Since 2014, our Main Street Designation has afforded us technical services at no “cost” to our program other than the commitment to be engaged and see them through, including limited to:

- 2014 Baseline \$5,200.00

OVERARCHING PRIORITIES:

Priority 1: Establish the foundation for a year-round economy by expanding shoulder season activity.

Priority 2: Bring businesses together to cooperate and coordinate resources to market downtown.

Priority 3: Establish the foundation for collaboration, partnerships, and communication.

Takeaways:

- Creation of Business Owner Meetings
- Formation of our Committees
- Lights on Round Lake
- New Website downtowncharlevoix.com
- Enhanced social media presence
- Monthly progress reports started
- Business Trainings
- Property Inventory
- Great working relationship with Chamber, CVB, City
- Branding (could have had this awarded to us but because of miscommunications we ended up hiring a5).
- Design Guidelines (started but finished years later)
- 2017 Main Street Transformation Strategy/ Identification/Development \$15,000.00
 - Narrowed focus of programming – adopted Health and Wellness and Entrepreneurial Ecosystems as our strategies.
 - Revised programming planning tools
- 2017 Business Recruitment Test \$11,000.00
 - Top prospects survey results – have shared with several businesses (existing and new) to help add products and services deemed desirable by our consumers
 - Detailed Market study info with access to ESRI data
 - Available Property sheets/website section
 - Incentives fact sheet
- 2018 Communication Plan \$5,000.00
 - The cooperative advertising campaign was born from discussions had during this exercise to communicate with the public that Charlevoix is a vibrant place year-round highlighting young entrepreneurs to attract more winter season visitors/sales from surrounding area.
- 2019 Entrepreneurial Ecosystem \$12,500.00
 - Was supposed to help us evaluate the feasibility of a co-working space in Charlevoix but we pulled the trigger on opening The Vault before the service. So, they had to change their approach slightly.
 - Remote workers as a rural economic development strategy – supporting info.
 - Summarizes housing studies conducted by Networks Northwest and supplemented with LandUse USA data.
 - Provides recommendations on housing that would attract more remote workers to the area including unit type, demand, rent rates, square footage, etc.
 - Suggests businesses that would complement the needs of downtown residents including a daycare center.
- 2019 Executive Director Leadership Development Service \$3,600.00
 - Specific personal guidance on my leadership skills/areas of weakness/ways to improve
- 2020 Downtown Futures \$19,500.00
 - Updated market data
 - Public engagement and surveys about perception of downtown, housing needs, demographic info, business prospects, etc.
 - Starting a business brochure creation (finally)
 - Design elements that could add retail spaces to the downtown and further connect side streets/parking areas to Bridge Street while pulling activity and commerce. Compliments recommendations made in Alley Corridor Vision documents.
 - Recommendations for potential parking expansion opportunities.
 - Inspiration of housing development possibilities within our district with info on possible number of units and design elements that align with survey results and public feedback during various meetings.

GRAND TOTAL OF SERVICES TO DATE: \$66,800.00

Other in-kind Services:

- Volunteer Development Training
- Main Street IMPACT Report – 2020 and 2021 version
- Accreditation Visits – multi-year
- Committee Check-ins – multi-year
- Committee training – multi-year

- Executive Director support and professional development – multi year
- Main Street Board training
- Design Assistance/Training – multiple
- Design Services – multiple properties
- Certified Local Government Assistance to become certified
- National Conference Registrations – multi-year (5 years – Pittsburgh, Kansas City, Seattle, Virtual x 2)
- SBDC Partnership/Training
- North Invetives Partnership/Training
- New Director onboarding Training
- Quarterly Trainings – multi-year
- Weekly check in's and COVID updates during onset of pandemic and to date
- Access to a Statewide and National Network of thousands for resources/examples
- CLG Grant funding > Downtown Historic District = **20% federal tax credit for rehabilitation of historic buildings**
- Photo contest winner = \$1,000 grant
- **\$6,000 for Hoop Skirt Alley Grant from MEDC**

Match on Main Grants –

Only available to MMS or RRC communities – but MMS & RRC tend to get funded more often

- 2019 - \$25,000 to My Grandmother's Table,
- 2020 \$50,000 to 10 businesses
- 2021 \$25,000 to Nomi Sushi

= \$100,000

SBDC services – branding and new website for Charlevoix Cinema III (\$20,000 value?) through advanced service offerings that we knew about before other towns because of M

- SBDC business training partnership
- Social Media PMSI Campaign valued at \$5,000 – direct partnership with MMS and PMSI
- Better connection with regional director of SBDC

= \$25,000

State/Federal Assistance to Small Businesses in Charlevoix

These funds were not exclusively available because we are Main Street but oftentimes, I would know about these programs way before they launched and had time to prep busi for successful applications.

Covid-19 funding

- Elements Gallery – MI Local Biz Total Public Support -\$3,030 - Total Private Investment \$3,230
- Charlevoix Fitness Center LLC Charlevoix \$15,000
- Harbor View Cafe \$ 10,000
- The Cantina \$ 10,000
- Charlevoix Fitness Center \$ 10,000
- J Phillips \$ 10,000
- Grey Gables Restaurant \$ 15,000
- Bridge Street Taproom/Boyer City Taproom \$ 10,000
- Charlevoix Cinema III \$ 10,000
- Townhouse Bar \$ 19,000
- Scovies Gourmet 111 Bridge Street Charlevoix MI, 49720 12 \$10,000.00
- Charlevoix Cinema III 102 Chicago Ave Charlevoix MI, 49720 4 \$7,500.00
- Harbor View Cafe 100 Antrim St Charlevoix MI 49720 \$20,502
- Grey Gables 308 Belvedere Ave Charlevoix MI 49720 \$300,076

= \$450,308

Other Small Business Funding – Federal Home Loan Bank of Indianapolis

• Michigan Main Street hosted a representative from the FHL Bank of Indianapolis to tell us about this grant program. Once I learned of it, I contacted Charlevoix State Bank to f they knew about it. They did know, and have had applications in the past, but none have ever been awarded. This year I worked with two businesses downtown and one got gra funding!

- o TOUR MICHIGAN LLC DBA MUSHROOM HOUSE TOURS | Charlevoix, MI | Grant Amount: **\$20,000**

Future Funding Opportunities available to Main Street Communities:

Funding available to Michigan Main Street Communities:

- Vibrancy Grant - \$20,000
- Only available to MMS communities – annual grant cycle
- Match on Main Grants – \$25,000

Only available to MMS or RRC communities – but MMS & RRC tend to get funded more often – annual grant cycle

= \$45,000 annual potential

National Grants available to Main Street communities:

- T-Mobile Hometown Grants - \$50,000
- Main Street Resiliency Grant Program - \$8,500
- Future of Shopping Small Grants - \$10,000
- Made on Main Project Grants - \$25,000
- HartBeat of Main Street Grant - \$15,000

= \$108,500 future potential

Other Miscellaneous Future Opportunities:

- **Lakeshore CLG Grant - SHPO's Resilient Lakeshore Heritage Program**, Only available to CLGs who are Main Street and/or RRC. Again, preference is given to communities w/ 3. Funding for brick-and-mortar rehab projects on commercial properties.
- We have yet to be able to apply for the **Great American Main Street Award**, but it is my intention to do it next year.

· New Master level perks in 2022 include requests for miscellaneous services – WE CALL THE SHOTS – ask for specific help that we need and only when we need it.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▢ Vibrancy Grant Info
- ▢ PMSI Holiday Social Media Campaign
- ▢ Director Tasks with Main Street
- ▢ Director Tasks without Main Street

Main Street Vibrancy Grant

Program Guide FY21



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

Program Description

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

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

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

Program Goals

The goals of this grant program include:

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

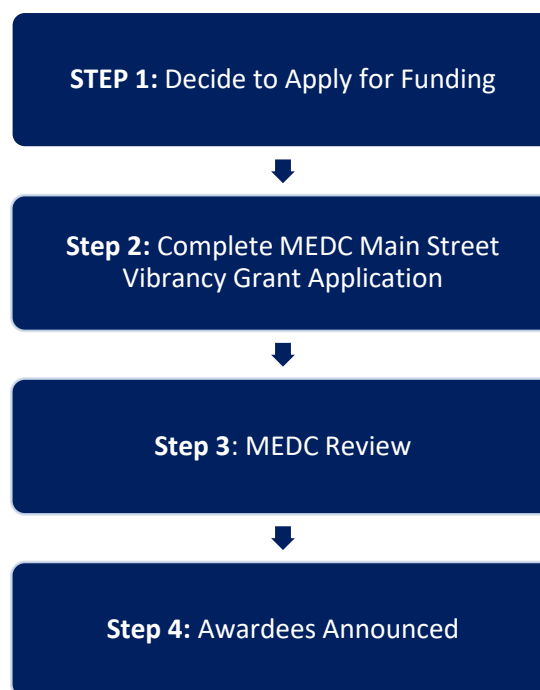
How the FY21 Main Street Vibrancy Grant Program Works:

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

Step 1: Decide to Apply for Funding

Who can apply?

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



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

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

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

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

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

All eligible expenses must be otherwise acceptable to the MEDC.

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

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

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

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

Step 2: Complete MEDC Main Street Vibrancy Grant Application

What types of questions are included in the application?

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

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

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

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

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

How do I submit an application?

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

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

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

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

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

Step 3: MEDC Review

How will the MEDC be evaluating applications?

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

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

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

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

Step 4: Awarding Grants

What is the timeline for the announcement of awardees?

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

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

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

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

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

How is the grant paid out?

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

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

Grant Disbursement Request, Compliance and Reporting Requirements

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

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

FY21 Deadlines

Main Street Vibrancy Grant Timeline

These are the currently anticipated dates.

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

Facebook Analytics Report



Downtown Charlevoix

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

Overview



Total Likes

9.7K

Hooray!



Total Reach

137.3K

↑ 33% from previous period



Post Engagement

10.2K

↑ 11% from previous period



Page Clicks

6.9K

↑ 557% from previous period



Total Fans

101

↑ 6% from previous period



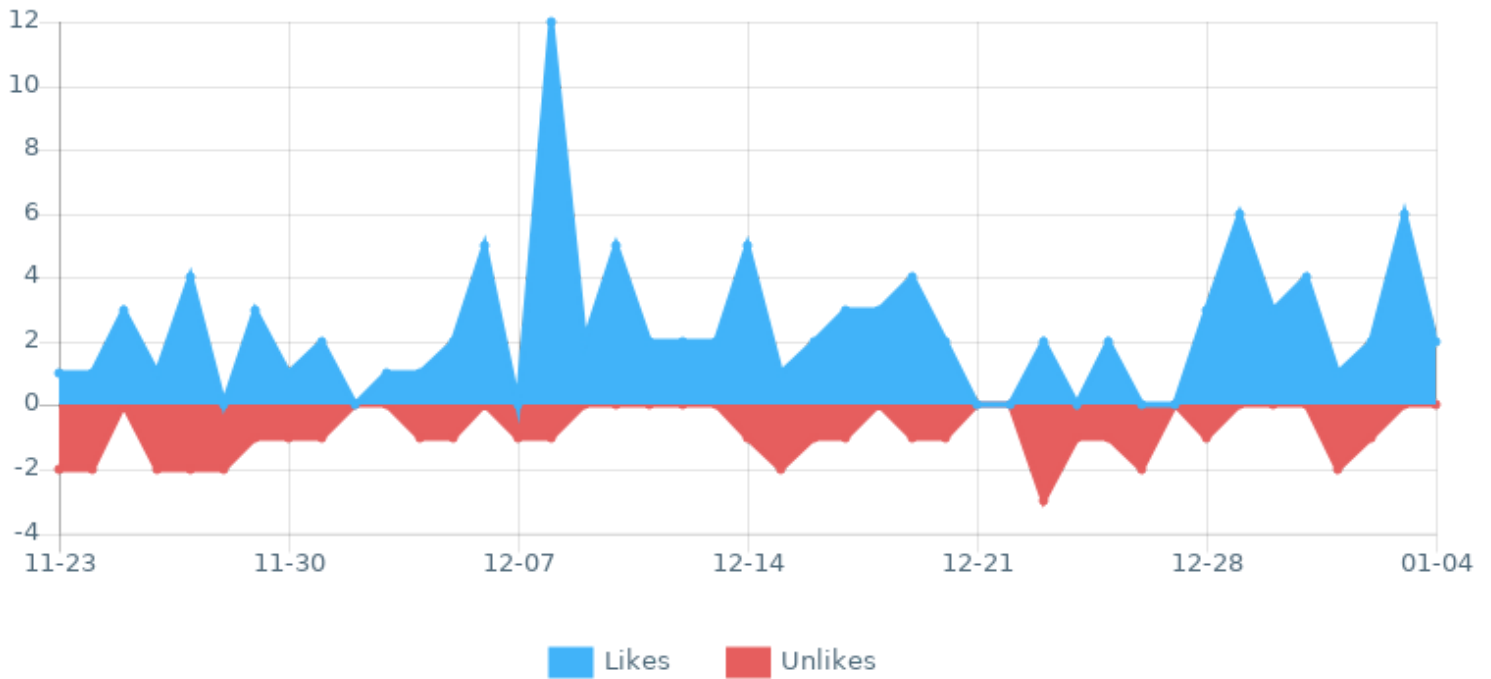
Post Published

71

Great Going!

Audience Growth

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



Audience Insights

Since Previous Period

Total Fans Increased

↑ 0.69%



Total Likes

9660



Net New Likes

66



Organic Likes

101



Paid Likes

0

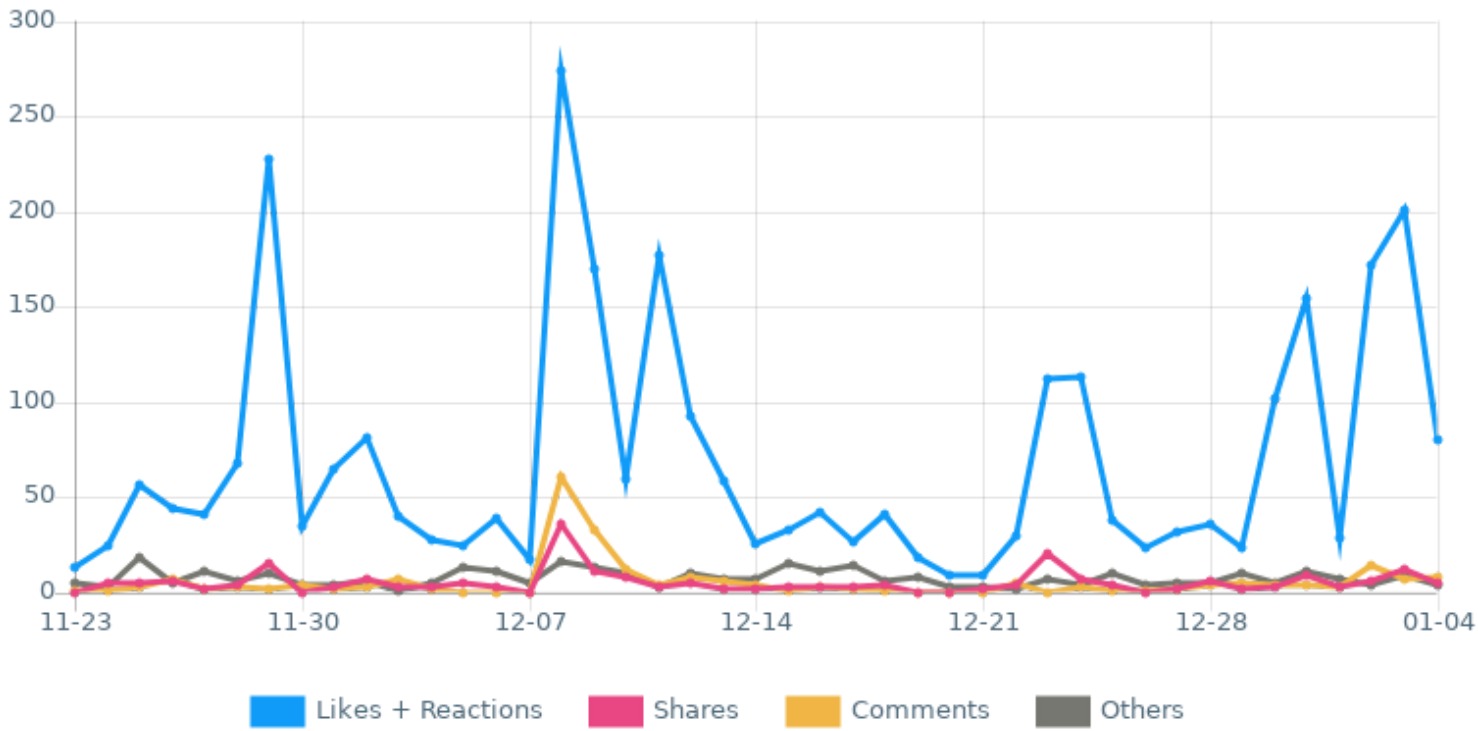


Unlikes

35

Audience Engagement

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



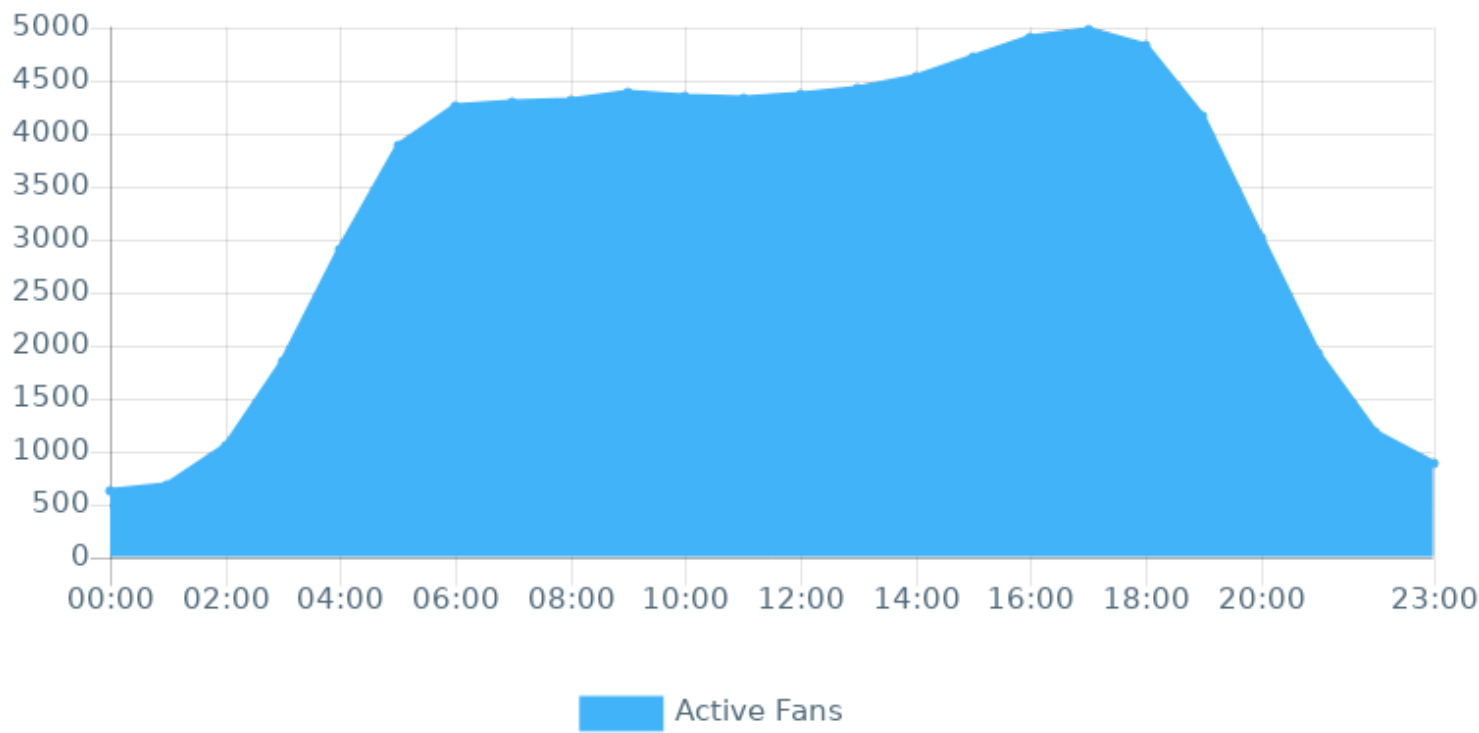
Engagement Insights

Since Previous Period

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

Active Fans

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

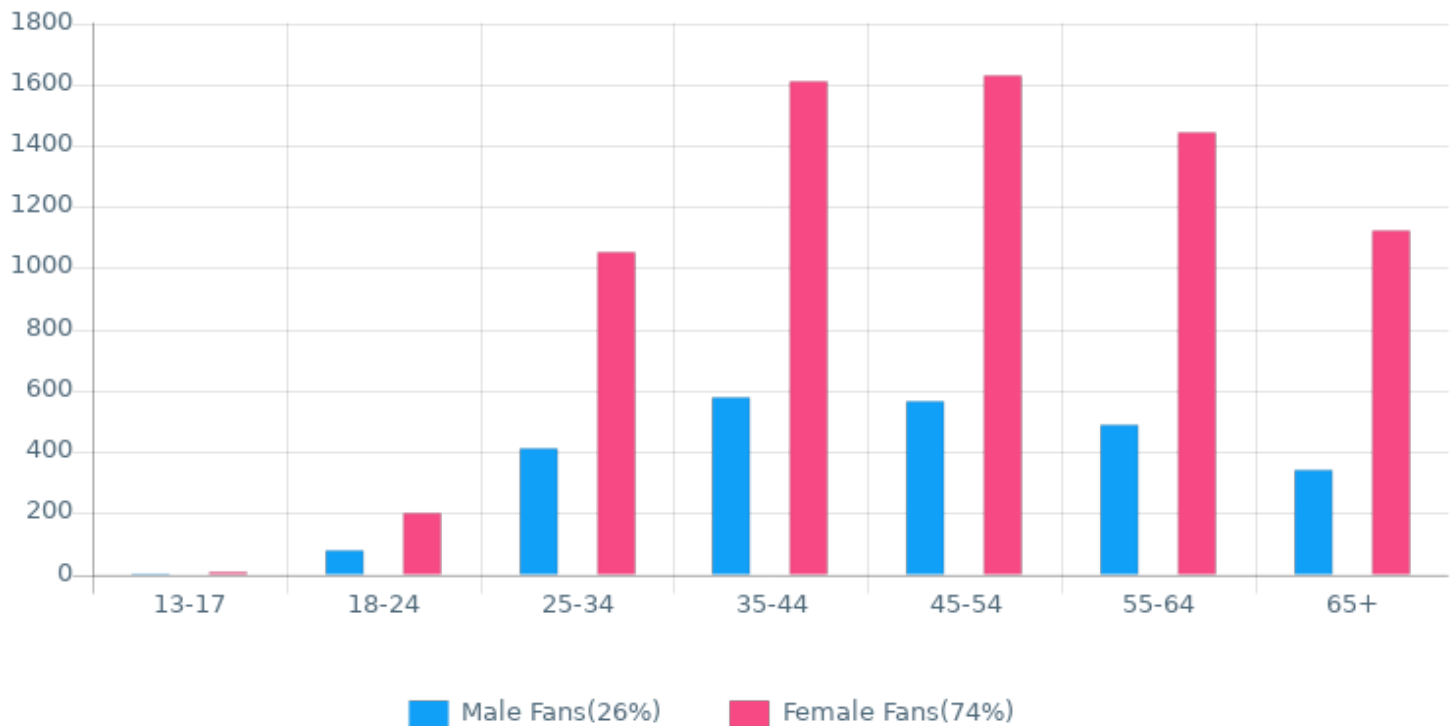


Fans Online



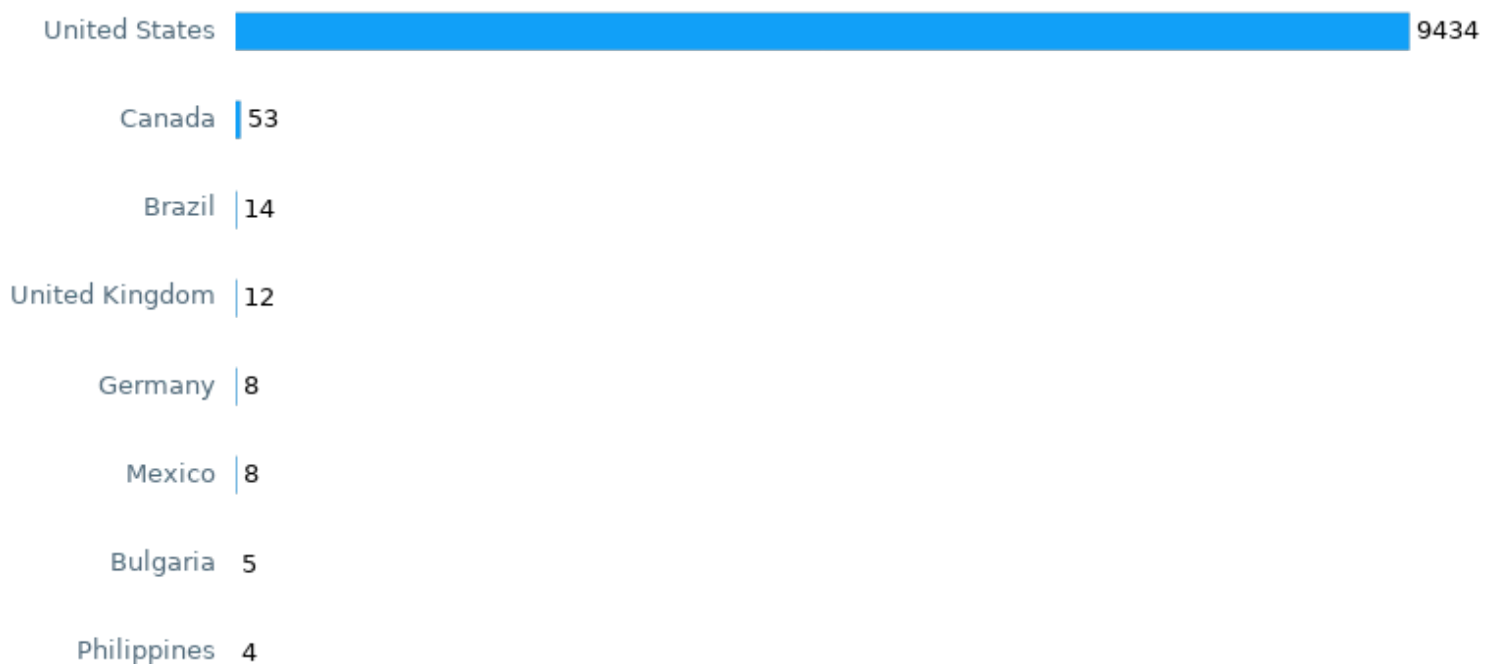
Audience Demographics (Fans)

Demography breaks down the composition of your fans and audience



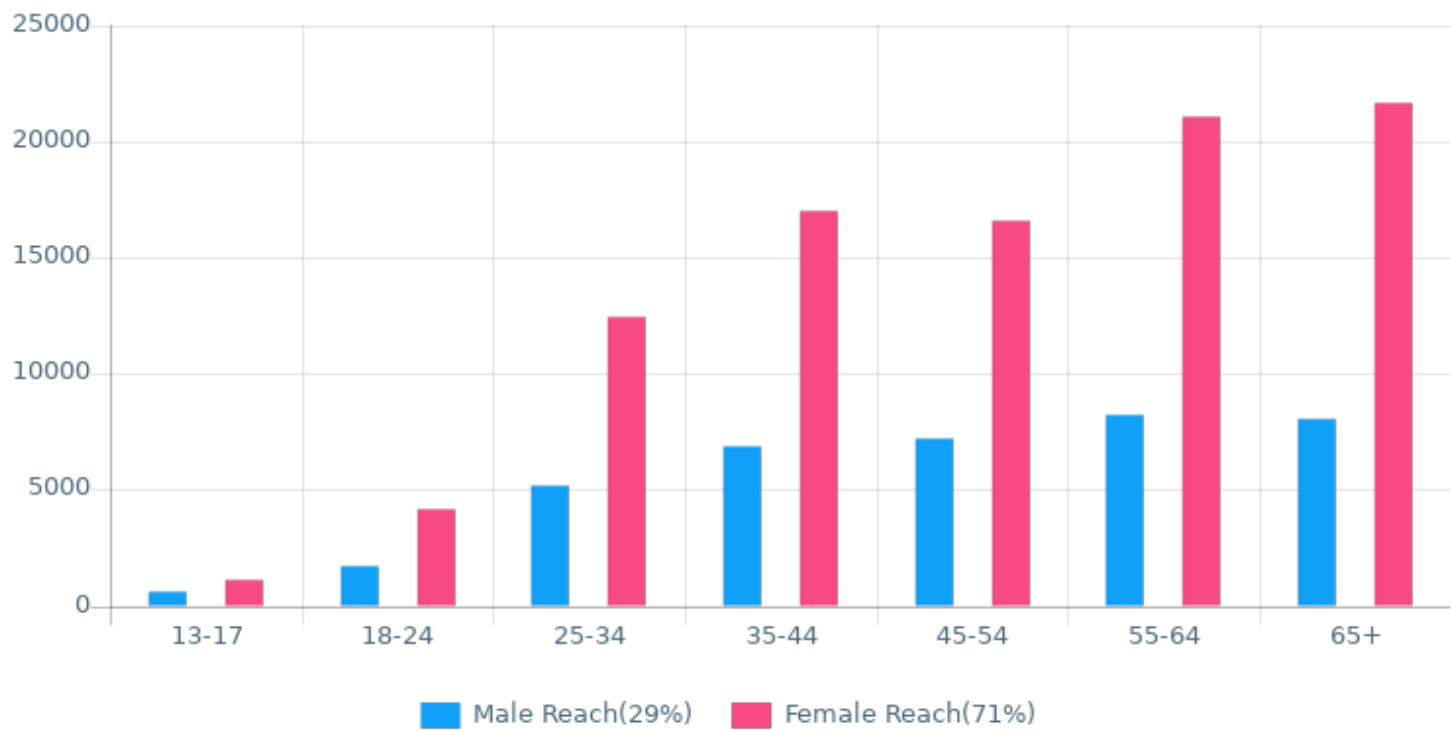
Your Fans

Audience Location



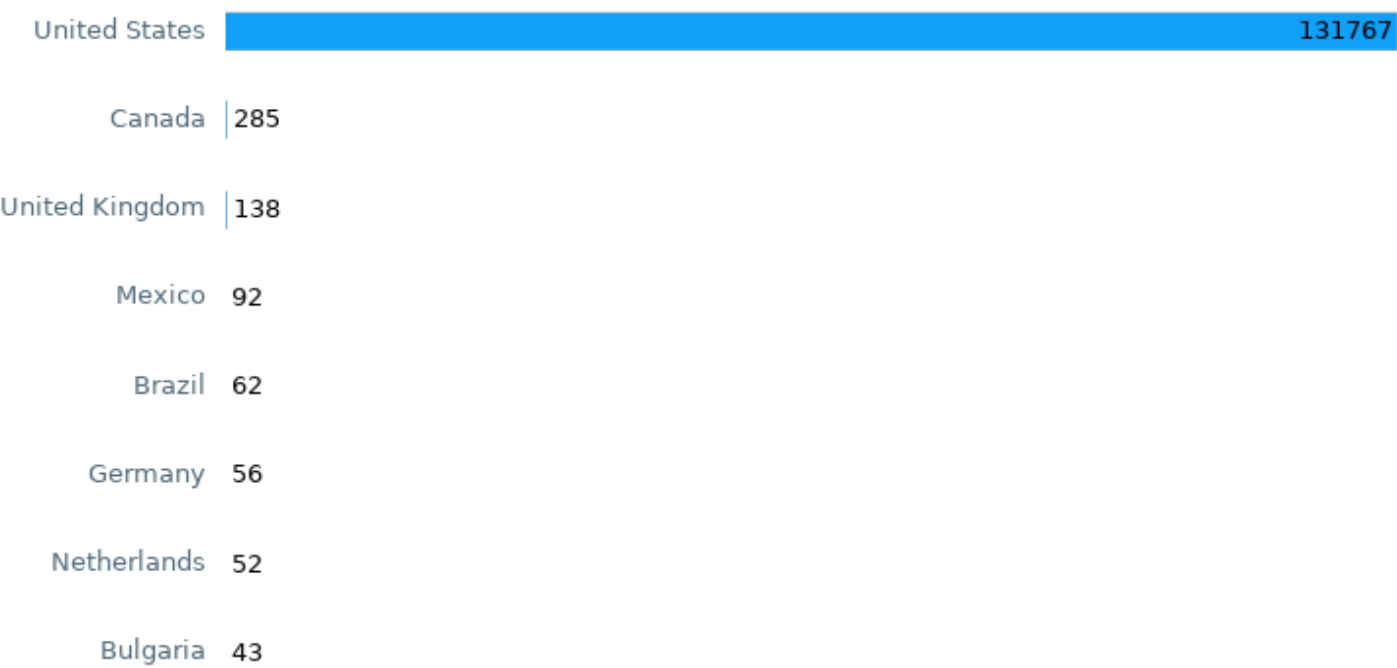
Audience Demographics (Reach)

Demography breaks down the composition of your fans and audience



People Reached

Reach by Country



Post Performance

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

Top 14 Popular post

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

Post Performance

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

Top 14 Popular post

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

Most Active Commenters



Erika Dielman
Comments:4



Amy Carey
Comments:2



Barbara Helton
Comments:2



Cindy Egan Friedhoff
Comments:2



Missy Carpenter LaBelle
Comments:2



Chris Holstad
Comments:1



Mary Nielsen Schwaderer
Comments:1



Guy Maglothin
Comments:1



James Thanasiu
Comments:1



Audrey VanDyke
Comments:1

Most Active Likers



Sally Levy
Likes:17



Kitty Cole
Likes:17



Patty Bowman Sheffer
Likes:15



Michigan Downtowns
Likes:13



Molly Arnold
Likes:13



Steve Litz
Likes:10



Sarah Hagen
Likes:10



Charlevoix Area Chamber of
Commerce
Likes:9



Tonya Zygaj
Likes:9



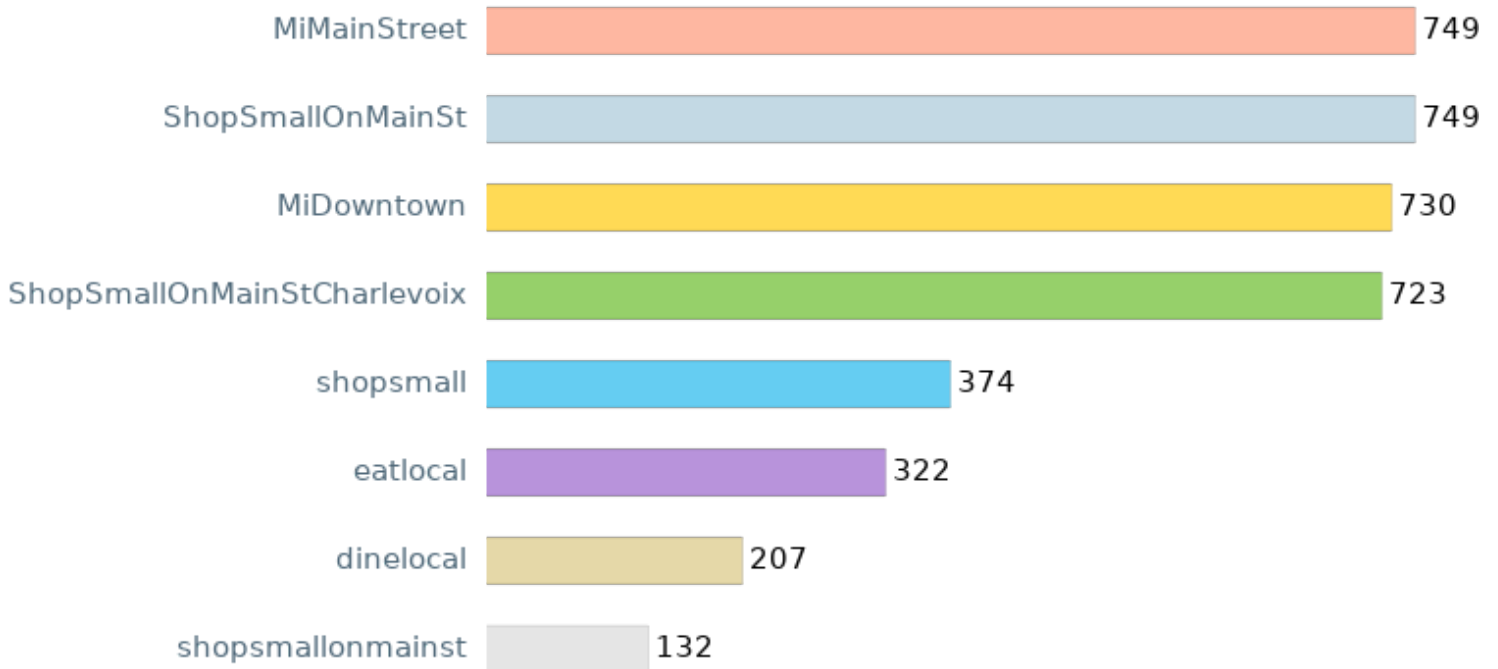
Ron Gibbons
Likes:9

Most Active Sharers

No Record Found

Popular #Hashtags

Most popular hashtags used in your posts



SBEI/Walkability	Housing
(1) Collaborate on Corridor Improvement Plan Document (1) Alley Improvement Grant Incentive (in development) (1) Tree Lights (aid in making downtown more walkable) (2) Identifying funding (2) More comprehensive snow removal plan for now (3) Zoning updates that could improve walkability (3) Design Guidelines (3) Snowmelt System Feasibility	(1) Local Housing Incentive (in development) (2) Housing North & MEDC Monthly Meetings (2) Property Owner Relationship Building for 2nd Floor Units (3) Identifying State/Federal Incentives Available for Housing Development (3) RRC Certification (3) National Register Historic District (Tax Credits) (3) Community Capital to support housing development (3) Planning Commission/Zoning Relations (3) Homeshare Program
Other/Miscellaneous	Operations
Economic Vitality (1) The Vault Co-Working Space (talent recruitment/attraction) (2) Email Newsletter - businesses (3) Annual Business Training with Chamber, Library, Visit (3) Business Assistance - Initiate (3) COVID-19 Relief Grant Administration (3) MEDC Relationship for Incentives available to property owners (3) Available Property Promotion (business recruitment) (3) SBDC Relationship for business assistance services	(1) Sponsorship/Pledge Solicitation (1) Project Oversight (1) Board Communication/Packet Preparation (1) Graphic Design (2) Apply for grants to support programming (2) Bridge Park Building Maintenance/Lease Oversight (2) Accounting/Payables (2) Social Media Content Creation & Execution (photography, narrative) (2) Council/City Relations (2) Annual Budgeting (3) Website Management (3) Press Relations (3) Responding to general inquiries from public (3) Bandshell Equipment Oversight (3) Board/Volunteer Orientation/Training (3) Annual Report to Treasury (3) Annual Report to SHPO for CLG
Promotion (1) Gift Local Shopping Contest (1) Cooperative Ad Campaign + design, coordination, writing, etc. (talent recruitment/attraction) (1) Live on the Lake Summer Concerts (1) Restaurant Week (1) Email Newsletter - general public (2) Shared Calendar Updates (2) Life in Charlevoix App updates (2) Business Directories in App and on Website (2) Buy Nearby Weekend (2) Ladies/Men's Night Holiday Shopping Event (3) Downtown Maps - print handheld and update kiosks Annually (3) Brand Management (3) Main Street Monday/Venetian (3) Small Business Saturday (3) Sponsorship of outside events	Main Street Specific Tasks (1) Committee Oversight/Coordination (2) Monthly Reports to MMS (2) Property Inventory/Maestro Database Management (2) Coordinating and administering services awarded from MMS (2) Volunteer Management (2) Annual Report to MMS (3) Match on Main Grant Administration (3) Continuing Ed/Professional Development (3) Annual Check-In/Accreditation Visit
Organization/Outreach (1) Junior Main Street (1) Business owners meetings (1) Partnership Building/Community Relations (1) Business engagement (2) Statewide Networking (MDA, MMS) (3) Speaking Engagements (3) Local Networking (chamber events) (3) Regional Networking (nlea events) (3) National Networking Design (3) Hoop Skirt Alley flower maintenance (3) Coordinating holiday garland and lights City of Charlevoix (2) Historic District Commission Oversight/Earl Young Historic District (10% of pay from City) (3) TV Info/Kiosk Display Management at City Hall (3) Certified Local Government Administration	

SBEI/Walkability	Housing
(1) Collaborate on Corridor Improvement Plan Document (1) Alley Improvement Grant Incentive (1) Tree Lights (2) Identifying and pursuing funding (2) More comprehensive snow removal plan (3) Zoning updates that could improve walkability (3) Design Guidelines (3) Snowmelt System Feasibility	(1) Local Housing Incentive (2) Housing North & MEDC Monthly Meetings (2) Property Owner Relationship Building for 2nd Floor Units (3) Identifying State/Federal Incentives Available for Housing Development (3) RRC Priority Site Assistance/Coordination (3) National Register Historic District (Tax Credits) (3) Community Capital to support housing development (3) Planning Commission/Zoning Relations (3) Homeshare Program
Other/Miscellaneous	Operations
Economic Vitality	(1) Sponsorship/Pledge Solicitation (1) Project Oversight (1) Board Communication/Packet Preparation (1) Graphic Design (2) Apply for grants to support programming (2) Bridge Park Building Maintenance/Lease Oversight (2) Accounting/Payables (2) Social Media Content Creation & Execution (photography, narrative) (2) Council/City Relations (2) Annual Budgeting (3) Website Management (3) Press Relations (3) Responding to general inquiries from public (3) Bandshell Equipment Oversight (3) Board/Volunteer Orientation/Training (3) Annual Report to Treasury
Promotion	Main Street Tasks That Would Carry Over
(1) Gift Local Shopping Contest (1) Cooperative Ad Campaign + design, coordination, writing, etc. (talent recruitment/attraction) (1) Live on the Lake Summer Concerts (1) Email Newsletter - general public (2) Shared Calendar Updates (2) Life in Charlevoix App updates (2) Business Directories in App and on Website (2) Buy Nearby Weekend (2) Ladies/Men's Night Holiday Shopping Event (3) Downtown Maps - print handheld and update kiosks Annually (3) Brand Management (3) Main Street Monday/Venetian	(2) Property Inventory/Maestro Database Management (3) Match on Main Grant Administration
Organization/Outreach	
(1) Junior Main Street (1) Partnership Building/Community Relations (1) Business engagement (2) Statewide Networking (MDA) (3) Local Networking (chamber events) (3) Regional Networking (nlea events)	
Design	
(3) Hoop Skirt Alley flower maintenance (3) Coordinating holiday garland and lights	
City of Charlevoix	
(2) Historic District Commission Oversight/Earl Young Historic District (10% of pay from City) (3) TV Info/Kiosk Display Management at City Hall (3) Certified Local Government Administration	
(3) Annual Report to SHPO for CLG	

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

New Business

TITLE: Grant Application to Support Winter Vibrancy

DATE: September 27, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Charlevoix Main Street DDA is partnering with the Recreation Department and Visit Charlevoix to request permission to apply for a Charlevoix County Community Foundation grant to support “winter vibrancy” initiatives. The requested amount will be \$10,000 with required matching funds being split between the partnering entities. A variety of ideas are being explored to add more passive activity to our public spaces during the winter months (sledding, warming stations, etc.). In a recent meeting with the Charlevoix County Community Foundation, out of all the ideas that were presented, this was the one they were most enthusiastic about and encouraged us to apply.

Information has been gathered in recent surveys between the DDA and Recreation Departments that support the public's desire for these types of enhancements. Funding will support programs that already exist, including candlelit hikes at Mt. McSauba and the First Fridays promotion, which will be enhanced in comparison to the spring 2021 events because of the grant funding. A large portion of the funds will be used for marketing and promotion to continue working toward improving regional perceptions about Charlevoix in the winter, highlighting the open businesses, events, and activities that can be enjoyed year round.

Enhancement ideas include creating warming stations in alleys during First Friday events, enhancing First Fridays to also include a Cocktail Trail encouraging patrons to go into the restaurants and bars, and BOGO promotions with the Downtown Dollars e-Gift Cards to encourage more local spending. Additionally, the creation of a sled library for passive enjoyment of all ages (weather permitting) in East Park, would be an addition to add activity and vibrancy downtown.

GOALS:

Enhance and showcase the outstanding quality of life in Charlevoix

RECOMMENDATION:

Motion to approve submitting a grant application to the Charlevoix Community Foundation to support Winter Vibrancy placemaking initiatives.