



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, October 25, 2021- 5:30 PM
Council Chambers, City Hall

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

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

- A. Minutes
 - B. Monthly Report
 - C. Committee Minutes
 - D. DDA Financials
 - E. Annual Report to Treasury
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
- 7. New Business**
 - A. 109 Bridge Park Drive Proposal
Jessica Nagel, JBird Provisions
 - B. Junior Main Street Project Presentation
Annemarie Conway + students, Charlevoix High School
 - C. Match on Main Grant Applications
Lindsey Dotson, Executive Director
 - D. Public Restroom Discussion
Lindsey Dotson, Executive Director

- E. Budget Work Session + December Meeting Date

Lindsey Dotson, Executive Director

8. Old Business

- A. The Vault Co-Working Space Update

Lindsey Dotson, Executive Director + Sarah Van Horn, Chamber of Commerce President

- B. Main Street Designation

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: October 25, 2021

ATTACHMENTS:

- ▣ Regular Meeting - September 27, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, September 27, 2021 at 5:30pm
Council Chambers, City Hall

1. Call to Order

Director Dotson called the meeting to order at 5:30pm. In the absence of Chair Owens and no Vice Chair Director Dotson suggested that Member Dipert serve as Acting Chair for tonight's meeting. There were no objections.

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens (Absent)
Acting Chair:	Kirby Dipert
Members Present:	Sam Bingham, Anne Osthuizen, Ron Way, Amanda Wilkin
Members Absent:	Sean Bradley, Luther Kurtz, Paul Silva
Non-Voting Student:	Liam Dryer
City Staff:	Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager; Jonathan Scheel, Zoning Administrator

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report
- C. DDA Financials
- D. Committee Minutes
- E. Letter of Support for the Revitalizing Downtowns Act

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

Chair Dipert welcomed Anne Osthuizen as the newest Board member.

6. Reports

- A. Director's Report

7. Old Business

- A. Bridge Railings

City Manager Heydlauff stated that the process of removing the paint to put a better coat on the bridge railings is problematic because the metal itself is not particularly designed to hold a painted surface. City Manager explained that the metal itself is superfluous to the operation of the bridge and it was added to be a decorative look for the bridge. He stated that removing the metal was an option or removing the metal and stripping the paint was another alternative but either option would be very expensive. City Manager Heydlauff stated the bridge is owned, operated and maintained by MDOT. He stated that removal and reinstallation of the lights would be a \$25,000 - \$30,000 project and that's the simplest piece of the whole component.

8. New Business

- A. Channel Park Presentation

Leilani Durbin, Silver Linings Charlevoix, provided a presentation of plantings and ADA ramp renderings along the Pine River Channel for Board discussion. Ms. Durbin provided a conceptual site plan of the proposed planting and design. She stated that there would be a 10-year landscape agreement with Landscape Logic for maintenance of the plantings.

Two residents were not in favor and expressed their concerns.

Motion by Member Wilkin, second by Member Way to support the overall idea of the Channel Park enhancements proposed by Silver Linings Charlevoix. Motion passed by unanimous voice vote.

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

Director Dotson reported that she had received an email from Long Road Distillers on August 23, 2021, notifying of their intent not to renew their lease at 109 & 111 Bridge Park Dr. upon the completion of the original term ending in February 2022. She stated that they have ceased operations and begun to remove contents from the property. Director Dotson stated Long Road Distillers requested an early lease termination or reduction in rent.

Motion made by Member Wilkin, second by Member Bingham to have the Executive Director draft a request for proposals [for the leasing of the Bridge Park Building]. Motion passed by unanimous voice vote.

C. Discussion about Zoning Ordinance 1514.04 – Newsracks, Planters, Tables, and Chairs on Sidewalks

Zoning Administrator Scheel stated there are numerous City Ordinance sections that pertain to downtown sidewalks. He stated there has been businesses not following the city ordinances. Zoning Administrator Schell recommended that a well understood uniform policy be created.

Zoning Administrator Scheel proceeded to review in detail of sections of the Zoning Ordinance applicable to sidewalks, merchandise sales, newsracks, planters, tables and chairs, etc. on downtown sidewalks. He provided examples of three (3) properties he had consistent issues with and the responses from the businesses and the need for consistent equal enforcement of the rules. City Manager Heydlauff stated that it might be prudent to create with a guide to show where a business owner can and cannot put their merchandise on sidewalks.

Motion by Member Wilkin, second by Member Bingham to support the current ordinance. Motion passed by unanimous voice vote.

D. Restroom Signage

Director Dotson stated that Member Dipert had requested she research the potential replacement of the bandshell restroom signs since they are faded beyond being legible. She indicated there were two options: refresh the current signage for \$223.20; or replace the signs with branded signs to match wayfinding and other signage in the city for \$391.63.

Motion by Member Wilkin, second by Member Way to replace restroom signs with the branded signs at the bandshell. Motion passed by unanimous voice vote.

E. Main Street Designation

The Board concurred to postpone this discussion to a future meeting when they had better board attendance.

F. Grant Application to Support Winter Vibrancy

Director Dotson stated 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 would be \$10,000 with required matching funds being split between the partnering entities.

Motion by Member Wilkin, second by Member Way to approve submitting a grant application to the Charlevoix Community Foundation to support Winter Vibrancy placemaking initiatives. Motion passed by unanimous voice vote.

9. Public Comments

10. Request for Future Agenda Items

Member Wilkin stated that she had an issue in her office with visitors coming in asking for restrooms because they have problems getting down to the restrooms in the park and the City Hall restrooms are closed on weekends.

11. Board Comments

12. Adjourn

Motion by Member Wilkin, second by Member Dipert to adjourn 7:02 p.m.

Sarah Dvoracek/fgm

Kirby Dipert

Acting Chair

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

Consent Agenda

TITLE: Monthly Report

DATE: October 25, 2021

ATTACHMENTS:

- ▣ MEDC Report - September

[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-0000123051

Status  SubmittedAccount  City of Charlevoix

Name Leigh Young

Reporting Period Start  9/1/2021Reporting Period End  9/30/2021Submitter's Name  Lindsey DotsonDue Date  10/10/2021**Activity & Use / Employment****New Business Opened in MSA**

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Government for Tomorrow	201 State Street, 2nd Floor	Office		1.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Margot	107 Mason Street	Retail Occupied	1.0	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
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
18.00	\$0.00	36.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Ohlay Workshop	Lindsey Dotson	9/29/2021	Self Empathy/Self care

Fundraising/Membership Last Month

Type	Amount
Private	227.00
Earned	1235.00

Downtown Events & Activities - All Committees

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

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Vice Chair	Richard Christner	christner.richard@gmail.com		
Board Member			Anne Oosthuizen	anne.m.dipert@gmail.com

Other News or Commentary 🍌 I just learned that our last two vacancies on Mason Street are spoken for! Incoming is a new coffee shop (complete with couches) + boba/bubble tea and an insurance office. We are seeking submissions for our soon to be vacant space in the Bridge Park Building and are excited to see what comes to us during our October meeting.

Program & Outlook 🍌 Main Street designation discussion is ongoing - no actions taken during last meeting since not all board members were present. Getting ready to launch into holidays mode!

Suggestions for State and National Staff 🍌 n/a

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2021_9_27_Meeting(256).pdf	10/8/2021 1:06 PM

michiganbusiness.org

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

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210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Committee Minutes

DATE: October 25, 2021

ATTACHMENTS:

- ▣ Design Committee - October 7, 2021



Charlevoix Main Street Design Committee
Thursday, October 7, 2021
4:00 PM – City Hall
Minutes

Attendees: G. DeMeyere, L. Dotson, J. Duerr, D. Fate, D. Miles, M. Owens, J. Rowley, P. Weston

Absent: C. Kranz, B. Slater

- I. The meeting was called to order at 4:05 pm. The Minutes from the August 12, 2021, meeting was approved as written.
- II. **Outstanding Business**
 - a. Report from DDA:
 - Channel Park presentation: Silver Linings presented a plan to landscape the north side of the channel, including native plants and a park. The budget includes ten years of maintenance. The group expressed concerns about ground disturbance on the steep slope.
 - Bridge Railings: M. Heydlauff reported that it is not feasible to do anything to the paint on the railings.
 - Merchandise on sidewalks: There is no need to change the ordinance.
 - Restroom signage: new signage with City branding is being installed.
 - Future of Main Street: DDA is questioning and discussing whether the Michigan Main Street program is worth the effort and time that goes into it. Lindsey gave DDA a report showing the financial benefits and other services which have been granted to the City over the years. Denise F. expressed concerns about the possible withdrawal and suggested that perhaps it could be re-organized to better meet current needs. Lindsey will evaluate the minimum requirements for our level of certification, and what would happen if the city withdrew.
 - b. Alleyway Improvement Grant Application:

323 Bridge Street: The group determined that the project in the application was for deferred maintenance, not improvements to the property (which is mostly residential) and could not be considered for a grant under the program.
 - c. *Keep Charlevoix Bright* Fundraising: A video was posted to the website, and one (1) donation has been received.
 - d. Garbage cans art project: There no longer seems to be interest in the project.

CHARLEVOIX MAIN STREET MISSION

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- e. Channel Sign for Indigenous History: The sign was installed recently and unveiled in a ceremony on October 5.

III. New Business

- a. Preservation Grant and National Register Nomination of Downtown: The process is underway, with the support of the MI Main Street staff, and it has been decided to expand the qualifying area because of contributing properties.
- b. Presenting to Condo Association: Lindsey will be speaking to the members of the Association who live in the Buttars building about the benefits of rehabilitation.

The meeting adjourned at 5:25pm.

Next meeting: Thursday, December 2, 2021 @ 4:00 PM in City Hall.

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Charlevoix Main Street DDA
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Consent Agenda

TITLE: DDA Financials

DATE: October 25, 2021

ATTACHMENTS:

- ▣ Financial Report as of October 20, 2021

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING OCTOBER 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
REVENUE							
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169.23	2,368.36	36,734.49	40,300.00	(3,565.51)	91.15
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	.00	771.02	.00	771.02	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	24.35	24.70	100.00	(75.30)	24.70
255-000-566.001	STATE GRANTS	50,000.00	.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	18,900.56	32,400.00	(13,499.44)	58.34
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	8,500.00	.00	8,500.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	.00	50.00	.00	50.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	204.58	1,959.58	6,000.00	(4,040.42)	32.66
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	23.22	162.54	.00	162.54	.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	1,235.21	10,890.48	18,000.00	(7,109.52)	60.50
TOTAL FUND REVENUE		630,416.65	3,855.72	435,051.25	574,000.00	(138,948.75)	75.79

CITY OF CHARLEVOIX
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING OCTOBER 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	47,583.29	3,430.82	24,733.46	48,500.00	23,766.54	51.00
255-255-706.001	WAGES (ICMA)	4,960.82	360.22	2,844.74	5,100.00	2,255.26	55.78
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	1,236.26	17,852.32	37,800.00	19,947.68	47.23
255-255-740.000	OPERATING SUPPLIES	13,456.27	975.28	5,836.02	9,200.00	3,363.98	63.44
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	1,398.62	9,720.69	17,000.00	7,279.31	57.18
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	700.00	20,028.19	35,000.00	14,971.81	57.22
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	.00	(342.93)	.00	.00	.00	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	750.00	13,108.90	15,300.00	2,191.10	85.68
255-255-801.004	ORGANIZATION COMMITTEE	495.00	.00	603.00	500.00	(103.00)	120.60
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	71,000.00	.00	25,000.00	.00	(25,000.00)	.00
255-255-818.000	CONTRACTUAL SERVICES	32,239.95	5,343.25	24,607.65	28,700.00	4,092.35	85.74
255-255-818.002	DESIGN COMMITTEE	10,297.00	368.22	13,962.22	15,600.00	1,637.78	89.50
255-255-826.000	LEGAL FEES	3,757.50	1,092.01	1,479.51	500.00	(979.51)	295.90
255-255-853.000	TELEPHONE	2,644.10	56.51	615.65	2,100.00	1,484.35	29.32
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	.00	977.41	1,000.00	22.59	97.74
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.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	346.30	1,879.38	5,000.00	3,120.62	37.59
255-255-962.000	MISCELLANEOUS	3,695.40	.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	15,714.56	207,471.75	601,600.00	394,128.25	34.49
	TOTAL FUND EXPENDITURES	662,651.53	15,714.56	207,471.75	601,600.00	394,128.25	34.49
	NET REVENUES OVER EXPENDITURE	(32,234.88)	(11,858.84)	227,579.50	(27,600.00)	255,179.50	824.56

DDA/Main Street Board
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Consent Agenda

TITLE: Annual Report to Treasury

DATE: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ Report

Annual Report on Status of Tax Increment Financing Plan

Send completed form to: Treas-StateSharePropTaxes@michigan.gov	City of Charlevoix	TIF Plan Name	For Fiscal Years ending in
Issued pursuant to 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of authority's fiscal year ending in 2021.	Downtown Development Authority	TIF Plan and Development Plan	2021
Year AUTHORITY (not TIF plan) was created:		1982	
Year TIF plan was created or last amended to extend its duration:		2007	
Current TIF plan scheduled expiration date:		2026	
Did TIF plan expire in FY21?		NO	
Year of first tax increment revenue capture:		1984	
Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?		No	
If yes, authorization for capturing school tax:			
Year school tax capture is scheduled to expire:			

Revenue:

Tax Increment Revenue	\$	436,506
Property taxes - from DDA levy	\$	40,404
Interest	\$	799
State reimbursement for PPT loss (Forms 5176 and 4650)	\$	9,973
Other income (grants, fees, donations, etc.)	\$	142,734
Total	\$	630,416

Tax Increment Revenues Received

From counties	\$	157,916
From municipalities (city, twp, village)	\$	238,183
From libraries (if levied separately)	\$	33,848
From community colleges	\$	-
From regional authorities (type name in next cell)	Recreation Authority	\$ 6,559
From regional authorities (type name in next cell)		\$ -
From regional authorities (type name in next cell)		\$ -
From regional authorities (type name in next cell)		\$ -
From local school districts-operating	\$	-
From local school districts-debt	\$	-
From intermediate school districts	\$	-
From State Education Tax (SET)	\$	-
From state share of IFT and other specific taxes (school taxes)	\$	-
Total	\$	436,506

Expenditures

Salaries and Wages	\$	89,659
Operating Supplies	\$	35,766
Maintenance	\$	15,177
Professional Services	\$	97,227
Contractual Services	\$	42,537

	Legal	\$	3,758
	Contributions	\$	30,000
	Conference and Travel	\$	1,235
	Miscellaneous	\$	11,593
	Marina	\$	335,700
		\$	-
Transfers to other municipal fund (list fund name)		\$	-
Transfers to other municipal fund (list fund name)		\$	-
	Transfers to General Fund	\$	-
	Total	\$	662,652
Outstanding non-bonded Indebtedness	Principal	\$	-
	Interest	\$	-
Outstanding bonded Indebtedness	Principal	\$	2,465,000
	Interest	\$	307,700
	Total	\$	2,772,700
Bond Reserve Fund Balance		\$	341,003

CAPTURED VALUES

PROPERTY CATEGORY	Current Taxable Value	Initial (base year) Assessed Value	Captured Value
Ad valorem PRE Real	\$ 1,259,796	\$ -	\$ 1,259,796
Ad valorem non-PRE Real	\$ 27,313,529	\$ 9,998,875	\$ 17,314,654
Ad valorem industrial personal	\$ -	\$ -	\$ -
Ad valorem commercial personal	\$ 704,100	\$ -	\$ 704,100
Ad valorem utility personal	\$ -	\$ -	\$ -
Ad valorem other personal	\$ -	\$ -	\$ -
IFT New Facility real property, 0% SET exemption	\$ -	\$ -	\$ -
IFT New Facility real property, 50% SET exemption	\$ -	\$ -	\$ -
IFT New Facility real property, 100% SET exemption	\$ -	\$ -	\$ -
IFT New Facility personal property on industrial class land	\$ -	\$ -	\$ -
IFT New Facility personal property on commercial class land	\$ -	\$ -	\$ -
IFT New Facility personal property, all other	\$ -	\$ -	\$ -
Commercial Facility Tax New Facility	\$ -	\$ -	\$ -
IFT Replacement Facility (frozen values)		\$ -	\$ -
Commercial Facility Tax Restored Facility (frozen values)	\$ 619,022	\$ -	\$ 619,022
Commercial Rehabilitation Act	\$ -	\$ -	\$ -
Neighborhood Enterprise Zone Act	\$ -	\$ -	\$ -
Obsolete Property Rehabilitation Act	\$ -	\$ -	\$ -
Eligible Tax Reverted Property (Land Bank Sale)	\$ -	\$ -	\$ -
Exempt (from all property tax) Real Property	\$ -	\$ -	\$ -
Total Captured Value		\$ 9,998,875	\$ 19,897,572

Overall Tax rates captured by TIF plan

↓	TIF Revenue
22.0882000	\$27,826.63
22.0882000	\$382,449.54
0.0000000	\$0.00
22.0882000	\$15,552.30
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
22.0882000	\$13,673.08
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
\$439,501.55 Total TIF Revenue	

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: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

<https://www.petoskeynews.com/story/news/2021/10/01/charlevoix-ponders-withdraw-main-street-program/5919743001/>

Director Planned Out of Office

Friday, October 29th - Vacation Day

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

MILESTONE:

Aside from our vacancy in the Bridge Park Building and a couple of others that are being left vacant intentionally because of future plans, our downtown spaces are 100% occupied/spoken for!

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:

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

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

We talked about it at the most recent Business Owners Meeting and more indicated interest so I've since followed up with them to give more info and confirm.

SBEI Round Two

Still waiting to finalize dates for 2nd community visit but they are likely going to come back in November.

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 32 participating businesses! <https://app.yiftee.com/gift-card/charlevoix-main-street>

Soon we will launch into promoting the gift cards as holiday gifts in conjunction with Gift Local and general messaging. We still need to find a corporate sponsor for BOGO that I'd like to do in conjunction with Small Business Saturday, so I will be sending out info about that too.

PMBC + CD Regional Small Business Support Program

The Michigan Economic Development Corporation has partnered with Michigan Outdoor Recreation Industry Office, Northern Lakes Economic Alliance (NLEA), and a regional partner group* on an initiative to provide growth opportunities to outdoor recreation small businesses looking for support to start or scale operations. Businesses with innovative and sustainable products or services are encouraged to apply, outdoor recreation business types are listed below. This regional event is for businesses geographically located in Antrim, Charlevoix, Cheboygan and Emmet Counties.

Selected applicants will be invited to a pitch competition on [DATE TBD], with awardees receiving customized support services* that may include:

- Merchandising
- Prototyping
- Reputation management
- GEO Targeted Marketing
- Photography and Video
- Consulting

Business applicants will be considered from these categories:

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 diversity its customer base.

ELIGIBILITY

Participating businesses must meet the following criteria:

Business must be located in Antrim, Charlevoix, Cheboygan or Emmet Counties.

Business must have under \$750,000 in annual revenue

Business must have 10 employees or less

Businesses must meet applicable industry laws and standards

New Restroom Signs

The new restroom signs that were approved during our last meeting have been installed at the bandshell and harbormaster. Take a peek if you haven't seen them yet!

Downtown National Register District Update

The State Historic Preservation Office has determined that a nomination of our entire central business district for the National Register of Historic Places is in fact possible. They are hard at work on the nomination on our behalf, and the required public hearings and other property owner engagement will be

happening over this winter. The good news about the district boundaries expanding is that even more properties will be able to take advantage of historic tax credits for future rehabilitation expenses. More updates to come soon.

ATTACHMENTS:

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

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.

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!



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New Business

TITLE: 109 Bridge Park Drive Proposal

DATE: October 25, 2021

PRESENTED BY: Jessica Nagel, JBird Provisions

BACKGROUND:

Contact Information

Company Name: J.bird Provisions

Mailing Address: 805 N Lasalle. Apt 1201

City, State, Zip: Chicago, IL. 60610

Contact Person: Jessica Nagel

Phone Number: (231) 676-0048

Email Address: jessnagel2@gmail.com

Business Information

Type of Business: J.bird Provisions will be a Grab n go food shop selling freshly prepared bowls, salads, dips, charcuterie boards, as well as beer, wine, and specialty grocery items with a focus on local produce and products whenever available.

Years in Operation: this is a brand new business

Number of Employees: Approx. 6-10

Please indicate anticipated hours/months of operation: My plan is to be open 7 days a week from 10-7 from May until October and then Wednesday-Sunday the rest of the year.

Please summarize the long-term positive impact your business will have on downtown Charlevoix:

J.bird Provisions will be a lively and convenient place where boaters can pop over to grab lunch or dinner to eat on their boat, where locals heading to work can run in to grab a quick healthy lunch or indulgent snack or where people shopping downtown can stop in to buy a quick lunch that they can then take outside and eat at the tables in front of their shop. This particular location would also be ideal for people to grab a quick snack before traveling to Beaver Island or to buy a ready to go cheese board to enjoy while listening to a concert in the park.

Other Information: One of my goals in creating this business is to help keep Charlevoix downtown bustling all year round. Charlevoix is too cool of a city to have off season times where the downtown area is quiet.

I grew up working at the Charlevoix ball field and Lifeguarding on the beaches. I know the people and the potential clientele, and I am excited at the thought of launching a new business in downtown Charlevoix and I think this location could be really perfect for what I am looking to accomplish.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- 📎 Business Plan



J.bird Provisions

J.bird Provisions will be operating in beautiful Charlevoix, MI. A location near the downtown and the marina would be ideal as JbP will be perfect for boaters, beach goers, hikers, campers and anyone looking for an elegant picnic lunch or easy and delicious take home dinner.



J.bird Provisions

Grab & Go . Smokehouse . Booze

Dips

Salads (Veg & Pasta)

Bowls

Cheese

Cheese Boards

Smoked Stuff

- Meat
- Fish
- Vegetables
- Cheese

Crackers

Bread

Cured Meats

Jams

Mustards

Nuts

Wine

Beer

Bottled Cocktails



INDUSTRY ANALYSIS

Over the past year and a half the grocery and quick service food market has become more and more important as restaurants are at limited capacity and consumers are looking to enjoy quick, quality meals outside or in their own homes.

Vacationers dont have time to spend going to the larger grocery stores on the outskirts of town to put together a meal for the day as they embark on their next outdoor adventure.

Sales of value-added fresh preseasoned and precooked meat and poultry, up 29% during the pandemic, per FMI's meat report, will continue to grow.

Over half (55%) of households bought frozen side dishes more than twice a week last year, per AFFI. Side dishes were the fastest-growing fresh prepared food category for the year ended Jan. 27, 2021, according to the International Dairy Deli Bakery Association

Sales of upscale appetizers are on the rise, according to the Specialty Foods Association.

Grab-and-go food sales growth topped 50.7% for the year ended January 25, 2021 -IDDBA

The demand for more premium/specialty foods to create restaurant-style meals and coffee shop experiences at home continues to grow. Moreover, with movie/date nights, social entertaining, gaming, and special occasion celebrations now centered around the home, the demand for entertainment-worthy foods will be stronger still. -IFT

Grab-and-go food is more popular than hot and cold buffets in the retail foodservice segment, and it is also more popular than made-to-order food stations and restaurant-style seating. -The power of foodservice retail

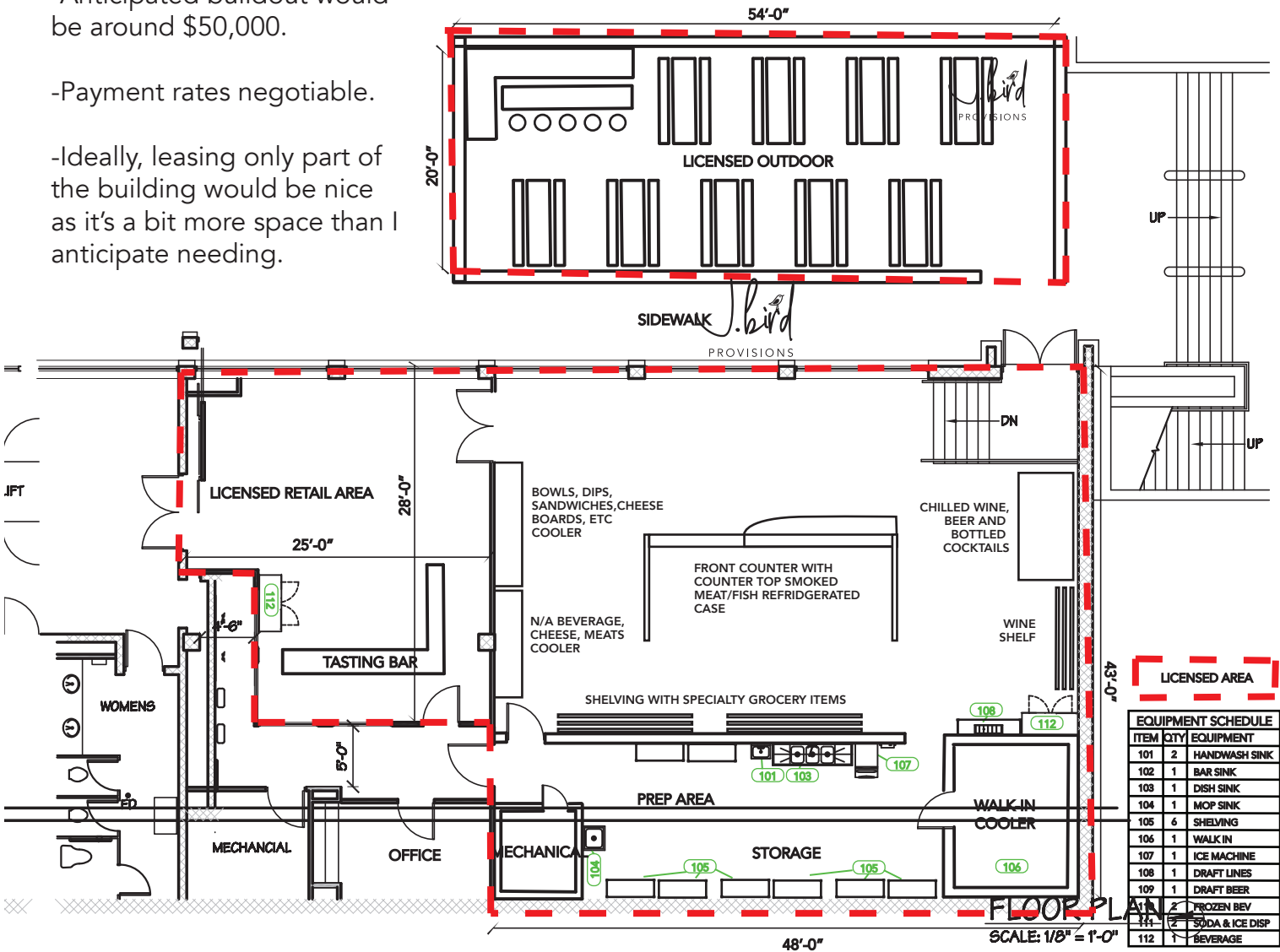


BUILDING PLAN

-Anticipated buildout would be around \$50,000.

-Payment rates negotiable.

-Ideally, leasing only part of the building would be nice as it's a bit more space than I anticipate needing.



109 BRIDGE PARK DR
CHARLEVOIX, MI



FINANCIAL PLAN

Revenues YEAR 1			%
Sales Revenue	\$	400,000.00	102.5%
Refunds	\$	2,000.00	0.5%
Discounts & Comps	\$	8,000.00	2%
Net Sales	\$	390,000.00	100%
	\$	23,400.00	6%
Total Collected	\$	413,400.00	106%
Merchant Processing Fees	\$	10,600.00	2.65%
NET TOTAL	\$	402,800.00	103.35%
Cost of Goods Sold			
Food Cost		\$100000.00	25%
Disposable Goods Cost		\$12000.00	3%
Beverage Cost		\$40000.00	10%
TOTAL COST OF GOOD SOLD	\$	152,000.00	38%
GROSS PROFIT	\$	250,800.00	65.35%
Expenses			
Rent	\$	24,000.00	6%
Utility	\$	12,120.00	3.03%
Natural Gas	\$	3,000.00	0.75%
Electricity	\$	6,000.00	1.5%
Trash	\$	960.00	0.24%
Pest Control	\$	960.00	0.24%
Internet	\$	1,200.00	0.30%
Insurance	\$	4,400.00	
General Liability	\$	2,400.00	0.6%
Workers Compensation	\$	2,000.00	0.5%
Labor	\$	120,000.00	30%
Taxes	\$	76,000.00	19%
Business Expenses	\$	9,400.00	
Professional Expenses	\$	3,000.00	0.75%
Permits & Licences	\$	2,000.00	0.5%
Office Supplies	\$	600.00	0.15%
Cleaning Supplies	\$	2,000.00	0.5%
Operating Supplies	\$	600.00	0.15%
Advertising	\$	600.00	0.15%
Repairs & Maintenance	\$	600.00	0.15%
TOTAL EXPENSES	\$	245,920.00	
NET INCOME	\$	4,880.00	1.22%

I plan to take advantage of a combination of Private Investors and a Small Business Loan to fund the startup of J.Bird Provisions.





PROVISIONS

Jessica Nagel
(231) 676-0048
jessnagel2@gmail.com

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New Business

TITLE: Junior Main Street Project Presentation

DATE: October 25, 2021

PRESENTED BY: Annemarie Conway + students, Charlevoix High School

BACKGROUND:

The 6th round of Junior Main Street students will present a proposal to host a Winter Olympics event to fundraise for an Igloo Park for takeout during the winter in downtown Charlevoix.

RECOMMENDATION:

Motion to approve the concept presented by Junior Main Street pending City Council review and approval.

ATTACHMENTS:

- ▣ Presentation

Junior Main Street ❄ 2021-2022

Charlevoix Winter Olympics and Winter Igloo
Park

Organization

Weekend, from: 1/22 to 1/23

(Jan 18th-20th, Mid 21st →)

Location: By where the Fair normally is ?

Event Times:

Broomball: 12:00 - 2:00 (22)

Sledding: 2:00 - 5:00 (22)

Cross Country Skiing: 12:00 - 2:00 (23)

Winter Golf: 2:00 - 5:00 (23)

Broomball

Follow School broomball rules:

<https://docs.google.com/document/d/1diYob3XJ8aI3TzFdG5Aa0aFd1DHyEYL6HKYOoWBr3w0/edit>

Age groups are based on grade for kids and maybe a 10 year grouping after that?

Age Groups:

High Schoolers

Middle Schoolers

Elementary Schoolers

18-30 y/o

30-40 y/o

Family vs. Family league

Sledding– McSauba Sledding Hill

Drag Racing Style- 2-4 sleds can race down the hill at a time, depending on how many participate per age group.

Age Groups (should come up with creative names):

1. 6 and under (with parents)
2. 7-10 year olds
3. 11-14 year olds
4. 15-18 year olds
5. Over 18

Race each age group in heats, giving them number cards to go by at sign-in to know who advances.

Give awards to winner-third place of each group, and then first through third overall once the champions go head-to-head.

Cross Country Skiing

Probably want to use one of the main trails around the McSauba area. Like the back of the main hill going into a trail in the woods. It'll have to be wide, and we'll have to like make checkpoints/markers to let people know what path to follow.

Separate into age groups too.

12 and under, 13-18, 19 and up..

Winter Golf

Location: Municipal Golf Course

When: January 23rd from 2-5 pm

Event Description: Winter golf is an event that can bring golf into it's usual offseason. The golf ball will be replaced with a tennis ball so that it doesn't get lost in the snow, and the hole will be replaced with a hula hoop for a larger target. There will be different "tee boxes" for the different age groups.

Age Groups:

- 13 and under
- 14-17
- 18-29
- 30+

Details: Anywhere from 2-4 people in a group. Game could be played scramble style where the best ball is played by every team member. After playing holes 1, 7, 8, and 9, scored would be totaled and the team in each age group with the lowest score wins.

Advertising

- Design and hang a banner near the M66 and US-31 intersection-- it notifies the community of upcoming events
- Reach out to local news stations/ newspapers to possibly advertise the event
 - Commercial
 - Shout outs and sponsorships
- Design a poster and make copies-- hang around town, the library, restaurants, Chamber of Commerce and the High School

Benefits...



- The tourism of the Winter Olympics events could be a large boom to local business. It would draw people from around the area to Charlevoix, thus allowing them to increase sales in the winter months.
- In addition, local businesses could have advertisement opportunities in the Olympics, also possibly increasing sales in the short term, but also in the long run through building a larger customer base.
 - Possibly businesses could pay a certain amount of money for a sign or another similar type of advertisement on site at the events. Businesses might also provide some goodies as in like a grab bag for competitors
- Finally, the Winter Olympics would act as fundraising for another project - An igloo park, similar to what the Earl Hotel has at their facility, that would act as a place to hang out downtown during the winter months.

The Igloos



The money raised during these games will be used to fund our Junior Mainstreet 2021-2022 town initiative. This year, we have chosen to implement “igloos” into our community. These Igloos are from the company ‘gardenigloo’, which include a cold weather cover, and only need periodic heating (instead of consistent). We plan to buy about 4-5 igloos, and a **portable** fireplace to go with it. The igloos are 11ft 9 in in diameter.

Expenses- Information about the Igloos:

- **\$1149 each - not including minor expenses**
- **\$50-100 for space heaters**
- **Needed maintenance on area (snow shoveling, etc)**

Impact on community:

- **Much-needed winter tourism**
- **A warm place for families to enjoy during the winter months**
- **Makes Charlevoix more of a winter destination**

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New Business

TITLE: Match on Main Grant Applications

DATE: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

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

Based on four members of the Economic Vitality Committee's ratings of the submitted interest form applications, the two top scoring businesses are Smoke on the Water and Cafe Meria.

Attached is a spreadsheet showing the businesses who applied and their perspective scores from EV Committee members along with comments.

Smoke on the Water Application Narrative:

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

Lease the upstairs of our restaurant to expand storage and prep space. Expand the basement by moving some items upstairs which will allow us to expand prep and refrigeration space. The answer to above is yes and no, we lease most of the space and want to lease the remainder.

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

25,000

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

50 percent

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

This will allow us to grow our catering business, menu options, grab and go items and non-food items.

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

Currently we can only employ 1 prep person and 1 baker. With an expanded prep area we will be able to employ 4 additional people to help prep which will allow us to grow our business without expanding our seating as our kitchen is a full capacity for the seating available. This could expand our business income by a minimum of \$1,000 a day in additional sales.

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

We will be better utilizing the space we have in the basement for additional prep, a cold sandwich and salad line and additional refrigeration space. The upstairs will allow for additional storage, a new prep and baking area. The new baking area will take the stress of the main kitchen as the ovens are on the line where we cook all of our food.

Cafe Meria Application Narrative:

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

We're converting a retail "mercantile" space into a "business" space for the building department we're required to update the building to 2015 rehabilitation for existing buildings code. We've already had an architect draw up the plan and get approval from the building department. The work consists of building an ADA bathroom from scratch, as well as updating the ceiling so that it is fire rated. In addition to what is required, we will be updating other parts of the building, installing tile flooring, installing an air conditioner, building the coffee bar setup, and purchasing all of the equipment such as: Espresso machine (6-10k), Coffee grinders x2 (3k), Turbochef (10k), soft serve machine (5k), undercounter fridge (2k), undercounter freezer (2k), storage fridge (2k), storage freezer (2k), seating.

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

25,000

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

10,000

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

We will be able to hire a contractor and move much quicker because I wouldn't have to do as much of the build out work myself, also probably allowing us to be more creative, and have more time to be thoughtful about the details of the design, as well as allow more space for building business relationships rather than being overwhelmed with the build out costs and labor on our own.

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

A cafe is like a public living room for our town. As a new business, once we're open, this will be a space where people can come and comfortable work, network, enjoy a space. Since we plan to stay open late, this will be one of, if not the only space in town that's open in the evenings that's not focused on alcohol sales. This will provide a place and outlet for people to socialize in a different way than what's currently available. This cafe will bring life to a section of downtown that's rather quit and slow.

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

Our building at 101 Mason St. is an old building that requires a lot of work to update in order to turn it into the modern cafe environment that we're aiming to build. This grant would allow us to spend more time and money on the design, and allow us to buy new equipment instead of trying to scour the internet for used equipment that might not be reliable. This grant would truly allow our business to open much stronger, and probably sooner. Bringing new life to this old building and this corner of town is something that we see as an amazing opportunity and addition to downtown as a part of the whole.

Program Timeline:

- Program Announcement - **Friday, October 1, 2021** • Match on Main Program documents will be available on the www.miplace.org website
- Application Window Opens - **Monday, October 18, 2021** • Local applicants are responsible for completing their online application via the www.miplace.org website. At this time, applicants will select which business they are submitting their application on behalf of. Applicants are encouraged to review the Match on Main Program Guide and the Copy of the Match on Main Application (Appendix B) for a full list of required submission materials.
- Application Window Closes - **Tuesday, November 9th, 2021** • Local applicants must have their application completed and submitted with required attachments via the www.miplace.org website before 5pm.
- Awardees Announced - **Week of December 13, 2021**

RECOMMENDATION:

Motion to approve applying for the Match on Main Grant on behalf of two businesses: Smoke on the Water and Cafe Meria, both requesting \$25,000 each.

ATTACHMENTS:

- ▢ Match on Main Interest Form Ratings

Timestamp	Business Name	Local Priority #1: Will the business partner with any other existing businesses in the downtown?	Local Priority	Local Priority	Job creation	Rate	Rate	Rate	Rate	Additional Comments:
10/20/2021 11:14:07	Smoke on the Water	No	4	Yes	6	5	5	5	5	The funds have a clear goal in space expansion and increased products/services to allow for growth
10/20/2021 17:43:10	Smoke on the Water	No	5	Yes	6	4	5	5	5	This business is incredibly popular, but space constrained. The proposed growth would be a significant benefit to the business and their customers.
10/21/2021 11:04:33	Smoke on the Water	No	5	Yes	6 new jobs	4	5	4	4	This would have been my #1 choice except I don't have a clear understanding of what they will do with the funds after reading their application. This business would be a huge plus to downtown if they can expand capacity and products offered. Have they ensured the upstairs and basement spaces meet code requirements to be used as prep and cooking spaces? Does taking over the upstairs eliminate low income housing that is needed for downtown workers? I wish they had been more thorough with their application. This is my #2 choice.
10/21/2021 15:11:24	Smoke on the Water	No	4	Yes	6-15	4	5	4	4	Smoke on the Water has a unique opportunity to expand into space above and below to increase their operations of their tiny kitchen. If they expand grab and go options, it fulfills one of the wants of the survey.
		AVERAGE SCORE:	4.5			4.25	5	4.5		Overall Score: 4.56
10/20/2021 11:04:37	Cafe Meria	Yes	4	Yes	5-10	5	5	5	5	It seems clear this funding could help not only expedite their process but also fully activate a space that has been vacant, given the investment they are putting in to bring it up to code and enhanced for the future
10/20/2021 17:39:22	Cafe Meria	Not downtown, but will partner with others in the local area.	5	Yes	5-10	3	4	4	4	This will be a new business in town and it aligns with community interests.
10/21/2021 10:53:11	cafe meria	unsure??	3	Yes	5-10 like th	3	4	2	2	The main draw for this business to get funding is that it fills a vacant space. I don't feel a coffee shop/cafe hangout is a desired business for downtown. They will not be doing their own baking. This business does need the funding but that is not the overall purpose of the grant. This is my #3 of the applicants.
10/21/2021 14:58:41	Cafe Meria	Yes	5	Yes	5-10	4	4	4	4	This space was previously occupied by a florist who I assume had a similar number of employees. But the space has been vacant for a bit of time. A gathering space and coffee shop is always on the list when people are surveyed, so this might fulfill that want.
		AVERAGE SCORE:	4.25			3.75	4.25	3.75		Overall Score: 4.00
10/20/2021 11:00:45	Vue	Potentially; I believe sentiment is there though not listed on application	4	Yes	8-15	3	3	3	3	Not sure that the funding will 'make or break' their plan for services, space or jobs created, though what they have created is a perfect fit for the space and a benefit to town, and I believe they will be good partners and promoters of downtown
10/20/2021 17:36:25	VUE	Yes	4	Yes	8-15	3	4	4	4	This would support an interesting new business in town and augment the significant investment they are already making.
10/21/2021 10:48:27	the Vue	Yes	4	Yes	8 current +	1	5	4	4	owners have more funding resources than other applicants; however this is my #1 choice of the applicants because application is well written and business will bring a new opportunity to downtown
10/21/2021 14:49:54	Vue	Graze- local company	5	Yes	8-15	4	4	5	5	Though the space had a tenant, this use of space seems to be increasing the number of jobs and also increasing the space to allow for outdoor seating.
		AVERAGE SCORE:	4.25			2.75	4	4		Overall Score: 3.75
10/20/2021 11:11:07	That French Place	No	5	Yes	2-4	4	3	4	4	While the grant would increase their products and services, it is small scale and job creation is limited. The new service does rank in the list of desired products (bakery) though.
10/20/2021 17:41:24	That French Place	No	4	Yes	2-4	3	4	3	3	This plan makes sense, but is perhaps less robust than others applicants.
10/21/2021 10:59:22	that french place	No	4	Yes	Application	1	1	1	1	I don't see much growth of the actual business in their application. They want new equipment. They only plan to add new space for storage which they can do without this funding. They are not investing much of their own funds to achieve their goals. This is my #4 of the applicants.
10/21/2021 15:05:13	That French Place	No	4	Yes	2-5	3	4	4	4	Love TFP and would love for them to expand. The interior of their space is very small, so efficiency in space planning would be very important for them to bring in additional employees.
		AVERAGE SCORE:	4.25			2.75	3	3		Overall Score: 3.25

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

New Business

TITLE: Public Restroom Discussion

DATE: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

This agenda item was requested by member Wilkin during the September DDA Board Meeting.

Following that meeting, member Bingham shared information about a portable restroom trailer available for sale that could serve as additional public restrooms on the 200 block.

- Approximate purchase price: \$32,000
- The trailer is constructed with fiberglass that is easy to clean and incorporates three full bathrooms with showers that are spacious. The price is right at about 2/3 what it would take to buy new.
- The trailer could be converted to ADA accessible for the rear bathroom. Removing showers in favor of changing stations should be no big deal either.
- The Sink will also have to be rollunder and a certain height to meet Accessibility standards.
- The stairs fold up to go just inside the doors for transport.

Attached are photos of the trailer along with a floorplan demonstrating modifications that could be made to remove showers, add changing stations, and also make one of the units ADA accessible.

Additionally, member Dipert mentioned that this could be a good temporary solution to the newfound strain in the 200 block because of the increase in activity related to redevelopment of the area until micro retail units with public facilities could be considered in the future.

An excerpt along with attachments from our recent Downtown Futures Service Report that supports member Dipert's thought:

Activating Uses

Reclaimed parking spaces for active uses—mixed use

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

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

In the demonstrations, the footprint of these spaces is small, perhaps ranging from a few hundred square

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

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

Activating Uses

Reclaimed parking spaces for active uses—auxiliary retail

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

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

Reclaimed parking spaces and the greater goal

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

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

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

RECOMMENDATION:

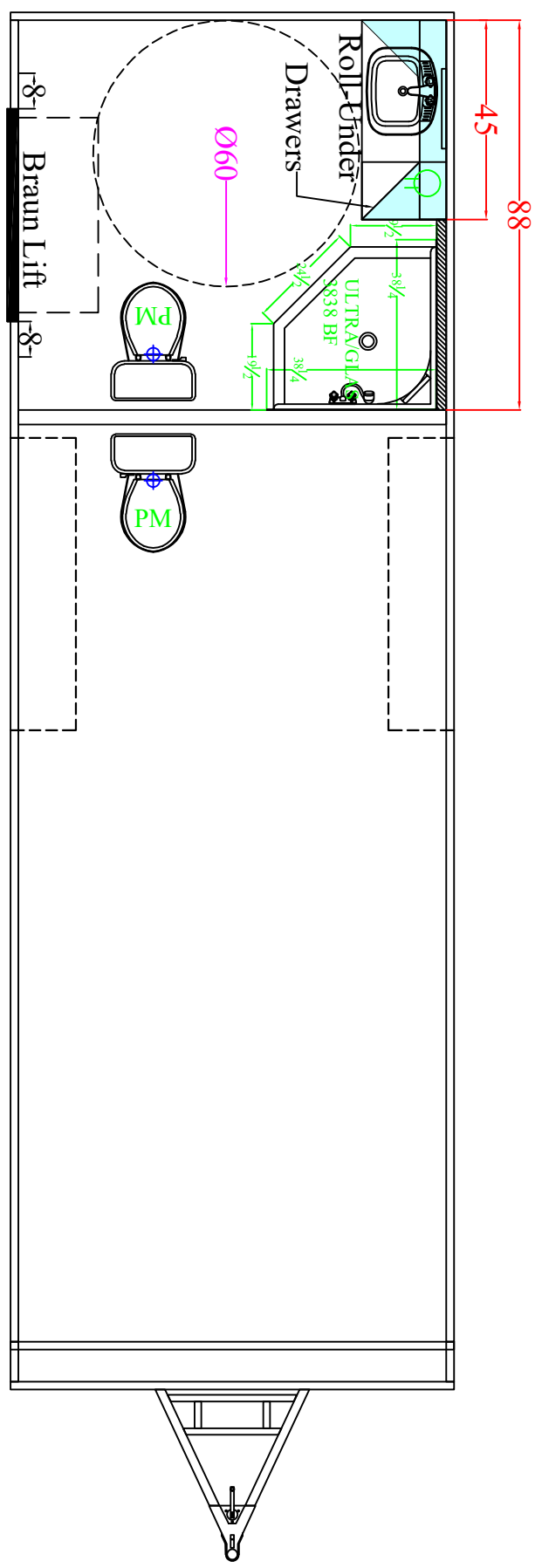
Board discussion and direction.

ATTACHMENTS:

- ▣ Floor Plan

- ▣ Bathroom Photo 1
- ▣ Bathroom Photo 2
- ▣ Auxiliary Mixed Use
- ▣ Auxiliary Retail or Restroom Units
- ▣ Van Pelt Alley Demonstration

Frame	Axle ϕ	Total Length		Rear Rails		Rear Front Of Wheel Wells		Front Rails	
Travel Trailer		Floor	Sidewall	Floor	Sidewall	Floor	Sidewall	Floor	Sidewall
29' Tandem	171"	300"	298 1/2"	96"	95 1/2"	162"	159"	138	139 1/4"



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*North
American*



Activating Uses

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



Activating uses — "shingle style" architecture near streets



Activating uses — utilitarian style architecture along alleys

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

Activating Uses

Reclaimed parking spaces for active uses—auxiliary retail

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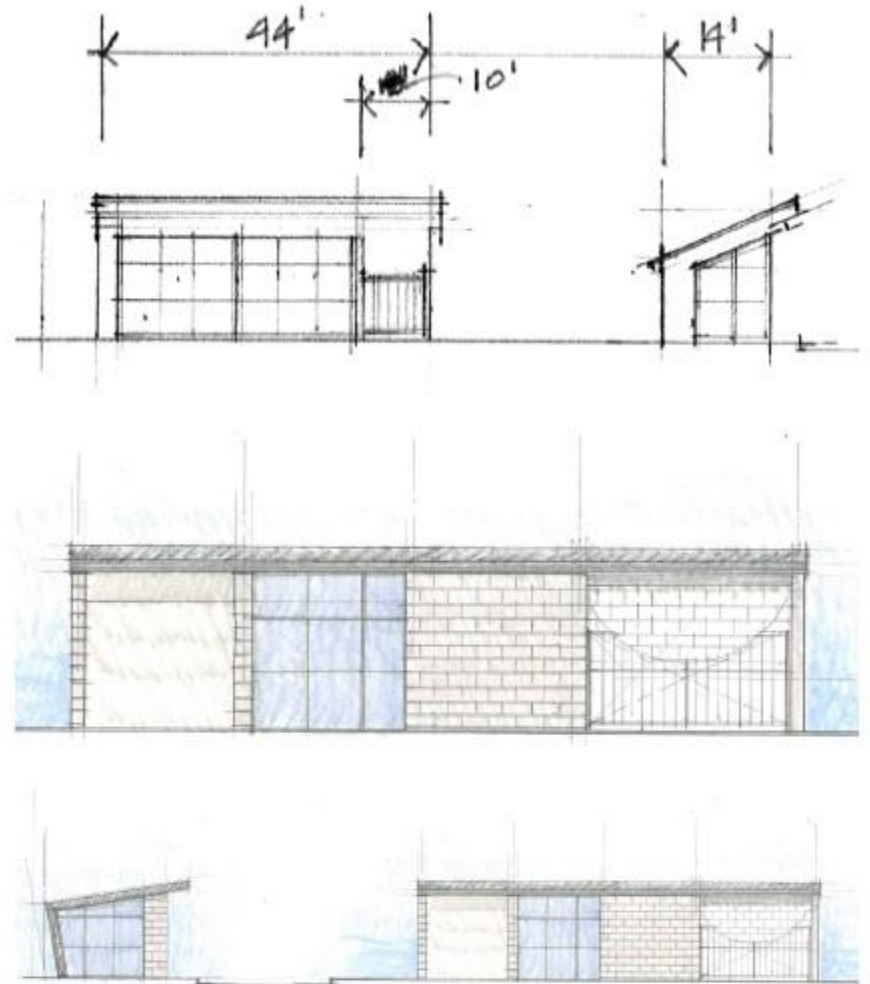
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Auxiliary Retail Units

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

DOWNTOWN EVOLUTIONS

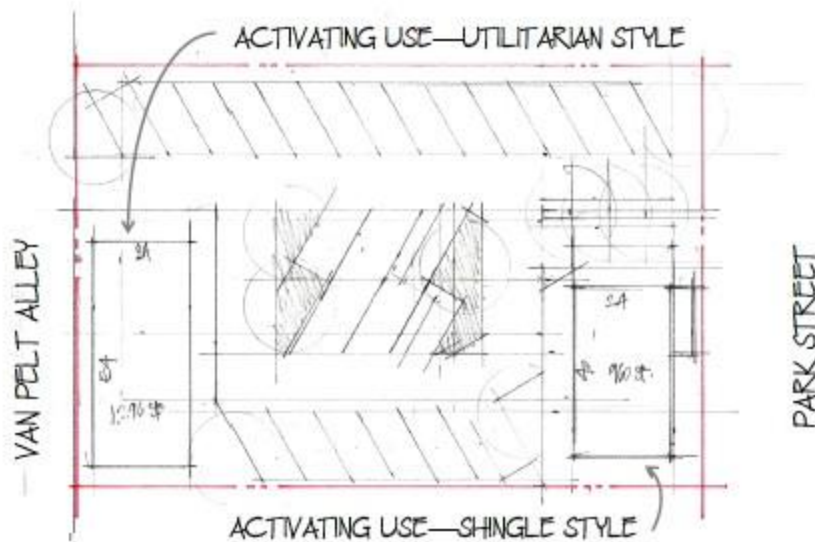
DEMONSTRATIONS

Expanded Parking

Park Street-Van Pelt Alley Parking

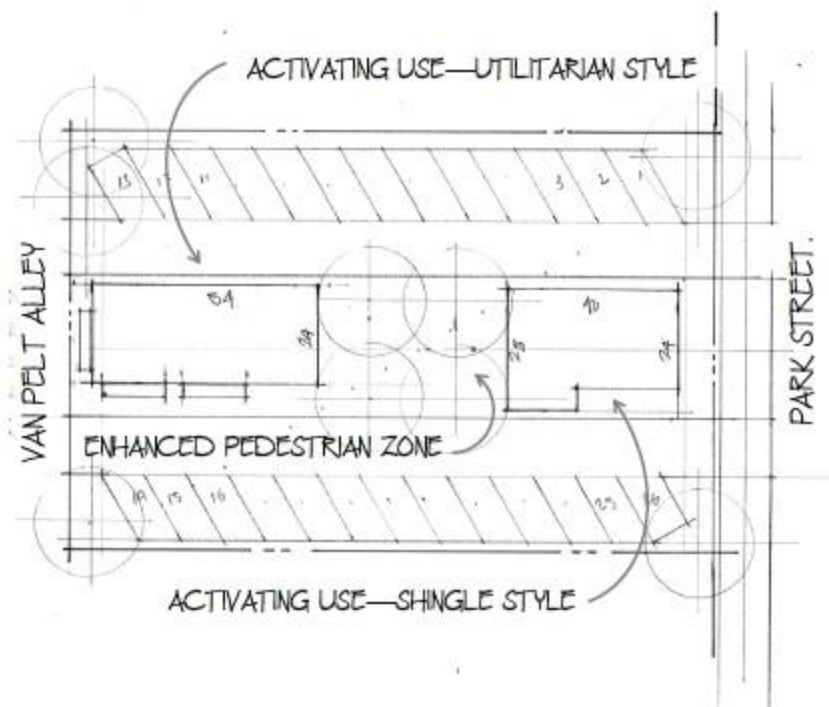
The Park Street-Van Pelt parking area currently accommodates approximately 42 cars, but with no activating uses.

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

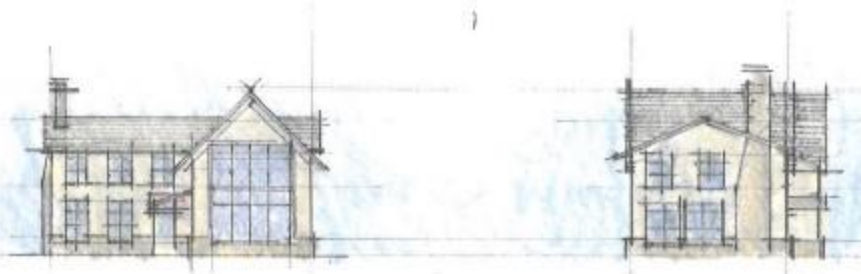


Configuration 1: Park Street-Van Pelt Alley parking
Surface parking with activating uses.

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



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



Activating uses — "shingle style" along Park Street



Activating uses — utilitarian style along Van Pelt Alley

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

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

New Business

TITLE: Budget Work Session + December Meeting Date

DATE: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

It's that time of year again! A draft of our 2022-23 budget has been put together by the City Treasurer. A work session needs to be scheduled so that we can make edits and submit for City Council approval by February 2022. The draft budget is attached for your review but I anticipate us repeating the exercise from last year of working with a simplified spreadsheet that will help everyone during discussions.

Our November board meeting has been rescheduled to take place on Tuesday, November 16th at 5:30pm. Does the Board wish to have a regular meeting and then go into work session that night or do we want to meet at a separate time in early December?

Also, member Wilkin expressed concern over the December meeting date falling on Monday, December 27th. If we were to reschedule that meeting, it could take place on Tuesday, December 21st.

RECOMMENDATION:

Motion to schedule a Budget Work Session on _____ at _____ am/pm.

Motion to reschedule the December Regular DDA Board Meeting to Tuesday, December 21, 2021.

ATTACHMENTS:

- Draft 2022-23 Budget

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY FUND
2022-23 BUDGET**

	2020-21 Actual	2021-22 Budget	2021-22 Est. Actual	2022-23 Budget
REVENUES				
CURRENT PROPERTY TAX	39,169	40,300	40,369	40,400
PROPERTY TAX - CAPTURE LOCAL	436,506	436,400	453,335	453,300
DELINQUENT PROPERTY TAX COLLECTED	1,087	-	-	-
PENALTY - PROPERTY TAX	148	100	100	100
FEDERAL / STATE / OTHER GRANTS	69,764	14,200	39,200	14,200
INTEREST EARNINGS	799	1,000	1,000	1,000
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - BIBCO LEASE	31,215	32,400	32,401	33,600
RENTS & ROYALTIES - ROUND LAKE GROUP	-	15,300	15,300	15,300
RENTS & ROYALTIES - LC BREWERS	-	-	-	-
MISCELLANEOUS - THE VAULT	24,410	18,000	18,000	18,000
MISCELLANEOUS & IWF REIMBURSEMENT	1,339	9,300	9,300	9,300
CONTRIBUTION - OTHER SOURCES	8,731	-	139	-
CONTRIBUTION - MAIN STREET	15,400	-	3,302	-
CONTRIBUTION - PERFORMANCE PAVILION	850	6,000	6,000	6,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
TOTAL REVENUES	\$ 630,419	\$ 574,000	\$ 619,446	\$ 592,200

EXPENSES				
SALARIES & WAGES	47,583	48,500	48,529	50,000
WAGES - ICMA	4,961	5,100	5,096	5,200
SALARIES & WAGES - TEMPORARY	-	-	-	-
EMPLOYEE FRINGE BENEFITS	37,115	37,800	37,853	39,000
OPERATING SUPPLIES	13,456	9,200	9,243	9,400
OPERATING SUPPLIES - THE VAULT	22,310	17,000	17,000	17,000
IWF MAINTENANCE	3,225	6,000	6,000	6,000
MARKETING & PROMOTIONAL SERVICES	18,492	35,000	34,960	35,000
PROMOTION COMMITTEE EXPENSES	7,240	15,300	15,300	15,300
ORGANIZATION COMMITTEE	495	500	603	500
BUSINESS RECRUITMENT/RETENTION	71,000	-	25,000	-
CONTRACTUAL SERVICES	32,240	28,700	28,700	28,700
DESIGN COMMITTEE	10,297	15,600	15,586	15,600
DESIGN CAPITAL IMPROVEMENTS	-	-	-	-
LEGAL SERVICES	3,758	500	1,500	500
TELEPHONE	2,644	2,100	2,100	2,100
CONFERENCE & TRAVEL	1,235	1,000	1,000	1,000
PRINTING & PUBLISHING	393	-	-	-
INSURANCE & BONDS	1,410	1,500	1,500	1,500
REFUNDS - PROPERTY TAX & TIFA	-	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	11,952	5,000	5,000	5,000
MISCELLANEOUS	3,695	100	7,040	100
MISCELLANEOUS - MAIN STREET	3,450	500	3,610	500
LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000
TRANSFER TO OTHER FUNDS (MARINA)	335,700	336,200	336,200	336,100
TOTAL EXPENSES	\$ 662,652	\$ 601,600	\$ 637,820	\$ 604,500

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (32,233)	\$ (27,600)	\$ (18,374)	\$ (12,300)
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YEAR END BALANCES				
FUND BALANCE / NET POSITION BEGINNING OF YEAR	3,378,134	3,553,801	3,345,901	3,327,527
CHANGE IN FUND BALANCE / NET POSITION	(32,233)	(27,600)	(18,374)	(12,300)
FUND BALANCE / NET POSITION	\$ 3,345,901	\$ 3,526,201	\$ 3,327,527	\$ 3,315,227
CASH & INVESTMENTS	\$ 303,943	\$ 313,403	\$ 285,569	\$ 273,269

* Note: Includes \$305,789 cash & \$50,000 investment

DDA Revenue		2020-21 Actual 3/31/2021	2021-22 Budget 3/31/2022	2021-22 Year-To-Date 3/31/2022	2021-22 Est. Actual 3/31/2022	2022-23 Budget 3/31/2023
Account #	Account Description					
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169	40,300	36,515	40,369	40,400
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506	436,400	323,937	453,335	453,300
255-000-420.000	DELINQUENT TAXES - DDA	1,087	-	(100)	-	-
255-000-445.000	INTEREST & PENALTIES - DELINQ	148	100	22	100	100
255-000-523.001	FEDERAL GRANTS	-	-	-	-	-
255-000-566.001	STATE GRANTS	50,000	-	25,000	25,000	-
255-000-573.000	STATE REVENUE - OTHER	9,973	9,200	-	9,200	9,200
255-000-580.001	GRANTS - OTHER	9,790	5,000	4,000	5,000	5,000
255-000-665.000	INTEREST EARNINGS	799	1,000	(850)	1,000	1,000
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000	1,000
255-000-668.002	PROPERTY RENT - BIBCO	31,215	32,400	18,901	32,401	33,600
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	-	15,300	-	15,300	15,300
255-000-668.004	PROPERTY RENT - LC BREWERS	-	-	-	-	-
255-000-673.000	SALE OF FIXED ASSETS	-	-	-	-	-
255-000-675.002	CONTRIBUTIONS - CONCERTS	850	6,000	1,755	6,000	6,000
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731	-	139	139	-
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400	-	3,302	3,302	-
255-000-692.000	MISCELLANEOUS	1,339	9,300	770	9,300	9,300
255-000-692.001	MISCELLANEOUS-THE VAULT	24,410	18,000	9,655	18,000	18,000
255-000-699.000	TRANSFER FROM OTHER FUNDS	-	-	-	-	-
		\$ 630,419	\$ 574,000	\$ 424,045	\$ 619,446	\$ 592,200

Account Number	255-000-403.000		Fund	255		
Account Name	CURRENT PROPERTY TAX LEVY		Activity	DDA Revenue		
Account Description	DDA tax levy of 1.3631 mills					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 39,169	\$ 40,300	\$ 36,515	\$ 40,369	\$ 40,400
Verify formulas						
2021-22 Est. Actual Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2021 DDA	1.3534	29,977,947	40,572	99.50%	40,369
					Total	\$ 40,369
2022-23 Budget Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2022 DDA	1.3534	29,977,947	40,572	99.50%	40,369
					Total (rounded)	\$ 40,400

Account Number	255-000-403.001		Fund	255	
Account Name	CURRENT PROPERTY TAX LEVY T/F		Activity	DDA Revenue	
Account Description	DDA TIF tax capture				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 436,506	\$ 436,400	\$ 323,937	\$ 453,335
					2022-23 Budget
					\$ 453,300
2021-22 Est. Actual Detail					Total
	2021 Tax Capture				\$453,334.71
				Total	\$ 453,335
2022-23 Budget Detail					Total
	2022 Tax Capture				\$453,334.71
				Total (rounded)	\$ 453,300
Account Number	255-000-420.000		Fund	255	
Account Name	DELINQUENT TAXES - DDA		Activity	DDA Revenue	
Account Description	Delinquent DDA taxes				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 1,087	\$ -	\$ (100)	\$ -
					2022-23 Budget
					\$ -
2021-22 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2022-23 Budget Detail					Total
	Estimate				-
				Total (rounded)	\$ -
Account Number	255-000-445.000		Fund	255	
Account Name	INTEREST & PENALTIES - DELINQ		Activity	DDA Revenue	
Account Description	Interest & penalties on delinquent DDA taxes				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 148	\$ 100	\$ 22	\$ 100
					2022-23 Budget
					\$ 100
2021-22 Est. Actual Detail					Total
	Estimate				100
				Total	\$ 100
2022-23 Budget Detail					Total
	Estimate				100
				Total (rounded)	\$ 100
Account Number	255-000-523.001		Fund	255	
Account Name	FEDERAL GRANTS		Activity	DDA Revenue	
Account Description	New Account Created by Annie 2016-17				

		2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual		2022-23 Budget	
		\$ -		\$ -		\$ -		\$ -		\$ -	
2021-22 Est. Actual Detail										Total	
	Estimate										
								Total		\$ -	
2022-23 Budget Detail										Total	
	Estimate										
								Total (rounded)		\$ -	
Account Number	255-000-566.001				Fund	255					
Account Name	STATE GRANTS				Activity	DDA Revenue					
Account Description	New Account Created by Annie 2016-17										
		2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual		2022-23 Budget	
		\$ 50,000		\$ -		\$ 25,000		\$ 25,000		\$ -	
2021-22 Est. Actual Detail										Total	
										25,000	
								Total		\$ 25,000	
2022-23 Budget Detail										Total	
								Total (rounded)		\$ -	
Account Number	255-000-573.000				Fund	255					
Account Name	STATE REVENUE - OTHER				Activity	DDA Revenue					
Account Description	Revenue from the State that is not a grant or shared revenue										
		2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual		2022-23 Budget	
		\$ 9,973		\$ 9,200		\$ -		\$ 9,200		\$ 9,200	
2021-22 Est. Actual Detail										Total	
	State Personal Property Tax Loss Reimbursement									9,200	
								Total		\$ 9,200	
2022-23 Budget Detail										Total	
	State Personal Property Tax Loss Reimbursement									9,200	
								Total (rounded)		\$ 9,200	

Account Number	255-000-580.001		Fund	255	
Account Name	GRANTS - OTHER		Activity	DDA Revenue	
Account Description	Other grants received by the DDA				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 9,790	\$ 5,000	\$ 4,000	\$ 5,000
					2022-23 Budget
2021-22 Est. Actual Detail					Total
	Community Foundation				5,000
				Total	\$ 5,000
2022-23 Budget Detail					Total
	Community Foundation				5,000
				Total (rounded)	\$ 5,000

Account Number	255-000-665.000		Fund	255	
Account Name	INTEREST EARNINGS		Activity	DDA Revenue	
Account Description	Interest earnings on DDA cash and investments				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 799	\$ 1,000	\$ (850)	\$ 1,000
					\$ 1,000
2021-22 Est. Actual Detail					Total
	Estimate				1,000
				Total	\$ 1,000
2022-23 Budget Detail					Total
	Estimate				1,000
				Total (rounded)	\$ 1,000
Account Number	255-000-668.000		Fund	255	
Account Name	RENTS & ROYALTIES - SUNSHINE		Activity	DDA Revenue	
Account Description	Sunshine Charter kiosk rental fees				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
					\$ 1,000
2021-22 Est. Actual Detail					Total
	Kiosk rental				1,000
				Total	\$ 1,000
2022-23 Budget Detail					Total
	Kiosk rental				1,000
				Total (rounded)	\$ 1,000

Account Number	255-000-668.002		Fund	255		
Account Name	PROPERTY RENT - BIBCO		Activity	DDA Revenue		
Account Description	BIBCo lease rental fees for office space and dock					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 31,215	\$ 32,400	\$ 18,901	\$ 32,401	\$ 33,600
2021-22 Est. Actual Detail						Total
	2021 Lease					32,401
					Total	\$ 32,401
2022-23 Budget Detail						Total
	2022 Lease					33,628
					Total (rounded)	\$ 33,600

Account Number	255-000-668.003		Fund	255		
Account Name	PROPERTY RENT - ROUND LAKE GR		Activity	DDA Revenue		
Account Description	Tap Room/Brewery lease					
Need more infor Lindsey		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ -	\$ 15,300	\$ -	\$ 15,300	\$ 15,300
2021-22 Est. Actual Detail						Total
	Rent - April and May, Nov - March	Per Lindsey	0	500	15300 per Id 1/27/21	15,300
	Rent - June and August	Per Lindsey	0	2000	0	-
	Rent - July	Per Lindsey	0	2500	0	-
	Rent - Sept - October	Per Lindsey	0	1000	0	-
					Total	\$ 15,300
2022-23 Budget Detail						Total
	Rent - April and May, Nov - March	Per Lindsey	0	500	15300 per Id 1/27/21	15,300
	Rent - June and August	Per Lindsey	0	2000	0	-
	Rent - July	Per Lindsey	0	2500	0	-
	Rent - Sept - October	Per Lindsey	0	1000	0	-
0					Total (rounded)	\$ 15,300

Account Number	255-000-668.004		Fund	255		
Account Name	PROPERTY RENT - LC BREWERS		Activity	DDA Revenue		
Account Description	LC Brewers Rent					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2021-22 Est. Actual Detail						Total
	Per Month		Months			
	Rent for 2020-21	Jan - Dec 2020	429	April - December	0	-
		Jan - Dec 2021	438	Jan - March	0	-
	Renew Lease					
					Total	\$ -
2022-23 Budget Detail						Total
	Per Month		Months			
	Rent for 2021-22	Jan - Dec 2020	429	April - December	0	-
		Jan - Dec 2021	438	Jan - March	0	-
Renew Lease		Review with Patti			Total (rounded)	\$ -

Account Number	255-000-673.000		Fund	255	
Account Name	SALE OF FIXED ASSETS		Activity	DDA Revenue	
Account Description	Sales of DDA fixed assets				

		2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual		2022-23 Budget	
		\$ -		\$ -		\$ -		\$ -		\$ -	
2021-22 Est. Actual Detail										Total	
	Estimate									-	
								Total		\$ -	
2022-23 Budget Detail										Total	
	Estimate									-	
								Total (rounded)		\$ -	
Account Number		255-000-675.002				Fund		255			
Account Name		CONTRIBUTIONS - CONCERTS				Activity		DDA Revenue			
Account Description		Contributions for concerts									
				2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual	
				\$ 850		\$ 6,000		\$ 1,755		\$ 6,000	
2021-22 Est. Actual Detail										Total	
										6,000	
								Total		\$ 6,000	
2022-23 Budget Detail										Total	
										6,000	
								Total (rounded)		\$ 6,000	
Account Number		255-000-675.003				Fund		255			
Account Name		CONTRIBUTIONS - PRIVATE SOURCE				Activity		DDA Revenue			
Account Description		Contributions to the DDA									
				2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual	
				\$ 8,731		\$ -		\$ 139		\$ 139	
2021-22 Est. Actual Detail										Total	
						current actual				139	
								Total		\$ 139	
2022-23 Budget Detail										Total	
										-	
								Total (rounded)		\$ -	
Account Number		255-000-675.004				Fund		255			
Account Name		CONTRIBUTIONS - MAIN STREET				Activity		DDA Revenue			
Account Description		Contributions to the DDA from private sources for Main Street Program									
				2020-21 Actual		2021-22 Budget		2021-22 Year-To-Date		2021-22 Est. Actual	
				\$ 15,400		\$ -		\$ 3,302		\$ 3,302	

2021-22 Est. Actual Detail						Total
	Estimate	Tree light pledge			0 per ld 1/27/21	-
	restaurant week sponsorship?					
	Patronicity					
					Current Actual	3,302
					Total	\$ 3,302
2022-23 Budget Detail						Total
	Estimate	Tree light pledge				-
	restaurant week sponsorship?					
	Patronicity					
					Total (rounded)	\$ -
Account Number	255-000-692.000		Fund	255		
Account Name	MISCELLANEOUS		Activity	DDA Revenue		
Account Description Miscellaneous DDA revenue						
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 1,339	\$ 9,300	\$ 770	\$ 9,300	\$ 9,300
2021-22 Est. Actual Detail						Total
	Ad Campaign					9,300
	Pavillion rentals should go to General Fund 101000646					
					Total	\$ 9,300
2022-23 Budget Detail						Total
						-
	Ad Campaign					9,300
	Pavillion rentals should go to General Fund 101000646					
					Total (rounded)	\$ 9,300
Account Number	255-000-692.001		Fund	255		
Account Name	MISCELLANEOUS-THE VAULT		Activity	DDA Revenue		
Account Description The Vault						
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 24,410	\$ 18,000	\$ 9,655	\$ 18,000	\$ 18,000
2021-22 Est. Actual Detail						Total
						18,000
					Total	\$ 18,000
2022-23 Budget Detail						Total
						18,000
					Total (rounded)	\$ 18,000
Account Number	255-000-699.000		Fund	255		
Account Name	TRANSFER FROM OTHER FUNDS		Activity	DDA Revenue		
Account Description Transfer from other funds to the DDA						
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2021-22 Est. Actual						Total
	DDA Revenue					

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DDA Revenue

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Detail		
		Total
		\$ -
2022-23 Budget Detail		Total
		Total (rounded)
		\$ -

DDA		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
Account #	Account Description	3/31/2021	3/31/2022	3/31/2022	3/31/2022	3/31/2023
255-255-706.000	SALARIES & WAGES	47,583	48,500	22,888	48,529	50,000
255-255-706.001	WAGES (ICMA)	4,961	5,100	2,651	5,096	5,200
255-255-707.000	SALARIES & WAGES - TEMPORARY	-	-	-	-	-
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,115	37,800	17,852	37,853	39,000
255-255-740.000	OPERATING SUPPLIES	13,456	9,200	5,836	9,243	9,400
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310	17,000	9,721	17,000	17,000
255-255-776.000	IWF MAINTENANCE	3,225	6,000	-	6,000	6,000
255-255-801.000	MARKETING & PROMOTIONAL SVCS	18,492	35,000	20,028	34,960	35,000
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240	15,300	13,109	15,300	15,300
255-255-801.004	ORGANIZATION COMMITTEE	495	500	603	603	500
255-255-801.005	BUSINESS RECRUITMENT/RETENTION	71,000	-	25,000	25,000	-
255-255-818.000	CONTRACTUAL SERVICES	32,240	28,700	24,608	28,700	28,700
255-255-818.002	DESIGN COMMITTEE	10,297	15,600	13,962	15,586	15,600
255-255-826.000	LEGAL FEES	3,758	500	1,480	1,500	500
255-255-853.000	TELEPHONE	2,644	2,100	616	2,100	2,100
255-255-860.000	CONFERENCE & TRAVEL	1,235	1,000	977	1,000	1,000
255-255-888.000	LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000	30,000
255-255-900.000	PRINTING & PUBLISHING	393	-	-	-	-
255-255-910.000	INSURANCE & BONDS	1,410	1,500	-	1,500	1,500
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952	5,000	1,533	5,000	5,000
255-255-962.000	MISCELLANEOUS	3,695	100	6,940	7,040	100
255-255-962.002	MISCELLANEOUS - MAIN STREET	3,450	500	3,110	3,610	500
255-255-964.000	REFUNDS & REBATES	-	6,000	4,173	6,000	6,000
255-255-999.594	TRANSFER TO MARINA FUND-BOND	335,700	336,200	-	336,200	336,100
		\$ 662,652	\$ 601,600	\$ 205,086	\$ 637,820	\$ 604,500

Account Number	255-255-706.001			Fund	255			
Account Name	WAGES (ICMA)			Activity	DDA			
Account Description	Deferred Comp 457 plan							
			2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget	
			\$ 4,961	\$ 5,100	\$ 2,651	\$ 5,096	\$ 5,200	
2021-22 Est. Actual Detail	Position	Wage/Salary	% Contributed				Total	
	CED / DDA Director	44,935	10.5%				4,718	
	Treasurer	3,595	10.5%				377	
						Total	\$ 5,096	
2022-23 Budget Detail	Position	Wage/Salary	% Contributed				Total	
	CED / DDA Director	46,283	10.5%				4,860	
	Treasurer	3,703	10.5%				389	
						Total (rounded)	\$ 5,200	
Account Number	255-255-707.000			Fund	255			
Account Name	SALARIES & WAGES - TEMPORARY			Activity	DDA			
Account Description	Seasonal help							
			2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget	
			\$ -	\$ -	\$ -	\$ -	\$ -	
2021-22 Est. Actual Detail	Position	Wage/Hour	Weeks	Hours/Week			Total	
	Farmers Market	18.00	34	0	MOVED to Recreation?General Fund		-	
	Farmers Market Asst	400.00	1	0	MOVED to Recreation?General Fund		-	
						Total	\$ -	
2022-23 Budget Detail	Position	Wage/Hour	Weeks	Hours/Week			Total	
	Farmers Market	18.00	34	0	MOVED to Recreation?General Fund		-	
	Farmers Market Asst	400.00	1	0	MOVED to Recreation?General Fund		-	
						Total (rounded)	\$ -	
Account Number	255-255-719.000			Fund	255			
Account Name	EMPLOYEE FRINGE BENEFITS			Activity	DDA			
Account Description	Employee Fringe Benefits @ 15% for part time, 77% for full time employees							
			2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget	
			\$ 37,115	\$ 37,800	\$ 17,852	\$ 37,853	\$ 39,000	
2021-22 Est. Actual Detail	Total	%					Total	
	Full-Time	48,529	78%					37,853
	Part-Time	-	15%					-
						Total	\$ 37,853	
2021-22 Budget Detail	Total	%					Total	
	Full-Time	50,000	78%					39,000
	Part-Time	-	15%					-
						Total (rounded)	\$ 39,000	

Account Number	255-255-740.000		Fund	255		
Account Name	OPERATING SUPPLIES		Activity	DDA		
Account Description	Supplies for DDA					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 13,456	\$ 9,200	\$ 5,836	\$ 9,243	\$ 9,400
2021-22 Est. Actual Detail	Increase					Total
	DTE and City Utilities					4,569
	Office supplies/computer/internet/postage/Misc Hdwr/misc					1,424
	Professional Memberships					850
	Charlevoix Dist Library					
	Misc					1,800
	Maestro - Move to Operations					600
					Total	\$ 9,243
2022-23 Budget Detail						Total
	DTE and City Utilities					4,706
	Office supplies/computer/internet/postage/Misc Hdwr					1,438
	Professional Memberships					850
	Charlevoix Dist Library					
	Misc					1,800
	Maestro - Move to Operations					600
					Total (rounded)	\$ 9,400

Account Number	255-255-740.001		Fund	255		
Account Name	OPERATING SUPPLIES-THE VAULT		Activity	DDA		
Account Description	Vault Expenses					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 22,310	\$ 17,000	\$ 9,721	\$ 17,000	\$ 17,000
2021-22 Est. Actual Detail						Total
	Americorps - Workers					
	Other Charges					17,000
					Total	\$ 17,000
2022-23 Budget Detail						Total
	Americorps - Workers					-
	Other Charges					17,000
					Total (rounded)	\$ 17,000

Account Number	255-255-776.000		Fund	255		
Account Name	IWF MAINTENANCE		Activity	DDA		
Account Description	IWF costs - Fountain					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 3,225	\$ 6,000	\$ -	\$ 6,000	\$ 6,000
2021-22 Est. Actual Detail						Total
	IWF start-up and winterization					5,500
	IWF inspection					200
	IWF license					300
	Additional to actual + security ??					-
					Total	\$ 6,000
2022-23 Budget Detail						Total
	IWF start-up and winterization					5,500
	IWF inspection					200
	IWF license					300

	Additional to actual + security	??		-
			Total (rounded)	\$ 6,000

Account Number	255-255-801.000		Fund	255		
Account Name	MARKETING & PROMOTIONAL SVCS		Activity	DDA		
Account Description	Concerts, movies, kiosk updates, Pure Michigan					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 18,492	\$ 35,000	\$ 20,028	\$ 34,960	\$ 35,000
2021-22 Est. Actual Detail						Total
	Sponsorships					10,000
	Concert Series Music and Movies Move to 255-255-801.003 7,000					
	Brochures/Pamphlets/Flyers					4,000
	Tech					4,200
	Broadcast					1,750
	Mobile App					750
	Ad Campaigns per Id 1/27/21 to 14260					14,260
	More than summer					-
	venetian					-
	Main Street Mondays					-
					Total	\$ 34,960
2022-23 Budget Detail						Total
	Sponsorships					10,000
	Concert Series Music and Movies Move to 255-255-801.003 7,000					
	Brochures/Pamphlets/Flyers					4,000
	Tech					4,200
	Broadcast					1,750
	Mobile App					750
	Ad Campaigns per Id 1/27/21 to 14260					14,260
	More than summer					-
	venetian					-
	Main Street Mondays					-
					Total (rounded)	\$ 35,000

Account Number	255-255-801.003		Fund	255		
Account Name	PROMOTION COMMITTEE EXPENSES		Activity	DDA		
Account Description	New Account - Per Annie 2016-17					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 7,240	\$ 15,300	\$ 13,109	\$ 15,300	\$ 15,300
2021-22 Est. Actual Detail						Total
	Shop Local Campaign					1,000
	Restaurant Week					1,500
	Shop Directory and Kiosk					800
	Concert Series Music and Movies Move from 255-255-801.000 per Id 1/27/21 to 12000					12,000
					Total	\$ 15,300
2022-23 Budget Detail						Total
	Shop Local Campaign					1,000
	Restaurant Week					1,500
	Shop Directory and Kiosk					800
	Concert Series Music and Movies Move from 255-255-801.000 per Id 1/27/21 to 12000					12,000
					Total (rounded)	\$ 15,300

Account Number	255-255-801.004		Fund	255	
Account Name	ORGANIZATION COMMITTEE		Activity	DDA	
Account Description	New Account - Per Annie 2016-17				

				2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
				\$ 495	\$ 500	\$ 603	\$ 603	\$ 500
2021-22 Est. Actual Detail								Total
	Web Site/constant contact							500
							Addl Actuals	103
	Volunteer Management/Printing and Copying communications							
							Total	\$ 603
2022-23 Budget Detail								Total
	Web Site/constant contact							500
	Volunteer Management/Printing and Copying communications							
							Total (rounded)	\$ 500
Account Number	255-255-801.005		Fund	255				
Account Name	BUSINESS RECRUITMENT/RETENTION		Activity	DDA				
Account Description	New Account - Per Annie 2016-17							
				2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
				\$ 71,000	\$ -	\$ 25,000	\$ 25,000	\$ -
2021-22 Est. Actual Detail								Total
	match on main							
	patronicity							
							from Grant Revenue??	25,000
							Total	\$ 25,000
2022-23 Budget Detail								Total
	Recruitment package							
							Total (rounded)	\$ -

Account Number	255-255-818.000		Fund	255		
Account Name	CONTRACTUAL SERVICES		Activity	DDA		
Account Description	Xmas lights, bandshell lighting up and down, window washing & BATHROOM CLEANING					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 32,240	\$ 28,700	\$ 24,608	\$ 28,700	\$ 28,700
2021-22 Est. Actual Detail						Total
	Bandshell light installation and removal					1,200
	Window cleaning					500
	Conway System Specialists - Rest Room Cleaning					24,000
	Refinish Floors in PP Public Restrooms/HMB Public Rest Rooms - Share with Parks Department (General Fund) 15,100					
	Chamber of commerce per Id 1/27/21 to 3000					3,000
				Total	\$ 28,700	
2022-23 Budget Detail						Total
	Bandshell light installation and removal					1,200
	Window cleaning					500
	Conway System Specialists - Rest Room Cleaning					24,000
	Refinish Floors in PP Public Restrooms/HMB Public Rest Rooms - Share with Parks Department (General Fund) 15,100					
	Chamber of commerce per Id 1/27/21 to 3000					3,000
				Total (rounded)	\$ 28,700	
Account Number	255-255-818.002		Fund	255		
Account Name	DESIGN COMMITTEE		Activity	DDA		
Account Description	New Account - Annie 2016-17					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 10,297	\$ 15,600	\$ 13,962	\$ 15,586	\$ 15,600
2021-22 Est. Actual Detail						Total
	Holiday Decorations					2,586
	Tree lighting Maintenance					3,000
	Way Finding Sign was 3630 added per Lindsey 1/22/2019/removed 1/29/19					-
	Holiday Lighting None this year					10,000
	Façade Grant Incentive Program					
	Misc - hoop skirt alley per Id 1/27/21 to 0					-
				Total	\$ 15,586	
2022-23 Budget Detail						Total
	Holiday Decorations					2,586
	Tree lighting Maintenance					3,000
	Way Finding Sign was 3630 added per Lindsey 1/22/2019/removed 1/29/19					-
	Holiday Lighting None this year					10,000
	Façade Grant Incentive Program					
	Misc - hoop skirt alley per Id 1/27/21 to 0					-
				Total (rounded)	\$ 15,600	
Account Number	255-255-826.000		Fund	255		
Account Name	LEGAL FEES		Activity	DDA		
Account Description						
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 3,758	\$ 500	\$ 1,480	\$ 1,500	\$ 500
2021-22						Total

Est. Actual Detail	estimate		1,500
		Total	\$ 1,500
2022-23 Budget Detail			Total
	estimate		500
		Total (rounded)	\$ 500

Account Number	255-255-853.000		Fund	255		
Account Name	TELEPHONE		Activity	DDA		
Account Description	Telephone expenses					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 2,644	\$ 2,100	\$ 616	\$ 2,100	\$ 2,100
2021-22 Est. Actual Detail						Total
	Phones					1,500
	Cell phone stipend					600
					Total	\$ 2,100
2022-23 Budget Detail						Total
	Phones					1,500
	Cell phone stipend					600
					Total (rounded)	\$ 2,100

Account Number	255-255-860.000		Fund	255		
Account Name	CONFERENCE & TRAVEL		Activity	DDA		
Account Description	DDA Conference & travel					
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual	2022-23 Budget
		\$ 1,235	\$ 1,000	\$ 977	\$ 1,000	\$ 1,000
2021-22 Est. Actual Detail						Total
	Misc Conference					-
	National Main Street conference per Id 1/27/21 change to 1000					1,000
	Main Street training					
					Total	\$ 1,000
2022-23 Budget Detail						Total
	Misc Conference					-
	National Main Street conference per Id 1/27/21 change to 1000					1,000
	Main Street training					
					Total (rounded)	\$ 1,000

Account Number	255-255-888.000		Fund	255	
Account Name	LIBRARY CONTRIBUTION		Activity	DDA	
Account Description	Pledged contribution				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
2021-22 Est. Actual Detail	Library Contribution - Agreement \$30,000 for 20 years = \$600,000.00				Total 30,000
	As of 2021-22 - DDA has Contributed \$361,500				
	Amount owed \$238,500				
				Total	\$ 30,000
2022-23 Budget Detail	Library Contribution - Agreement \$30,000 for 20 years = \$600,000.00				Total 30,000
	As of 2022-23 - DDA has Contributed \$391,500				
	Amount owed \$208,500				
				Total (rounded)	\$ 30,000
Account Number	255-255-900.000		Fund	255	
Account Name	PRINTING & PUBLISHING		Activity	DDA	
Account Description	Printing & publishing				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 393	\$ -	\$ -	\$ -
2021-22 Est. Actual Detail	Estimate per Id 1/27/21 to 0				Total
				Total	\$ -
2022-23 Budget Detail	Estimate				Total -
				Total (rounded)	\$ -
Account Number	255-255-910.000		Fund	255	
Account Name	INSURANCE & BONDS		Activity	DDA	
Account Description	DDA property insurance				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 1,410	\$ 1,500	\$ -	\$ 1,500
2021-22 Est. Actual Detail	General property & liability policy				Total 1,500
				Total	\$ 1,500
2022-23 Budget Detail	General property & liability policy				Total 1,530
				Total (rounded)	\$ 1,500

Account Number	255-255-933.000		Fund	255	
Account Name	MAINTENANCE - BRIDGE PARK		Activity	DDA	
Account Description	Building maintenance Bridge Park Building				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 11,952	\$ 5,000	\$ 1,533	\$ 5,000
					2022-23 Budget
					\$ 5,000
2021-22 Est. Actual Detail					Total
	Estimate	per Id 1/27/21 to 5000			5,000
				Total	\$ 5,000
2022-23 Budget Detail					Total
	Estimate	per Id 1/27/21 to 5000			5,000
				Total (rounded)	\$ 5,000
Account Number	255-255-962.000		Fund	255	
Account Name	MISCELLANEOUS		Activity	DDA	
Account Description	Miscellaneous				
		2020-21 Actual	2021-22 Budget	2021-22 Year-To-Date	2021-22 Est. Actual
		\$ 3,695	\$ 100	\$ 6,940	\$ 7,040
					2022-23 Budget
2021-22 Est. Actual Detail					100
					Total
					100
	Actuals???				6,940
				Total	\$ 7,040
2022-23 Budget Detail					Total
					100
				Total (rounded)	\$ 100

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		Total (rounded)	\$ 336,100

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

Old Business

TITLE: The Vault Co-Working Space Update

DATE: October 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director + Sarah Van Horn, Chamber of Commerce President

BACKGROUND:

Director Dotson and President Van Horn will provide an update on the transition of The Vault Co-Working Space from the DDA to the Chamber for the third year of operation and management.

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

Old Business

TITLE: Main Street Designation

DATE: October 25, 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

- **NEW PROGRAM** being piloted in Main Street Communities first (launching next month officially): **Optimize Main Street** - technical and financial assistance with technology for sm businesses (POS, online sales, etc.) -- up to 5 businesses per community will be selected - each will receive professional assistance with a tech component of their company plus \$2,5 assist with implementation. Program total value for Charlevoix businesses: **\$12,500**

= \$57,500 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 with
- 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.
- **Additional Technical Assistance Opportunities** – Master Level communities can request the development of new technical assistance opportunities to help meet the unique challenges that arise with increasingly sophisticated downtown revitalization efforts.

Preliminary Schedule for Main Street Technical Assistance Services
Deadline for applications: Friday, November 19, 2021, by 4:00pm

- Bare Minimum Scenario to Maintain Accreditation Status through Main Street America:**
- Annual Community Self-Assessment - 75% of Board Members (7 board members) + committee chairs
 - Monthly Reports/Annual Report through Michigan Main Street
 - Annual membership to Main Street America: \$375 per year
 - Accreditation Site Visit every 2 years
 - Maintain a Communication Plan to engage with all audiences to show progress and gather feedback
 - Community Outreach - volunteer opportunities and development
 - Partnership Agreements with public and/or private entities
 - Maintain "Transformation Strategy" to direct program's work
 - Board Commitment Letter Adoption
 - Maintain Committees - can refresh into "teams"
 - Maintain continuing education/training for staff - conference attendance
 - Creation of a staff transition plan
 - Maintain/Revive Work Planning
 - Continue gathering community input and market data to guide the program's efforts.

RECOMMENDATION:
Board discussion and direction.

ATTACHMENTS:

□ Director Tasks Revised

SBEI/Walkability	Housing
(1) Collaborate on Corridor Improvement Plan Document (1) Alley Improvement Grant Incentive (1) Tree Lights (aid in making downtown more walkable) (2) More comprehensive snow removal plan for now (3) Zoning updates that could improve walkability (3) Design Guidelines (3) Snowmelt System Feasibility Study	(1) Local Housing Incentive outreach and oversight (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 Management (3) National Register Historic District (Tax Credits) (3) Community Capital to support housing development (3) Planning Commission/Zoning Relations (3) Homeshare Program
Other/Miscellaneous Economic Vitality	Operations
(2) Email Newsletter - businesses (3) Annual Business Training with Chamber, Library, Visit (3) Business Assistance - Initiate (3) MEDC Relationship for Incentives available to property owners (3) Available Property Promotion (business recruitment) Creation of One Sheeter Info on downtown ordinances (sign, merchandise, etc.) Creation of a Guide to Opening a Business in Charlevoix (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/Tenant 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 (DDA) (3) Annual Report to SHPO for CLG
Promotion	Main Street Specific Tasks
(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/Craft Cocktail Crawl? (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 - <i>would need to get our logo changed</i> Yiftee Downtown Dollars eGift Card Administration and Promotion (3) Main Street Monday/Venetian (3) Small Business Saturday (3) Sponsorship of outside events	(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	