



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, November 16, 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

6. Reports

- A. Director's Report
Lindsey Dotson, Executive Director
- B. DDA Financials

7. Old Business

- A. Main Street Designation
Lindsey Dotson, Executive Director
- B. 2022-2023 Draft Budget
Lindsey Dotson, Executive Director
- C. 109 Bridge Park Drive Update
Lindsey Dotson, Executive Director

8. New Business

- A. Winter Vibrancy Project
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: November 16, 2021

ATTACHMENTS:

- ▣ Regular Meeting - October
- ▣ Work Session - Nov. 10, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, October 25, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

Chair:	Maureen Owens
Members Present:	Sam Bingham, Annie Oosthuizen, Paul Silva, Ron Way, Amanda Wilkin
Members Absent:	Sean Bradley, Kirby Dipert, Mayor Luther Kurtz
Non-Voting Student:	Liam Dreyer
City Staff:	Lindsey Dotson, Executive Director

4. **Inquiry Regarding Potential Conflicts of Interest**

5. **Consent Agenda**

- A. Minutes
- B. Monthly Report
- C. Committee Minutes
- D. DDA Financials
- E. Annual Report to Treasury

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

6. **Reports**

A. Director's Report

7. **New Business**

A. 109 Bridge Park Drive Proposal

Director Dotson explained how the request for proposals was advertised and stated that they had received one proposal from JBird Provisions. Jessica Nagel, JBird Provisions (attended via telephone) briefly described her background and gave a presentation regarding her proposal and business plan for a grab-and-go food service. Chair Owens stated that they needed to give Ms. Nagel the time and opportunity to see the building location when she travels to Charlevoix in the next couple of weeks.

B. Junior Main Street Project Presentation

Member Dreyer introduced the Junior Mainstreet Program of 2021/2022 which consists of local high school students from Annemarie Conway's AP Government Class. He proceeded to explain the two program ideas the group came up with centered on the colder months of the year – the Charlevoix Winter Olympics and the Charlevoix Igloo Park. The students explained the details of the Winter Olympics Program including cross country skiing, winter golf, broomball, and sledding events for January 22-23, 2022. The students also described their advertising and fundraising ideas, prizes/awards, and the benefits of the events to the area businesses and Charlevoix community. The money raised from the games would be used to fund the Junior Mainstreet 2021-2022 town initiative which was to implement igloos into the community. The group hopes to purchase 4-5 igloos and space heaters.

Motion by Member Bingham, second by Member Way to approve the concept presented by Junior Main Street pending City Council review and approval. Motion passed by unanimous voice vote.

C. Match on Main Grant Applications

Director Dotson explained the grant program and advised that the Economic Vitality Committee's rating resulted in the two top scoring businesses which were Smoke on the Water and Café Meria. Member Wilkin stated that the four applications received for the grants were all good.

Motion by Member Wilkin, second by Member Way to approve applying for the Match on Main Grant on behalf of two (2) businesses, Smoke on the Water and Café Meria, both requesting \$25,000 each. Motion passed by unanimous voice vote.

D. Public Restroom Discussion

Member Wilkin stated that she asked for this discussion topic due to the number of people coming into their office looking for restrooms and a lot of people were frustrated that the restrooms in City Hall were closed as well as the inaccessibility of the restrooms in the park. Director Dotson stated that Member Bingham had shared an opportunity that might be available to purchase a portable restroom

trailer. She stated that Member Dipert had shared that this could be a 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.

Chamber President Sarah Van Horn encouraged the Board to consider this restroom option or at least port-a-lets for the summer. She stated the Chamber has been getting complaints about the City's restrooms not being handicap accessible and there are no restrooms on the west side of Bridge Street.

Chair Owens stated they needed to gather more information about the trailer option and the potential location.

E. Budget Work Session + December Meeting Date

Director Dotson stated that a draft of the 2022/23 budget has been created by the City Treasurer and a work session needs to be scheduled.

Chair Owens asked Director Dotson to poll the members to determine a viable date and time for a budget work session possibly prior to or after the November meeting, and to determine if December 21st or 27th would work for the December DDA Meeting.

8. Old Business

A. The Vault Co-Working Space Update

Chamber President Sarah Van Horn stated she has not had the opportunity to meet with the landlords. There is a proposal for an increased rent rate of \$300 per month which would be a challenge for the Chamber to take over The Vault. She hoped they would be able to negotiate reasonable terms and she would come back to the Board after meeting with the landlords.

B. Main Street Designation

Director Dotson stated the only information that had changed since she submitted this report last month was additional information related to future funding opportunities available to Main Street communities. She stated there was a new program launching in November called Optimize Mainstreet and it is a technical and financial assistance for technology programs for up to five businesses per community.

Chair Owens stated that they had received a letter from the Historical Society asking the DDA take their time in making this decision as they find Main Street to be an asset to the community. Chair Owens stated there were more items to consider and the board was not able to decide at this meeting.

Chamber President Sarah Van Horn stated in her experience with the pandemic and the ability to have statewide resources has assisted the Chamber with grant benefits and providing information to local businesses.

9. Public Comments

10. Request for Future Agenda Items

Member Silva questioned the status of the bridge painting. Chair Owens stated that she would discuss the situation with the City Manager.

Member Oosthuizen stated the Recreation Department did a huge fundraiser for the Dog Park, and they raised approximately \$26,000 and there were private/public donations. She supported doing something to improve the look of the bridge.

11. Board Comments

12. Adjourn

Motion by Chair Owens, second by Member Silva to adjourn the meeting at 6:50 p.m.

Sarah Dvoracek/fgm

Maureen Owens

Chair

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Wednesday, November 10, 2021 at 8:00 a.m.
210 State Street, Charlevoix, Michigan**

The meeting was called to order at 8:03 a.m. by Chair Owens.

1. Call to Order

2. Roll Call

Chair:	Maureen Owens
Members Present:	Amanda Wilkin, Luther Kurtz, Sam Bingham, Liam Dryer (non-voting), Anne Oosthuizen, Amanda Wilkin
Members Absent:	Paul Silva, Sean Bradley, Kirby Dipert
City Staff:	Lindsey Dotson, Executive Director
Others Present:	None

3. New Business

a. Draft 2022-2023 DDA Budget

Chair Owens led discussion outlining overall position using a spreadsheet created to consolidate the budget into an easier to work with format.

The main points of discussion were about the fund balance and projects that could pull from those funds as a means to address immediate needs of the district while we start to plan for TIF Plan Renewal.

Possible items to consider included the purchase of a portable restroom trailer to alleviate the lack of accessible public restrooms on the 200 block of downtown, Big Belly Trash & Recycling Stations, Replacement of public restroom flooring, and a consultant to assist with TIF Renewal process.

Some conversation took place about the desire to balance our budget again this year and suggestions were made on how to reduce expenses affiliated with the Live on the Lake Summer Concerts and other small programs.

Small changes were recommended including the removal of the "Broadcast" item out of Marketing & Promotional Services, and the removal of \$1,500 for "Restaurant Week" item out of Promotion Committee Expenses.

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

Adjourn.

Meeting adjourned at 9:30 a.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

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Reports

TITLE: Director's Report

DATE: November 16, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

<https://www.9and10news.com/2021/11/04/charlevoix-receives-10000-grant-for-winter-amenities/>

Director Planned Out of Office

Nothing planned yet but I hope to take a day or two off around Thanksgiving.

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
- Elements Gallery
- True North Interior Design & Antiques
- Pepper's Boutique
- Northbound

Based on feedback gathered I'll plan to schedule this training to start in January. More details to come soon!

SBEI Round Two

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

Downtown Dollars Updates

We are now up to 32 participating businesses! <https://app.yiftee.com/gift-card/charlevoix-main-street>

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.

Michigan Downtown Association Award

During the MDA Annual Conference in Detroit last week Hotel Earl was awarded the Best Downtown Economic Development Project Over 1 Million Dollars! Congratulations to Board Member Silva and his team!

Gift Local Kicks Off

The Gift Local Holiday Shopping Contest kicks off on November 15th and runs through December 24th. For every \$50 spent in the downtown people can earn an entry to win one of 3 prizes: \$500, \$300 or \$100 in downtown dollars. More info can be found here: <https://mi-charlevoix.civicplus.com/329/Gift-Local-Shopping-Contest>

Holiday Parade

I'd like to submit a walking float entry to participate in the holiday parade on November 26th to promote Small Business Saturday, which is the following day. If you'd be interested in walking with me and passing out info to the folks in the crowd please let me know!

The Vault Transition Update

Charlevoix Area Chamber of Commerce has successfully negotiated a lease with a smaller increase in rent and will have a board meeting on November 18th to get final approvals. Once that approval is obtained I will work to transfer all accounts into the Chamber's name to get these bills off of our books!

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Reports

TITLE: DDA Financials

DATE: November 16, 2021

ATTACHMENTS:

▣ Financial Report

CITY OF CHARLEVOIX

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING NOVEMBER 30, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	REVENUE						
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169.23	65.63	36,800.12	40,300.00	(3,499.88)	91.32
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	1.32	26.02	100.00	(73.98)	26.02
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	13,121.49	13,121.49	9,200.00	3,921.49	142.62
255-000-580.001	GRANTS - OTHER	9,790.30	10,000.00	14,000.00	5,000.00	9,000.00	280.00
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	21,600.64	32,400.00	(10,799.36)	66.67
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	10,200.00	.00	10,200.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	23.22	235.76	.00	235.76	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	.00	1,959.58	6,000.00	(4,040.42)	32.66
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	.00	14,016.00	.00	14,016.00	.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	1,022.30	11,912.78	18,000.00	(6,087.22)	66.18
	TOTAL FUND REVENUE	630,416.65	24,233.96	477,701.29	574,000.00	(96,298.71)	83.22

CITY OF CHARLEVOIX
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING NOVEMBER 30, 2021
FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	47,583.29	1,395.80	28,105.47	48,500.00	20,394.53	57.95
255-255-706.001	WAGES (ICMA)	4,960.82	146.56	3,198.79	5,100.00	1,901.21	62.72
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	1,088.72	21,922.26	37,800.00	15,877.74	58.00
255-255-740.000	OPERATING SUPPLIES	13,456.27	334.33	6,281.30	9,200.00	2,918.70	68.28
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	1,267.84	11,144.50	17,000.00	5,855.50	65.56
255-255-776.000	IWF MAINTENANCE	3,224.71	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	18,491.78	2,350.00	22,378.19	35,000.00	12,621.81	63.94
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	.00	13,108.90	15,300.00	2,191.10	85.68
255-255-801.004	ORGANIZATION COMMITTEE	495.00	.00	648.00	500.00	(148.00)	129.60
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	1,783.19	26,474.62	28,700.00	2,225.38	92.25
255-255-818.002	DESIGN COMMITTEE	10,297.00	706.00	14,668.22	15,600.00	931.78	94.03
255-255-826.000	LEGAL FEES	3,757.50	.00	1,479.51	500.00	(979.51)	295.90
255-255-853.000	TELEPHONE	2,644.10	64.10	698.60	2,100.00	1,401.40	33.27
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	.00	997.41	1,000.00	2.59	99.74
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	1,748.66	1,500.00	(248.66)	116.58
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952.06	.00	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	9,136.54	223,956.42	601,600.00	377,643.58	37.23
	TOTAL FUND EXPENDITURES	662,651.53	9,136.54	223,956.42	601,600.00	377,643.58	37.23
	NET REVENUES OVER EXPENDITURE	(32,234.88)	15,097.42	253,744.87	(27,600.00)	281,344.87	919.37

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Old Business

TITLE: Main Street Designation

DATE: November 16, 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

(submitted two applications this round on behalf of Cafe Meria and Smoke on the Water)

= \$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/Boyne 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 small bu (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 \$2,500 to assist with implementation. **Program total value for Charlevoix businesses: \$12,500. More info can be found here: <https://www.miplace.org/optimize-main-street/>**

Charlevoix is slated to be included in the 2nd round of the pilot with the following timeline:

February 21, 2022 Round 2 Application Opens

March 18, 2022 Round 2 Application Closes

March 25, 2022 Round 2 Businesses Selected & Notified

May 13, 2022 Round 2 Business TA Completed

Once businesses have been selected at the local level and have been accepted into the program, the business will receive notification from the MEDC. The MEDC will direct business ovr begin the program – which includes attending two one-on-one business coaching sessions (not to exceed 2 hours in total), reviewing a customized educational track of technology related through Initiate, receiving grant funds up to \$2,500 to assist with technology implementation, and ultimately completing the post-grant award survey which will be sent in January 2023.

NEW PROGRAM PART 2:

Storytelling in Michigan Main Street communities:

We are working with Phil Eich (Storyville Social), to deliver these services. For our initial service, we are doing a Storytelling blitz throughout each of our MS communities. Here is a breakdown of what the initial service will entail and what the deliverables are:

1. Vlog (Video blog). Recorded video of a series of interviews and candid's of your downtown districts.
2. Numerous photographs of downtown district.
3. Written stories of downtown successes.

All of this content will be delivered and packaged to share through social media. These visits would be preceded by a brief conversation to see what stories may be of interest, with interview subjects would be of value, identify areas of interest for photos, and to determine interview locations that would be available.

We are hoping to highlight 4 communities this winter, 8 in the spring, 8 in the summer and 4 in the fall. To that end, we need 4 communities to volunteer and begin this exciting service showcasing your district during the upcoming winter in January/February 2022. (Charlevoix volunteered!)

= \$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

- Updated Market Analysis with new info related to the 2020 census.

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
- Application Based Services - deadline to apply is Nov. 19th

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	



TECHNICAL ASSISTANCE SERVICE APPLICATION

Description

The Michigan Main Street program is a technical assistance program designed to assist communities interested in revitalizing and preserving their traditional downtown or commercial district. The program exists to develop main street districts that attract both residents and businesses, promote commercial investment, and spur economic growth.

The Main Street program provides technical assistance service and training in a variety of downtown revitalization areas. Technical assistance services are provided at two levels: Select and Master. Each level is designed to assist the community in tackling increasingly sophisticated downtown revitalization efforts. Services are customized to each community and performed in each community. Services are facilitated by experts from the National Main Street Center (NMSC), Michigan Economic Development Corporation (MEDC) and other consultants with specialized expertise.

Michigan Main Street Suite of Services

MASTER LEVEL SERVICES

The Master Level is the most prestigious of the levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Select Level program and achieved National Main Street Accreditation. The intent of the Master Level is to continue assisting communities that have successfully integrated a full Main Street program into their community. MMS continues to develop sophisticated technical assistance to assist communities at the Master Level.

Select Level Services

Master Level communities can choose from the Select Level technical assistance offerings:

- **Asset Mapping** - This service is a 2-hour workshop in which the community completes an exercise of identifying key assets, development opportunities and challenges to the success of district revitalization efforts. It also provides an analysis of existing business clusters. The intent of the service is to identify possible programming to help the community further implement its transformation strategy.
- **Branding Service** - This service consists of a 3-day site visit with a series of focus group meetings, consultant work time and a summary presentation that provides a community with a comprehensive Brand Package that includes a Downtown Destination Brand/Logo, Main Street Organization Brand/Logo, font types, color scheme, logos for all Main Street Events and/or initiatives, and ideas for marketing and advertising collateral.
- **Business Recruitment Primer** - This service consists of a 2-hour virtual meeting and a series of 3 virtual check-ins prepare the community for a recruitment test service through providing resources and action items the community will need to implement to be successful in identifying available properties, marketing the community, and recruiting new businesses.
- **Business Recruitment Experience** - This service is meant to take place following the Business Recruitment Primer Service. It consists of three virtual recruitment test prep sessions and a 1-day site visit in the community to provide training and services designed to help communities develop

and enhance business expansion and recruitment efforts. Communities will be provided an analysis of market data and will conduct a top business prospects survey to determine the types of businesses that have the potential to succeed. Communities will also develop business recruitment materials in preparation for the on-site visit. The on-site visit will be highlighted by a real “test” of the community’s business recruitment strategy and process. The consultant will play the role of “prospect.” A local recruitment team in each community will be responsible for recruiting the mock prospect, extending the invitation, conducting the recruiting visit, etc. Following the community’s recruitment effort, the consulting team will deliver a critique with specific example and recommendations for improvements that could enhance the community’s prospects for recruitment success.

- **Fund Development Plan Service** – This service is a 1-day site visit that will examine an organization’s current financial status and provide recommendations for improvement in topic areas including: financial health and sustainability, accounting systems, budgeting and financial planning, and financial assets and access to capital.
- **Main 5 Communication Plan** - This service is a 3-hour workshop in which the community will work with a facilitator to develop details, goals, and actions for each of the five major Main Street organization target audiences: Public, Owners, Donors, Government and Volunteers. Communities will leave the workshop with a comprehensive communication strategy for each audience that is ready to implement.

Additional Master Level Services

Master Level communities can also choose from the following additional technical assistance offerings based on the unique needs of the community annually:

- **Downtown Futures Service** - The Downtown Futures service is a new Michigan Main Street Program service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood commercial districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make Downtown a special place. A pro-active planning approach is used to apply sound market principles, community engagement practices and creative thinking to guide future development, redevelopment, and downtown enhancement initiatives. The service consists of 2 virtual meetings as well as the deployment of a community survey to prepare for the 3-day on-site design series which consists of focus group meetings and team work sessions that will culminate in design recommendations that can help guide future development within the community’s Main Street area.
- **Entrepreneurial Ecosystem Service** - Entrepreneurial Ecosystems align a variety of public and private efforts, networks, and other factors to foster an environment that supports inclusive, local entrepreneurship. This service will provide a community with an evaluation of their existing ecosystem as it relates to the critical factors in developing and supporting strong entrepreneurship. In addition, the community will be provided with an in-depth feasibility study or analysis related to implementing one key initiative or recommendation that is a result of their entrepreneurial ecosystem evaluation. The service consists of the deployment of a survey of local entrepreneurs, utilizing the entrepreneurial ecosystem audit tool, and 6 focus group meetings that can be done virtually or on-site, and a 7th meeting that will provide the community with a summary of recommendations for building a strong entrepreneurial ecosystem.

- **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.

Application Eligibility

To be considered for services, eligible local Main Street organizations must apply using the attached application. Applications will be reviewed by MMS staff.

The successful applicant for the Main Street technical assistance services will demonstrate the following:

- A. Is an active Master Level Main Street community in good standing with the program agreement and not implementing a remediation plan.
- B. The local Main Street organization must actively participate in the consultation process, including assigning a local team (including the director, board members and committee members) that will participate and lead the implementation of the service at the local level, scheduling focus group meetings and actively promoting meetings, providing data requested by consultant and potentially conducting surveys within the MSA.
- C. Relevant electronic materials that will inform the technical assistance service consultant or process must be immediately available and organized into clearly labeled files.
- D. The local Main Street organization must commit to covering any extra costs due to missing deadlines at the local level, costs related to workshops or presentations (such as beverages and food), publicity (flyers, brochures, posters and public notices in the newspaper), etc.
- E. The local Main Street organization will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of the technical assistance service process through such measures as public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.
- F. The local Main Street organization can demonstrate that they have resources and capacity to successfully utilize the technical assistance service resources provided to fully implement the plans and incorporate materials into subsequent workplans at the committee level.

Preliminary Schedule for Main Street Technical Assistance Services

Deadline for applications: Friday, November 19, 2021, by 4:00pm

- Email application to youngl11@michigan.org
- Application evaluation and selection of community. MMS staff will review applications and select communities to receive technical assistance services for FY 21-22 by the week of December 13, 2021.

Once the local Main Street organization has been selected to receive the service, the MMSC will work with the local Main Street program to outline a more detailed timeline for the technical assistance service process. For preliminary planning purposes, the MMSC anticipates the following timeline:

Submission of associated materials

- To be eligible for the technical assistance service, relevant electronic materials, organized into clearly labeled files, must be immediately available. (Do not send these files to MMS; please hold for the service consultant.) Materials must be ready and available in an electronic format for delivery to the service consultant.

Pre-Service Virtual Meeting with Local Main Street Organization Team

- The service consultant will conduct a pre-service meeting virtually to discuss goals and objectives for the service as well as provide a detailed explanation of the technical assistance service process. The local team will be left with action items to complete prior to the date of service.

Technical Assistance Service Process completed by consultant (virtually or on-site)

Finalization of Main Street technical assistance service report/materials

Delivery of the technical assistance service report/materials to the community

Implementation of technical assistance service report/materials by the community through integration into local work plans at the committee level

TECHNICAL ASSISTANCE SERVICE APPLICATION

Please answer the questions on this application accurately and to the best of your ability. ***Please email completed application to youngl11@michigan.org by 4:00 PM on Friday, November 19, 2021.***

NOTE: To be eligible for the technical assistance services, community must meet eligibility criteria stated above.

Applicant Information

- 1) Name of Local Main Street Organization:
- 2) Primary Contact:
 - Phone:
 - Email:
- 3) Composition of Local Technical Assistance Team (indicate affiliation with local Main Street organization: director, board, volunteer, committee, etc.):

Technical Assistance Service Information

- 4) Name of Technical Assistance Service organization is applying for:
- 5) What is the biggest reason your organization is requesting the technical assistance service? Describe the benefits of the technical assistance service to your organization.
- 6) Explain how the technical assistance service resources/materials will assist the local Main Street Organization with the implementation of the organization's transformation strategy to further the goals and measures of success for the district.
- 7) Provide an outline of a work plan for the implementation of the technical assistance service and how it will be incorporated into one of the organization's Committees for implementation.
- 8) What other Technical Assistance Services have you been provided in the past 3 years and what actions have been taken locally to implement the service?
- 9) When is the ideal time of the year for your community to go through the technical assistance service?
- 10) Please attach the minutes including the motion where the board has discussed and approved the MMS Technical Assistance Service you are requesting.

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

Old Business

TITLE: 2022-2023 Draft Budget

DATE: November 16, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached is a slightly amended budget spreadsheet that was prepared by Chair Owens and modified slightly by Director Dotson after the Board Work Session on November 10th.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▢ Budget Spreadsheet

Category		Income	Expense	Net
TIF Plan				
	TIF	453300		
	Prop Tax	40400		
	Interest	1100		
	Sunshine Charter	1000		
	Bibco Lease Income	33600		
	Potential Income - LCBC Space	15300		
	State Revenue Other	9200		
	Grants Other - Comm Fdn	5000		
	Wages / ICMA		55200	
	Fringe Benefits		39000	
	IWF		6000	
	Marina Fund		336100	
	Library		30000	
	Legal		500	
	Telephone		2100	
	Insurance		1500	
	Operating Supplies - YTD		9400	
	Refunds Prop Tax/TIF		6000	
	Cleaning		24000	
	Holiday Lighting		10000	
	Bridge Park Bldg/Clean/Maint		5000	
	Performance Pav. Maint		1700	
	Bill's Farm Mkt - Holiday Deco		2586	
		558900	529086	29814
Optional				
	Chamber		10000	
	Ad Campaign	9300	14300	
	Marketing/Promo		14750	
	Sponsorships \$10,000			
	Brochures/Flyers \$4,000			
	Mobile App \$ 750			
	Jr. Main Street YTD		0	
	Concert Series	2000	12365	
	Tech \$4,250			
	Musicians \$8,165			

	Promo Comm		3300	
	Shop Local Campaign \$1,000			
	Restaurant Week \$1,500			
	Shop Direct. & Kiosk \$ 800			
	Org Comm		500	
	Constant Contact			
	Design Comm		3000	
	Tree Light Maint \$3,000			
	Conference		1000	
	Misc / Misc Main Street		600	
		11300	59815	(48515)
Vault				
	Vault Rent	17000		
	Vault Expenses YTD		17000	
		17000	17000	0
	Total Income	587200		
	Total Expenses		605901	
	Net Net			(18701)

		Funds	Expenses	
	Fund Balance	265868		
Future Commitments				
	Holiday Lighting		30000	
	TIF Assistance		20000	
Unsigned Options				
	Portable Restroom Trailer		32000	
	Big Belly Trash Systems (2)		8000	
	Bridge Repainting		200000	
	Net Fund Balance	265868	290000	-24132

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

Old Business

TITLE: 109 Bridge Park Drive Update

DATE: November 16, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Director Dotson has followed up with Ms. Nagel of J. Bird Provisions and knows that only half of the larger space in the building is desired at this time.

Ongoing conversations have taken place with That French Place about the possibility of dividing the space for their commercial production kitchen needs and the prospect seems more attainable with less square footage and potentially lower rent related to that division. This arrangement could be mutually beneficial since J. Bird Provisions would likely need to rent the kitchen space for food preparation while also selling That French Place products during hours they aren't otherwise available.

That French Place proposes one year of leasing the space for storage for \$500-\$600 per month due to uncertainty of the labor market right now, with the intent to build out the kitchen space in year 2.

This would leave the smaller space that was converted to the Long Road Distillers Retail space as available which means 3 rents could ultimately be collected for the space if we were to move in this direction.

At our Budget Work Session Mayor Kurtz mentioned the idea of converting the space into dormitory housing for seasonal workers has been discussed but a solid proposal is not yet prepared to present to the Board.

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

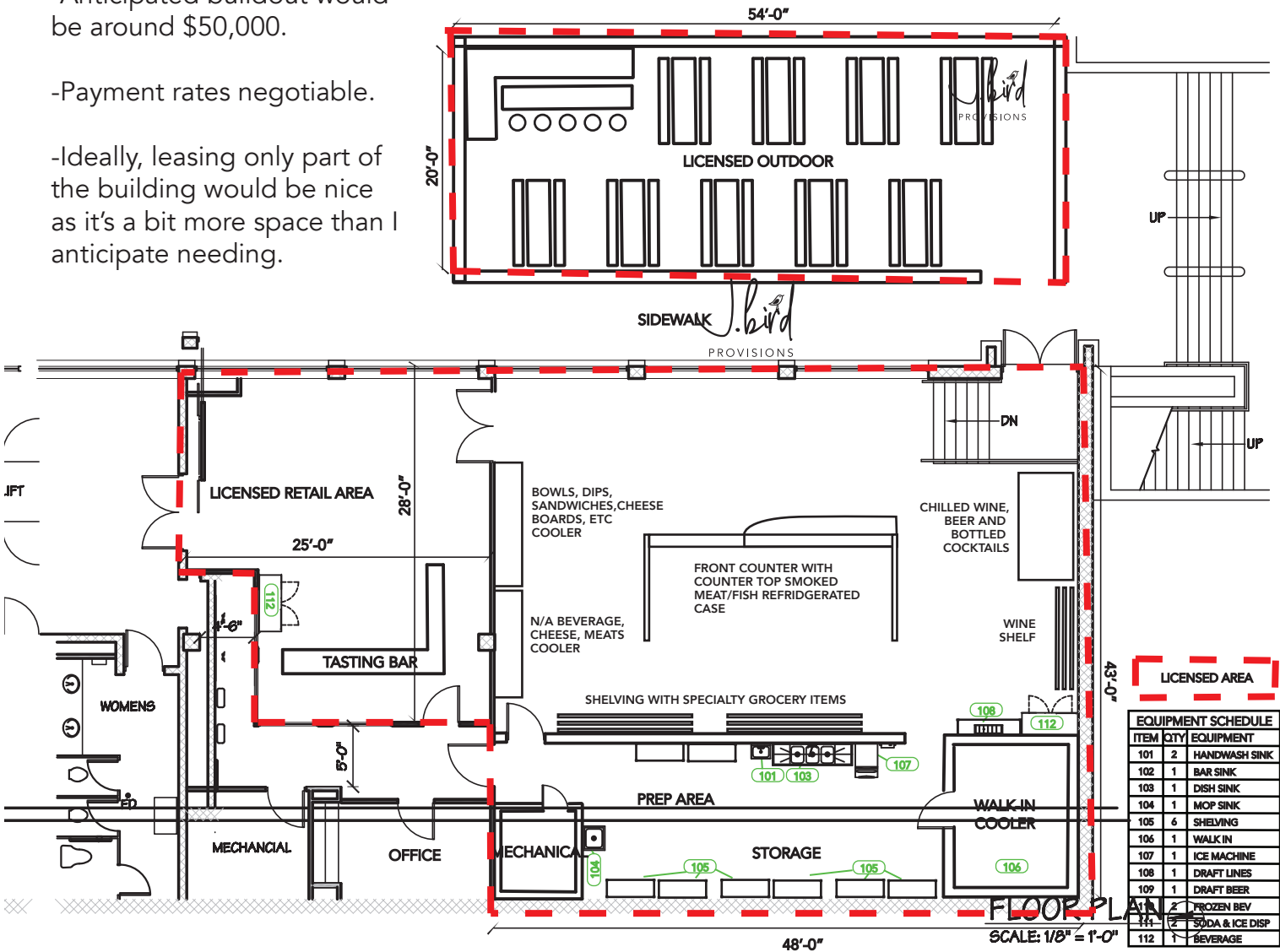


BUILDING PLAN

-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

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

New Business

TITLE: Winter Vibrancy Project

DATE: November 16, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The attached workplan briefly outlines proposed items to be implemented this winter in the downtown in partnership with Junior Main Street, Recreation Department, and Visit Charlevoix. Funding to support this project is coming from in-kind contributions and the grant we received from the Charlevoix County Community Foundation.

GOALS:

Develop a sustainable downtown that provides year round economic opportunities to the greater commun

RECOMMENDATION:

Motion to approve moving forward with the concepts presented pending City Council approval.

ATTACHMENTS:

- ▣ Winter Vibrancy Work Plan

Winter Vibrancy Placemaking Project

Work Plan Info

Date	11/04/2021	
Event Chair	Lindsey Dotson	
Income	Est.	\$0.00
	Actual	\$10,000.00
Expense	Est.	\$7,511.00
	Actual	\$0.00

Contacts All

[Amanda Wilkin](#) Manager

Involvements

There are no involvements to show.

Description

The giant photo opp light up snowflake for East Park will cost approximately \$4,816

The sled library will cost \$1,000

The signage for the sled library + banners for edge of town will cost \$1,500

The promotion to encourage local shopping and spending during the First Friday's events: \$2,000

Lighting for Welcome Center/Warming Station and Sledding Area in East Park: \$600

Igloos cost \$1,149 each x 5 = \$5,745 + an undetermined amount for possible heaters - still exploring that option

Snow golf supplies: \$200

Broomball supplies \$0 (already have them)

Total project cost = \$15,861

Partnering organizations/groups are supporting the project in a number of ways:

- Visit Charlevoix is contributing in-kind marketing and promotion of said enhancements and activities (valued at \$20,000) + \$2,500 in cash
- City of Charlevoix Recreation Department is contributing significant staff time (at least 60 hours) for the setup of the sledding area in East Park
- Junior Main Street (Charlevoix Public Schools) will be conducting a series of fundraisers throughout the year to benefit the creation of the Igloo Takeout Park and additional amenities
- Some dollars from the Charlevoix Main Street DDA budget set aside for promotion

Transformation Strategies All

Goal	Results	Accomplished
Year round economy.		No

Events

There are no events to show.

Files

There are no files to show.

Tasks

Task	Due	Budget	Notes
🕒 Balls	11/17/2021	Type Expense Est. \$3,211.00 Actual \$0.00	\$156 each (10 balls 20") - we could get 20 strands \$46 power supply \$45 mini controller
🕒 Lighting in East Park Assigned to Lindsey Dotson	11/25/2021	Type Expense Est. \$600.00 Actual \$0.00	3J Electric
🕒 Ask Pat to bring in one load of snow to create a good base and berm at bottom of hill	N/A	Type Expense Est. \$0.00 Actual \$0.00	
🕒 Design Signage Assigned to Amanda Wilkin	N/A	Type Expense Est. \$1,500.00 Actual \$0.00	\$1500
🕒 Sled Library	N/A	Type Expense Est. \$1,000.00 Actual \$0.00	Kent asking Ace about sleds Get some sort of cage container to hold Signage on outside strap to tree or pole
🕒 Curling Stones	N/A	Type Expense Est. \$1,200.00 Actual \$0.00	Curling Stones \$300 per pair
🕒 Community Foundation Grant Completed on 11/04/2021	11/04/2021	Type Income Est. \$0.00 Actual \$10,000.00	Check received on November 4, 2021