



Agenda
City of Charlevoix Downtown Development Authority Meeting
Monday, September 26, 2022 - 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**
 - A. Minutes for August 22, 2022 Regular Meeting
 - B. Financial Report
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Main Street DDA Director
- 7. Old Business**
 - A. Portable Restrooms
Lindsey Dotson, Main Street DDA Director
 - B. DDA Restructuring Update
Lindsey Dotson, Main Street DDA Director
 - C. Property Acquisition
Lindsey Dotson, Main Street DDA Director
- 8. New Business**
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all

reasonable accommodations requests.

Charlevoix Downtown Development Authority

Consent Agenda

Title: Minutes for August 22, 2022 Regular Meeting

Date: September 26, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. 2022.08.22 DDA DRAFT

City of Charlevoix
Downtown Development Authority and Main Street Meeting minutes
Monday, August 22, 2022 - 5:30 PM
Council Chambers, City Hall

1. Call to Order

The meeting was called to order at 5:30 p.m. by Chair Owens.

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens
Members Present:	Sam Bingham, Sean Bradley, Kirby Dipert, Liam Dreyer, Mayor Luther Kurtz, Annie Oosthuizen, Paul Silva, Ron Way
Members Absent:	None
City Staff:	Lindsey Dotson, DDA Director; Mark L. Heydlauff, City Manager

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

Chair Owens asked for clarification on Item 5E. Resilient Lakeshore Heritage Grant Resolutions. Ms. Owens asked which grant requires a minimum 10% match and questioned who was responsible for the match and Director Dotson responded by stating the property owner was responsible for the matching funds.

Motion by Member Bradley, seconded by Member Bingham to approve the Consent Agenda as presented.

Motion carried by unanimous voice vote.

A. Minutes for July 25, 2022 Regular Meeting

Motion to approve the minutes as presented.

B. Monthly Report to MEDC

Motion to approve the Monthly Report to MEDC as presented.

C. Financial Report

Motion to approve the Financial Report as presented.

D. Committee Minutes

Motion to approve the July 27, 2022 Promotions Organization Committee and August 4, 2022 Design Committee meeting minutes.

E. Resilient Lakeshore Heritage Grant Resolutions

Lindsey Dotson, Main Street DDA Director

Motion by Member Bradley, seconded by Member Bingham to approve Resolution 2022-08-

22 supporting the application for the Resilient Lakeshore Heritage Grant on behalf of Spartiland, LLC for 203 Bridge Street and 211 Bridge Street Associates for 211 Bridge Street.

Resolution 2022-08-22-203 Bridge Street

Whereas, the City of Charlevoix DDA has entered into an agreement with Spartiland LLC to complete the preservation work for the resource located at 203 Bridge Street, Charlevoix, MI 49720, and;

Whereas, the City of Charlevoix DDA will file an application to the Michigan State Historic Preservation Office (SHPO) for the Resilient Lakeshore Heritage Grant program in the amount of \$100,000 for the Storefront Restoration of the Buttars Building for the resource located at 203 Bridge Street, Charlevoix, MI 49720 and; Whereas, the City of Charlevoix DDA and Spartiland LLC, owner of the property at 203 Bridge Street, Charlevoix, MI 49720, have entered into an agreement delineating the parties responsible for grant administration and related activities necessary for the successful completion of the project, and;

Whereas, the City of Charlevoix DDA has appointed Lindsey Dotson, Executive Director, as the Grant Project Manager;

Whereas, the City of Charlevoix DDA acknowledges that the Resilient Lakeshore Heritage Grant Program is an expense reimbursement program. The City of Charlevoix DDA authorizes expenditures in the amount of \$100,000 for the project work, with funds from the DDA Fund, and;

Whereas, the Spartiland LLC acknowledges that reimbursements may be made, upon request, at fifty percent (50%) completion following SHPO receipt of a reimbursement request and SHPO audit and acceptance of related financial documentation and that the remainder will be reimbursed upon completion of final project work, SHPO acceptance of the final completion report, SHPO audit and acceptance of financial documentation for eligible costs and SHPO acceptance of a historic preservation easement recorded at the Register of Deeds, and;

Whereas, upon approval of the application by the SHPO the Executive Director of the City of Charlevoix DDA shall be authorized to sign the grant agreement, any necessary grant agreement amendments, and other agreement-related documents, and;

Whereas, upon completion of the project, the Spartiland LLC shall be required to execute the required historic preservation easement and record it at the County Register of Deeds before the grant reimbursement will be processed by the SHPO;

RESOLVED, that City of Charlevoix DDA directs the Executive Director to file an application for a grant from the SHPO Resilient Lakeshore Heritage Grant Program for \$100,000, and;

RESOLVED, that the Executive Director be authorized to sign the grant application and any additional grant documentation, and to take any additional administrative actions necessary to implement this resolution.

Resolution 2022-08-22-211 Bridge Street

Whereas, the City of Charlevoix DDA has entered into an agreement with 211 Bridge Street Associates to complete the preservation work for the resource located at 211 Bridge Street, Charlevoix, MI 49720, and;

Whereas, the City of Charlevoix DDA will file an application to the Michigan State Historic Preservation Office (SHPO) for the Resilient Lakeshore Heritage Grant program in the amount of \$100,000 for the rehabilitation of the Kroger Building for the resource located at 211 Bridge Street, Charlevoix, MI 49720 and;

Whereas, the City of Charlevoix DDA and 211 Bridge Street Associates, owner of the property at 203 Bridge Street, Charlevoix, MI 49720, have entered into an agreement delineating the parties responsible for grant administration and related activities necessary for the successful completion of the project, and;

Whereas, the City of Charlevoix DDA has appointed Lindsey Dotson, Executive Director, as the Grant Project Manager;

Whereas, the City of Charlevoix DDA acknowledges that the Resilient Lakeshore Heritage Grant Program is an expense reimbursement program. The City of Charlevoix DDA authorizes expenditures in the amount of \$100,000 for the project work, with funds from the DDA Fund, and;

Whereas, the 211 Bridge Street Associates acknowledges that reimbursements may be made, upon request, at fifty percent (50%) completion following SHPO receipt of a reimbursement request and SHPO audit and acceptance of related financial documentation and that the remainder will be reimbursed upon completion of final project work, SHPO acceptance of the final completion report, SHPO audit and acceptance of financial documentation for eligible costs and SHPO acceptance of a historic preservation easement recorded at the Register of Deeds, and;

Whereas, upon approval of the application by the SHPO the Executive Director of the City of Charlevoix DDA shall be authorized to sign the grant agreement, any necessary grant agreement amendments, and other agreement-related documents, and;

Whereas, upon completion of the project, 211 Bridge Street Associates shall be required to execute the required historic preservation easement and record it at the County Register of Deeds before the grant reimbursement will be processed by the SHPO;

RESOLVED, that City of Charlevoix DDA directs the Executive Director to file an application for a grant from the SHPO Resilient Lakeshore Heritage Grant Program for \$100,000, and;

RESOLVED, that the Executive Director be authorized to sign the grant application and any additional grant documentation, and to take any additional administrative actions necessary to implement this resolution.

Motion carried by unanimous voice vote.

6. Reports

A. Director's Report

Member Dipert stated that he wanted to discuss again the Director's expenses for traveling to Main Street conferences. Motion by Member Dipert, seconded by Member Bradley to add the discussion to New Business as Item C.

Motion carried by unanimous voice vote.

Director Dotson stated that one item was not included in the report regarding the portable restroom issue and she wanted to include the most up-to-date pricing estimates. She had given pricing information to Member Silva, but updated pricing would be a forthcoming item for a future meeting agenda.

7. Old Business

8. New Business

A. Alley Corridor Implementation Discussion

Lindsey Dotson, Main Street DDA Director

Director Dotson reviewed the options for the alley corridor implementation project including:

- Mason to Clinton Street implementation in conjunction with the City's infrastructure - \$13,380 for landscaping plus \$30,000 for each dumpster enclosure;
- Clinton to Park implementation - brick pavers north to south in Van Pelt Alley; total cost of \$210,000
- Antrim to Mason implementation - pavers for walkway/sidewalk areas: \$138,950 and landscaping: \$8,000.

Discussion followed regarding the proposed projects, the projects currently planned and funded by the City, possible impacts on property values, and underground infrastructure issues needed before paver projects.

Motion by Member Dipert, seconded by Member Bradley to postpone this discussion until the September meeting.

Motion carried by unanimous voice vote.

B. Downtown Housing Incentive Program

Lindsey Dotson, Main Street DDA Director

Director Dotson stated at the June Economic Vitality Committee meeting there was discussion regarding the deed restriction program and how it was a tool in their toolbox for achieving their overarching goals. Ms. Dotson stated they had only received one full application that was awarded last year.

Motion by Mayor Kurtz, seconded by Member Bradley to move item (7A Old Business-Downtown Housing Incentive) down to New Business (on the agenda).

Motion carried by unanimous voice vote.

Motion by Mayor Kutr, seconded by Member Dipert to table discussion on the Housing Incentive item for the next meeting.

Motion carried by unanimous voice vote.

C. Property Acquisition Discussion

Lindsey Dotson, Main Street DDA Director

Director Dotson stated that during the Board's last work session, the Board discussed exploring the possibility of being more actively involved in housing. Ms. Dotson stated that she recently received correspondence from a property owner who wanted the DDA to make an offer on a property, but generally speaking she wanted to gauge the Board's interest in that type of transaction. Discussion followed regarding the need for workforce housing, the potential property purchase, MEDC support/involvement in community meetings and the formal bidding process for a redevelopment team, mixed use development vs. workforce housing, and the mixed use element required for funding from the State funds. No formal action was taken by the Board.

D. Director's Traveling Expenses for Main Street

Member Dipert stated the Main Street Program has had some benefits but he thought that they were going to continue to be a member of Main Street but not an active participant. Chair Owens stated that in April she suggested they graduate from Main Street, but since no formal action was taken, the Board is required to meet the program's minimum requirements. The Board discussed the benefits of Main Street, related costs and what changes would be needed if the DDA did not participate in the Main Street Program, and the continuation and future of the Junior Main Street Program.

Chair Owens opened the item for public comment, one was heard and opposed.

Motion by Member Bradley, seconded by Member Dipert that the DDA graduate from the Main Street Program.

Discussion followed regarding the pros and cons of graduating from the Michigan Main Street Program. Director Dotson stated that she was concerned that they have not formally addressed any of the other public bodies that were initially engaged to support the DDA in the Main Street endeavors and the stakeholders in the downtown have not been asked for their opinion on moving away from Main Street. Director Dotson listed other items, including grants and reports that would be eliminated or changed with the graduation from the Main Street program. Member Dipert asked the Chair to call the question.

Yeas: Bradley, Bingham, Dipert, Kurtz, Oosthuizen, Owens, Way

Nays: Dreyer, Silva

Absent: None

Motion carried.

9. Public Comment

10. Request for Future Agenda Items

Mayor Kurtz suggested a plan of action be created to deal with all of the situations involved in graduating from the Main Street Program, the Board concurred.

11. Board Comments

Mayor Kurtz thanked Sean Bradey for his years of fine service to the DDA. Member Bradley thanked the Members and Director Dotson, City Council and City Manager, and Shirley Gibson and the people of Charlevoix for putting their faith in him and allowing him to serve on this Board.

12. Adjourn

The meeting adjourned at 6:55 p.m.

Sarah Dvoracek/fgm City Clerk

Maureen Owens Chair

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.

Charlevoix Downtown Development Authority

Consent Agenda

Title: Financial Report

Date: September 26, 2022

Presented By:

Background:

Recommendation:

Attachments:

1. DDA Financial - September

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING SEPTEMBER 30, 2022

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	39,329.77	11,701.51	40,784.78	40,400.00	384.78	100.95
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	453,334.71	.00	363,125.27	453,300.00	(90,174.73)	80.11
255-000-420.000	DELINQUENT TAXES - DDA	500.94	.00	(244.02)	.00	(244.02)	.00
255-000-437.000	IFT/CFT TAXES	771.02	.00	820.31	.00	820.31	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	155.36	17.07	17.07	100.00	(82.93)	17.07
255-000-523.001	FEDERAL GRANTS	10,201.44	.00	(7,606.44)	.00	(7,606.44)	.00
255-000-566.001	STATE GRANTS	75,000.00	.00	.00	.00	.00	.00
255-000-573.000	STATE REVENUE - OTHER	13,121.49	.00	.00	10,000.00	(10,000.00)	.00
255-000-580.001	GRANTS - OTHER	14,000.00	.00	.00	5,000.00	(5,000.00)	.00
255-000-665.000	INTEREST EARNINGS	929.43	.00	(42.82)	1,000.00	(1,042.82)	(4.28)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	1,000.00	1,000.00	.00	100.00
255-000-668.002	PROPERTY RENT - BIBCO	32,400.96	.00	16,814.10	33,600.00	(16,785.90)	50.04
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.004	PROPERTY RENT - LC BREWERS	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.005	PROPERTY RENT-LONG RD DISTILL	14,960.00	.00	1,300.00	.00	1,300.00	.00
255-000-668.006	PROPERTY RENT - BRIDGE PARK	.00	4,126.67	10,276.67	.00	10,276.67	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	398.61	23.22	116.10	.00	116.10	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	1,959.58	.00	2,242.45	6,000.00	(3,757.55)	37.37
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	14,083.22	.00	.00	.00	.00	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	4,301.63	.00	1,980.00	.00	1,980.00	.00
255-000-692.000	MISCELLANEOUS	1,809.50	.00	.00	14,300.00	(14,300.00)	.00
255-000-692.001	MISCELLANEOUS-THE VAULT	13,786.70	.00	.00	17,000.00	(17,000.00)	.00
TOTAL FUND REVENUE		692,044.36	15,868.47	430,583.47	612,300.00	(181,716.53)	70.32

CITY OF CHARLEVOIX

DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 6 MONTHS ENDING SEPTEMBER 30, 2022

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	45,565.36	3,887.61	20,384.96	50,000.00	29,615.04	40.77
255-255-706.001	WAGES (ICMA)	4,771.43	408.18	2,400.89	5,200.00	2,799.11	46.17
255-255-719.000	EMPLOYEE FRINGE BENEFITS	35,540.99	.00	12,867.94	39,000.00	26,132.06	32.99
255-255-740.000	OPERATING SUPPLIES	11,296.55	560.62	4,997.91	9,400.00	4,402.09	53.17
255-255-740.001	OPERATING SUPPLIES-THE VAULT	12,792.88	.00	.00	17,000.00	17,000.00	.00
255-255-776.000	IWF MAINTENANCE	.00	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	35,618.19	.00	21,717.66	28,300.00	6,582.34	76.74
255-255-801.003	PROMOTION COMMITTEE EXPENSES	15,238.00	75.00	7,930.86	7,300.00	(630.86)	108.64
255-255-801.004	ORGANIZATION COMMITTEE	648.00	.00	.00	500.00	500.00	.00
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	75,596.00	.00	.00	.00	.00	.00
255-255-818.000	CONTRACTUAL SERVICES	29,974.10	2,640.22	23,836.70	30,700.00	6,863.30	77.64
255-255-818.002	DESIGN COMMITTEE	17,869.82	16,064.00	16,064.00	15,600.00	(464.00)	102.97
255-255-826.000	LEGAL FEES	2,187.41	.00	108.50	500.00	391.50	21.70
255-255-853.000	TELEPHONE	1,083.54	78.20	535.01	1,900.00	1,364.99	28.16
255-255-860.000	CONFERENCE & TRAVEL	2,054.77	.00	1,956.20	1,000.00	(956.20)	195.62
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	.00	30,000.00	30,000.00	.00
255-255-910.000	INSURANCE & BONDS	1,748.66	.00	(50.49)	1,800.00	1,850.49	(2.81)
255-255-933.000	MAINTENANCE - BRIDGE PARK	3,078.43	3,778.71	8,821.50	5,000.00	(3,821.50)	176.43
255-255-962.000	MISCELLANEOUS	6,973.42	.00	.00	100.00	100.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	13,459.59	208.99	208.99	500.00	291.01	41.80
255-255-964.000	REFUNDS & REBATES	4,172.50	.00	4,394.42	6,000.00	1,605.58	73.24
255-255-999.000	TRANSFER TO OTHER FUNDS	2,175.66	.00	.00	.00	.00	.00
255-255-999.594	TRANSFER TO MARINA FUND-BOND	336,200.00	336,100.00	336,100.00	336,100.00	.00	100.00
	TOTAL DOWNTOWN DEVELOPMENT	688,045.30	363,801.53	462,275.05	591,900.00	129,624.95	78.10
	TOTAL FUND EXPENDITURES	688,045.30	363,801.53	462,275.05	591,900.00	129,624.95	78.10
	NET REVENUES OVER EXPENDITURE	3,999.06	(347,933.06)	(31,691.58)	20,400.00	(52,091.58)	(155.35)

Charlevoix Downtown Development Authority

Reports

Title: Director's Report
Date: September 26, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

In the News:

[Charlevoix's DDA resigns from Main Street program](#) - Petoskey News Review
[Charlevoix Trying to Bring More Foot Traffic to Downtown Through Prize Drawing](#) - 9&10 News
[Charlevoix DDA leaving Michigan Main Street Program](#) - 7&4 News

Director Planned Out of Office Dates

September 30 - Vacation Day

October 3 & 4 - Storytelling Training in Lansing (The training is free and I will not seek mileage reimbursement) MMS said I could attend so that I can say goodbye to my network and have a sendoff celebration. I am choosing to use vacation time for this training since the trip is also tied to dealing with some family affairs I had already planned to take care of while down there. I could have just put Vacation Days but I also wanted to be transparent about where I will be.

October 31 - Vacation Day

November 24 - 25 - Thanksgiving

December 5 - 9 - Vacation

December 21 - 23 - Christmas

Cooperative Ad Campaign Update

Attached is the Ad Performance Report for Charlevoix Harbor Wear that ran in August. Currently, The Lake House and Mushroom House Tours are running. Next up will be Scovie's in October.

SBEI Round 2 Update

A draft version of the final report of recommendations has been reviewed and they are now finalizing the document and will be mailing it out (and sharing the digital file) sometime next week. We will be able to review as a board during our October meeting.

Pulse Poll Survey Results

I've attached a summary of the Pulse Poll Survey results. The purpose of this survey was to use the information for our annual Impact Report from Michigan Main Street, but we will no longer be receiving that service. However, the information is still ours and can be used in a multitude of ways, and I intend on breaking this down into relevant categories that can be shared with different stakeholder groups as useful information when it comes to a number of topics, including business retention/expansion, housing, and event planning. Graphically/formatting wise, the document is not pretty in its current form, but still informative and interesting.

Resilient Lakeshore Heritage Grant Update

Last month we approved two resolutions that accompanied grant applications for two properties in

the downtown. Both applications, requesting \$100,000 each, were successfully submitted with hours to spare. Grant agreements are to be executed in the Fall of 2022, so hopefully that means we will find out who the awardees are very soon.

Housing Incentive/Deed Restriction Update

The deed restriction affiliated with the Housing Incentive grant awarded to 211/215 Bridge Street was approved by the Housing North board in April, but a final draft had not yet been fully executed as there were still some questions about how to word some aspects of the agreement. Thankfully, during a meeting with Housing North and Andrew Margullies on September 13th, all pending questions were answered and details were worked out and the final version of the Deed Restriction is being drafted now.

RRC Updates

- Antrim/State Street project: the architect met with the property owners and I recently to review some draft renderings and mockups to get further clarification on a few points. Final versions of the deliverable will be available soon, which will include a few different options, including a simple sprucing up of the building that is already there, an addition that would add a 2nd floor and two more apartments, and potentially a third floor unless it looks too weird. These renderings and design recommendations will also be accompanied by estimated pricing for the improvements and a pro-forma outlining the different income opportunities available for each potential outcome.
- VUE Wine Bar: After obtaining permission from David Levy, a formal request was submitted to the MEDC to work with the same architect that we had on the Antrim Street project to come up with a rendering of possible facade improvements that could be made to the VUE Wine Bar space. The business owners acknowledge the condition of the storefront isn't the greatest, and they are interested in possibly restoring some original features of the building if possible. That project is underway as well!

Business/Building Owners Mixer Event

On Tuesday, September 27th, at 5:00pm, Bridge Street Inn will host a business/building owners mixer and it would be great to see some of the DDA Board members there!

Joint Meeting with Planning Commission

There has been conversation about a potential joint meeting with members of the DDA, Planning Commission, Historic District Commission, and Shade Tree Commission taking place after our October regular meeting requested by Planning Commission Chair RJ Waddell. However, a formal invitation has yet to be received. Please keep an eye out for more information about that if you'd like to participate. The idea behind the meeting is to ensure we are all aware of each other's initiatives, not duplicating efforts, and identify ways to streamline processes like site plan reviews that involve downtown property, etc.

Match on Main Grant

The next round of Match on Main funding is live and accepting applications through October 28th. If we get any interested applicants, I will again use an online rating form for members of our Economic Vitality Committee to review. If any applications come in I will share them with the Board at the October meeting.

Recommendation:

Attachments:

1. Ad Performance Report - August
2. 2022 Pulse Poll Survey Results

Downtown Cooperative Ad Campaign Performance Report

August 2022 | Charlevoix Harbor Wear

14,451 TOTAL IMPRESSIONS

Push Notifications in the Life in Charlevoix app:

4 push notifications sent to 1385 devices each time = TOTAL: 5,540 + 467 Unique Visitors

Views / Visitors Total

Date Range Start Date - End Date	2022-08-01 - 2022-08-31	Update
Total Views This is a measure of every view of your app, regardless of the number of people.	1462	
Total Unique Visitors This is a measure of every individual that visits your app.	467	

Tickets sold at Charlevoix Cinema III: 2361

Social Media Ad Performance: 4236

View results

Boost another post Promote again ...

Performance i
\$150.00 spent over 30 days.

ThruPlays i

5,312

Reach i

4,236

Cost per ThruPlay

\$0.03

Activity





Get more results like this

Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

Get started

Audience

This ad reached 4,236 people in your audience.



Ad rating

Are you satisfied with this ad?

No Yes

Details

Status Completed

Goal Get more video views

Total budget \$150.00

Duration 30 days

See all

Preview

@[1692341334370106:274:Charlevoix Harbor Wear] has been family owned and operated since 1985 providing quality, colorful, nostalgic tee-shirts and sweatshirts for the whole family. Home of the original stacked, "sailboat"...

Life is Go

View ad Edit ad

Payment method

Visa • 5850 Change

Amount spent

Total Amount \$150.00



Aug 1 • 4 min



Charlevoix Harbor Wear

Charlevoix Harbor Wear has been family owned and operated since 1985 providing quality, colorful, nostalgic tee-shirts and sweatshirts...

235 views 0 comments



Website Traffic: 997 visitors in August

Traffic Overview

Previous month (Aug 1 - Aug 31, 2022) compared to previous period (Jul 1 - Jul 31, 2022)

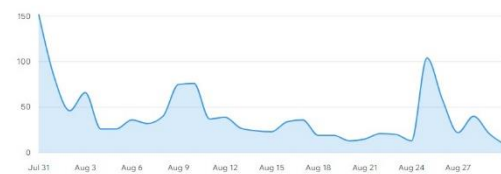
Site sessions
1,252 + 17%

Unique visitors
997 + 20%

Avg. session duration
3m 53s + 5%

Sessions by traffic source

Sessions over time



See full report

New vs returning visitors



See full report

Sessions by device



See full report

Avg. sessions by day



See full report

Traffic insights

Of all your pages, people spend more time on: /post/charlevoix-downtown-development-authori...
See all insights

Sessions by country

Email Newsletter Performance: 615 opens

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

1079

Open Rate

58.4%

Click Rate

9.8%



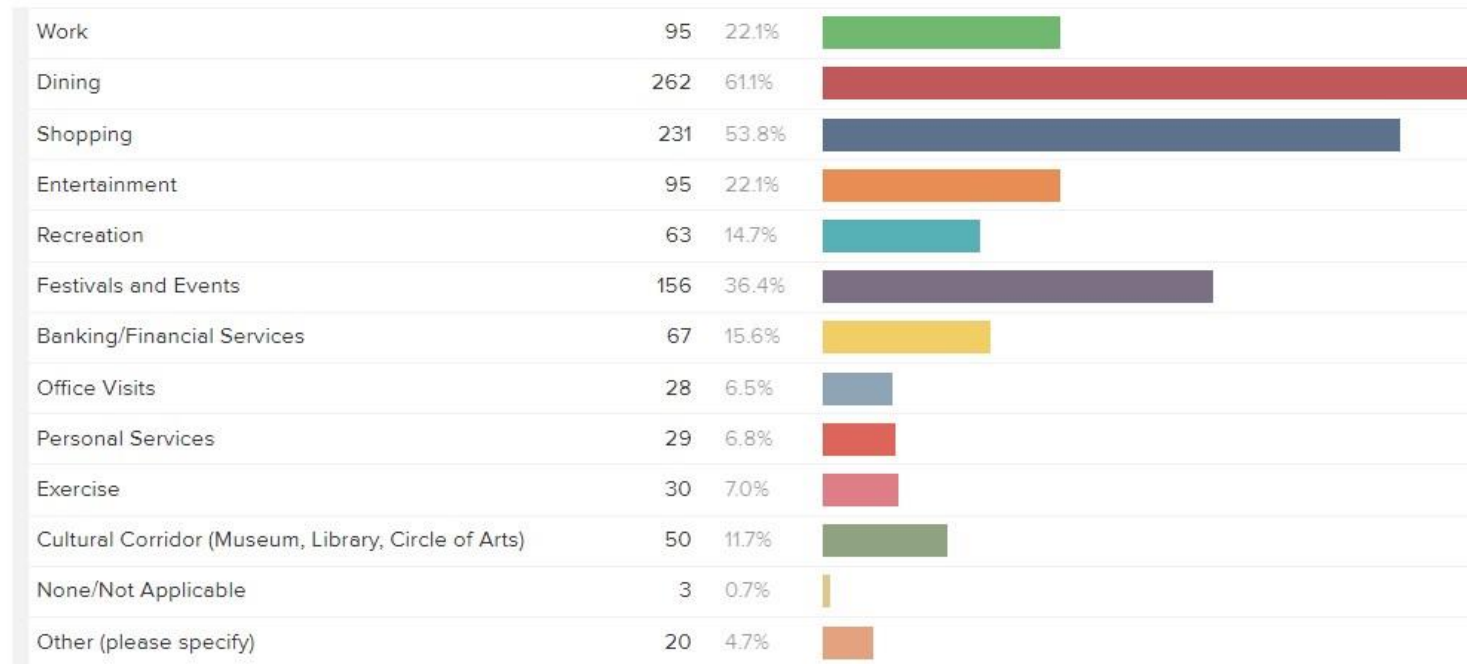
	Original	Resend	Total
Opens	537	78	615
Sent	1079	529	1608
Bounces	48	18	66
Successful Deliveries	1031	511	1542
Desktop Open Percentage			91.2%

	Original	Resend	Total
Clicks	90	11	101
Did Not Open	494	433	927
Unsubscribed	0	1	1
Spam Reports	0	0	0
Mobile Open Percentage			8.8%

2022 Pulse Poll Survey Results

Question 1 — Multiple Choice

For which of the following activities or purposes do you visit Downtown Charlevoix most often? (Select up to three)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

1	Walking
2	Drug store and Oleson's
3	Bibco dock
4	Socialize puppy
5	Rest!



WHY do people visit downtown?

Walking

Drug store and Oleson's

Bibco dock

Socialize puppy

Rest!

No my way to Petoskey to shop

like most locals

Grocery stores

Resident

Vacation

Library

Marina and Round and Lake

Charlevoix

Farmers market

Farmer's Market

Commute mostly and Villager

Pub occasionally

Drinks

Farmers Market

just driving thru to get to golf

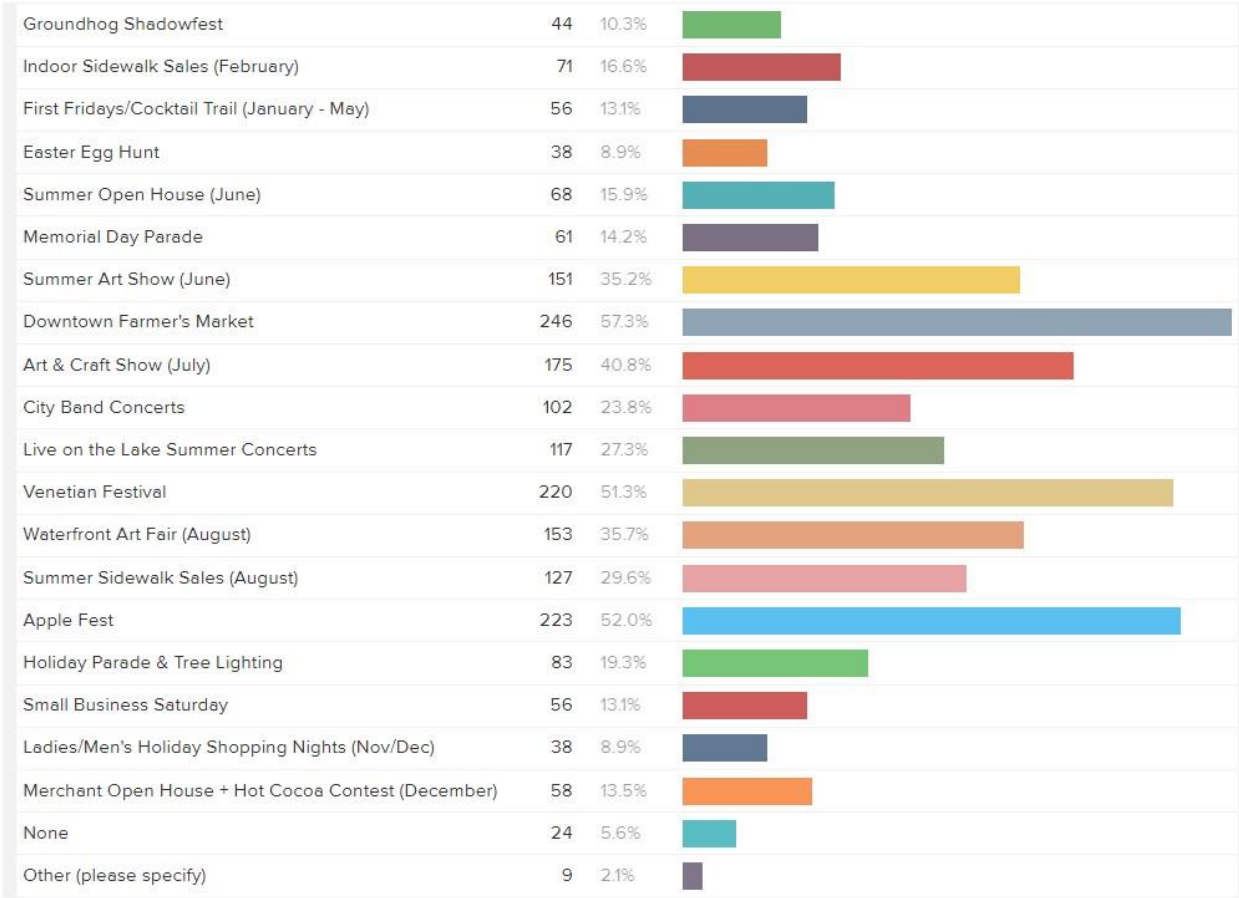
course

Viewing boats

Visit local business of all kinds

Library

Which of the following downtown festivals and events did you attend or participate in during the past year?
(Select all the apply)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

Review all responses →

1	Our incredible library!
2	Events at the library
3	Boyne Thunder
4	There are too many weekly events in our local communities
5	NYE igloo at East Park

Our incredible library!

Events at the library

Boyne Thunder

There are too many weekly events in our local communities

NYE igloo at East Park

Boyne Thunder

Jr. Venetian Sailing Regatta. I thought a lot about going to some of the others but never made it.

Sledding in East Park.

Boyne Thunder Poker Run

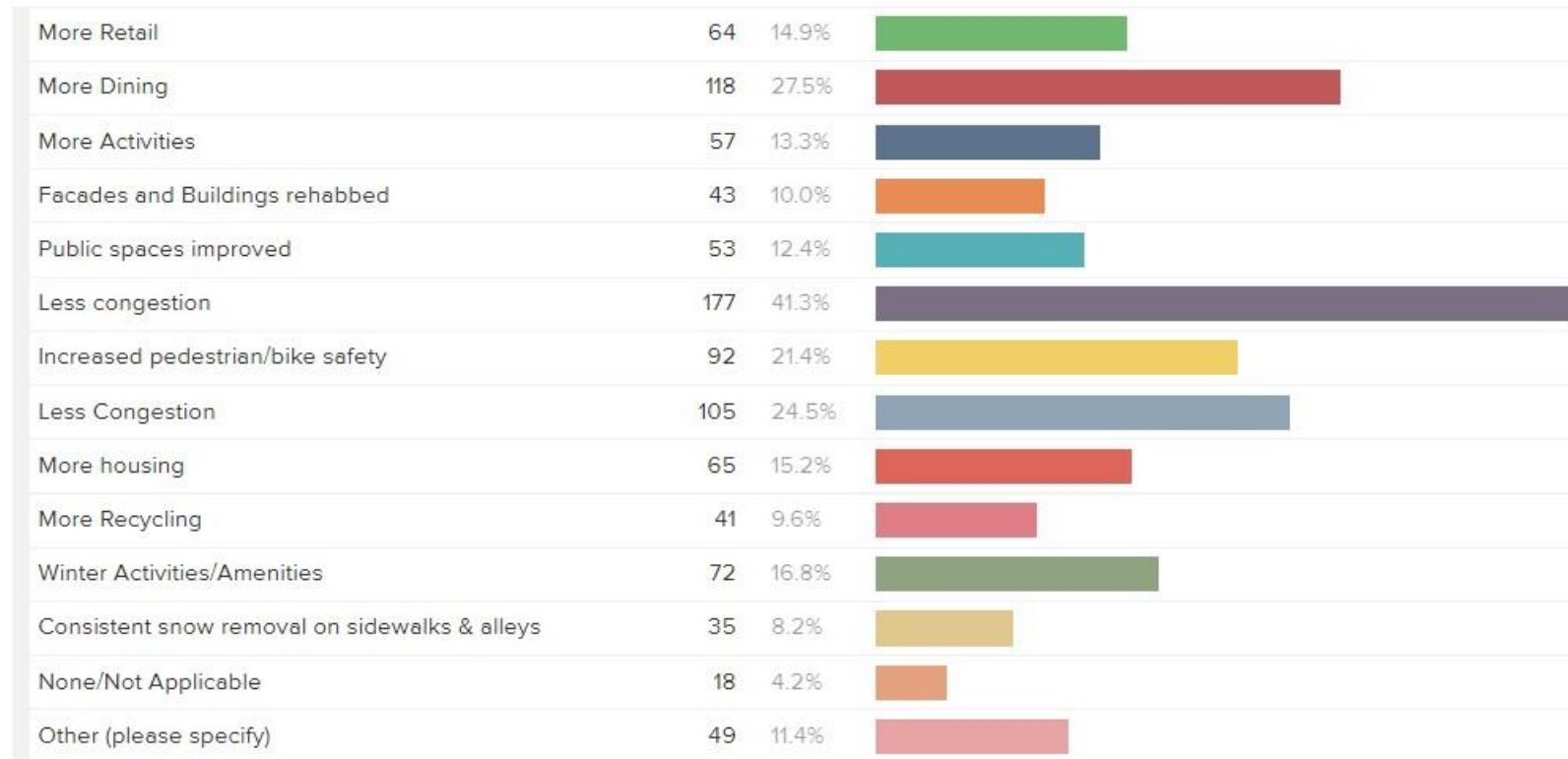


Thinking about all the reasons you visit Downtown Charlevoix, which of the following best describes how the frequency of your visits has changed during the past year?





What would make Downtown Charlevoix better? (Select up to three)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

1	More parking
2	US 31 traffic congestion is horrible. Back ups literally for miles north and south, not related to bridge times. I need to allow extra 20+ minutes on cross town travel times, even if I try back street escapes.
3	Less businesses that only cater to tourism
4	More parking
5	Closer handicap parking

More parking

US 31 traffic congestion is horrible. Back ups literally for miles north and south, not related to bridge times. I need to allow extra 20+ minutes on cross town travel times, even if I try back street escapes.

Less businesses that only cater to tourism

More parking

Closer handicap parking

Social district between bats

More shopper dock spaces

Family activities not just drinking.

Parking- more

Downtown is great, but most of the locals stay away during summer time because its just too busy with all the tourists and lack of help that the businesses have. Alot only go when they need groceries or something special from a shop.

More grab and go food options

More open space/play area

Less crosswalks

Housing does not specifically need to be downtown, but affordable housing is a big need.

Safer pedestrian cross walks. (Stop lights for cross walks?)

Remove parking meters, remove a cross walk or two

Parking

More parking

Better dining options; the restaurants downtown with a couple of exceptions a re not very good. Food at The Villager is mediocre at best if not down right bad; everything closes up too early; not enough variety of cuisines. Such limited options. Van Pelt Alley restaurants are over priced and not very good either.

less events and don't cater to tourists

Easier parking

Picnic tables in the marina park

Operator to help with traffic/pedestrian flow. People need supervision & direction.

Free parking for locals

Parking

Cleaning of trash of the sidewalks, very dirty

Parking areas

Free parking

remove bridge

More businesses aimed at year round residents (i.e. shoes, undergarments, affordable children's clothing)

More outdoor dining areas

Water fill stations

Affordable practical retail, not tourist shops.

Remove the crosswalk by taffy barrel. Someone is going to get killed. Plus the traffic flow is awfully congested in that area because of that & the bridge.

Electric charging stations

Fewer festivals and events in summer

More/better signage

Get rid. Of the crosswalk between Clinton and Park or remove 4 parking spaces closest to it. It is a dangerous crosswalk because cars are parked to close to it.

More (free) parking

Free parking

Don't change a thing or the charm will be ruined.

More bars

Dining that is actually open when it says it is. Tired of driving 10 miles just to go back home

It's already great!!

More available parking

Better quality restaurants; food in the majority of restaurants downtown is very basic, nothing exceptional. Poor service & high prices

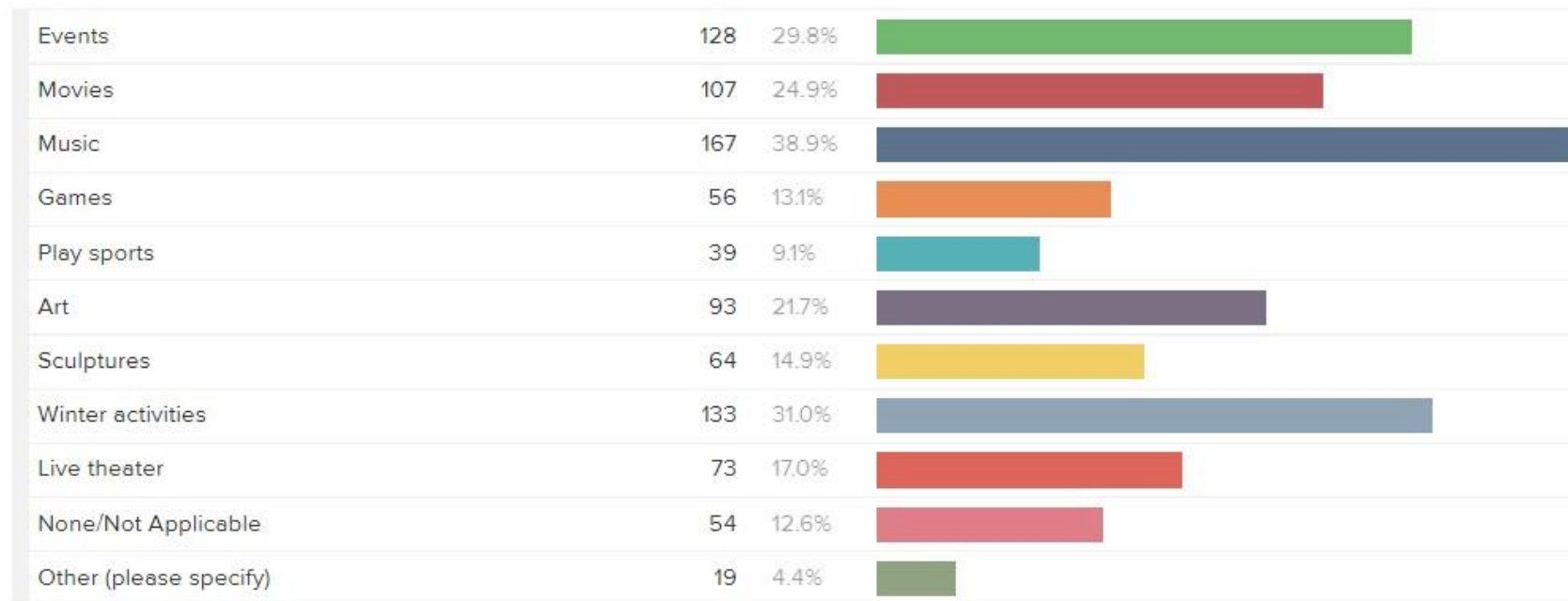
The Charlevoix City Services make every visit safe, clean and a joy to attend or just walk around. We need nothing more to make us come downtown.

Love this city so much!

Remove mid street cross walks.



What activities would you like to have in Downtown Charlevoix? (Select up to three)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

- 1 Less activities to alleviate congestion so our downtown can be just a nice downtown
- 2 Less events
- 3 It would be really interesting to try doing maybe a festival of lights in maybe January. Businesses lighting up their store fronts (if they would like to participate) and it be a sort of competition to win a small prize and bragging rights. Hot coffee/cocoa stand, soup and chili stand. Snowman contest for kids. 3 legged race. Just fun things for the families that didn't center around a beer tent. (Don't get me wrong, I like beer and have worked the tent a few times) but something more simple and organic for families.
- 4 I would love to start a community theatre group in Charlevoix!!
- 5 Scavenger hunts, rock paint and hide, muralist to additionally beautify

Less activities to alleviate congestion so our downtown can be just a nice downtown

Less events

It would be really interesting to try doing maybe a festival of lights in maybe January. Businesses lighting up their store fronts (if they would like to participate) and it be a sort of competition to win a small prize and bragging rights. Hot coffee/cocoa stand, soup and chili stand. Snowman contest for kids. 3 legged race. Just fun things for the families that didn't center around a beer tent. (Don't get me wrong, I like beer and have worked the tent a few times) but something more simple and organic for families.

I would love to start a community theatre group in Charlevoix!!

Scavenger hunts, rock paint and hide, muralist to additionally beautify

Less

Fewer, not more activities

Kid stuff

Workouts

Affordable/Free Childrens Activities & Events

Rooftop seating, plazas and outdoor gardens, more family-friendly spaces, bike/scooter share, housing out of control

Shuffleboard!!

Bring shuffleboard back

Local musicians

Franchised Dining

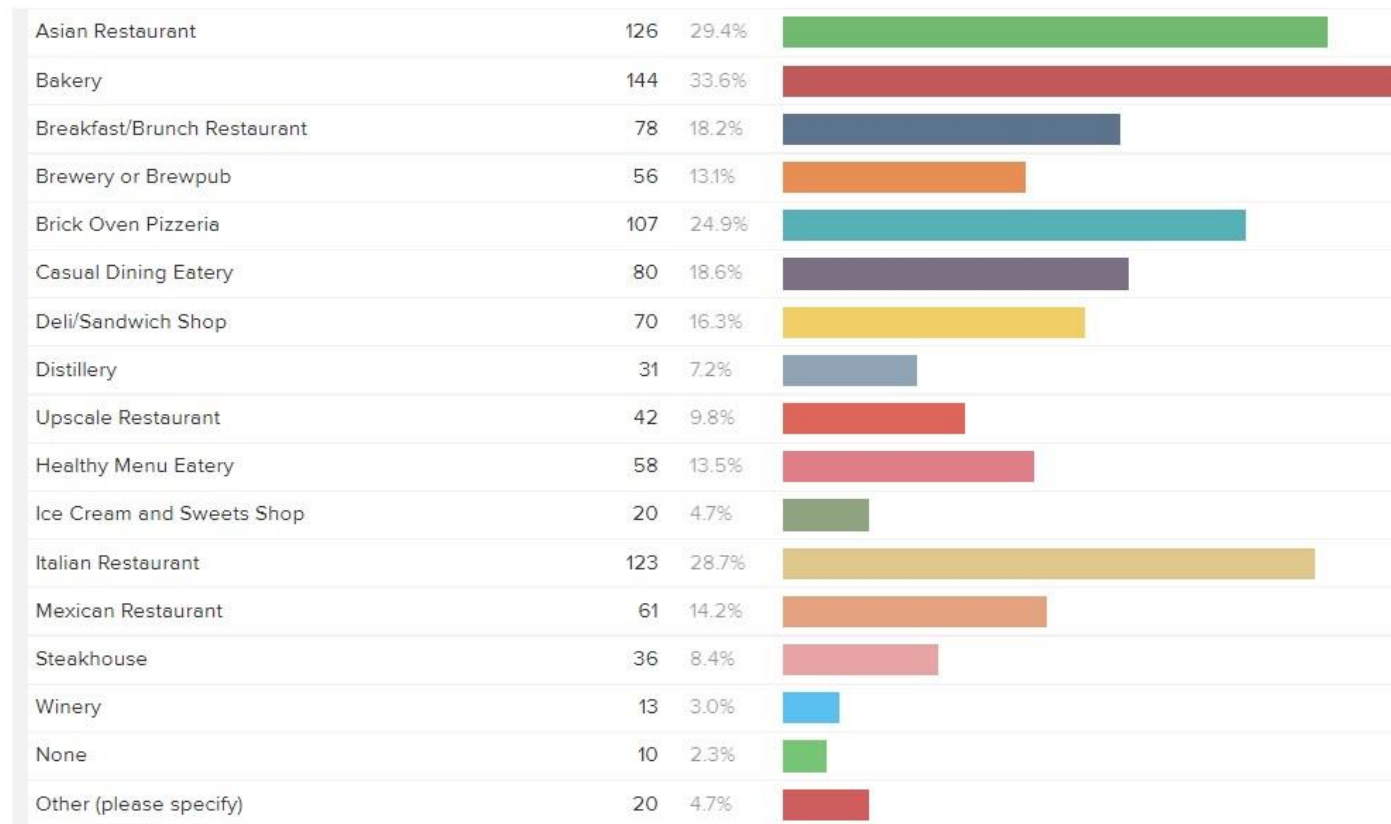
Live outdoor theatre would be cool

Kids activities

late august events??

Question 6 — Multiple Choice

Which of the following types of new or expanded eating and drinking options would make you visit Downtown Charlevoix more often? (Select up to three)



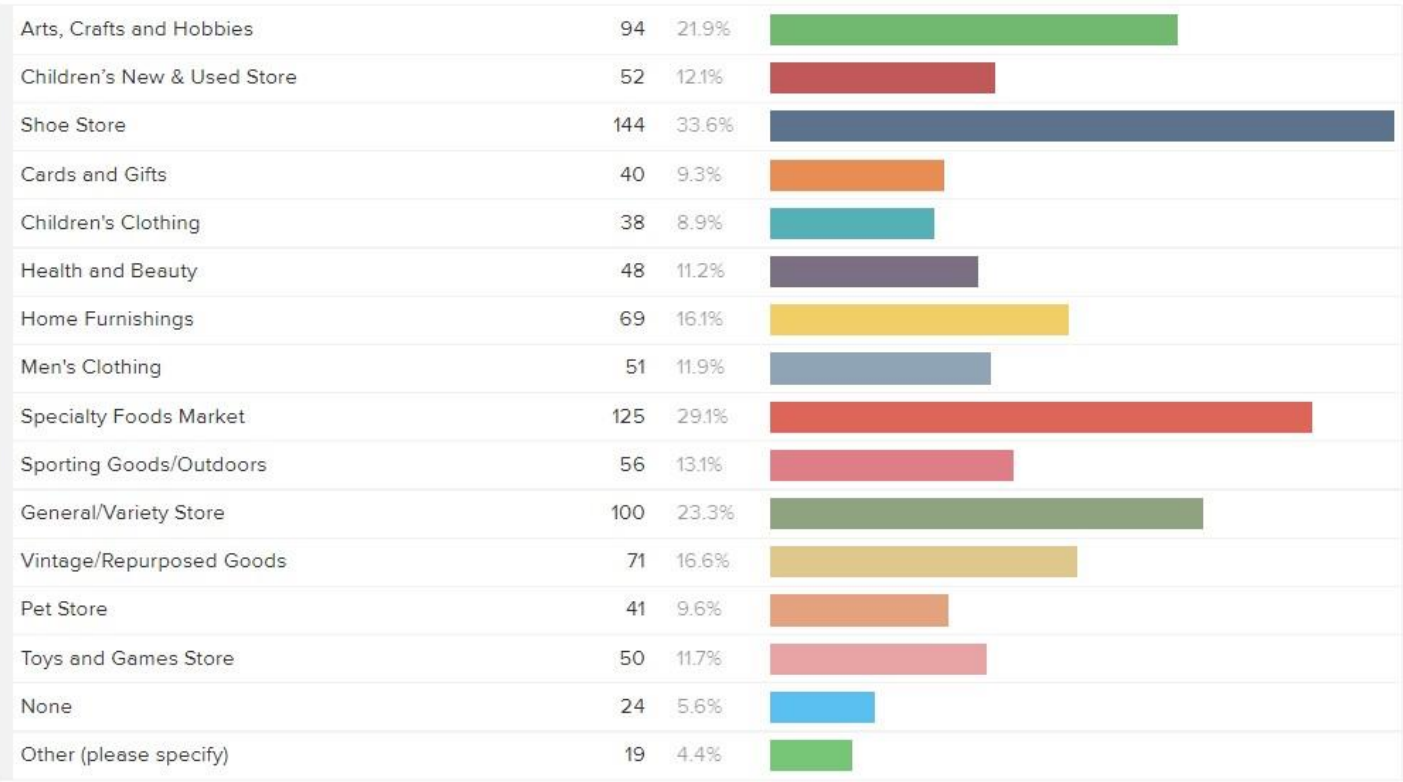
Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

- 1 Mediterranean
- 2 Chinese
- 3 Petoskey lost theirs
- 4 Seafood
- 5 Not fancy eating .

Mediterranean
Chinese
Petoskey lost theirs
Seafood
Not fancy eating .
Vegan
Middle Eastern
Charlevoix has pretty good options for such a little town, but a Mediterranean or Indian place would be pretty enticing. Bring Linda's Tacos downtown, authentic Greek/Mediterranean restaurant, Thai/Vietnamese cuisine, Pizza by the slice,
Sushi that is good and isn't closed.
Other affordable ethnic places and less pub food
The restaurants we have are terrific, but variety is always welcomed.
Vegan/vegetarian
Johan's!
Bistro
For the love of all that is holy, NO MORE BARS
Classic old school Diner
Better takeout options, similar to Chipotle. Nicer than McDonalds but reasonably priced and quick
We are quite satisfied with the range of restaurants in downtown.
Keep a small town atmosphere

Which of the following types of new or expanded retail offerings would make you visit Downtown Charlevoix more often? (Select up to three)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses](#)

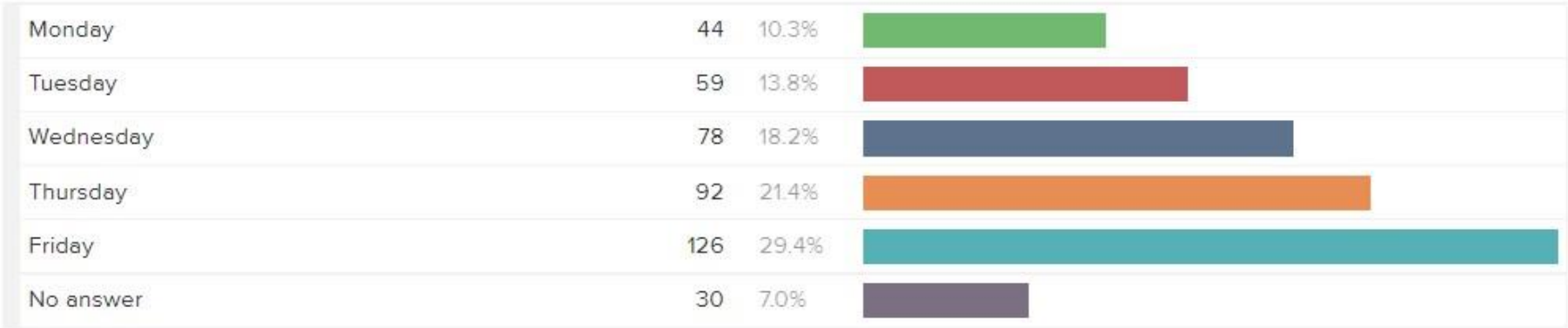
1	year round Yoga studio
2	As unpopular as this is, we need a big box type store. Our big grocery store is not great and has none of the non food items you need. Kmart's departure left a hole that must be filled by going to other cities.
3	Marine parts and supplies, and a store with kitchen supplies, pots, pans, dishes, etc...
4	Jewelry
5	Grain Train!!



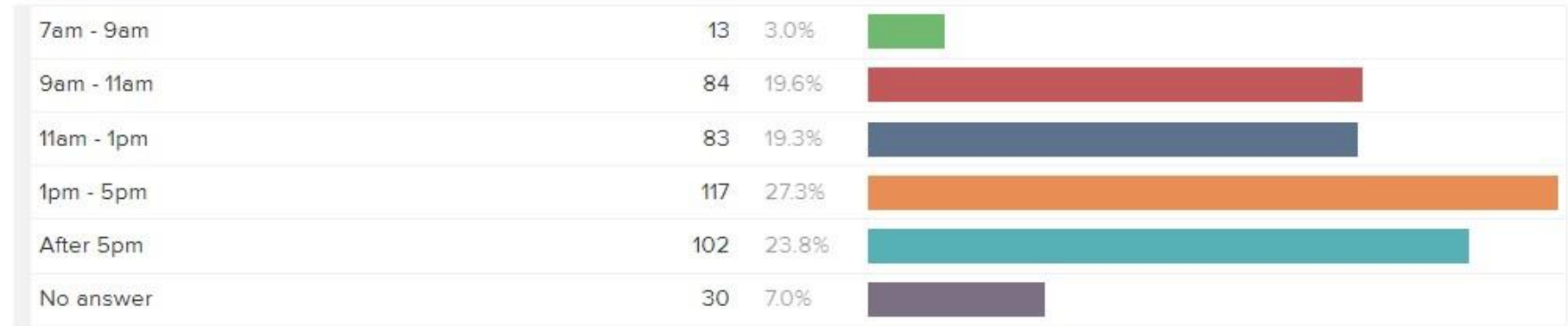
year-round Yoga studio
As unpopular as this is, we need a big box type store. Our big grocery store is not great and has none of the non food items you need. Kmart's departure left a hole that must be filled by going to other cities.
Marine parts and supplies, and a store with kitchen supplies, pots, pans, dishes, etc...s
Jewelry
Grain Train!!
TJ Max
Amazon Prime same-day delivery
Customers to support in winter
Art gallery, like Petoskey, featuring Michigan artists
Jewelry
not high priced clothing options
Upscale consignment shop
Affordable grocery store
Toner for printers
Affordable stores for LOCALS
NO MORE BOUTIQUES! We need shops that will stay open all year for those of us who are local.
We need easier parking, so we don't have to walk so far. It would be nice if we didn't have to deal with the bridge
Another book store
Retail like Penneys



What day during the week would you be most likely to visit Downtown Charlevoix?



What time of day during the week would you be most likely to visit Downtown Charlevoix?



Question 10 — Multiple Choice



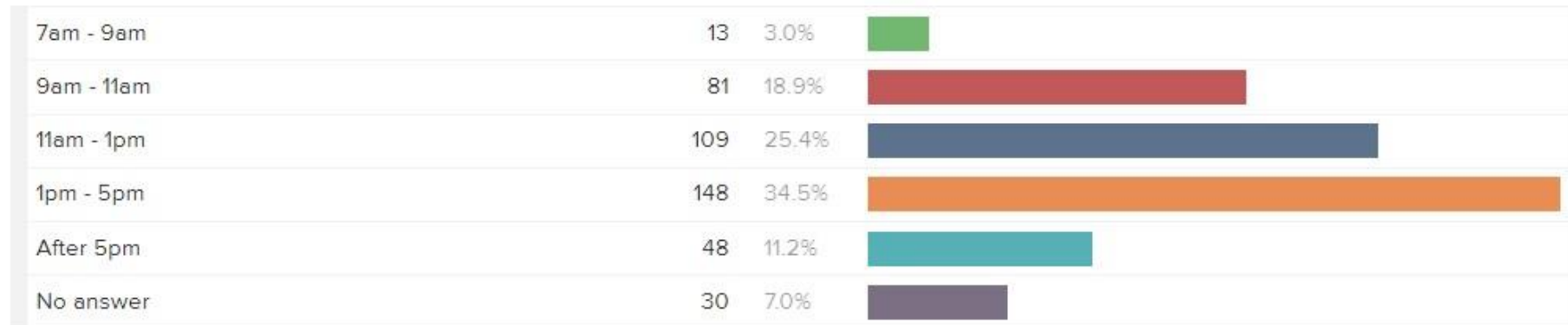
What day during the weekend would you be most likely to visit Downtown Charlevoix?



Question 11 — Multiple Choice

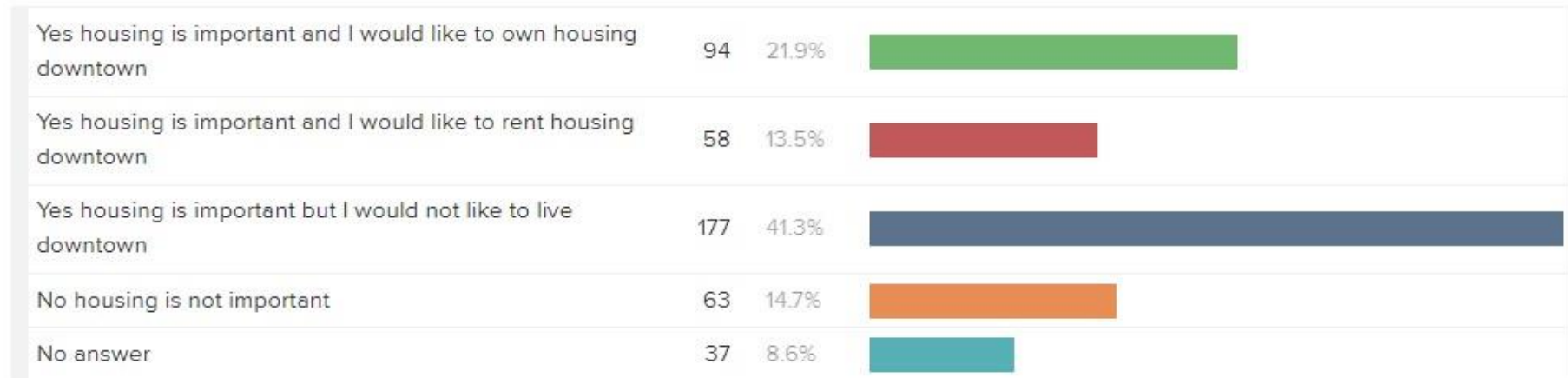


What time of day during the weekend would you be most likely to visit Downtown Charlevoix?



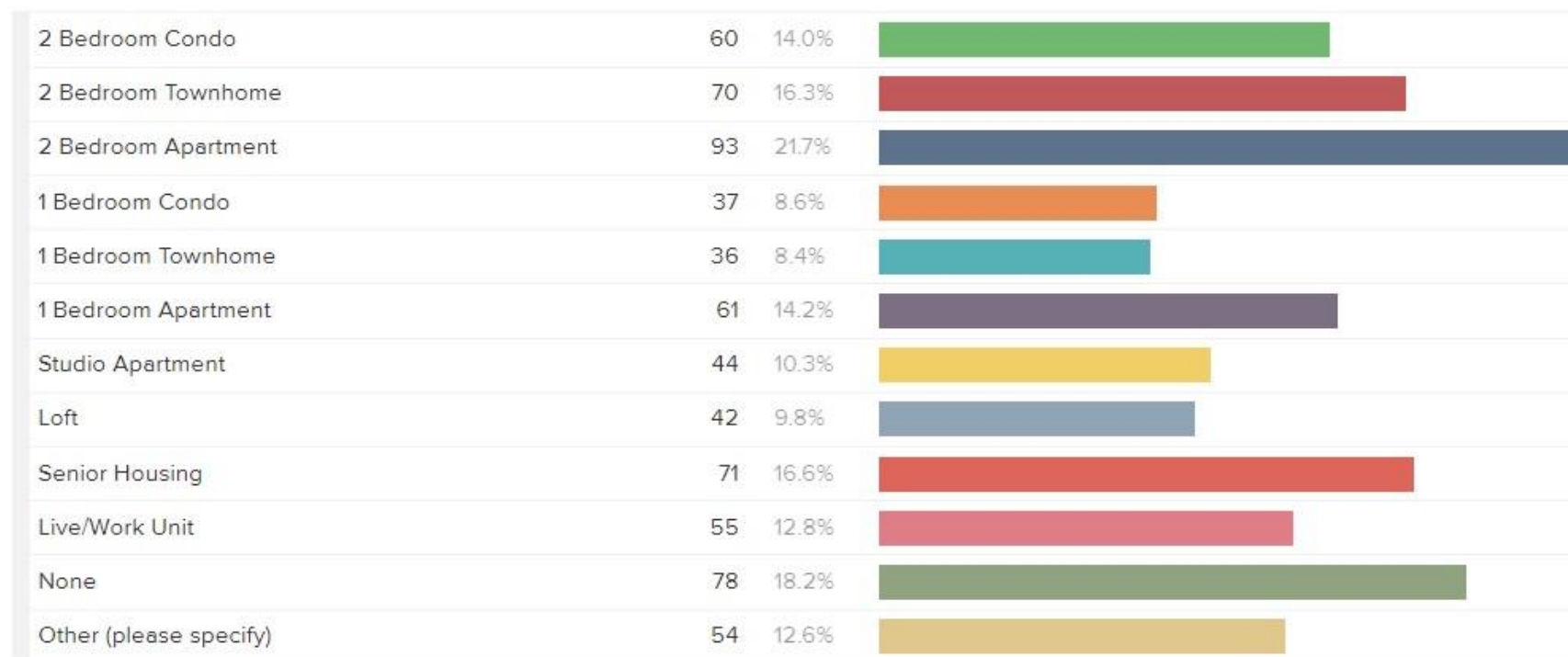


Do you think housing downtown is important and would you live in Downtown Charlevoix if you could?





What type of housing is missing in Downtown Charlevoix?



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

- 1 Affordable housing for potential employees.
- 2 Long Term Rentals in general
- 3 I don't know
- 4 Affordable housing
- 5 short term rental for summer work - when I was in college couldn't find a place to rent just for a few months so I could work here

Affordable

Don't know

All types of housing are important

Affordable

Workers living space

Workforce housing

Too busy

Larger homes

Affordable, not luxury, housing for low and middle income

Anything not luxury

Don't know

Affordable family housing!

Affordable housing for minimum wage / service workers

Any housing to buy or rent for average year round people who live and work in the area including families.

Tiny homes!

No idea

Affordable with 12 month leases.

Affordable housing

Unsure

Affordable

All

Affordable housing for people who work downtown

Family housing not Airbnb!

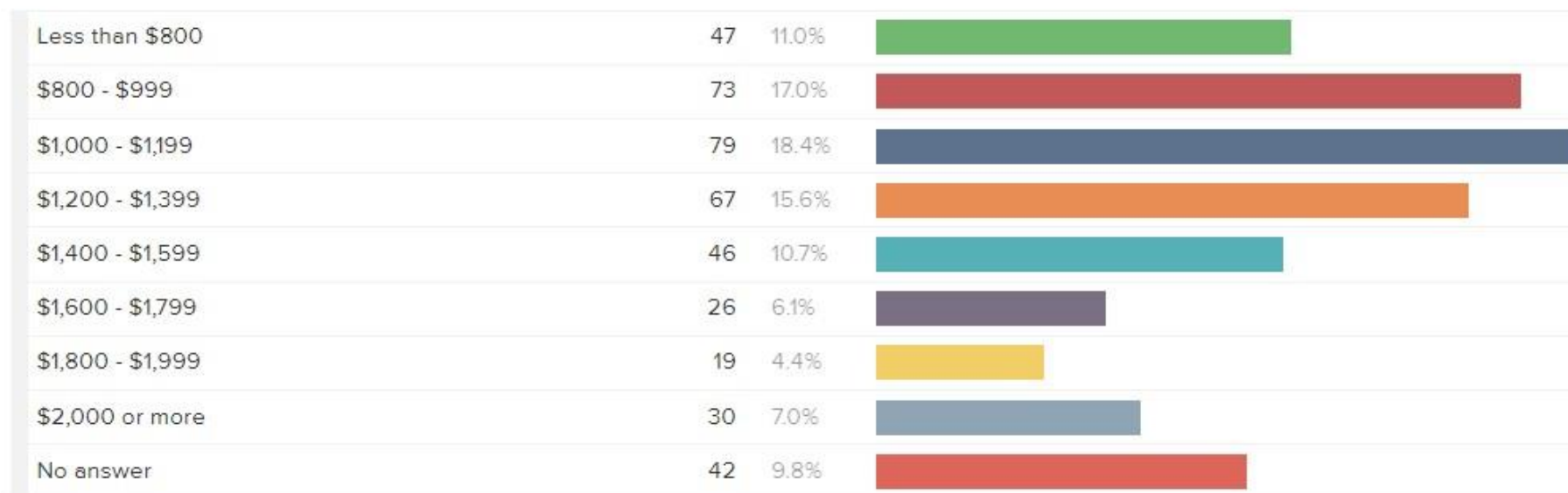
housing for disabled

No clue
not familiar with what is avail
Haven't looked, so I don't know.
Affordable family housing for locals
Affordable
3-4 BR Townhome
Affordable housing for blue collar workerd
Affordable for workers
All
I don't know
We need housing in the neighborhoods instead of all Vaca rentals.
Affordable housing for locals
I don't know
Affordable housing for local workers
Full-time, 1-family home. (No short-term rental. That's what our hotels are for.
Don't know
I'm not sure
Affordable housing
Single family 2-3 bedroom affordable
Need housing outside of downtown proper- year long residences

Question 14 — Multiple Choice



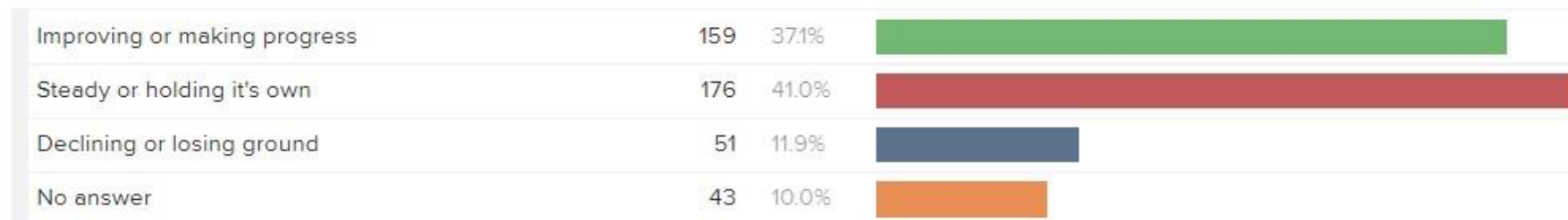
What is the mortgage or rent payment you would be willing or able to pay for housing in Downtown Charlevoix?



Question 15 — Multiple Choice

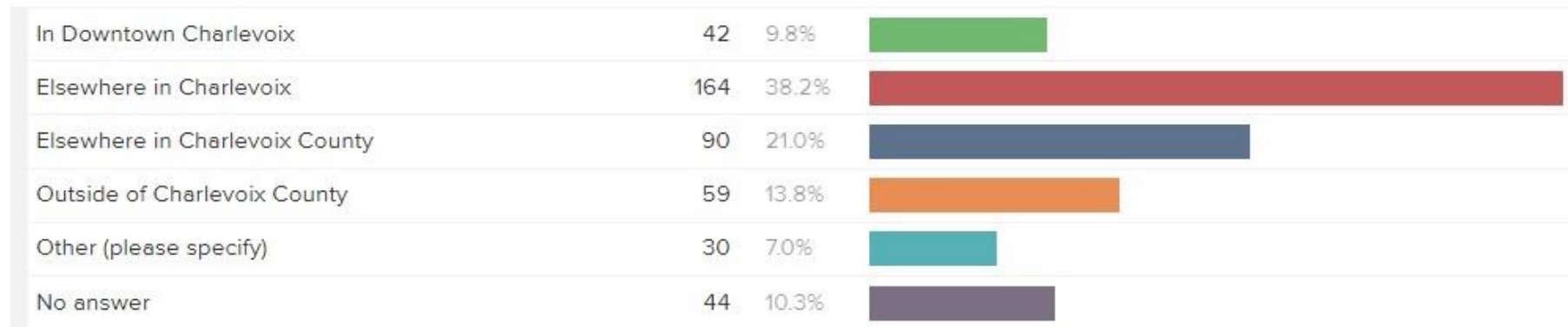


Which of the following best describes recent trends in Downtown Charlevoix?





Where do you live?



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

1	Atwood
2	FL
3	Muskegon
4	Charlevoix estates
5	Charlevoix Township

summers in CVX, winters in GR area
 Jenison, Mi
 Antrim County
 Antrim county is out second home
 Dexter MI
 3 blocks from downtown
 Condo within the city limits

“In town”

Antrim County

Down state, but have a home on Antrim

Antrim County

Petoskey

Petoskey

Oakland county full time/own in Charlevoix and visit year round

Outside city limits

Illinois you

Petoskey

Birmingham

Ten miles from downtown charlevoix

Part time resident

Lewiston, mi

Second home in north point Charlevoix

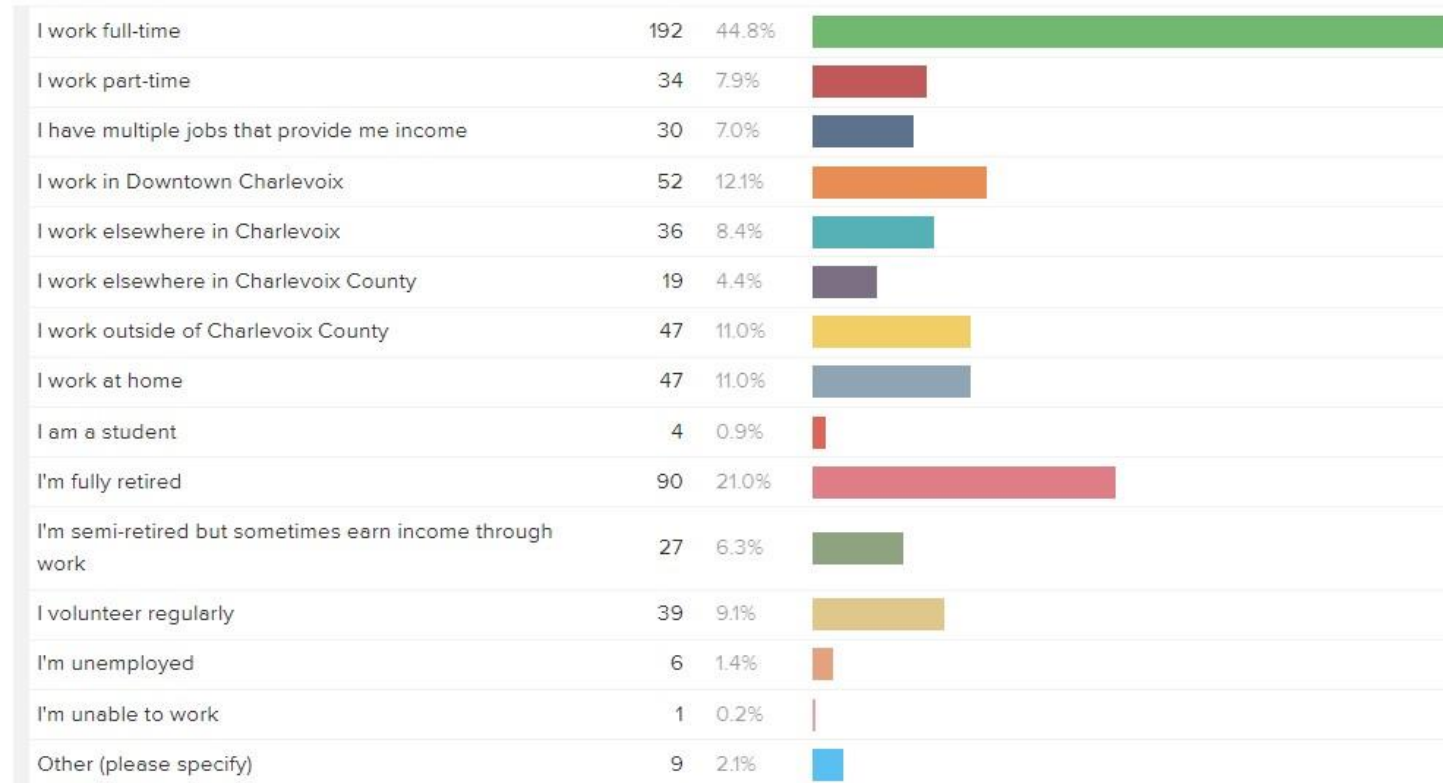
Antrim county

I have a house in charlevoix and in macomb county

Downstate in Oakland county



Which of the following statements below describe your current occupation/employment? (Please select all that apply.)



Sample of text responses for choice **Other (please specify)**, showing up to 5:

[Review all responses →](#)

1	Contracted employee in Traverse City. Always looking for flexible part time in downtown Charlevoix!
2	SAHM
3	I'm a parent
4	Stay at home mom
5	Stay at home mom that works evenings and weekends downtown CHX

Stay at home mom
Homemaker/stay at home mom
Stay at home mom
I care for my grandkids three days a week.

Question 18 — Multiple Choice

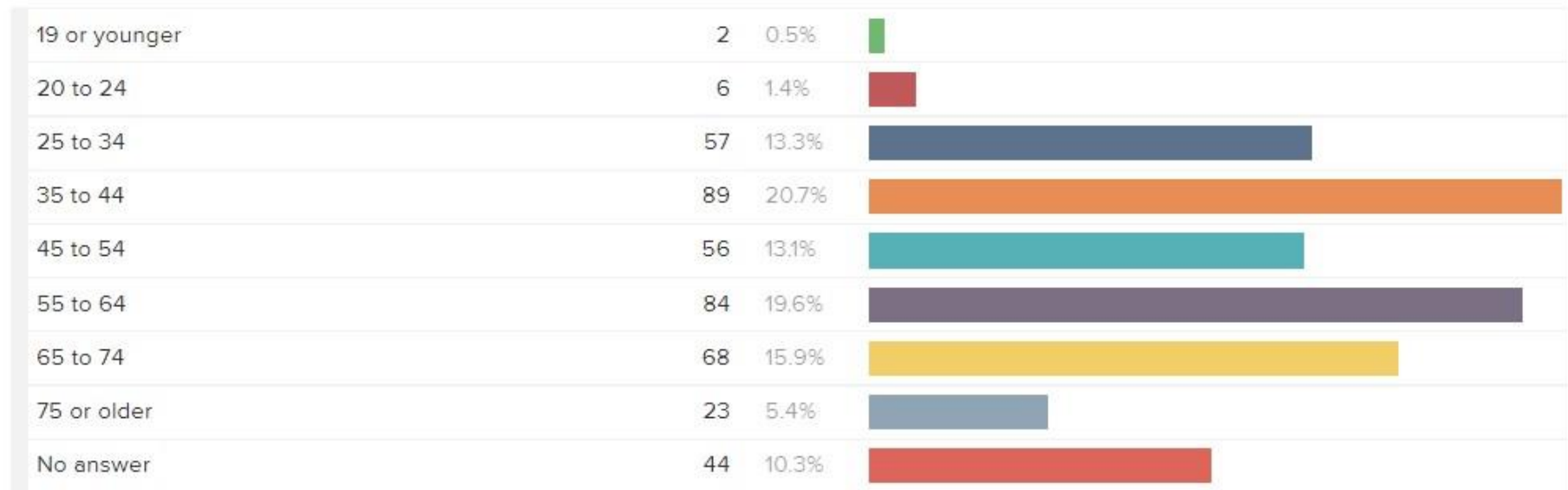


What is your gender?

Female	278	64.8%	
Male	102	23.8%	
Prefer not to say	5	1.2%	
Prefer to self-describe:	0	0.0%	
No answer	44	10.3%	

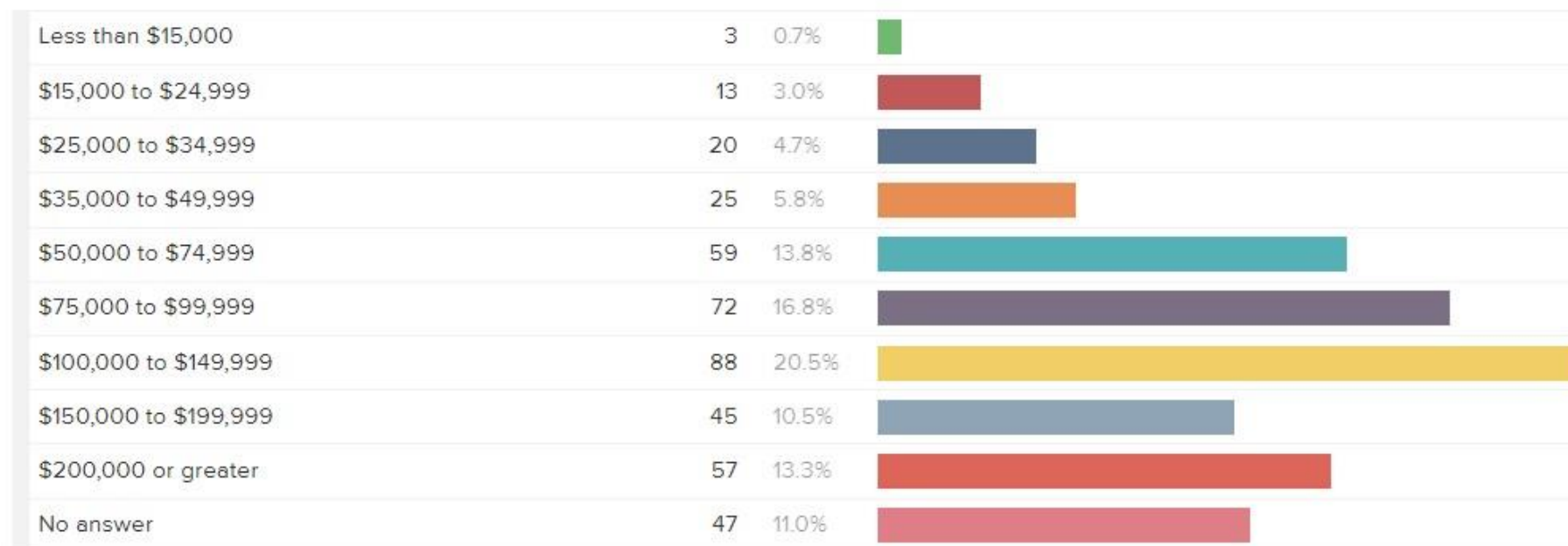


What is your age?





What is your annual household income? (For all earners in the household, before taxes and deductions)



Charlevoix Downtown Development Authority

Old Business

Title: Portable Restrooms

Date: September 26, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

During the July meeting, Member Silva requested the topic of portable toilets be revisited to help relieve the demand on the west side of the 200 block during the busy summer months. Attached are two estimates from companies that service our area. Estimate 1 includes pricing for a basic unit with hand sanitizer, a unit with a sink inside, and an accessible unit as well. The second estimate is for a premiere unit that has a sink and lighting inside each one.

As you can see the pricing differs quite a bit between the two companies, but if the DDA was interested in securing a couple of units for the busy months in the summer it would cost approximately \$1,200. However, they would probably require more frequent cleaning, so that would up the price. I didn't get pricing info from K&J about what extra cleaning would cost, but At Your Service charges \$75 each time.

K&J Septic

Normal Porta john with hand sanitizer is \$140 a month, cleaned once a week. - \$420 for 3 months

A Porta john with a sink inside is \$175 a month, cleaned once a week. - \$525 for 3 months

A handicap unit is \$200 a month, cleaned once a week. - \$600 for 3 months

Handicap unit has half the capacity as a normal unit does.

At Your Service Plus - \$900 for 3 months

Premiere Restrooms are \$300 per month and include:

Each restroom is a flushable unit. The sink is interior. It has solar light and is supplied with paper towel, toilet paper, and handsoap once a week. If extra services is required the additional rate would be \$75 per unit. The unit is self contained and requires no electricity or water. Water is supplied by At Your Service Plus. The unit has a 4x4 footprint and needs a three foot clearance in front of unit for door swing.

Our Premiere Units



Deluxe Portable Flushable Toilet with Running Water Flushing mechanism

Built-in hand-washing facilities include running water, and soap and paper towel dispensers

Door-mounted mirror

Unique ventilation system

Spacious design allows for most efficient use of interior space

Sleek neutral gray exterior

Premiere Units Features:

- Freshwater Flushing toilet with sink.
- Hygienic hands-free operation.
- Spacious interior for maximum comfort.
- Supplied with Toilet tissue, paper towels, soap, mirror.
- Lighting is available for evening events.
- Rented as a pair.
- Restroom colors: Light Grey and White



Here is an aerial view of the 200 block so that we can visualize possible placement locations.

It may be worth noting: the last time we talked about this possibility there was generally a negative response from the businesses located in the Van Pelt Alley area, with concerns relating to smells and noise related to when they're cleaned and pumped out. The last conversation was spearheaded by Nancy Suzor of Elements and Edith Pair of Mushroom House Tours, so I don't have a specific record of which businesses spoke against the idea.

Recommendation:

Board discussion and direction.

Attachments:

None

Charlevoix Downtown Development Authority

Old Business

Title: DDA Restructuring Update

Date: September 26, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

Attached is a working document that Board Chair Owens, Vice Chair Dipert, and Director Dotson have been using as a basis of conversation when it comes to restructuring the DDA post Main Street graduation. It started out as the spreadsheet that was created back when the Board requested an outline of the Director's responsibilities because it was the easiest thing to refer to when considering our programming and responsibilities. The week of September 19th we had two roundtable discussions with committee chairs and directors from community partners, including the Circle of Arts, Historical Society, Library, Chamber, Visit Charlevoix, the City, and others, and reviewed this scope of work and discussed ways some things could be streamlined through partnerships. This version is the latest version of the document.

The 30 day notice was sent to Michigan Main Street and we will formally end our agreement and partnership with them on October 14, 2022. A copy of our memo and their response is attached.

Additionally, an item that MMS had been working on before they got the news from us was an updated Market Snapshot incorporating new information from the 2020 census. I requested a copy of it since it holds great value, and they agreed to give us access to information which will be helpful in so many ways. I had been looking forward to getting this updated document since 2020, so I'm happy we have it in our possession.

Recommendation:

Board discussion.

Attachments:

1. DDA Restructuring Document
2. Memo to MMS
3. Memo to DDA
4. 2022 Market Snapshot

SBEI/Walkability/Design	Operations
(1) Collaborate on Alley Corridor Improvement Plan Document (1) Tree Lights (2) Identifying and pursuing funding (2) More comprehensive snow removal plan (3) Zoning updates that could improve walkability (3) Hoop Skirt Alley flower maintenance - Garden Club or KCB? (3) Coordinating holiday garland and lights Dumpster Enclosure Indigenous Mural project Historic District/Downtown Signage ad-hoc committee (3) Design Guidelines	(1) Sponsorship Solicitation (1) Project Oversight (1) Board Communication/Packet Preparation (1) Graphic Design (2) Apply for grants to support programming (2) Bridge Park Building Maintenance/Lease Oversight - should be John Murray (2) Accounting/Payables (2) Social Media Content Creation & Execution (photography, narrative) (2) Council/City Relations (2) Annual Budgeting (3) Website Management
Economic Vitality/Housing (1) Local Housing Incentive (2) Property Owner Relationship Building for 2nd Floor Units (3) Identifying State/Federal Incentives Available for Housing Development (3) RRC Priority Site Assistance/Coordination (3) National Register Historic District (Tax Credits) (3) Community Capital to support housing development (3) Homeshare Program (2) Email Newsletter - businesses Destination Creation Course (3) Business Assistance - Initiate Library still wants to offer business training annually (3) MEDC Relationship for Incentives available to property owners (3) Available Property Promotion (business recruitment) Match on Main/Housing Incentive Grant Application Review assistance Monthly Business Owners Meetings (3) SBDC Relationship for business assistance services	(3) Press Relations (3) Responding to general inquiries from public (3) Bandshell Equipment Oversight (3) Board Training (2) Property Inventory/Maestro Database Management Wishlist Items: (3) Snowmelt System Feasibility Misc. Update Mission Statement Update job description Get logo changed Update website, print materials Organization/Outreach (1) Junior Main Street-DDA City of Charlevoix (2) Historic District Commission Oversight/Earl Young Historic District (10% of
Promotion - rebrand as Chamber/CVB/DDA partner mtg? (1) Gift Local Shopping Contest (1) Cooperative Ad Campaign + design, coordination, writing, etc. (talent recruitment/attraction) (1) Live on the Lake Summer Concerts - CuCo partnership? (1) Email Newsletter - general public (2) Shared Calendar Updates (2) Life in Charlevoix App updates - transition into a better mobile friendly directory/site (2) Business Directories in App and on Website First Fridays/Cocktail Trail (3) Downtown Maps - print handheld and update kiosks Annually - Give to Visit Charlevoix (3) Brand Management	(3) TV Info/Kiosk Display Management at City Hall (3) Certified Local Government Administration (3) Annual Report to SHPO for CLG
Volunteer Recruitment for event assistance	



CITY OF CHARLEVOIX

210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720

Charlevoix Main Street DDA

(231) 547-3257 lindseyd@charlevoixmi.gov

Memo

To: Michigan Economic Development Corporation
From: City of Charlevoix Downtown Development Authority
Subject: CASE-347313
Date: September 13, 2022

During the Regular Meeting of the Charlevoix Downtown Development Authority on August 22, 2022, the Board of Directors voted to terminate the Michigan Main Street Program Community Requirements and Expectations Agreement - Master Level. Please consider this the required 30-calendar day written notice.

We are in the process of taking all reasonable steps to terminate operations under this Agreement and will have completely transitioned no later than October 13, 2022. Thank you for the invaluable assistance you have provided our community through the years.

Sincerely,

Maureen Owens
Board Chair

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

September 19, 2022
210 State Street
Charlevoix, MI 49720

Charlevoix Main Street Program

Re: Graduating from the Michigan Main Street Program

Dear Ms. Owens:

Thank you for your email regarding Charlevoix Main Street/DDA graduating from the Michigan Main Street program. Please complete the steps below to graduate from the program:

1. Discontinue the use of the Main Street name. It can no longer be used in publications, branding, letterhead, banners, website, social media and all other relevant materials. Main Street is a trademarked program of the National Trust Main Street Center and only those cities actively engaged with the program may use the name as it relates to downtown development.
2. Remove all Michigan Main Street entry way signs and any signage and banners with the Charlevoix Main Street logo indicating the community's participation in the program.

Please contact Laura Krizov, Michigan Main Street Manager, at 517-420-8128 or krizovl1@michigan.org after the changes have been made to printed and electronic materials (item 1 above), as well as when the signs have been removed (item 2 above) to coordinate collection of the signs.

I believe I speak for the entire Michigan Main Street staff when I say that it has been a privilege to work with Charlevoix. Best wishes for continued success.

Sincerely,



Laura Krizov
Michigan Main Street Manager

cc: Ms. Michelle Parkkonen, Director, Technical Assistance Programs

PURE MICHIGAN®

DOWNTOWN CHARLEVOIX

CHARLEVOIX, MICHIGAN



MARKET SNAPSHOT

Charlevoix Main Street DDA and community partners are taking a pro-active approach to planning for the future prosperity of Downtown Charlevoix. Ongoing efforts are serving to heighten the appeal of Downtown Charlevoix as a place to work, visit, live, do business, and invest. A holistic approach to revitalization is sparking a new wave of activity and positioning Downtown Charlevoix as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information provides a starting point for evaluating the market, identifying potential opportunities, and assessing Charlevoix Main Street DDA enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Charlevoix.



Charlevoix Main Street DDA t (231) 547-3257 downtowncharlevoix.org



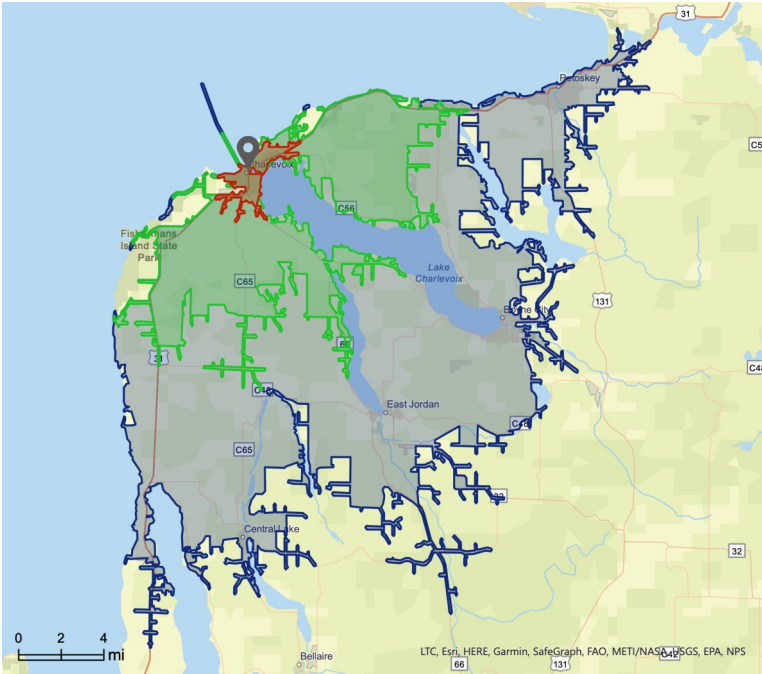
Snapshot Provided by Michigan Main Street The Leader in Grassroots Economic Development

Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts.

The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown's history and identifying the unique assets of the community itself.

DOWNTOWN CHARLEVOIX DRIVE TIME MARKET DEMOGRAPHIC FAST FACTS

| SOURCE: ESRI 2022



POPULATION	5 Minutes	15 Minutes	30 Minutes
2010 Total	3,289	8,598	34,099
2020 Total	3,111	8,553	34,568
2022 Estimate	3,141	8,521	34,260
2027 Projection	3,111	8,485	34,000
Growth (2022-27)	-1.0%	-0.4%	-0.8%
Projected State Population Growth (2022-27)			-0.2%



2022 DAYTIME POP	5 Minutes	15 Minutes	30 Minutes
Total Daytime Population	4,782	8,600	40,170
Workers	3,269	4,460	23,842
Residents	1,513	4,140	16,328
Daytime Change	52.2%	0.9%	17.3%



HOUSEHOLDS	5 Minutes	15 Minutes	30 Minutes
2010 Total	1,552	3,705	14,466
2020 Total	1,558	3,858	15,274
2022 Estimate	1,550	3,857	15,267
2027 Projection	1,541	3,864	15,274
Growth (2022-27)	-0.6%	0.2%	0.0%
Projected State Households Growth (2022-27)			0.3%



MEDIAN HH INCOME	5 Minutes	15 Minutes	30 Minutes
2022 Estimate	\$50,557	\$65,975	\$63,687
2027 Projection	\$53,558	\$75,851	\$73,505
Growth (2022-27)	5.9%	15.0%	15.4%
2022 State Median HH: \$63,818			2022-27 Growth: 18.7%



HOUSING UNITS	5 Minutes	15 Minutes	30 Minutes
2022 Estimate	2,637	5,990	22,141
- Owner Occupied	34.5%	49.6%	50.5%
- Renter Occupied	24.3%	14.8%	18.4%
- Vacant	41.2%	35.6%	31.0%
Estimated State Percent Vacant (2022)			11.6%



POPULATION BY RACE/ETHNICITY—DIVERSITY	5 Minutes	15 Minutes	30 Minutes
Diversity Index			
2010	12.2	11.9	13.5
2020	15.7	17.9	19.7
2022	16.1	18.3	20.2
2027	17.6	19.9	21.2
State Diversity Index	2022: 49.5	2027: 50.9	

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



2022 POPULATION 25+ BY EDUCATIONAL ATTAINMENT	5 Minutes	15 Minutes	30 Minutes
Education			
No HS Diploma	3.6%	3.6%	4.6%
HS Grad/GED	23.6%	25.5%	26.9%
Some College/Assoc	36.5%	32.9%	32.3%
Bachelor/Grad/Prof	36.4%	37.9%	36.0%



PER CAPITA INCOME

2022 ESTIMATE

5 Minutes	\$38,291
15 Minutes	\$44,404
30 Minutes	\$42,546
State	\$37,050



MEDIAN AGE

2022 ESTIMATE

5 Minutes	51.6
15 Minutes	50.7
30 Minutes	47.3
State	40.9



2022 EMPLOYED

CIVILIAN POPULATION 16+

5 Minutes	97.2%
15 Minutes	97.5%
30 Minutes	97.9%
State	94.9%



2022 EMPLOYMENT BY OCCUPATION	5 Minutes	15 Minutes	30 Minutes
2022 Employed 16+			
Total Estimate	1,600	4,364	18,018
- White Collar	51.8%	56.1%	55.2%
- Services	21.9%	19.1%	20.7%
- Blue Collar	26.2%	24.8%	24.1%

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

PREVALENT ESRI TAPESTRY LIFEMODE GROUPS

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Cozy Country Living and Middle Ground LifeMode Groups are among those most prevalent in the drive time areas.



COZY COUNTRY LIVING

[LM6] | #1 in All Drive Times

5 Minutes		15 Minutes		30 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
669	43.2%	2,975	77.1%	9,840	64.5%

- ▶ Empty nesters in bucolic settings.
- ▶ Largest Tapestry group, almost half of households located in the Midwest.
- ▶ Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans.
- ▶ Politically conservative and believe in the importance of buying American
- ▶ Own domestic trucks, motorcycles, and ATVs/UTVs.
- ▶ Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online.
- ▶ Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns.
- ▶ Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching.



MIDDLE GROUND

[LM8] | #2 in All Drive Times

5 Minutes		15 Minutes		30 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
471	30.4%	472	12.2%	3,271	21.4%

- ▶ Lifestyles of thirtysomethings.
- ▶ Millennials in the middle: single/married, renters/homeowners, middle class/working class.
- ▶ Urban market mix of single-family, town home, and multiunit dwellings.
- ▶ Majority of residents attended college or attained a college degree.
- ▶ Householders have traded their landlines for cell phones, which they use to listen to music, read the news, and get the latest sports updates on their favorite teams.
- ▶ Online all the time: use the internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), searching for employment.
- ▶ Leisure includes nightlife (clubbing, movies), going to the beach, some travel and hiking.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

The Claritas Retail Market Power (RMP) 2022 Retail Stores Opportunity Gap report provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market performance, estimates of sales by businesses (supply) are compared to estimates of consumer spending (potential sales or demand) from households in the same area. The difference between estimated actual sales (supply) and potential sales (demand) is expressed as sales surplus or leakage.

DOWNTOWN CHARLEVOIX | DRIVE TIME MARKET

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	15 Minutes	30 Minutes
- Est. Sales (Supply)	\$76.1M	\$117.1M	\$704.3M
- Potential Sales (Demand)	\$65.8M	\$142.4M	\$596.9M
- Est. Surplus/(Leakage)	\$10.2M	(\$25.3M)	\$107.4M
Total Food and Drink (NAICS 722)	5 Minutes	15 Minutes	30 Minutes
- Est. Sales (Supply)	\$15.9M	\$20.4M	\$86.2M
- Potential Sales (Demand)	\$6.6M	\$14.6M	\$61.7M
- Est. Surplus/(Leakage)	\$9.3M	\$5.9M	\$24.5M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	15 Minutes	30 Minutes
- Est. Sales (Supply)	\$92.0M	\$137.5M	\$790.5M
- Potential Sales (Demand)	\$72.5M	\$157.0M	\$658.5M
- Est. Surplus/(Leakage)	\$19.5M	(\$19.5M)	\$132.0M

Estimates shown in millions and rounded to nearest one hundred thousand dollars.

Retailers and real estate analysts use Claritas RMP data to understand the difference between supply and demand in existing and potential new trade areas. In areas where demand exceeds supply, an opportunity gap—or leakage—exists that can attract new retail operations or inform what changes need to be made to a store’s product mix to increase market share. In areas where supply exceeds demand, a surplus exists, which can signal that the area is attractive to retailers and might offer opportunities for complementary or niche establishments that could capitalize on existing retail clusters and consumer patterns.

Source: Claritas Market Power® 2022 | Retail Stores Opportunity Gap.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)] | Source: Claritas 2022

\$92	\$138	\$791
MILLION	MILLION	MILLION
5 MINUTES	15 MINUTES	30 MINUTES

PERFORMANCE BY CATEGORY

Sales gap factors, sometimes referred to as “pull factors,” offer a quick-look means of assessing the relative strength of retail and food and drink categories for a defined area. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

A positive value represents a surplus of retail sales and can be indicative of a market where customers are pulled and sales are being captured from consumers residing outside the defined area. Categories with the highest surplus factors might signal opportunities for expansion or tactics to build on market strengths or niches, while categories with negative factors might offer an indication of gaps in the business mix and possibilities for re-positioning, expansion, or recruitment.

SALES GAP FACTORS | DOWNTOWN CHARLEVOIX DRIVE TIMES

Category—Factor	5 Minutes	15 Minutes	30 Minutes
Motor Vehicle and Parts Dealers	21.9	25.0	16.3
Furniture and Home Furnishings Stores	(78.6)	(88.8)	14.5
Electronics and Appliance Stores	(97.7)	(98.9)	(68.3)
Building Materials, Garden & Supply	(45.0)	(46.1)	38.6
Food and Beverage Stores	37.0	12.7	6.0
Health and Personal Care Stores	26.9	2.3	14.1
Gasoline Stations	38.6	4.9	20.4
Clothing and Clothing Accessories	26.8	(9.5)	7.9
Sporting Goods, Hobby, Book, Music	(69.5)	(85.0)	21.7
General Merchandise Stores	(23.8)	(55.4)	20.3
Miscellaneous Store Retailers	7.8	(19.9)	15.3
Nonstore Retailers	(84.2)	(92.1)	(86.9)
Food Services and Drinking Places	41.3	16.8	16.6

Source: Claritas Market Power® 2022 | Retail Stores Gap | Calculations by DPN

Limitations and Disclaimers

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

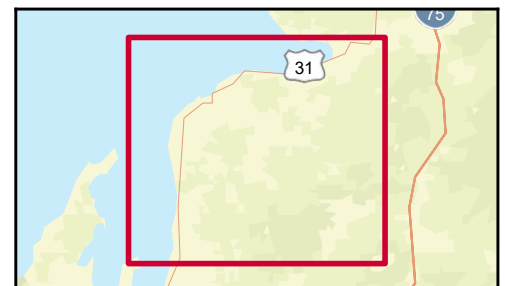
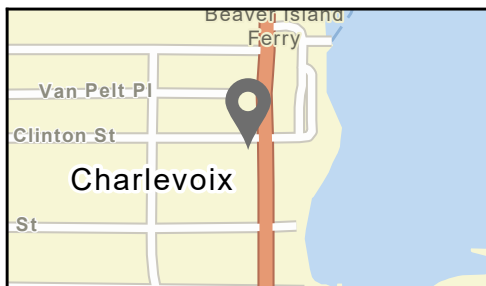
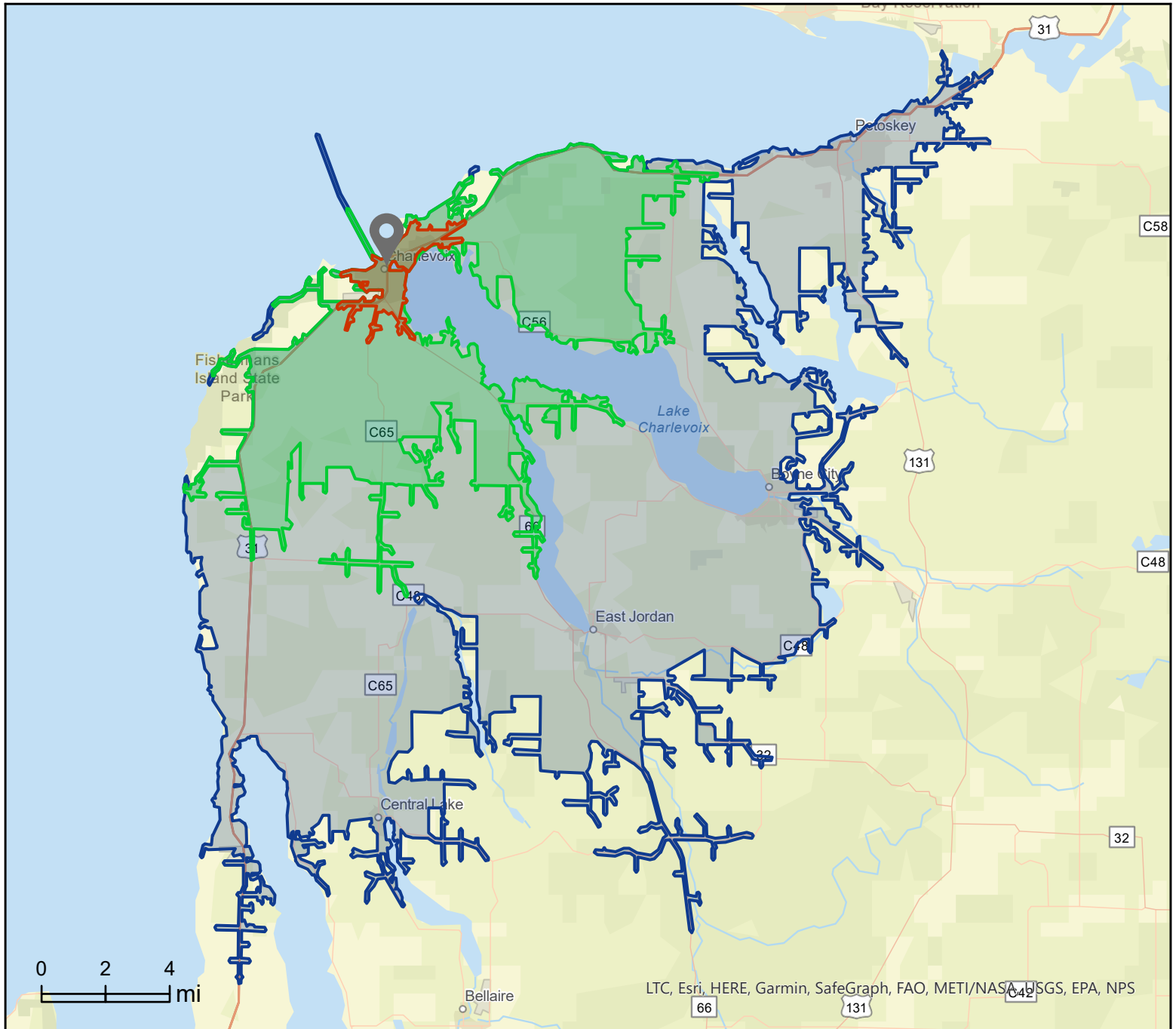
As is true of all demographic, economic and market studies, our analysis’ reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

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

Site Map

Charlevoix, MI
 301 Bridge St, Charlevoix, Michigan, 49720
 Drive Time: 5, 15, 30 minute radii

Prepared by DPN
 Latitude: 45.31693
 Longitude: -85.25905



SUPPLEMENT

COMMUNITY PROFILE

CHARLEVOIX, MICHIGAN | 2022



Population
2,384



Households
1,247



Median Household Income
\$45,121



Median Age
51.1 years



Housing Units
2,167



30.1% Owner Occupied
27.4% Renter Occupied
42.5% Vacant Housing Units

POPULATION BY RACE/ETHNICITY | 2022

Total	2,384
- White Alone	92.6%
- Black Alone	0.5%
- American Indian Alone	1.0%
- Asian Alone	0.5%
- Pacific Islander Alone	0.0%
- Some Other Race Alone	0.5%
- Two or More Races	4.8%
Hispanic Origin	1.1%
Diversity Index	15.9

Source: Esri Market Profile | 08.22



ABOUT YOUR MARKET SNAPSHOT

Data Sources and Applications

Esri Demographics Data | Market Profile

Esri's demographics provide decision makers the most current information available to understand and track changes in the population, consumer behavior, and broader market area trends. Information can help inform market strategies by analyzing and assessing:

- How trends in population, households, income, and other variables might impact existing businesses and prospects for growth
- How changes in daytime population effect commerce, opportunities, and the district's way of life
- How housing unit numbers and occupancy trends might influence demand, housing styles, and price points for district housing
- How changes in age, diversity, and other population traits could effect demand for products and services, menu items, amenities, events, etc.
- How education and employment levels might impact opportunities for business growth and the cost of doing business

Esri Segmentation Data | Tapestry Segmentation Area Profile

Esri Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods among 67 distinct market segments. For a broader view of consumer markets, segments are summarized by 14 LifeMode groups — groups of Tapestry segments that share similar demographic characteristics and consumer behavior patterns. Information profiling concentrations of different groups and segments in the marketplace can offer insights useful for:

- Gauging the market's potential response to business concepts and features such as menu items, products, services, amenities, price points, merchandising techniques, etc.
- Fine-tuning messaging, marketing, and advertising strategies to resonate with and reach intended market segments
- Programming activities and events that appeal to the lifestyles and preferences of targeted audience members
- Assessing how current housing styles, preferences, and life stages of different segments could impact district housing opportunities

Claritas | Retail Market Power (RMP) Opportunity Gap Data

Claritas' Retail Market Power Opportunity Gap by Retail Store Types report enables users to assess growth strategies by depicting the sales gaps that exist in the marketplace. By using sales potential to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand, Retail Market Power® enables an opportunity gap (sales surplus and leakage) analysis of the retail environment. The information provides a good starting point for:

- Assessing and tracking overall sales volumes and retail performance
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses
- Detecting gaps in the business mix and possible business repositioning, expansion, and recruitment opportunities

Digging Deeper | Source Reports

The Market Snapshot summarizes slices of more extensive data contained in source Esri and Claritas reports delivered with your snapshot. For example:

- Esri's Market Profile report contains in-depth demographic data for hundreds of variables, some dating back to the year 2000
- Esri's Tapestry Segmentation Profile report shows the distribution of 67 Tapestry segments with links to detailed descriptions
- Claritas' RMP Opportunity Gap Data provides sales supply, demand, and gap estimates for more than 100 Retail and Food Services and Drinking Places categories and subcategories

Charlevoix Downtown Development Authority

Old Business

Title: Property Acquisition

Date: September 26, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

During the Work Session held on Friday, September 23rd, members in attendance got the following update from Director Dotson:

During the September DDA Board meeting, a discussion began about an opportunity to submit a proposal for acquiring property in the DDA district. The property owner sent a letter asking the DDA and two other parties to submit it before September 30th. More information has been made available to share: □

The other two parties have submitted offers:

- o The dentist submitted a low offer

- o The construction company submitted a competitive offer (\$1M) and wants to move forward with building a hotel with a rooftop bar. □

She has told others that she would be flexible on payment being broken up. □

She is open to granting us time to work out financing and possible partnership opportunities, but we would have to put that into our offer letter. □

The desired sale amount would be \$1 million.

The attachments included in this item are pages from the Futures report that had positive public feedback/support, the cut sheet that was created for the property when it was first designated as a priority redevelopment site, and a rendering that the construction company had shared with the property owner that led to the discussion we are having today. Dan Leonard from the MEDC plans to attend our meeting on Monday to answer questions about what next steps would look like if we were to move forward.

During the Work Session, those in attendance agreed to move forward with adding this to our agenda for the Regular meeting and to possibly draft a Letter of Intent to ask for 60 additional days to research partnership and funding opportunities for the property.

UPDATE since the Work Session on 9/23:

Director Dotson followed up with the property owner to give the update from the Work Session, and that the plan was to formally discuss the Letter of Intent at the DDA Regular Meeting on Monday. The property owner then informed Director Dotson that Socks Construction Company had given the property owner until the 28th to respond to their offer, and given that it was the price they were seeking, their attorney and accountant would be advising on whether or not to accept (with signs pointing to yes, they would accept that offer). Given that info, a draft LOI will not be presented during our meeting, but discussion of this broad topic will still take place.

Director Dotson had also communicated with Dan Leonard from MEDC about his presence at our meeting to serve in an advisory capacity, and confirmed that the discussion we will have doesn't have to be specific to this property, if we want to consider other opportunities in the district if they arise.

The original Agenda Item read:

During our last work session to set/refine overarching goals, the Board discussed a number of goals related to housing, some of which include the following: □

Investigate investing in a property for housing that would be tied to year-round work requirements. ☐
Look at partnerships with area employers to create new housing units. ☐
Continue to engage with Housing North and the Chamber of Commerce.

Recently I was made aware of the fact that a redevelopment project is not moving forward at one of our Priority Sites for RRC & the owners are now going to sell. We received correspondence from the property owner notifying us of this sale requesting an offer from the DDA. Two other parties received the same letter. The offer must be submitted by the end of September. Generally speaking, if the DDA were to acquire a piece of property, the MEDC would work with us through the preliminary stages of public engagement and formal bidding process for a redevelopment team to purchase the property with certain parameters put into place, like the year-round work requirement, for example.

Recommendation:

Board discussion and direction.

Attachments:

1. Agenda Packet from Work Session with Pertinent Attachments



Agenda

City of Charlevoix Downtown Development Authority and Main Street Meeting

Friday, September 23, 2022 - 8:00 AM

Council Chambers, City Hall

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**
- 6. Reports**
- 7. Old Business**
 - A. Property Acquisition Discussion
Lindsey Dotson, Main Street DDA Director
- 8. New Business**
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.

Charlevoix Downtown Development Authority and Main Street Old Business

Title: Property Acquisition Discussion

Date: September 23, 2022

Presented By: Lindsey Dotson, Main Street DDA Director

Background:

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- The other two parties have submitted offers:
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Recently I was made aware of the fact that a redevelopment project is not moving forward at one of our Priority Sites for RRC & the owners are now going to sell. We received correspondence from the property owner notifying us of this sale requesting an offer from the DDA. Two other parties received

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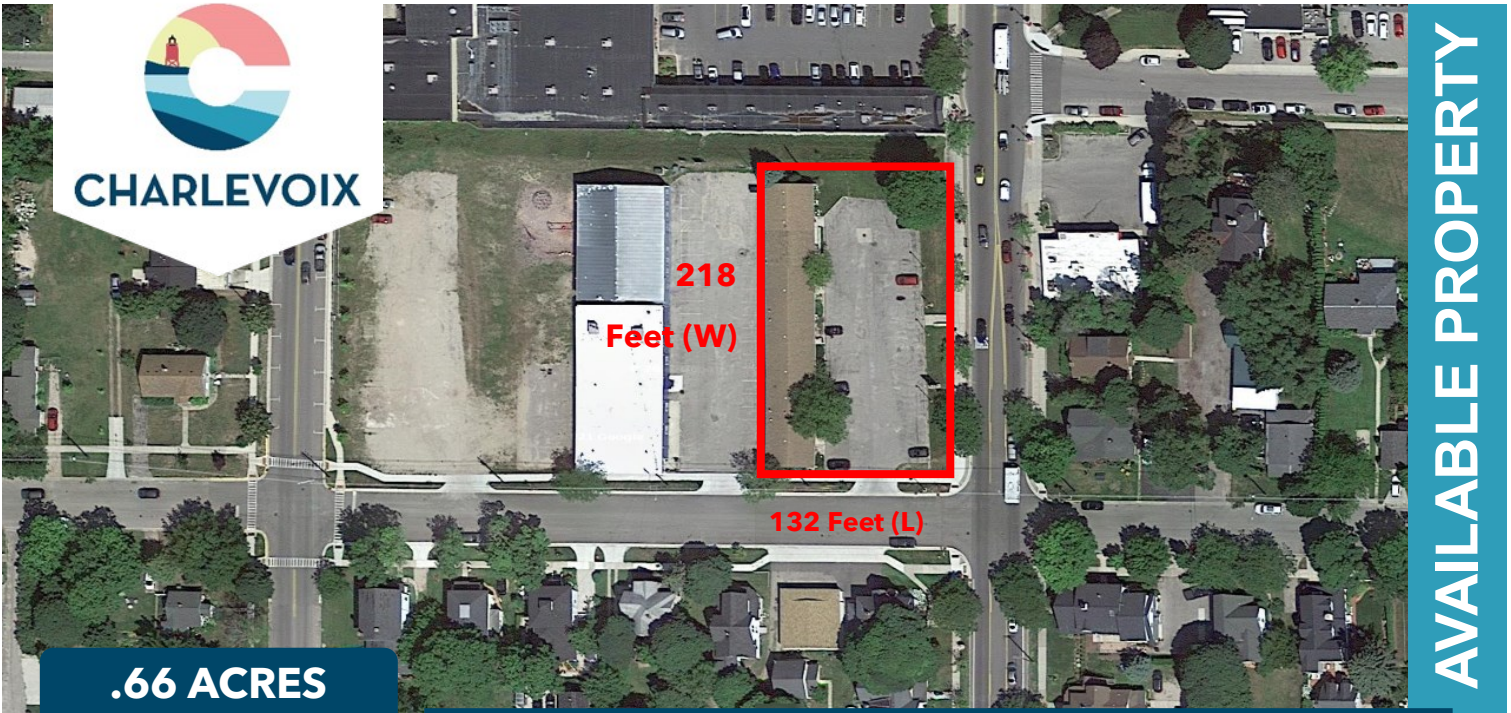
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Recommendation:

Board discussion and direction.

Attachments:

1. Hurlbut Property Cutsheet
2. Futures Report - Hurlbut
3. Futures Report - Hurlbut pg. 2
4. Futures Report - Hurlbut pg. 3
5. Futures Report - Hurlbut pg. 4
6. Hurlbut Rendering - Socks Construction

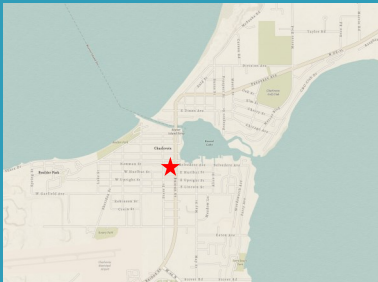
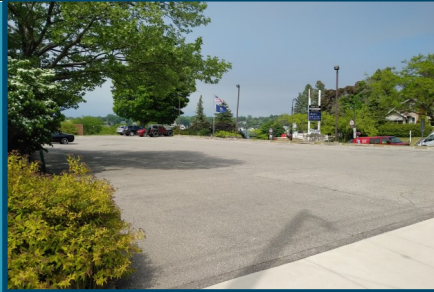


AVAILABLE PROPERTY

.66 ACRES

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

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



**Location within the City of
Charlevoix**



Location of Charlevoix, MI

COMMUNITY VISION

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

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

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



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

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

City of Charlevoix Population: 2,338

Current Owner: Dennis Kusina

Median Age: 47.5

Parcel Identification Number: 052-361-003-00

Median Household Income: \$31,885

Current Zoning: CM-Commercial Mixed Use

High School Diploma Attainment: 95.9%

Current Use: Professional Offices

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

Average Residential Property SEV: \$156,200

Max Height per Ordinance: 35 feet

Annual Market Potential for Additional Residential Rental Units: 215

Maximum Lot Coverage: N/A

Min. Size of Multifamily Dwellings Permitted: N/A

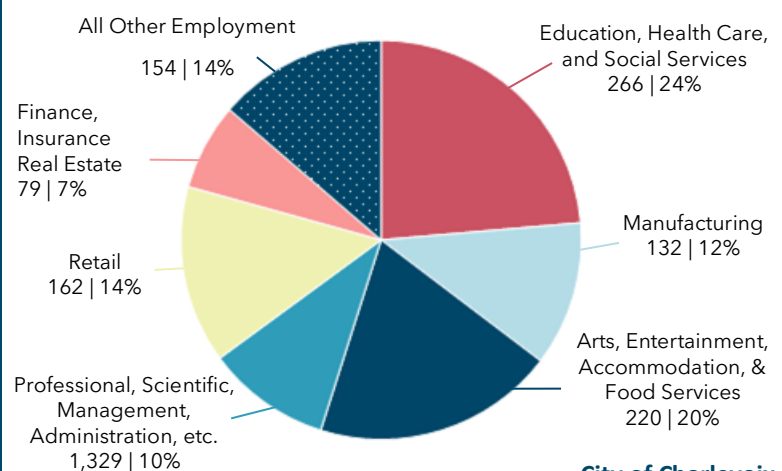
Utilities Available: City Water and Sewer, City Electric, Cable Broadband

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

State Equalized Value: \$287,900

Incentives Available: To Be Determined

City of Charlevoix Workforce Statistics



DOWNTOWN EVOLUTIONS

Increased Downtown Housing

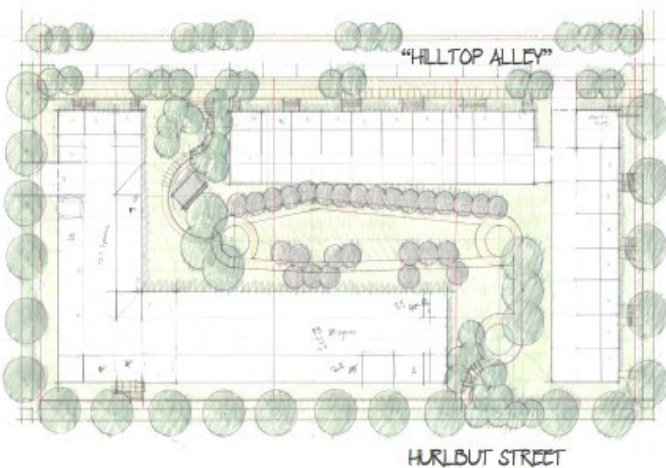
Creating housing across the spectrum of affordability and types is a goal of downtown, recognizing both the shortage of housing for downtown workers as well as housing that might be oriented to those seeking an environment like downtown Charlevoix for living simply because of its inherent attractions.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

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

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

Hilltop Housing

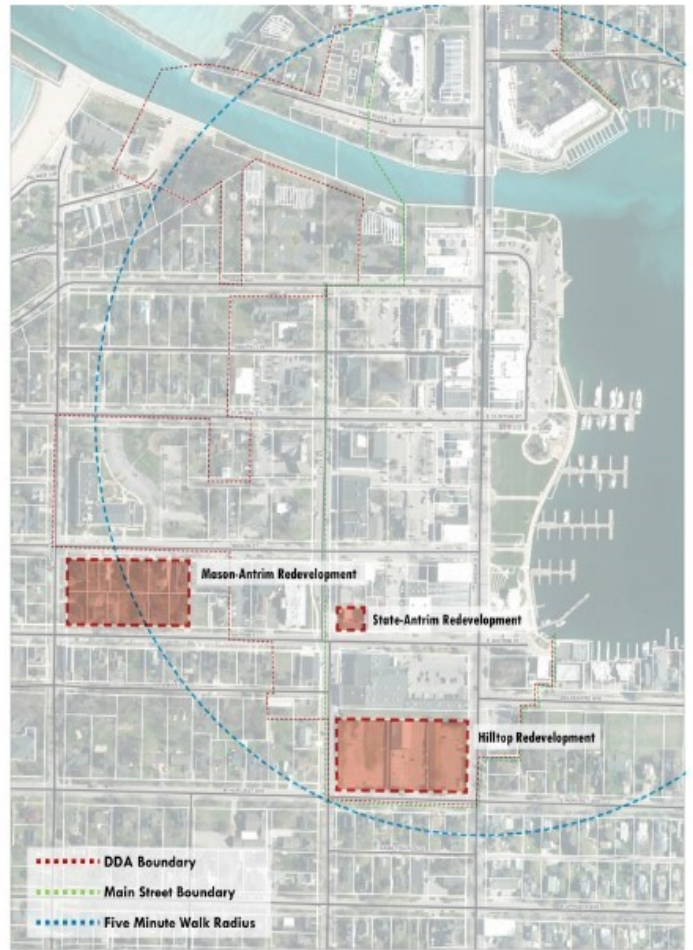
The half-block bounded by Bridge Street, State Street, Hurlbut Street, and an unnamed and undeveloped alley is Hilltop, located just at the edge of downtown’s south side. The area is comprised of three parcels, one of which is undeveloped and another of which is occupied by a private education facility.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



Hilltop housing concept—site plan

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

DEMONSTRATIONS



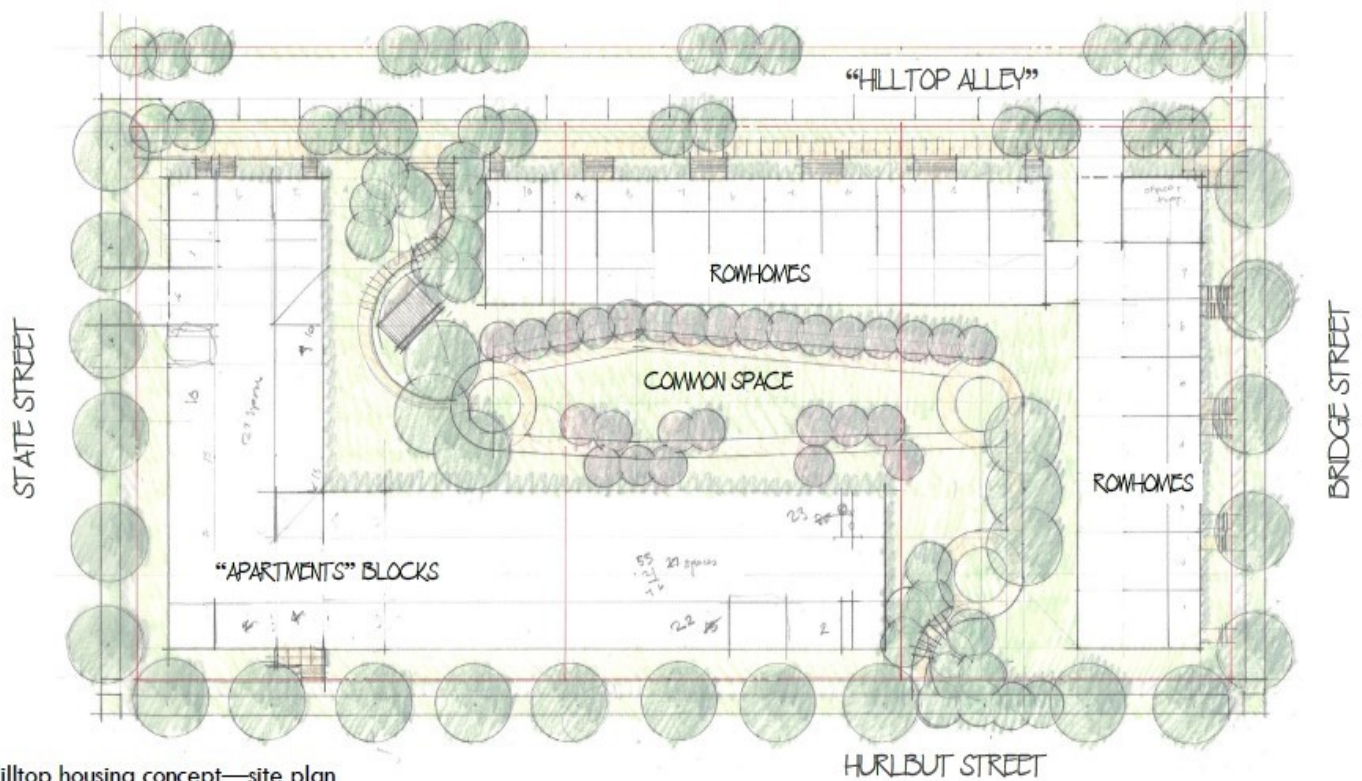
Redevelopment Opportunities and Demonstrations



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

Increased Downtown Housing

Hilltop Housing



Hilltop housing concept—site plan

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

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

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

Hilltop Housing Concept Features

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

Increased Downtown Housing

Hilltop Housing

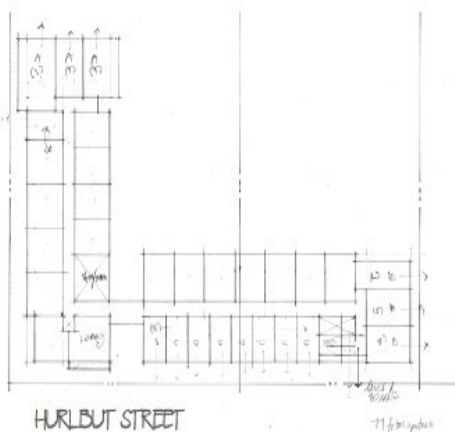


Hilltop Housing—North Elevation (along “Hilltop Alley”)

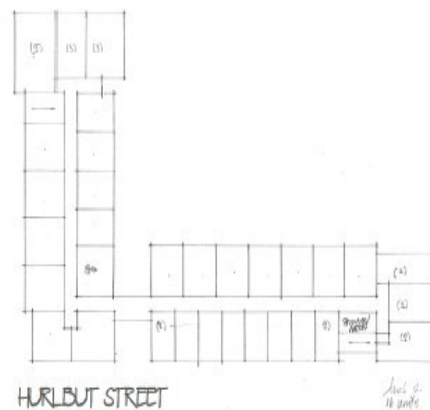


Hilltop Housing—South Elevation (along Hurlbut Street)

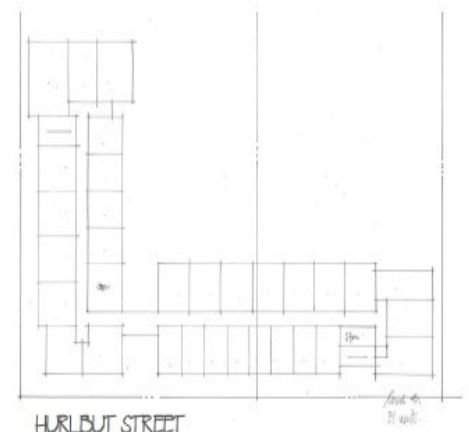
Like activating uses shown in demonstrations along downtown side streets, “shingle style” architecture is shown for the Hilltop Housing concept, with complementary materials, colors and features applied across the different styles of housing.



Hilltop Housing—“Apartment” Blocks—Level 1



Hilltop Housing—“Apartment” Blocks—Level 2



Hilltop Housing—“Apartment” Blocks—Level 3

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

Demonstration C | Increased Downtown Housing

Further study required:

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

Implementation timing:

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

Costs:

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

