

Downtown Development Authority Meeting
May 17, 2022 – 7:30am

Agenda

1. Opportunity for public comment
2. Approval of the March 15, 2022 meeting minutes
3. Budget Amendment: Move Portion of 2021 Sidewalk Projects Funds to 2022 Budget
4. Budget Amendment: Move Portion of 2021 Park Improvement Project Funds to 2022 Budget
5. Intent and Future of Enhancement Program; Consider Updates to Application Language
6. Public comment
7. Next meeting: July 19, 2022 at 7:30am **AT THE LIBRARY**
8. Adjourn

Downtown Development Authority Meeting - Minutes March 15, 2022 – 7:30am

Present: Jeremy Borgman, Pierce Roon, Adam Elenbaas, Steve Spriensma, Kristin Corner, Rence Meredith, Robert Chapin, Kellen Brusveen.

Not Present: David VanderWall, Tom Zuniga, Ross Stevens

Guests: Summer Rietsema, Rebecca Wildeboer, Kyle Hardy, Ellis Luchies

Agenda

1. Opportunity for public comment – None Present
2. Approval of the January 18, 2022 meeting minutes: Motion – Borgman, Support – Brusveen. Motion Passes
3. Enhancement Program Application: Starbase Enterprises (Star Crane): Board was presented with an application for a matching grant for updates to the façade, specifically windows, of the Star Crane headquarter building. This location is within the DDA, the application was analyzed and vetted by Meredith and Corner, who recommended the DDA agree to match the requested funds per the application. Motion – Meredith: DDA to match funds \$11,945 for the update as requested by Starbase Enterprises. Support – Roon. Motion Passes.
4. Winter Ready Update: Board was informed that Trail Point Brewery is in the process of purchasing the igloos & heaters as was anticipated. We have not yet received a response from Main St. Pub.
5. Chamber of Commerce All In Program: Chamber re-capped the “Allendale All In” marketing program and introduced the new Chamber of Commerce director Rebecca Wildeboer. Board was informed that all but \$2000 of the committed funding for 2021 from the DDA was used. The outstanding commitment for the marketing plan still owed is \$10,105.65. Motion – Meredith to approve the requested payment for the outstanding amount of \$10,105.65. Support – Borgman. Motion Passes.
6. Board was informed by Elenbaas that anticipated expense for the section of sidewalk on the west side of 48th Avenue north of M-45 will cost more than expected. The owner, Metro Health, would like feedback as to whether a request for additional financial contribution from the DDA would be supported. The Board discussed and no request was made to have the applicant return to the DDA.
7. Public comment – None Present
8. Next meeting: May 17, 2022 at 7:30am
9. Adjourn: Motion – Chapin, Support- Spriensma. Meeting Adjourned.

Budget Amendment Request

Fund Name: DDA Date: 5/17/2022
 Department Number: 901 Budget Entry #: _____
 Department Name: Construction Amendment #: 8
 Requested by: Tim

	Original Budget	Prior Amendments	This Amendment	Revised Budget
Transfer In				
TOTAL REVENUES:		\$0.00	\$0.00	\$0.00

EXPENDITURES:

PARK IMPROVEMENT	\$100,000.00			\$100,000.00
INFRASTRUCTURE COSTS	\$0.00		\$32,000.00	\$32,000.00
Sidewalks	\$0.00		\$85,000.00	\$85,000.00
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TOTAL EXPENDITURES:	\$100,000.00	\$0.00	\$117,000.00	\$217,000.00
Revenue Over/(Under) Expenditures	(\$100,000.00)			(\$217,000.00)

Description 1.) Approved 2021 Jordan St sidewalk was not finished in 2021. There is roughly \$10,000.00 that need to be completed. 2.) The 2021 approved \$75,000.00 contribution to the Metro Health sidewalk did not even start in 2021. 3.) The Park Lift Station project was not completed in 2021. All three of these requests are simply carry-overs from 2021.

Other This will add \$117,000.00 to the DDA's budget in 2022, but are carry-overs of unspent 2021 budgeted expenditures.

Approved/Denied?

Budget Amendment Request

Fund Name: <u>DDA</u>	Date: <u>5/17/2022</u>
Department Number: <u>901</u>	Budget Entry #: _____
Department Name: <u>Construction</u>	Amendment #: <u>11</u>
Requested by: <u>Tim</u>	

	Original Budget	Prior Amendments	This Amendment	Revised Budget
Transfer In				
TOTAL REVENUES:		\$0.00	\$0.00	\$0.00

EXPENDITURES:

PARK IMPROVEMENT	\$100,000.00		\$21,879.00	\$121,879.00
INFRASTRUCTURE COSTS	\$0.00	\$32,000.00		\$32,000.00
Sidewalks	\$0.00	\$85,000.00		\$85,000.00
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TOTAL EXPENDITURES:	\$100,000.00	\$117,000.00	\$21,879.00	\$238,879.00
Revenue Over/(Under) Expenditures	(\$100,000.00)			(\$238,879.00)

Description 1.) Approved 2021 Park improvement project did not conclude in 2021. This amendment is for the following carry-overs: \$6,000.00 for the park sidewalks, \$10,709.00 for the park fencing, and \$5,170.00 for the parking/lot driveway improvements.

Other

Approved/Denied?

**ALLENDALE CHARTER TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
BUILDING ENHANCEMENT PROGRAM**

Purpose:

Allendale Charter Township and its Downtown Development Authority (DDA) have determined that a portion of the tax revenues collected by the DDA should be utilized for the enhancement of the business community in the business district through the use of a Building Enhancement Program. The purpose of this program is to encourage the physical improvements to the exteriors of existing **retail, commercial and industrial** properties, primarily for rehabilitation, within the Allendale DDA business district. **Residential or residentially owned and operated businesses are not eligible for funding. The program is designed to provide beautification and marketability of the Allendale Township business community within the DDA business area per the attached map.** The appearance of the **exterior properties** establishes the visual character of the business district and plays a major role in the marketing success of the overall area as well as strengthens the economic viability of the Allendale community. The public perception of the business district has a great deal of influence on its economic success. By improving its physical appearance, the business district will have a much greater potential for attracting and retaining business, as well as creating an image of strong economic health and vitality.

In exchange for the funds an applicant may receive pursuant to the Building Enhancement Program, the applicant will be required to grant an easement to the DDA covering the exterior of the property improved. (this exact statement is below under conditions) Eligibility:

- Owners of real property and tenants in the Allendale Charter Township's DDA Development Area (see map below) used for **retail, commercial or industrial** business (profit or not for profit). Tenants must have the written approval from the property owner.
- The program will be administered in its entirety by the DDA Board, specifically the DDA Enhance Allendale Committee. Projects must also conform with all applicable Township Planning & Community Development approvals as well as other applicable Allendale Township functions.
- Business must be located within the DDA and be visible and accessible from primary roads and business routes.
- ~~Retail is defined according to the Standard Industrial Classification manual, Division G, Retail Trade. This division includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods.~~
- Applications will be received twice each calendar year (Jan-Dec). Submissions are due by **February 28th and August 31st** each year with funds being awarded in **March and August**. **Businesses may receive funds (if approved by the DDA Board) once every three years. Businesses are eligible to receive funding a maximum of two times (Clarify - in 10 years or lifetime of business or other option).**

Commented [GU1]: This needs a lot of formatting help and usage, grammar as well as non-duplications. Thank you!!

Commented [GU2]: (Consider requiring funds to be reserved for only primary buildings where business is conducted, rather than accessory buildings or expansions)

Commented [GU3]: (customers or consumers, etc)

Commented [GU5]: This should be a specific date

Commented [GU6R5]: Agreed - the funds should also be awarded the following month - you currently have Aug 31st deadline with an August award date.?

Commented [GU7]: Do we want to stick to twice a year or on an ongoing basis

Commented [GU8R7]: I believe an annual grant would be sufficient.

Conditions for Eligibility:

- The applicant must be in good standing with Allendale Charter Township including in terms of the payment of taxes and utility bills
- The proposed improvement plans must be approved by the Allendale Charter Township's Planning & Development Department - be consistent with Township plans, building codes and zoning ordinances
- Proposed improvements must have a useful life of at least 10 years
- Only the improvements that are identified in the application will be eligible for reimbursement
- Major landscaping improvements must be approved by the planning commission.
- The applicant must grant an easement over the project area to the DDA that also provides the DDA with the legal authority to require the property improved with enhancement funds to be maintained in a way that will continue to preserve the physical appearance of the property and the business district in order to maintain the goals for the program for the term of the easement.

Commented [GU9]: what does being in good standing mean, is it just taxes and utility bills?

Eligible Costs: (Only Visible Exterior Enhancements)

- Repair or replacement of windows, doors, walls or other appropriate architectural elements that will enhance the exterior of the building
- The purchase and installation of new awnings and framework
- Exterior lighting for design enhancement Replacement of outdated siding to more attractive brick or wood siding as to visually enhance the ~~New roofs (not typical maintenance, but assistance with deteriorated roofs)~~ **Hard to define eligibility. Should roofs be removed?**
- Masonry repair or cleaning to the exterior of the building
- **New landscaping (Do we want to be involved in landscaping?) KEEP**
- ~~New wall mounted or freestanding signage (This may be considered using tax dollars to promote a business. Also, the sign is not permanently part of the building, but would be removed if the business was sold.)~~
- Painting the exterior of the building
- **Resurfacing deteriorated parking lots?**
- **Major landscaping rehabilitation (see above) KEEP**

Commented [GU10]: (does this include landscape or non-attached lighting?)

Commented [GU11]: At the bottom of this form is says no parking lots.

Ineligible Costs:

- **Expenses incurred prior to the approval of the application (do we want to allow some work to start prior to approval of the application?). NO – If there are many applicants this would be misleading to those who might not get funding and were thinking they would.** Property acquisition
- Mortgage or land contract financing
- Loan fees
- Site plan, building permit or utility connection fees
- Professional (Appraiser, Attorney, Realtor, Interior Decorator, Landscaper and Architect) fees
- Wages paid to the applicant and their relatives for work associated with the enhancements or in-kind labor

- Furnishings, fixtures, display cases, counters, machinery & equipment or other personal property inside the building
- Reusable or removable items and structures
- Any portion of expenses for which applicant pays contractor in merchandise or in-kind services
- General or periodic maintenance (i.e. replacement of canvas awnings on existing frames)
- Flat roofs and roof repairs
- Operational expenses such as rent, utilities and insurance
- Costs related to existing projects
- Direct financial support to provide start-up or operational capital to the business
- Enhancement funds will not be provided if warranty or workmanship issues are present
- Repairs or improvements that will not last 10 years.

Project Priorities:

- Projects designed to resolve deteriorated, inappropriate or unsightly conditions that have existed for many years
- Projects that encourage meaningful exterior improvements to properties and promote economic development in the business district
- Projects that positively impact the business district streetscape in general and the building in particular
- Projects that improve the entire property

Enhancement Fund Amounts and Conditions:

- Maximum Amount: up to \$20,000
- Minimum Amount: \$500
- Amount of Enhancement Fund allotment determined by rating committee
- Parking Lots, Signage and Roofs projects are eligible for only a maximum of \$5,000

Applicants may submit only one application per year. Building enhancement funds will be awarded on a matching basis. The applicant must provide other funds in an amount at least equal to the amount of the enhancement funds. Over matching is highly encouraged. The maximum amount of enhancement funds allowed is \$20,000 per applicant once in a three year period. Businesses will only be able awarded funds a maximum of two times (per lifetime of business, per 10 years or?). The award of enhancement funds is subject to the availability of program funds. The award of enhancement funds will be nullified if recipient(s) is found to be noncompliant with the terms and conditions set forth in the program guidelines. Non-compliant recipients will be required to repay any spent enhancement funds and not be allowed to re-apply for a enhancement funds for a period of three (3) years following the incident. **Application Review Procedure**

- Application must be completed in its entirety before subcommittee will review.
- When an application is received, subcommittee will review, discuss, and rate application | The applicant is encouraged to attend this meeting in order to answer any questions that may arise.

Commented [GU12]: Alternatively, it could be stated that any work started before approval will not be reimbursed if application is denied/not approved.

Commented [GU14]: We need to state the total amount available in this document.

Commented [GU15]: Why should they be allowed to reapply at all?

If subcommittee finds the application to be valid, a non-refundable tiered application fee will be due at this time before application can be recommended to the DDA. Fee shall be made payable to Allendale Township for administrative duties.

Please submit your application fee accordingly:

- Enhancement Amount of \$12,501 - \$20,000 = \$500 Application Fee
- Enhancement Amount of \$5,001 - \$12,500 = \$250 Application Fee
- Enhancement Amount of \$ 5,000 and below = \$100 Application Fee
- The subcommittee will present their recommendation and rating to the DDA.
- The DDA will discuss and vote on the application.

Commented [GU17]: (Shouldn't the fee be due upon submission?)

Commented [GU18]: Duplicated below, only need one time in document

Financial Reimbursement Procedures:

- After a fully executed enhancement program agreement and completion of the project with documentation and examination of the project, the applicant may be reimbursed for the entire amount of enhancement funds awarded.
- To ensure a timely award, please notify Adam Elenbaas, the Allendale Township Supervisor (by mail, email, in person?) of the completion of your project with a letter of completion along with copies of paid invoices for reimbursement.
- The project must be initiated within three (3) months of the award date or an approved date by the DDA if seasonal conditions limit the safe and effective completion of the project. Exterior projects may be weather dependent and not able to be completed in winter. Project must be completed in its entirety within eighteen (18) months of the award date.
- Applications are reviewed by a sub-committee and approvals are made by the Allendale Charter Township DDA Board at their regularly scheduled meetings.

**ALLENDALE CHARTER TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY
BUILDING ENHANCEMENT PROGRAM
APPLICATION FORM**

General Information

Name of Applicant: _____

Name of Property Owner(s) _____

if different from above:

(Please attach a signed and dated letter from the property owner approving the proposed improvement project.)

Business Name: _____

Project (Building) Address: _____

Mailing Address (Applicant): _____

Telephone: _____ Facsimile: _____

Email: _____

Website _____

How long has the business been located in Allendale's business district?

_____ Years _____ Months

Project Information

Please provide the following information: It is important for the detail portion be included to successfully review your application.

Proposed Improvements:

Please attach a written, detailed description of the work your project will involve as well as attach any plans, drawings or photographs which will show the proposed improvements. Take into careful consideration the Project Priorities noted on page two of the application when addressing the written description of the scope of your project. Please note that the proposed improvements may require the approval of Allendale Charter Township's Planning & Development Department. For more information on the Township's ordinances, please call 616-895-6295, extension 1. If needed, please continue the description on separate sheets and attach.

Cost Information

- Estimated Total Project Cost \$ _____
- Amount of Enhancement Funds Requested \$ _____
- Amount of Applicant's Cash Match \$ _____

Documentation identifying the source and amount of cash match are required and must accompany this application.

The Building Enhancement Budget Sheet (last page of this document) must accompany this application providing a breakdown of total costs and items for which reimbursement is requested.

Project Timetable

- Proposed Starting Date: _____
- Proposed Completion Date: _____

Job Creation

How many new jobs will be created in your business by the end of the project?

___ Full-time ___ Part-time ___ Does Not Apply

Application Fee

A non-refundable tiered application fee will be due at this time before application can be recommended to the DDA. Fee shall be for administrative duties. Please submit your application fee based on requested enhancement amount:

- \$12,501 - \$20,000 = \$500 Application Fee
- \$5,001 - \$12,500 = \$250 Application Fee
- Less than or equal to \$5,000 = \$100 Application Fee

Terms & Conditions

1. By signing this Application form, the Applicant agrees to all of the terms and conditions set forth below: the information submitted is true and accurate to the best of my knowledge.

2. The property to which this application pertains is located within the Allendale Charter Township DDA business district and is within the DDA's Development Area.

Commented [GU19]: (If a check is written, it is to be made payable to Allendale Township).

Commented [GU20]: Way to clunky and repetitive

3. I have read the guidelines and understand all of the conditions of the Building Enhancement Program.

4. I understand that all improvements will be undertaken and consistent with all applicable building codes and ordinances of Allendale Charter Township.

5. If I do not implement the proposed improvements on this application, per the executed Building Enhancement Program agreement, I will not be eligible for reimbursement of any costs associated with said improvements.

6. I understand that if I am found to be non-compliant with the conditions of this program, the awarded enhancement funds may be nullified and any enhancement funds received must be repaid. Further, I may not re-apply for assistance under this program for a period of two (2) years and may lose the privilege to apply in the future.- The project must be started within three (3) months of the award date and be completed within eighteen (18) months of approval of the application. I understand tI am responsible for construction management for the entire project.

7. The awarded enhancement funds will be provided in keeping with the program guidelines and shall not exceed the maximum amount.

8. It is expressly understood and agreed that the I, the applicant, am responsible for compliance with all federal, state, county and local laws, regulations, building codes, ordinances and other applicable governmental restrictions.

9. I shall, at my own expense, indemnify, protect, defend and hold harmless Allendale Charter Township, township employees, the DDA, Trustees and Board members from all claims, damages, lawsuits, costs, and expenses for any property damage, personal injury or other loss relating in any way to the Building Enhancement Program.

10. Allendale Charter Township and the DDA reserve the right to change the program guidelines and application at any time without prior notification.

11. Prior to the disbursement of any enhancement funds, I must grant the DDA an easement over the project area that also provides the DDA with the legal authority to require the property improved with enhancement funds to be maintained in a way that will continue to preserve the physical appearance of the property and the business district in order to maintain the goals for the program stated above for the term of the easement

Commented [GU21]: (it says 3 years above, why should they be allowed to apply again at all?)

Commented [GU22]: this is not consistent with earlier statement

Commented [GU23]: This should not be stated. The current project we reviewed will start after the 3 month window.

Certifications

Applicants Signature _____

Date: _____

The Property Owner (If other than applicant) has received and reviewed a copy of the applicant's completed application prior to its submittal.

Property Owner _____

Property Owner's Signature _____

Date: _____

Return this completed form (by mail, or in person) to:

Allendale Charter Township
c/o Allendale Charter Township Supervisor
PO Box 539
Allendale, Michigan 49401

BUILDING ENHANCEMENT PROGRAM BUDGET

Note: Enhancement funds cannot be used to reimburse any costs incurred before the enhancement program agreement is approved. Please take this into account when developing your budget and timeline.

A. Budget Category	B. Funds Requested	C. Business Match Contribution	D. Total (Columns B & C)
1. Repair or replacement of windows, doors, walls, or other appropriate architectural elements that will enhance the exterior of the building			
2. Purchase and installation of new awnings and framework			
3. Exterior lighting for design enhancement			
4. Replacement, repair, painting and/ or cleaning of siding, brick, or other exterior façade in order to visually enhance appearance			
5. New roofs (not typical maintenance)			
6. New landscaping			
7. New wall-mounted or free-standing signage (*maximum up to \$5,000)			
8. TOTALS			

ELIGIBLE COSTS (please see the itemized list included in your application):

- Only costs directly related to materials and installation of improvements will be allowable for reimbursement. All costs must be properly supported with backup data and documentation.
- Applicant must provide a dollar-for-dollar match.
- ~~Parking lot, Roof and Signage improvements are not eligible for funding as part of the program.~~

Commented [GU24]: contradicts above statement

BUILDING ENHANCEMENT PROJECT RATING FORM

Project Name: _____
Applicant Name: _____
Amount being requested: _____
Total Project Cost: _____

Enhancement funds will be based on the average percentage of all reviewers scores. That percentage will then be multiplied by the amount being requested to determine the amount that will be awarded to the applicant.

Refer to Enhancement Program Application for eligibility, eligible costs, ineligible costs and project priorities.

Project Priorities Rating: _____

(Rate on a scale from 1-10, with 1 being lowest & 10 being highest)

- Projects designed to resolve visibly deteriorated, inappropriate or unsightly conditions that have existed for many years
- Projects that encourage meaningful exterior improvements to properties and promote economic development in the business district
- Projects that positively impact the business district streetscape in general and the building in particular
- Projects that improve the entire property

Total Point Rating out of 40 Percentage: _____

Reviewer's Name Printed: _____
Title: _____
Reviewer's Signature: _____
Date: _____

Commented [GU25]: I don't know that we need this. If we do, it needs to be redone. Otherwise we can just base decisions on meeting criteria. If we get more than we have funds available for, then a rating system is warranted.