

Downtown Development Authority Meeting
March 21, 2023 – 7:00am

Agenda

1. Opportunity for public comment
2. Approval of the January 17, 2023 meeting minutes
3. Updates to the Enhancement Program
4. TIF Amendment 14
5. Chamber Updates
6. Township Updates
7. Public comment
8. Next meeting: May 16, 2023
9. Adjourn

Downtown Development Authority Meeting - Minutes
January 17, 2023 – 7:00am

Members Present: Kellen Brusveen, Bob Chapin, Tom Zuniga, Jeremy Borgman, Pierce Roon, Steve Spriensma, Brent Clark, Rence Meredith, Adam Elenbaas, Angela Hatto, Kristin Corner

Not Present: David VanderWall, Ross Stevens

Guest: Rebecca Wildeboer,

Agenda

1. Welcome to new members – Angela Hatto & Brent Clark were introduced and sworn in to the DDA.
2. Opportunity for public comment – None Present.
3. Approval of the October 18, 2022 meeting minutes – Motion to approve by Zuniga, support by Brusveen. Motion approved.
4. Updates to the Enhancement Program – Group was presented with an edited copy of the TIF Plan for members to review. Members have agreed to review the provided copies prior to the next meeting.
5. 2023 Meeting Dates – Motion by Brusveen to approve dates as provided. Support by Roon. Motion approved.
6. Chamber of Commerce All In Proposal – Group discussed Allendale All In Marketing program which was invested in & implemented last year. Information Summary of the program provided by Rebecca Wildeboer of the Allendale Chamber of Commerce. Members reviewed details and proposed ideas to encourage business & benefit the community. Plans include digital & print marketing, community & events promotion, calendar of events, promotion of Business Enhancement Program, & changing The Announcer to All In The Announcer An Allendale & Surrounding Area Publication. Motion by Meredith to amend Annual DDA Budget to include \$75,000 committed to investing in the Allendale All In! marketing plan for the next 12 months. Support by Brusveen. Roll Call Vote: Brent Clark abstained, all other members present supported. Motion approved.

7. TIF Amendment 14 – Group referenced a provided copy of the TIF 13 plan as provided discussing plans for the upcoming TIF 14 proposed. Members discussed multiple potential investments in the community to provide value for area residents and businesses. Members are considering ideas and plans to be supported over the next 10 years.
8. Election of 2023 Officers - Motion by Meredith to keep acting officers of the DDA for 2023. Support: Brusveen. Motion approved. DDA Chair – Bob Chapin, Vice Chair – Adam Elenbaas, Treasurer – David VanderWall, Secretary – Steve Spriensma.
9. Township Updates – Members were told the Fire Station completion is on track. Special note of gratitude to Pierce Roon who has decided to step down from the DDA after decades of service. Thank you Pierce for all of your service & the lasting impact you have made in our community!
10. Public comment – None present
11. Next meeting: March 21, 2023
12. Adjourn – Motion to Adjourn by Roon, support by Chapin. Meeting adjourned.

Downtown Development Authority Meeting
2023 meeting dates
All meetings are at 7:00am

Below are dates following the previously used “3rd Tuesday of the month”

January 17

March 21

May 16

*June 20, if needed

July 18

September 19

October 17

November 21

DRAFT

**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. 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 may be required to grant a preservation easement to the DDA covering the exterior of the property improved as set forth in the Conditions section below.

Eligibility:

- Owners of real property and tenants in the Allendale Charter Township's DDA Development Area used for retail, commercial or industrial business (profit or not for profit). The property must be a parcel in which DDA TIF funds are captured.
- 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 Enhancement Allendale Committee. Projects must also conform with all applicable Allendale Township ordinances, zoning requirements and functions.
- Businesses must be located within the DDA and be visible and accessible from primary roads and business routes.
- Applications must be received 4 weeks prior to a scheduled meeting of the Downtown Development Authority.
- 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 in a 10 year period.

Conditions for Eligibility:

- The applicant must be in good standing with Allendale Charter Township in terms of the payment of taxes and utility bills
- The proposed improvement plans must be consistent with Township plans, building codes and zoning ordinances and may require approval of the Allendale Charter Township Planning & Development Department
- 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 may require approval of the Planning Commission.
- The applicant may be required to grant a preservation easement over the project area to the DDA. This easement would require the applicant to complete the agreed upon improvements and, depending on the nature of award of enhancement funds, provide the DDA with the legal authority to require that the property improved with enhancement funds 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. If the property is not maintained, the DDA would have the authority to arrange for the completion of necessary maintenance and to assess any such costs incurred as a lien against the property.

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 facade
- Masonry repair or cleaning to the exterior of the building
- Updates or additions to, or replacement of, existing landscaping
- Painting the exterior of the building

Ineligible Costs:

- Expenses incurred prior to the approval of the application
- 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
- Parking lots
- Signs advertising or naming the business
- 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
- The amount of Enhancement Fund allotment is determined by review committee
- The amount of Enhancement Fund allotment is determined by the Program Budget table/chart
- If multiple applications are competing for the same funds, the prioritization for Enhancement Fund allotment will be determined using the ratings form at the end of this application.

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 up to \$20,000 per applicant once in a three year cycle. Businesses will only be awarded funds a maximum of two times in a 10 year period. 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.
- 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.
- The applicant is encouraged to list all potentially reimbursable expenses, including those expenses that exceed the reimbursement limits of the program.

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.

Financial Reimbursement Procedures:

- After an enhancement program agreement has been fully executed, including any preservation easement if required, 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.
- Partial reimbursements are not permitted.
- To ensure a timely award, please notify the Township Supervisor 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 and completed in its entirety within eighteen (18) months of the award date.
- Applications are reviewed by a 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 in 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. 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 \$ _____

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

The Building Enhancement Budget Sheet (the 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 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

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 / Captured property.
3. I have read 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 enhancement program agreement, I will not be eligible for reimbursements 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 three (3) years and may lose the privilege to apply in the future.
7. 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. There will be no extension of the term.
8. The Applicant understands that he/she is responsible for the construction management for the entire project.
9. The awarded enhancement funds will be provided in keeping with the Program Guidelines and shall not exceed the maximum amount.
10. It is expressly understood and agreed that the applicant is responsible for compliance with all federal, state, county and local laws, regulations, building codes, ordinances and other applicable governmental restrictions.
11. The applicant shall, at their own expense, indemnify, protect, defend and hold harmless Allendale Charter Township, the DDA and their employees, 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.
12. Allendale Charter Township and the DDA reserve the right to change the program guidelines and application at any time without prior notification.
13. Prior to the disbursement of any enhancement funds, the applicant may be required to 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. In addition, if the property is not maintained, the DDA would have the authority to arrange for the completion of the

necessary maintenance and to assess any such costs incurred as a lien against the property.

Certifications

Applicants Signature _____

Date: _____

The Property Owner has received and reviewed a copy of the Applicant's complete application prior to its submittal.

Property Owner's Signature _____

Date: _____

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

Allendale Charter Township
c/o 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. Landscaping			
6. Painting the exterior of the building, limited to the portions visible from the road			
7.			
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.

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: _____

Proposed Improvements
Allendale Charter Townshioip
Downtown Development Authority

*Items below may cover several years; the estimate completion may be a start date for these expenses

Item No.	Description	Estimated Cost	Estimated Completion*
	Acquisition, construction, renovation, repair, rehabilitation, restoration, and/or preservation of public facilities and public utilities infrastructure within the downtown development area, including the Waste Water Treatment Plant and utility lines or pipes within the district, metering stations, lift stations, storm sewer drain improvements, public road improvements or restoration, and related matters.	\$ 2,120,000.00	2028
	Public sewer lift station near 56th Ave / Pierce Street	\$ 1,000,000.00	2025
	Construction, renovation, repair, rehabilitation, restoration, paving and/or preservation of public roads within the downtown development area	\$ 1,500,000.00	2034
	DDA Executive director or staff: direct hire or partnership with other entities	\$ 480,000.00	2025
	Preparation of a Master Plan for the Township park located at 6676 Lake Michigan, and any other park property owned by the Township within the boundary of the DDA	\$ 200,000.00	2027
	Park improvements or additions to existing Township Parks located within the development area: new playground equipment; skate park; replacement of current equipment; landscaping; seating; gathering areas	\$ 700,000.00	2024
	New Township park in the development area, includes acquisition of property, engineering, design and construction costs.	\$ 1,000,000.00	2030
	Sidewalks and/or non-motorized improvements within the development area, including engineering and construction costs.	\$ 500,000.00	2024
	Partnership with Ottawa County in the installation of the Greenway Trail	\$ 650,000.00	2025

Parks and Recreation facility to be located within the District	\$ 2,500,000.00	2033
Interior and exterior updates/renovations to the Township Hall at 6676 Lake Michigan Drive	\$ 500,000.00	2024
New Township Hall to be located in the development area, includes acquisition of property, engineering, and construction costs of building	\$ 2,500,000.00	2030
Property acquisition for properties nearby or adjacent to existing Township Park and existing Township Hall and Offices near Lake Michigan Drive and 60th Avenue	\$ 500,000.00	2028
Lake Michigan Drive enhancements / improvements along M-45 within the development area, including installation and/or replacement of street lighting, landscaping, paved crosswalks, pedestrian crossings, benches litter receptacles, media water feature and related matters.	\$ 900,000.00	2027
Signal and intersection improvements for pedestrian crossing across M-45	\$ 400,000.00	2025
New fire apparatus for the fire department	\$ 800,000.00	2029
Create, operate and fund marketing initiatives the benefit retail and general marketing of the Downtown District. This may include partnership with other entities such as the Chamber of Commerce	\$ 1,200,000.00	2026
Enhancement program for the enhancement in appearance and marketability of the business community in the DDA area	\$ 800,000.00	2024
Property acquisition for the use of a Town Center, or other public use	\$ 4,000,000.00	2025
Planning/Development/Construction of a Town Center		2025
Expansion of the Township Library	\$ 1,000,000.00	2029
Development of a Community Center / Community gathering area or Senior Center	\$ 2,000,000.00	2031
Development of a plan for, and implementation of a Public Transportation system along the M-45 corridor	\$ 750,000.00	2030
	\$ 26,000,000.00	