



Community Driven Business Recruitment

Michigan Main Street Webinar Series



Community Development

Supporting the growth of vibrant, diverse
and sustainable communities across Michigan



Main Street Four Points®



Economic Vitality

Strengthens existing economic assets, while also identifying opportunities for new development and growth.

Design

Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Organization

Cultivates partnerships and coordinates resources around a shared community vision for downtown.

Promotion

Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

Economic Vitality



New Development



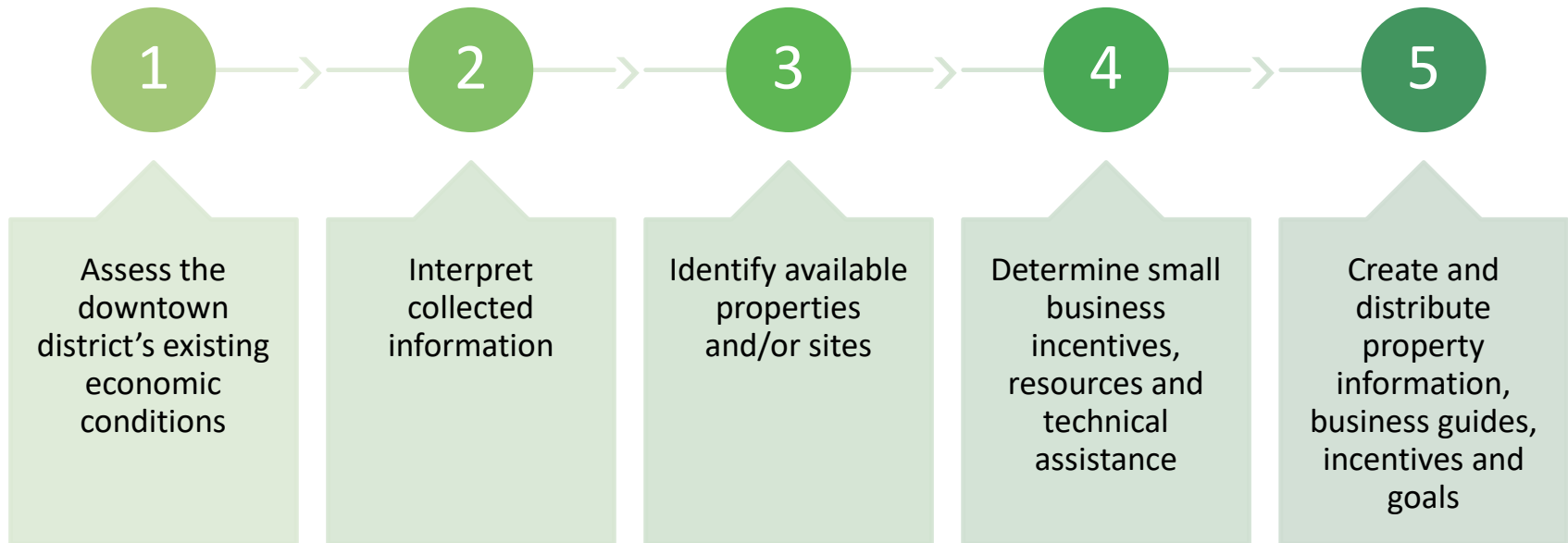
Small Business Retention



Redevelopment



Recruitment & Entrepreneurship



Pre-Recruitment Activities

RESEARCH & ASSESS



FOUNDATION FOR BUILDING A BUSINESS RECRUITMENT STRATEGY

Compile building
information

Collect business
information

Gather customer
information

Compile
demographic
information

Review Market
Study and Master
Plans

Small business
journey mapping

Survey needs of
property and
business owners

Connect with City
Planner/City
Manager

Engage your
community

Understand Your Economy

Small Business Mapping



Small Business Journey Mapping



Creates clear understanding for the processes and establishes accountability



Provides an overall understanding of the small business owner experience



Provides an easy to read framework identifying fees, permitting timeline + contact information



Streamlines the permitting process by identifying repetitive steps



Helps market your community as small business friendly!

More information available at
www.miplace.org

UPDATE BUILDING + BUSINESS INVENTORY

A	B	L	M	N	O	P	Q	R	S	T
Business Name	Business Address	Local Contact Email	Business Location (basement, ground-floor, upper-floor)	Year Established	# of Full-time Jobs	# of Part-time Jobs	Business Hours	Estimated Annual Sales	Rent per Month	Size of Space (in square feet)

B	E	F	G	H
Property Street Address	Available	Known As	Notes	Owner Name
127 Court Street	N	Otsego Police Department	1 main entrance	Authority
218 N. Farmer Street	N	Otsego Historical Museum	2 store fronts	Authority
124 N. Farmer Street	N	Veterans of Foreign Wars	2 store fronts, 2nd floor apartment	Veterans of Foreign Wars
112 Kalamazoo Street	N	Church of God	parking lot	Church of God
117 E. Orleans Street	N	Otsego City Hall	2 entrances	City of Otsego
125 S. Farmer Street	N	Otsego Fire Department	2 main entrances	City of Otsego
115 S. Farmer Street	N	Alano Club	1 store front	City of Otsego
121 W. Allegan Street	N	Bob's True Value Hardware		Robert E & Carol H Meles; Br
141 N. Farmer Street	N	MillAssist Services Inc.	1 store front	MillAssist Services Inc
125 W. Allegan Street	N	Bob's True Value Hardware	apartment, open space	Robert E & Carol H Meles; Br
109 N. Farmer Street	N	365 Fitness	1 store front	William & Sandra Hambricht
131 E. Allegan Street	N	Little Pines Auto Repair	1 store front	Service
103 W. Allegan Street	N	Amish Oak Treasures	entrances, basement	Twin Lakes Sales LLC
114 W. Allegan Street	N	Antique Mall	access	Roger Newman
134 W. Allegan Street	N	W.I.C.	2 store fronts, 2nd floor office/apt	Richard Haugh
133 W. Allegan Street	N	Turn It Around Resale	2 entrances, add on Kalamazoo	c/o Thomas Rosenhagan
124 E. Allegan Street	N	Farmer's Insurance	1 store front	Nathan & Jennifer Hunt

What should be collected?

Goal: Collect information about each property and business in the district

Property + Building

- Parcel number
- Street address
- Owner name + contact
- Building size
- Parcel size
- Taxable value
- State equalized value
- Most recent sale date + price

Activity + Use

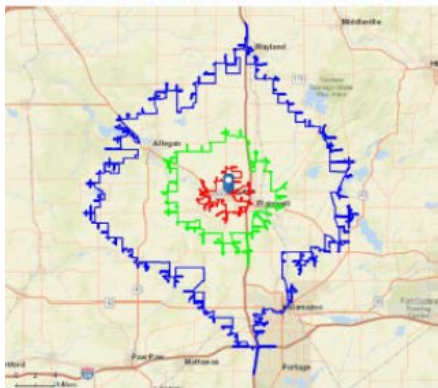
- Street address
- Number of stories
- Use
- Available for sale/lease
- Number of housing units
- Type of housing units
- Lease rate/rent
- Owner occupied?

Businesses + Jobs

- Business name
- Website/social links
- Street address
- Owner contact info
- Local contact info
- Year business established
- Years at current location
- Business hours
- Number of jobs (FT +PT)

Market Data

DOWNTOWN OTSEGO DRIVE TIME MARKET DEMOGRAPHIC FAST FACTS Sep 2017



19,000

10 MINUTE DRIVE TIME | 2017
2017-22 Growth: 3.0%

Population	5 Min	10 Min	20 Min
2017 Estimate	7,680	19,000	109,403
Growth (2017-22)	3.5%	3.0%	3.2%

Est. State Pop Growth (2017-22) 1.1%

POPULATION



8,229

5 MINUTE DRIVE TIME | 2017
DAYTIME CHANGE: 7.1%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	8,229	18,121	101,434
Daytime Change	7.1%	-4.6%	-7.3%

DAYTIME POP



7,441

10 MINUTE DRIVE TIME | 2017
2017-22 Growth: 3.0%

Households	5 Min	10 Min	20 Min
2017 Estimate	3,106	7,441	44,680
HH Growth (2017-22)	3.5%	3.0%	3.1%

Est. State HH Growth (2017-22) 1.2%

HOUSEHOLDS



\$51,844

10 MINUTE DRIVE TIME | 2017
2017-22 Growth: 3.6%

Median HH Income	5 Min	10 Min	20 Min
2017 Estimate	\$45,390	\$51,844	\$45,010
Growth (2017-22)	7.3%	3.6%	9.8%

2017 State: \$52,121 | 2017-22 Growth: 8.2%

MEDIAN HH INCOME

Source: Esri, Market Profile | 06.18

Eating and Drinking Establishments

Deli/Sandwich Shop	Restaurant
Top Features:	Top Features:
Sandwiches/salads	Casual, family-friendly
Homemade soups	Full-service
Grilled sandwiches	Dinner menu
Grab-and-go items	Outdoor dining
Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 39%	\$50K to \$100K: 30%
\$100K+: 48%	\$100K+: 56%

Retail Establishments | Top Selected

Specialty Foods	Kitchen, Home ,Gifts
Top Features:	Top Features:
Locally-sourced foods	Home furnishings/decor
Artisan foods	Demo kitchen & classes
Organic foods	Made in Howell/MI
Ethnic foods	Tasting/sampling events
Survey Demo: HH Income	Survey Demo: HH Income
\$50K to \$100K: 28%	\$50K to \$100K: 32%
\$100K+: 62%	\$100K+: 50%

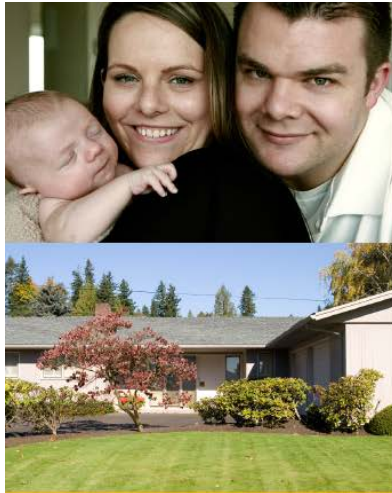
2014 Sales Surplus & Leakage Analysis

NAICS Code: Business Description

	2.5 Miles	5 Miles	10 Miles
	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
Total Retail Trade and Food & Drink (NAICS 44 - 45, 722)			
2011	\$28,130,332	\$7,878,460	(\$157,465,200)
2014	\$24,779,797	(\$13,415,760)	(\$291,068,831)
Total Retail Trade (NAICS 44 - 45)			
2011	\$27,886,095	\$13,032,923	(\$121,072,386)
2014	\$23,679,524	(\$9,083,315)	(\$257,798,701)
Total Food & Drink (NAICS 722)			
2011	\$244,237	(\$5,154,463)	(\$36,392,815)
2014	\$1,100,273	(\$4,332,445)	(\$33,270,130)

Source: Downtown Professionals Network

Customer Profile



LifeMode Group: Hometown Traditional Living

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300



Cozy Country Living (LM6) | #1 All Drives)

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,491	48.0%	3,303	44.4%	12,708	28.4%

- ▶ 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

MARKET PROFILE

- They shop for groceries at discount stores such as Walmart supercenters
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to the zoo.
- TV is seen as the most trusted media.

Identify Business Clusters + Anchors

Anchor Businesses or Institutions

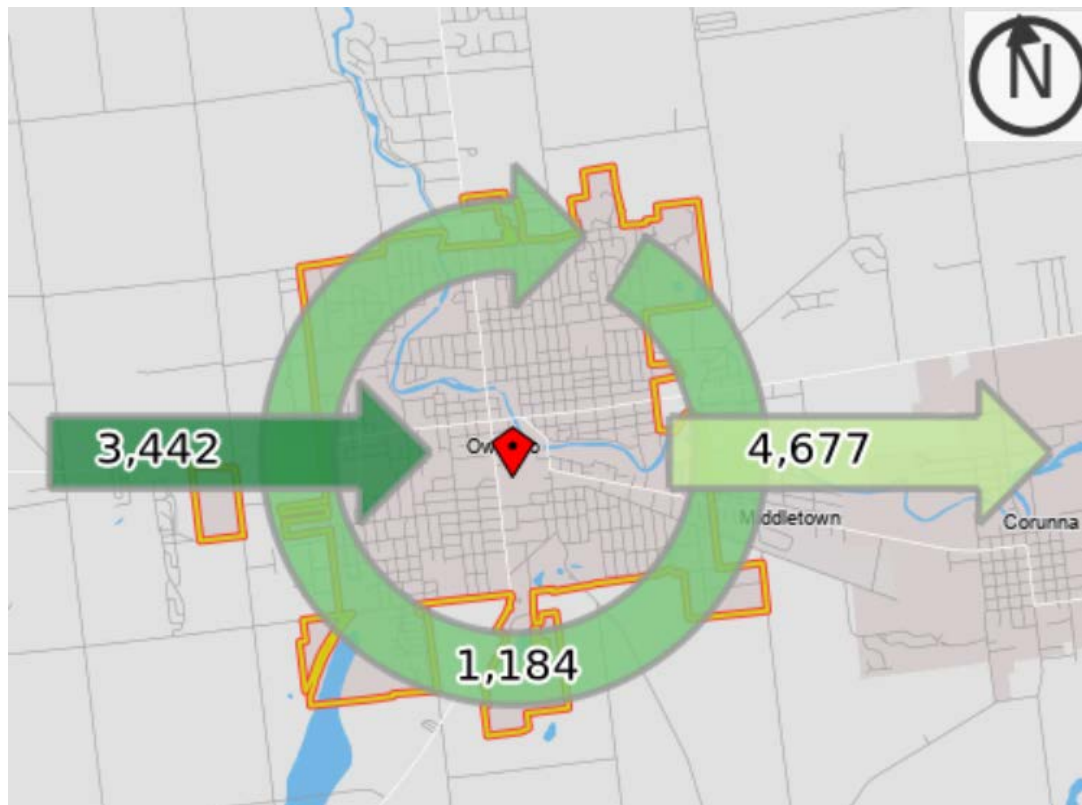
- Pizza Transit
- Wonderland Cinema
- Iron Shoe Distillery
- United Federal Credit Union
- Library
- The YMCA
- SLR Pilates
- Secretary of State
- Antique Stores
- Chapin Mansion
- Amtrak
- Brass Eye
- Harding's
- Inertia Cycleworks
- Rusty Hooks Bait & Tackle

Business Clusters

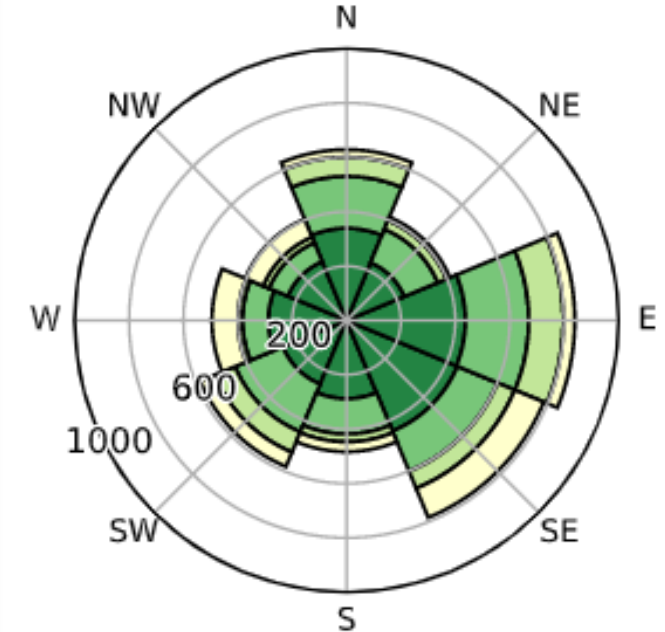
Food & Restaurant

- Restaurants
- Bakeries
- Food Shops (Cheese Shop)
- Craft Beer and Beverage

Other Data?



Job Counts by Distance/Direction in 2015
All Workers



Identify any trends in the data

Share findings with existing businesses

Begin to develop opportunities for expansion and target business list for recruitment and startups

Interpret the data

What's the Information Saying?

Identifying Target Business Types

Complementary Business Opportunities

Successful Downtown Business (Existing): _____

Complementary Business Opportunities:

A. _____

C. _____

B. _____

D. _____

Successful Downtown Business (Existing): _____

Complementary Business Opportunities:

A. _____

C. _____

B. _____

D. _____

Successful Downtown Business (Existing): _____

Complementary Business Opportunities:

A. _____

C. _____

B. _____

D. _____

Identifying Target Business Types

Business Opportunities Chart

Explanation: The greater the number of market conditions a business opportunity meets, the greater the chance that this is a good avenue to investigate.

	#1	#2	#3	#4
Business Opportunities:	_____	_____	_____	_____
Fits with market position statement				
Gap identified in business mix and/ or sales surplus/leakage analysis				
Complements existing businesses				
Serves targeted customer group(s)				
Identified in consumer surveys				
Identified in business survey				
Appropriate space available				
Other: _____				



CONSIDER NON-TRADITIONAL BUSINESS OPPORTUNITIES



- Light duty manufacturing, academic facilities, arts/culture institutions
- Consider shared spaces
- Pop-up shops
- Mobile retailing
- Creative/experiential retail
- Incubator space
- Food trucks



PROPERTIES + SITES



Creating + Collecting Property Cut Sheets

- Real estate property information
- Recent photograph
- Square feet available
- Lease or sale price
- Zoning
- Description
- Map of location, proximity to other assets
- Contact information

CHARLEVOIX

AVAILABLE PROPERTY

2200 SQ FEET

EXCELLENT LOCATION

205 BRIDGE STREET
Charlevoix, MI 49720

- Historic Property
- Ample Parking
- Central Business District

LOCATED WITHIN CHARLEVOIX MAIN STREET & DDA DISTRICTS

Charlevoix Main Street is working to build partnerships to enhance local economic development and create a vibrant year-round downtown community.

Great commercial location on the main thoroughfare in downtown Charlevoix.

The building is near Charlevoix City Marina, Bridge Park and East Park, the City's crown jewel of entertainment and recreation. Ample free parking is available in the street and in parking lots behind this space.

The space is zoned with the Central Business District distinction which provides a broad range of commercial, office, and service uses allowed by right.

Landlord has long history in community and this space has been a very successful business in the past.

Owner Contact: Jeannine Wallace, Gull LLC, ph: 231-547-2342

Charlevoix DDA
lindseyd@charlevoixmi.gov
231-547-3257

City of Charlevoix
markh@charlevoixmi.gov
231-547-3270

RESOURCES +
INCENTIVES



Resources + Incentives



Understanding the small business provider landscape & what role MS plays

Work with City on RRC + Main Street having a seat at the table

Build relationships with local financial institutions

Understanding of broader Economic Development Tools

Create new programming, tools, and incentives

Resources + Incentives

- Financial Incentives
 - Local, State and Federal
 - Sign and awning grant/loan program
 - Façade grant/loan program
 - Rental assistance
- Technical Assistance
 - Architectural/design services
 - Storefront window displays
 - Small business counseling
 - Application support for startup and business development tools (liquor license, commercial abatements, etc.)
 - Education and training
- In-Kind
 - Commercial district management (security, parking management, flower plantings, maintenance and cleaning, banners, etc.)
 - Support from other businesses – discount on services, advertising, printing, uniforms
 - Chamber membership discount

NEW BUSINESS INCENTIVE PROGRAM PARTNERS

- ◆ Tech Zone/Central Iowa Systems: \$200 towards the purchase of any technology system incorporated into new business.
- ◆ Shadran Industrial Supply: Free rental of floor machines.
- ◆ Unger Insurance: \$40 in Chamber Checks.
- ◆ Fudge's Flowers & Gifts: a plant at your Grand Opening! Let Bonnie know the date.
- ◆ Don's Ace Hardware: Buy 2, get one free on single cut door keys.

Resources + Incentives

Incentives & Assistance

Howell Main Street Inc. offers a variety of incentive programs to achieve our mission of positioning downtown Howell as a destination, supporting our entrepreneurial eco-system, and improving the quality and appearance of our storefronts that fit our community's design standards.

Rental Assistance Program:

Through the Rental Subsidy Program, Howell Main Street will provide rental assistance for up to 12 months for businesses that choose to locate, or expand their existing footprint, in our core downtown Main Street district.

- Provides grant for a full year with \$500 per month being paid to the property owner for the 1st quarter, \$400 per month for the 2nd quarter, \$300 per month for the 3rd quarter, and \$200 per month for the final quarter.
- Applications must be approved by the Rental Assistance review team and include:
 - o Copy of a business plan
 - o YTD financials from the previous calendar year (for existing businesses), or financial plan including any loan information
 - o Selected businesses must provide a copy of signed lease agreement within 30 days of being approved.

Sign Incentive Program:

- Provides a grant of 25% of the approved sign costs.
- Maximum of \$1000 awarded per applicant
- Sign designs must follow the City of Howell and Howell Main Street's sign permitting guidelines, as well as receive approval from the Design Committee PRIOR to start of production.



Business Incentives

For those who want an outdoor adventure in and around one of the most beautiful towns anywhere, Charlevoix, Michigan offers a most picturesque setting on three lakes (including Lake Michigan), a quaint, charming and vibrant downtown and one-of-a-kind festivals. At once historic and progressive, Charlevoix has all the comforts of a larger community, including highly-ranked schools, a local hospital, low crime rate and opportunities to get involved and make a difference in the community. Charlevoix. It's a classic beauty.

Entrepreneurial Toolkit

Review the [Entrepreneurial Toolkit for the Northern Lakes Economic Alliance \(PDF\)](#).

Commercial Redevelopment District

Public Act 255 of 1978 encourages the replacement, restoration, and new construction of commercial property by abating the property taxes generated from new investment for a period up to 12 years. As defined, commercial property means land improvements whether completed or in the process of construction, the primary purpose and use of which is the operation of a commercial business enterprise. Mixed-use developments may be eligible, but the abatement will only apply to the commercial portion of the property. Land and personal property are not eligible for abatement under this act.

Types of commercial property enterprises include:

- Engineering
- Office
- Parts distribution
- Research and development
- Retail sales
- Warehousing

For more information, please view the [Commercial Facilities Exemption Certificate Policy \(PDF\)](#).

Redevelopment Liquor License

Redevelopment Liquor License (PA 501) To encourage cities to enhance their quality of life for their residents and visitors to their communities, the Liquor Control Commission may issue public on-premises licenses in addition to those quota licenses currently allowed in those cities. Eligible businesses must be:

- Located in an established business district, or redevelopment area
- Have spent at least \$75,000 in building improvements
- Must have a seating capacity of at least 25 people
- Among other requirements

For more information, please view the [Redevelopment Liquor License \(PDF\)](#).

Resources + Incentives



DDA Business Programs

DDA Facade Loan Program

The DDA offers qualified businesses in DDA District a loan for façade improvements that meet criteria. The loan fund is managed cooperatively by Lapeer Main Street, Inc, the Lapeer DDA and the Lapeer Development Corporation (LDC). Over a dozen buildings have benefited

[Design and Loan Procedures](#)

DDA Sign Assistance Program

The DDA will provide 50% of the cost to design, construct, and install exterior signage up to a maximum value of \$300 to businesses in the DDA District. Over 20 businesses benefited.

[Program Guidelines and Application](#)

Lapeer Development Corporation

If you need assistance getting your business off the ground, the Lapeer Development Corporation (LDC) may be able to help. LDC serves business owners in Lapeer County by identifying suitable properties, assisting in securing development funds, and acting as your local, state, and federal government liaison. LDC also provides marketing information, business consulting, tax incentive, and job training assistance.

Did You Know?

There are programs that offer benefits to business and home owners within the DDA district.

The DDA can help if you would like to improve the look of your home or business.

- We offer signage rebates up to 25%, with a maximum amount of \$200*
- We offer awning rebates up to 25%, with a maximum amount of \$300*
- Free Design Services through Michigan Main Street
- Discount of up to 30% for painting through Sherwin Williams
- We also offer facade grants and low interest loans

The DDA also offers:

- Sidewalk weed control
- Vibrant welcoming banners
- Weed trimming
- Ornamental lighting and Holiday Decor
- Flowers on Main Street

Source: Lapeer Main Street, Three Rivers Main Street

Local Investing + Pitch Competitions

— BUSINESS MODEL COMPETITION —

INVEST CHEBOYGAN County

NOVEMBER 6, 2019
CHEBOYGAN OPERA HOUSE
DOORS OPEN AT 5:00 PM
STARTS AT 5:30 PM

Watch entrepreneurs vie for seed dollars!

Cheboygan County entrepreneurs & business owners compete for a share of over **\$20,000** in startup funds plus a chance to advance to the Grand Event to win additional startup capital!

FREE Admission. Seating is first come first served.

Visit www.investcheboygan.com for more information



grubstake

WHATISGRUBSTAKE.COM

IT'S LOCAL INVESTING!

We want to teach you the fundamentals of how you can learn to make sound investments in your community. Register today at WhatIsGrubstake.com!

Brought to you by the fine folks at...

NC3



MEDC

AMERICA'S
SBDC
MICHIGAN

REVALUE

SPREAD THE
WORD



Community Profile



Come explore downtown Owosso, and feel the warmth of gathering together.

Experience the amazing that happens here everyday. Meet the people that add color to our lives. Discover this place we call home, and become a friend in the process.

2020 EDITION

OWOSSO MAIN STREET/DDA 989.725.0571 downtownowosso.org



State of DOWNTOWN

- 18 Blocks
- 108 Acres
- 249 Parcels
- 57 Parcel owners
- 1,731 Public parking spaces
- 117 First-floor storefronts
- 100 Residential units
- 9 Restaurants
- 26 Retail stores

Engaged Redevelopment Ready Community™

Owosso Main Street is making a real difference.

Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!

Downtown's Goals

- Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in downtown Owosso.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of downtown Owosso.
- Expand and sustain a model of "cooperation" among downtown Owosso businesses, organizations and attractions.



Master Level Main Street

TRANSFORMING OWOSSO'S DOWNTOWN



Reignited the city's revolving loan fund offering low-interest working capital loans, redevelopment loans, and upper-floor residential development grants.



Completed a MEDC/CDGB Façade Grant restoring three historic downtown façades within the district. This grant provided over \$300,000.00 in grant funding for restoration efforts.



Partnered with the National Main Street and Michigan Main Street programs to develop an "Entrepreneurial Ecosystem" program, focused on commercial district revitalization. This program identifies key entrepreneurship assets, targets, and partners and develops key strategies to align your ecosystem with community target markets and real estate assets.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT
\$897,891

Program to date: \$19,890,727

- 17 Façade Improvements
Program to date: 116
- 2 New Businesses
Program to date: 68

Community Profile

Owosso | 2019

Population
14,450

Households
6,257

Median HH Income
\$53,865

Median Age
35 years

Housing Units
6,634

94% Housing is occupied
62% Owner-occupied
38% Renter-occupied

Main Street is Helping Businesses Thrive

- Revolving loan fund
- Residential development grants
- Online store/sales program
- Monthly business owner's meetings
- MEDC/state façade program
- Match on Main funding program
- Small Business Saturday champion
- Design assistance
- Market data
- Educational workshops

"Owosso Main Street/DDA is the accelerant that propels and sustains our collaborative spirit to work together and make a unified positive impact in our downtown for our residents and visitors."

—Nicholas Pidek, Co-owner, Foster Coffee Company

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	26,625	41,882	175,992
Households	11,618	17,725	73,008
Median HH Income	\$57,800	\$64,409	\$77,303

In-demand Businesses

Shopping & Retail
Butcher/meat market
Arts, crafts, and hobbies
Specialty foods
Women's clothing
Grocery store

Food & Drink
Breakfast/brunch restaurant
Brewery or brewpub
Casual dining eatery
Wood-fired/kiln oven pizzeria
Steakhouse

Source: Owosso Main Street

Community Profile

Connecting with Place

Every year our Main Street volunteers work tirelessly to beautify and decorate our downtown. Most cleanup, planting, and decorating within the district is developed, coordinated and conducted by Main Street volunteers. From our beautiful downtown flowers, to our amazing downtown Christmas tree—all of it would not exist without our amazing volunteers. People are what make place matter. It is our volunteers that ignite the spirit of our revitalization efforts.



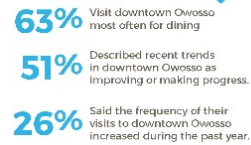
VOLUNTEER SPOTLIGHT

"Volunteering with Owosso Main Street is like working with your family. We make a better place for all of us to live. The things we do are making positive memories for everyone. The more people that volunteer the more they see what a great community we live in."

—John Hankerd, Owner, Hankerd's Sportswear



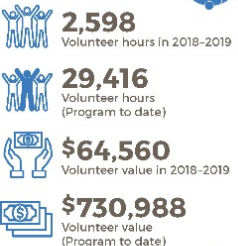
2019 Pulse of Downtown



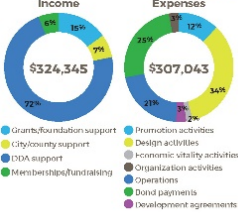
Social Connection



Volunteer Connection



In the Numbers



DOWNTOWN ALIVE

Owosso Main Street Events 2018-19

27,420

Est. event attendance

- Glow Owosso (Parade & Sk)
- NVE Block Party and Ball Drop
- ArtWalk Owosso
- Vintage Motorcycle Days
- Chocolate Walk
- Film at the Fountain
- Downtown Trick-or-Treat
- Moonlight Market (collaboration)
- Cruise the Pits (collaboration)
- Castle Nights (collaboration)



Michigan Main Street

The Leader in Grassroots Economic Development

Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point ApproachSM, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Real Impact.

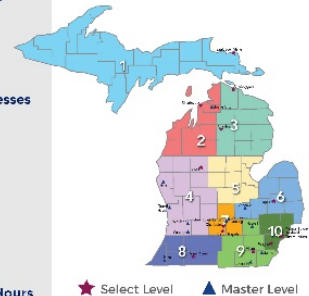
The numbers prove it!



"Owosso Main Street/DDA is beyond grateful for the leadership and inspiration we have received from the Michigan Main Street Center and the National Main Street team. These organizations are a delight to work with and our community would not be where we are today without them."

—Dave Acton, Board Chair, Owosso Main Street/DDA

Our Communities



Owosso's Board of Directors

Chair: Dave Acton
 Vice Chair: Bill Gilbert
 Treasurer: Kenneth Cushman
 Authority Member/Mayor: Chris Eveleth
 Authority Member: Lance Ormer
 Authority Member: Theresa Tiecha
 Authority Member: Jon Moore
 Authority Member: Jim Woodworth
 Authority Member: Bobbi Fuller



Available Properties

Old Town Commercial Association
 1232 Turner St. | Lansing, MI | 517.485.4283
 Business Directory | Events & Activities | Local News
 About Old Town | Volunteer | Properties | Contact | Become an Old Town Member

Rent

Large Basement Studio

1000 Sq. feet, fireplace, revealed brick, tall ceilings, woodwork. \$700 per month incl. utilities
 517-974-4419



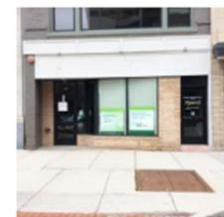
We want to let people know about your deluxe loft or perfect store front in Lansing's hip and historic Old Town. Email oldtown@oldtownmainstreet.org and tell us all about it so we can spread the word and welcome new faces to the neighborhood.

Source: Old Town Commercial Association

Properties

[Large Basement Studio](#)

DOWNTOWN LANSING INC. BUSINESSES



107 N. Washington Sq.
 1,500 SF High Exposure Office

107 N. Washington Sq.
 Lansing, MI 48933

P 517-487-9222
<http://www.cpix.net/listing/30041831/107-N-Washington-Square-Lansing-MI-48933> | [View Map](#)

Floor Plan: One Story Office
 For Lease: \$1,875 Monthly- \$15/PSF Annually

Great office space available for lease.



113 S. Washington Square
 5102 SF Two-story, mixed use building

113 S. Washington Square
 Lansing, MI 48933

P 414-477-8756
 E tmprice113@gmail.com
[View Map](#)

Floor Plan: Two story, mixed use
 Retail: 3,212 SF
 Residential: 1,890 SF

For Lease: \$14/sf/yr, NNN
 Year Built: 1862, remodeled in 1965.
 George Nelson building.



203 S. Washington Square
 4,900 SF Two story mixed-use building

203 S. Washington Square
 Lansing, MI 48933

E price113@foxgman.com
[View Map](#)

Floor Plan: Two story, mixed use
 Retail: 3,212 SF
 Residential: 1,890 SF

For Lease: \$14/sf/yr, NNN
 Year Built: 1862, remodeled in 1965.
 George Nelson building.

Source: Downtown Lansing, Inc

Business Development Webpage

HOW TO GET STARTED OPENING A BUSINESS IN DOWNTOWN HOWELL:

Please note, this is meant as a brief informational tool to help you get started. For more detailed information and instructions to help your business on the road to success, please contact the appropriate departments as listed above.

Phase One – Thinking of starting a business

- Come and talk to the knowledgeable staff at the Downtown Development Authority (DDA)
 - They can provide Market Study Information to find out if your business fits within the community's needs.
 - Discuss available Real Estate for Lease or Purchase - (You can view available real estate at www.downtownhowell.org)
- Building Permit Process & Site Review – City of Howell
 - Research appropriate licensing needed for your type of business
 - Zoning/Special Land Use
 - Architectural drawings and layout of facilities mapped out
 - Identify funding needs and meet with appropriate funding sources (Banks, VC, Angel, etc.) (DDA and Chamber)

Phase Two – Planning & working toward starting a business

- Buildout of appropriate space (City of Howell and DDA)
- Façade Grants (Howell Main Street Inc.)
- Sign Incentive Information (Howell Main Street Inc.)
- Sign Permits (City of Howell)
- Zoning (City of Howell)
- Inspections (City of Howell)
- Rental Registrations (City of Howell)
- Contact different county licensing authorities for appropriate licensing (City of Howell or Liv. County offices)
- Funding secured (DDA and Chamber)
- Create marketing plan (Chamber, SBDC, SCORE)
- Personnel needs identified, interviewed and secured (Chamber, SBDC)

Phase Three – Ready to Open!

- Coordinate A Grand Opening, Press Release, marketing, ribbon cuttings, anniversaries and other celebrations. (DDA/Howell Main Street/Chamber)
- Execute a marketing strategy (DDA, Chamber)
- Proper licensing secured (City of Howell, Liv. County)

Phase Four – Open for business and existing business support

- Yearly ongoing inspections and licensing (City of Howell, Liv. County Offices)
- Marketing your business in the district (Chamber, DDA)

Need more convincing? Here's how we can help:



GETTING STARTED & KEY CONTACT INFORMATION

We're here to help you on the road to development and success! **Follow this brief informational guide** to get you started on the path to opening your business in Howell. For more detailed information and instructions to help your business/development, view our **main contact sheet**.

MARKET DATA SUMMARY:

Valuable tool to help you understand what our residents and visitors would like to see downtown!

[Market Data Summary Here](#)

[Download Full Future of Downtown Report Here](#)

GOALS FOR THE FUTURE:

The future is bright in downtown Howell! Be a part of our City's Development Plans and **view our vision for priority projects and concepts here**.

INCENTIVES & ASSISTANCE OPPORTUNITIES FOR YOUR BUSINESS

Click here to view our **Incentives & Assistance** programs for new & existing businesses in downtown Howell including our:

[Rental Assistance Program](#)

[Local Façade Incentive Program](#)

[State of Michigan Façade Program](#)

[Sign Incentive Program](#)

[Match on Main Funding Program](#)

[Other State of Michigan Incentive Programs](#)

Start A Business

Welcome to



We are so pleased to see you are interested in opening up shop in Downtown Grayling!

Grayling is a delightful community in the Heart of Northern Michigan, and on the cusp of incredible growth. Right now we have several development projects in the beginning stages that including an increase in commercial retail space on Michigan Ave, our Main Street, as well and new residential opportunities in Downtown Grayling. These exciting projects are in preparation for the economic growth spurred by the new Arauco plant being constructed just outside of Grayling. The Arauco project is projected to begin employment recruiting in late 2017, and be up and running before the end of 2018.

Below you will find some resources regarding business development here is Grayling. We strive to update the information as quickly as possible when changes are made. We also suggest visiting the City of Grayling Zoning and Economic Development website for detailed information regarding specific development sites.

Additionally, our Economic Vitality committee is hard at work updating the list of local lenders, and ways to access capital for your new business. As soon as that project is completed you will see a new button on the bottom of the page. If you can't wait to get started on your new adventure give Rae, our Program Director, a call, 989 390 7689, and she can get you some information so you can get the ball rolling.

Thank you so much for considering Downtown Grayling for your new business. We look forward to welcoming you to the neighborhood!

ZONING ORDINANCES

NEW BUSINESS PACKET

ECONOMIC DEVELOPMENT
STRATEGY

DOWNTOWN MARKET
STUDY



Business Incentives

Community Resources

Design Services

Facade Grant Incentive Program

Homeshare

Life in Charlevoix Mobile App

Market Study

Match on Main Grant for Small Business

Vital Statistics

Economic Development

Available Properties

Locate rental information about current available properties.

Business Incentives

For those who want an outdoor adventure in and around one of the most beautiful towns anywhere, Charlevoix, Michigan offers a most picturesque setting on three lakes (including Lake Michigan), a quaint, charming and vibrant downtown and one-of-a-kind festivals.

Community Resources

Access links to helpful resources for local, state, and national websites.

Design Services

Charlevoix Main Street offers three complimentary Design Services each year to building/business owners.

Facade Grant Incentive Program

The Façade Incentive Grant Program is developed by the Design Committee of Charlevoix Main Street (CMS).

Homeshare

Homesharing is an alternative way for people to meet their housing needs that provides numerous benefits to homeowners and renters alike.

Life in Charlevoix Mobile App

Learn about the Life in Charlevoix App.

Market Study

The Market Study identifies existing conditions, contains the analyses appropriate to describe economic opportunities, defines the opportunities shown to be sustainable, and, finally, provides the methods to move forward and seize these opportunities.

Match on Main Grant for Small Business

"Match on Main" is a reimbursement grant program, provided by the Michigan Economic Development Corporation, for small businesses located in Select or Master level Michigan Main Street communities. Up to \$30,000 is available for eligible businesses and requires a 10% cash match. This grant program will provide funding to Select or Master level Michigan Main Street programs to support small business owners as they explore ways to improve the interior space. The goal of Match on Main is threefold: 1) to strengthen small business through working with the local Main Street program and through consulting with the Small Business Development Center thus making the business more sustainable for the long term, 2) to reactivate underutilized and vacant commercial space in MMS districts, and 3) To grow the Community's entrepreneurial ecosystem by supporting place-based businesses that fit within the Main Street Program's strategy and priorities.

Vital Statistics

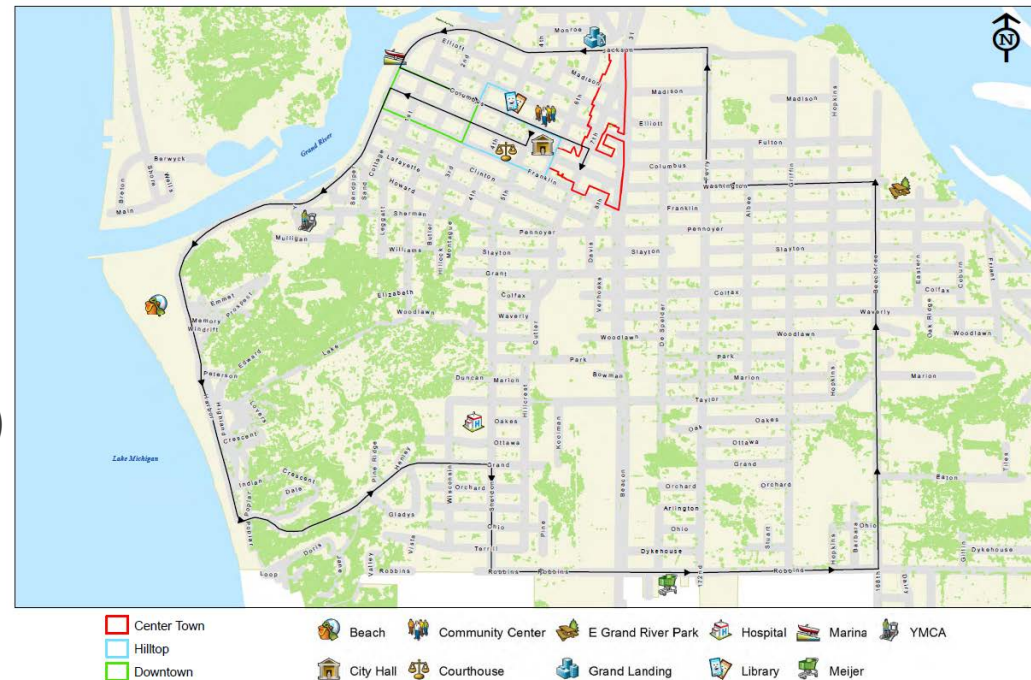
View vital statistics about Charlevoix.

RECRUITMENT OVERVIEW



High Level Overview

- Target business list?
 - Etsy, Farmers Markets, Makers Events
 - Where do you and your friends/family like to shop/eat?
 - Michigan eLibrary – Gale Business: Demographics Now
 - SBDC Market Research
 - Paid subscription
 - Contact business prospect + extend invitation
 - Provide advance information
 - Create itinerary for their visit
 - Plan walking + driving tour (rehearse!)
 - Make arrangements to visit available properties
- Verify visit details with prospective business
 - Host business owner(s)
 - “Close” the deal and follow up





Build on local
assets, identity
& culture

Identify and
target a
specific market
strategy

Focus on
business
retention first

And Remember....

