

DOWNTOWN VERNON STRATEGY



Prepared for
Vernon Downtown Development Authority

September 2016



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September 2016

Village of Vernon
Downtown Development Authority Board of Directors
120 East Main Street
Vernon, MI 48476

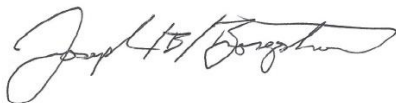
Dear Vernon DDA Board:

On behalf of Place & Main Advisors, LLC, I am pleased to present you with this final draft of the Downtown Strategy for Downtown Vernon.

This strategy includes the results of numerous meetings, interviews and site visits, and is complemented with a market snapshot so you may see the results of a Level 1 Market Analysis which has influenced the recommendations herein. This document also includes the results of a public visioning and Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis conducted with a sampling of residents, business owners and other stakeholders for downtown Vernon. This strategy also includes a breakdown of short, mid- and long-term goals to help address both near and longer term issues. We have also attempted to adjust our recommendations to the availability and capacity of volunteers to execute this strategy. In the end, we are confident in the strategy we have put forth and the community's ability to execute it.

Thank you for the opportunity for our firm to work with you. We have truly enjoyed our time getting reacquainted with Vernon and have high expectations for its future.

Sincerely,



Joe Borgstrom, Principal

September 2016

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I. STRATEGY OVERVIEW

I. OVERVIEW

The Vernon Downtown Development Authority (DDA), seeks to stop the disinvestment that has occurred over the last several years. In order to that, they enlisted Place & Main Advisors, LLC to assist in the creation of a redevelopment strategy that will not only halt the disinvestment the district is currently going through, but set forth a path to help attract new businesses, visitors and investment while supporting existing businesses and residents.

This strategy involved an inclusive process which sought and received public participation. Ideas were generated from a number of people and balanced with market and demographic data. Ideas that were supported by both feasibility and desire to see done have moved forward into this document. Furthermore, the capacity of the community was evaluated in order to make sure projects were outlined in a realistic timeframe. It should be noted that all projects listed will require volunteers including DDA board members and residents and stakeholders at large.

II. DOWNTOWN VERNON- CURRENT CONDITION

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Downtown Vernon today certainly has challenges. It also has strengths and plenty of opportunities. On August 30, 2016 a downtown Visioning and Strengths, Weaknesses, Opportunities and Threats (SWOT) meeting was conducted. The vision of Vernon's Downtown Today below is heavily influenced by the suggestions and observations of the attendees of that meeting.

Strengths

Downtown Vernon has a number of things going for it. Far from dead, there are some great attributes to build from.

- Downtown Vernon, and the entire village, has a very charming small town feel. "Mayberry" as some of the attendees put it. As such, it has a very safe feeling and reputation.
- Downtown's streetscape is in very good condition and gives the community a good foot forward. This streetscape was the direct result of a grant the village received from the Michigan Department of Transportation (M-DOT) and has served the community well.
- The downtown is very walkable and the streetscape update provides for wheelchair access at the main intersection. The sidewalks are in good condition and an appropriate width.
- Downtown is blessed to have river nearby, though there is no direct connection to the downtown.
- Similarly, the village's sizeable park nearby is an asset, but not well connected or promoted with the downtown.
- The downtown has three anchors that actively bring traffic: the library, the post office and Chase bank. The library in particular is very proactive offering numerous activities throughout the year.



- Toney's Pizzeria and Café is currently the only active eatery in the village and acts as a hub and draws traffic as well.
- The Village's proximity to I-69 gives it easy access to the freeway.
- The events currently held downtown appear to be popular, but volunteers are lacking to expand or do more events.

External Challenges

There are a number of external factors that play a heavy influence in how downtown Vernon operates and greater market forces beyond the control of the downtown. These factors need to be pointed out to help frame discussions on future plans.

- Vernon is the smallest village/city of its neighboring competitors: Durand and Corunna. As such, these communities offer a scale that makes certain retailers such as grocery stores more viable than the village. Both Corunna (Meijer) and Durand (Riverside Market) as well as nearby Swartz Creek (Meijer) have larger grocery stores with both Meijer locations offering numerous other hard and soft goods which also makes securing retailers who compete with any of the lines those stores offer extremely difficult.
- Furthermore, market data suggests the greater Vernon area's shopping habits for everyday goods and services trend heavily toward value-oriented and cost conscious shopping habits. This means discount retailers are a primary source of these everyday goods.

Weaknesses

Every community has things they need to work on. Vernon is no exception. However, weaknesses are often one of the greatest sources for opportunities. Vernon is no exception here either.

- The closed Vernon Bar and Grill is the biggest weakness downtown has. Once a driver of traffic and food and entertainment option, it now sits vacant. The business and property owner does not live in the village and is difficult to reach. Even the "For Sale" sign lists only post office box for inquiries.
- While Vernon's proximity to I-69, via M-72 is an asset, there is very little signage or visual cue to capture motorists driving by that can draw attention. This represents a daily lost opportunity to get people to simply "turn left (or right)" to get into downtown.

- There is very little retail in downtown Vernon, and therefore, no reason for people to come down and look around for anything other than to eat, or go to the library or other service businesses.
- The downtown has numerous vacant and inactive storefronts. While not all storefronts are empty, they are occupied by businesses or uses that are not open and active with any consistency. Some of the buildings/businesses that are for sale do not seem to be priced appropriately for the market. Since these people do not live in the village they do not have to see the vacant building every day.
- Code enforcement and pride of building ownership are lacking in some areas. Some facades could also be rehabilitated.
- There is concern among some that the aging below ground infrastructure and surrounding side streets are in poor shape and will need to be replaced in coming years.
- Village resident support of downtown businesses does not appear high and by most accounts is historically lacking.



III. VERNON'S FUTURE DOWNTOWN

III. DOWNTOWN VERNON'S FUTURE

In the next ten years, Downtown Vernon will become a more vibrant downtown with full storefronts, multiple restaurants, a handful of specialty shops and a microbrewery that draw people from nearby cities. Down the street, at the edge of the district, is an actively used park drawing youth groups and adult leagues with the county's only canoe and kayak livery nearby. Inactive storefronts are turned over into active retail spaces, three full service restaurants that offer a mix of value and affordability that residents want, but also attract residents from all over Shiawassee County and western Genesee County. A re-opened Vernon Pub offers nightlife and entertainment, as well as food and drink.

Downtown, and the surrounding village, sees an increase in interest from prospective home buyers and young families looking to be part of a walkable and safe community. The downtown businesses, property owners, residents and anchors actively program year-round activities with the help of numerous volunteers that create memories for attendees and sales for businesses. In addition to the traditional Christmas event and car show, there is a steady stream of events ranging from a Farmer's Market next to the church from summer to early fall, to downtown Trick or Treating to an annual clean-up day where students from Corunna schools help cleanup one Saturday a year and help paint benches and curbs.

Downtown building owners take pride in their buildings with steady upkeep and improvements to facades. Upper floors are no longer vacant and instead have apartments or office space that helps bring additional income to the building owners and customers to downtown.

The community is excited about the coming Rail Trail that will connect the village to the Owosso-Ionia Rail Trail and the new visitors to town it will bring.

The Vernon Library continues to be a hub of activity and benefits greatly from the re-opened ice cream shop next door, offering kids the unique opportunity of learning the adventures that can be had through reading books AND getting ice cream too.

Cars along M-71 are greeted by a large, nicely landscaped "Welcome to Vernon" sign touting the quaint village and historic downtown, and is connected by a streetscape that is consistent between M-71 and downtown, giving people an easy way to see into downtown from M-71. Meanwhile, because of the relationship fostered between the village and MDOT on this and previous streetscape grants, the village successfully has "Vernon" added to the Durand exit sign.

IV. DOWNTOWN MARKET ANALYSIS & STRATEGY

IV. DOWNTOWN MARKET ANALYSIS & STRATEGY

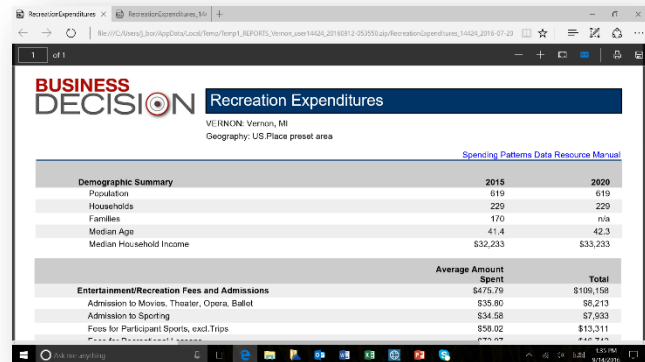
Successful downtown revitalization requires not just business development, but a holistic approach. In our opinion, the best methodology for a holistic approach is the Main Street America Four-Point Approach™. This approach looks at the four facets of Main Street: Organization, Promotion, Design and Economic Vitality. Those familiar with the Four Forces of Real Estate (Government, Social, Physical and Economic) will see a close alignment between Main Street America's approach and those used by commercial real estate professionals all around the country. To this end, we have organized Vernon's Downtown Strategy around these four points.

We have also evaluated the market conditions, demographics and spending habits of the area. Typically, market analyses look at how much and on what type of areas money is being spent by the community and compare that to what the community offers for sale.

The money that leaves the community to purchase something somewhere else because it is not offered locally is called, "leakage." When these amounts are identified, this creates opportunity to existing or new businesses if there is enough leakage to justify a new business. Vernon is unusual in this respect as it leaks nearly 100% of its

spending in most areas. The bank, insurance company, salon, photography studio, pizzeria and flower shop each retain a percentage, but a vast majority of the village's spending power leaves the community. What makes this even more difficult is due to the spending habits and demographics of the area, this is unlikely to change for most goods. However, there are still opportunities which are outlined later in this document.

Lastly, this strategy has been built with capacity and ability in mind. The items listed in this strategy are all achievable by the Downtown Development Authority, the village and volunteers. They have been denoted as Short (S), Mid (M), and Long (L) term projects. Short term projects are intended to be undertaken and completed in the next six to twelve months. Mid-term projects should take 1-2 years, while Long-term projects could take 3-5 years. It is important to note that just because a project is listed as Mid or Long term, doesn't mean it couldn't be achieved sooner or that the DDA should wait 1-5



BUSINESS DECISION Recreation Expenditures

VERNON: Vernon, MI
Geography: US Place preset area

[Spending Patterns Data Resource Manual](#)

Demographic Summary	2015	2020
Population	619	619
Households	229	229
Families	170	n/a
Median Age	41.4	42.3
Median Household Income	\$32,233	\$33,233

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$475.79	\$109,158
Admission to Movies, Theater, Opera, Ballet	\$35.80	\$8,213
Admission to Sporting	\$34.58	\$7,533
Fees for Participant Sports, and Trips	\$59.02	\$13,311
Price Rec. Merchandise & Services	\$100.00	\$22,901

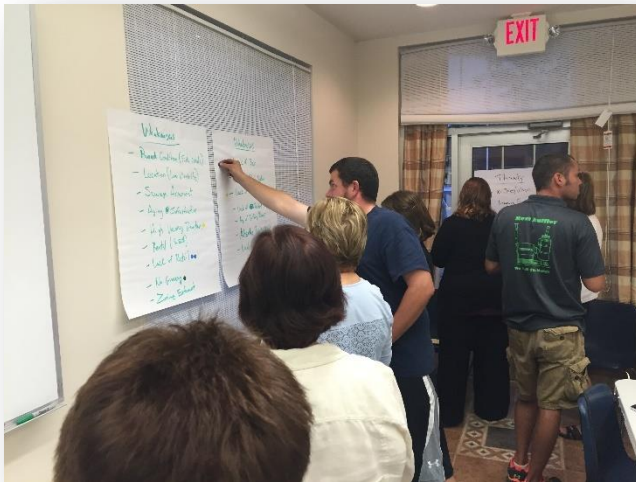
years to begin working on it. It is simply the timeframe we believe will be needed to see results.

Organization

The Organization point is listed first on this strategy as it is the foundation in order to achieve many of the tasks outlined in this document. The DDA cannot simply rely on staff to accomplish these tasks and must look both within itself for volunteers to move projects forward as well as to those in the community. The

DDA board members must be leaders both in deed by taking lead on projects as individuals and ask for help from village residents.

- Volunteer recruitment (S).** There is simply too much to be done with the current people at the table. A roster of 20-40 volunteers would start to be sufficient with a goal of 10% of the village volunteering is some capacity or another in 5 years. Short term volunteer outreach is a must. Start with those who attended the SWOT Analysis and Downtown Visioning session. Publicize this report and ask who wants to help with specific tasks. Do not stop asking for help.



- Join Michigan Main Street's Associate Level (S).** While we do not think it would be feasible for Vernon to become a full Selected Member of the program, we do believe the DDA would be best served to direct their limited training dollars to send board member and volunteers to these Associate Level trainings. The trainings are free to communities and the only costs associated are for individuals' travel and lunch. The trainings cover the basic beginnings a community needs to start building volunteers and what basic steps a community can take to organize themselves. In addition, these trainings are held in existing Main Street communities and board members and volunteers can learn on a peer-to-peer level how they were able to accomplish what they have. Applications are due the first Friday of November (Nov. 3.)

- **Track Activities & Accomplishments (S).** Accountability is incredibly critical to successful downtown redevelopment. Hopefully there will be a flurry of activity. It will be critical to track who is doing what and to record what and when things are done. It will be important to report regularly what is going on and what is being accomplished. This will help build credibility for the DDA.
- **Thank volunteers (M).** Once you have more volunteers, make sure to thank them. Often. After events make sure to recognize them and possibly an annual recognition reception. It doesn't have to be fancy or expensive. Cake and punch will often work just fine. It's the act of publicly thanking people. This will help keep volunteers engaged and coming back.
- **Expand the DDA Boundaries to include the Park and Riverfront (M).** The park and riverfront have both been identified as severely underused assets. In order to allow the DDA to use any funds for their promotion (and attraction of customers) they would need to be included in the DDA. Also, inclusion in the DDA boundaries would open the area to potential Community Development Block Grants for infrastructure grants as well.

Promotions

Promotions is often the area that attracts the most volunteers. Often seen as “party planners” this area does some of the most immediate and visually impacting work. The job of Promotions is to bring foot traffic and help start to change the perception of downtown.

- **Survey residents (S).** One of the first projects under promotions should be to survey the residents of the village to see what types of events they would like to see. (This survey should also include an ability to sign up to help volunteer as well.) The first step in engaging residents for greater participation in downtown is to get their opinion on what they want.
- **Work with Library to Establish Event Calendar (S).** The Vernon Library is a dynamic anchor for the downtown. They have a number of events that bring people to the library and thus the downtown. The Promotions group should work with the library to establish a calendar of events for the year to integrate and compliment with potential downtown events. This event calendar should be shared in monthly billings from the Village and on public access channels.

- **Establish New Events Based on Resident Feedback (M).** It will be important not to try to do too much the first year of events. Keep the ones you have, work in concert with Library events and then look to establish two but no more than three new events. This could also include a Farmer's Market.
- **Promote Downtown Businesses to Park Users (M).** If the park is brought into the district, the DDA should partner with the downtown businesses to promote the district for post-activity dining and shopping.
- **Work with Village and MDOT to Establish a Landscaped Welcome Sign along M-71 (M).** This would provide a substantial upgrade to passersby who may not know the village exists. There is a sizeable privately-owned yard at the corner of M-71 and Bennington Road. This could conceivably provide a sufficient enough setback to satisfy MDOT requirements. However, since the yard is privately owned, there will likely need to be either a right of way granted or some sort of purchase or trade transacted. Potentially, the village could trade mowing grass in exchange for the sign's location.

Business and Property Development

While there is no shortage of desired businesses for downtown Vernon, all ideas must be tempered with market reality. With market data in mind, there are a few opportunities that are immediate for downtown Vernon. An important note on market data, there are very few business opportunities that could survive on the village population alone. However, with data from the surrounding township, business opportunities become more feasible. Likewise, if a business actively markets and is successful in drawing additional customers from nearby Durand and Corunna, market feasibility also becomes more possible. In order to do this, potential businesses must either carve out specific niches different from what is available nearby, or offer a better experience to the customer in order to stand out from a crowded marketplace.

Furthermore, market data suggests that the spending habits of the residents of the village and surrounding area are extremely budget conscious, with roughly 50% of the households in the village earning \$35,000 or less a year. Also, commute patterns indicate that residents drive an average of 22 minutes to and from work every day, meaning the available market during normal work day hours (8am to 5pm) shrinks considerably. A majority of village and surrounding area residents who work would not be able to visit downtown Vernon until at least 5:30pm. Current and prospective businesses should keep this in mind when considering both offerings and hours of operation.

- Re-open Vernon Pub (S).** Of all the business opportunities available to downtown, by far, the most critical is the re-opening of the former Vernon Pub. While the food service industry is highly competitive, this restaurant not only represents the opportunity to create another reason for people to stay in town or come to town, it is a very visual reminder of the vacancies downtown. Furthermore, creating options for eateries downtown does not necessarily detract from Toney's Pizzeria & Café, but could help bolster the reputation of somewhere to go in the region for dinner. Contacting the current owner has proved difficult, but there is a Community Development Block Grant (CDBG) available for building acquisition (<http://www.michiganbusiness.org/cm/files/fact-sheets/cdbg.pdf?rnd=1473688683883>) which could help offset improvements that may need to be done. It is recommended to pursue this re-opening with a current and successful operator of a similar operation. By engaging with an existing operator, this will significantly shorten the learning curve of a new owner, potentially shorten the transfer time needed for the Michigan Liquor Control Commission and give a greater probability of long term success.



- Support the redevelopment of 121 E. Main (S).** There have been discussions of a coffee shop/deli type of establishment. Careful consideration should be given to this business type. A traditional donut shop approach (drip coffee, affordable baked goods) may be better suited than a more upscale coffee shop (espresso coffee drink is \$3.45 on average, nationally.) Regardless of the end use, every effort should be made to support any new (as well as existing) business that comes into downtown.



- Re-open the ice cream shop at 119 E. Main (S).** While the owner of this shop has also proved to be difficult to contact, options for re-opening should be explored including a potential sale via land contract arrangement. This would allow for more flexibility for potential buyers to possibly arrange for a portion of gross sales to go toward buying the building instead of traditional financing. The Vernon Library should also consider fundraising to purchase the building/business. The library has a strong track record of support in the community and could be just the catalyst needed for this project. As a non-profit, donations are tax deductible. The library could then find a suitable operator to either lease or sell to.



- Inventory Existing Buildings with Emphasis on Vacant and For Sale Properties (S).** An inventory of all downtown buildings, but especially those currently for sale and/or vacant including square footage and sale price. This inventory should be posted online and shared with all commercial realtors in

Shiawassee and Western Genesee Counties. Of the properties currently for sale or lease in downtown, only one was found online in our research. Commercial realtors need to know what opportunities are available to potential clients. This information should also be shared with the Shiawassee Economic Development Partnership (SEDP) and Shiawassee Regional Chamber of Commerce. They both regularly come into contact with businesses who may be looking for additional space.



- Recruit specialty shops (M).** Quilting/sewing and hunting/fishing-type businesses may be good fits. Quilters and sewers are well known to travel for good supplies. The village and surrounding communities also spend a good

amount on hunting and fishing goods, so there may be an opportunity there, especially as the development of the riverfront progresses. Same with possible outdoor gear store.

- **Recruit a Resale Shop (Clothes) (M.)** Given the demographics and spending habits of the area, a resale shop should fare well in downtown Vernon. Previously, a children's resale shop had been reasonably successful but ran into other issues and closed. A resale shop focused on children's and women's clothes (the two sectors that spend the most overall on soft goods) could be a good fit. A good resale shop would also draw from Durand and Corunna as well.
- **Recruit Vernon Upholstery to Downtown for Showroom (M).** Recruiting the nearby company to create a showroom downtown would be a great draw for downtown, giving it a destination business that also supports a local manufacturer.
- **More Programming for Vernon Park (M).** The village (or DDA if the park is brought into the district) should invest more into programming or use of the park. While the village only generates \$1,000-1,500 a year in fees, demographics and spending habits show village residents spend a combined \$16,700 a year in "fees for recreational lessons." In nearby Durand, that is \$254,000 a year. The village should tap into this market to bring revenue to the downtown both through fees and people (and their respective spending.)
- **Recruit Micro-brewery (L).** Most microbreweries are started by local people in the places they live. While there are currently 217 microbreweries in Michigan, there are none in Shiawassee County, only three in all of Genesee County, with the closest being Tenacity Brewing in downtown Flint. Microbreweries are a growing trend with no end in sight. This would be a true destination business and have the ability to draw from a larger base of potential customers and would fill a need currently not within the immediate area. Furthermore, the space that is currently not in commercial use at 110 E. Main Street is large enough to accommodate a growing microbrewery.
- **Canoe/Kayak Livery (L).** The Shiawassee River runs through the edge of downtown. With no canoe or kayak liveries in Shiawassee County, this is a great opportunity to add an eco-tourism attraction to downtown and not something other communities could easily add. Like a micro-brewery, a livery is a destination business that could draw from a much larger area into downtown.
- **Encourage More Upper Floor Housing (L).** While there are several apartments already downtown, there are opportunities for more

apartments. Property owners should seriously consider converting un/under used upper floor space into apartments. Upper floor apartments accomplish three things: (1) allow for more potential customers downtown; (2) bring more life to downtown after 5pm and (3) provide additional revenue for building owners, allowing them to make improvements.

Design

The design aspect of downtowns is an important one. It is what you see and experience first. Downtown Vernon has done a great job with their most recent streetscape update and that part of the infrastructure appears to be in good shape. However, there are a few appearance and other infrastructure issues that should be addressed.

- **Encourage Outdoor Seating (S).** Toney's Pizzeria and Café (and any other restaurants that locate downtown) should be encouraged to add some outdoor seating, even if it's just a few two top café tables. Outdoor seating has become more desirable as an option for diners. Furthermore, with permitted use of sidewalks, the only cost to a business would be for appropriate furniture while it effectively increases the earning potential of the business. In addition to being additional revenue for businesses, this gives life to downtown by having people on the sidewalks.

- **Façade Improvements (M) and Maintenance (S).** While the streetscape downtown looks good, many of the building need help with facades. Some need minor maintenance and upkeep, while others could use overhauls. The DDA is encouraged to generate interest among building owners then apply for a façade grant with the Michigan Economic Development Corporation (MEDC.) As a low-to-moderate income community, job creation would not be required and façade improvement grants could be approved up to 50% of the cost of the project.



- **Rail Trail Connection to Ionia-Owosso Rail Trail (L).** The longest term and longest shot of a potential project, creating a section of Rail Trail that would connect Vernon to Owosso and to the Ionia-Owosso Rail Trail would be a major accomplishment and a great draw for the area.

V. IMPLEMENTATION PARTNERS

V. IMPLEMENTATION PARTNERS

The completion of this Downtown Strategy will not be easy. The Vernon DDA will require partners. Thankfully, a number of entities have committed time, energy and funding to help communities to implement downtown projects like those suggested here.

The professionals and organizations listed below can provide valuable expertise, technical assistance and assistance with grants and loans.

Justin Horvath, CEcD
President/CEO
Shiawassee Economic Development Partnership
215 N. Water Street
Owosso, MI 48867
Ph: 989-725-9241
Email: jhorvath@sedpweb.org

ROLE: Lead Economic Development Contact

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Cheryl Peterson
Small Business Consultant
SBDC Michigan Small Business Development Center
Shiawassee Satellite Office
215 N. Water Street
Owosso, MI 48867
Ph: 989-723-5149
Email: cpeterson@shiawasseechamber.org

ROLE: Business plan development. Many programs designed to help small businesses, especially new ones, require a business plan.

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James Espinoza
Community Assistance Team Specialist – Region 5
Collaborative Community Development
Michigan Economic Development Corporation
300 N. Washington Square
Lansing, MI 48913
Ph: 989-590-0512
Email: espinozaj3@michigan.org

ROLE: Main Community Development Contact for MEDC. Community Development Block Grants (Façade, Rental Rehabilitation, and Downtown Infrastructure grants.)

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Steve Pethers
Traffic Safety Engineer
Michigan Department of Transportation
Ph: 810-658-4029 x 319
Email: petherss@michigan.gov

ROLE: Regional TSC Traffic Safety Engineer. Will make determination on M-71 signage.

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Saginaw Bay Watershed Innovation Network
c/o The Conservation Fund
P.O. Box 734
Bay City, MI 48708
Ph: 989-892-9171
Email: info@saginawbaywin.org

ROLE: Possible Grants for Canoe/Kayak Livery

VI. APPENDIX A- MARKET DATA

VERNON: Vernon, MI

Geography: US.Place preset area

	2000	2010	2000-2010 Rate
Population	685	679	-0.95%
Households	249	252	1.04%
Housing Units	272	268	-1.35%

Population by Race	Number	Percent
Total	679	100.0%
One Race	674	99.3%
White	664	97.8%
Black	0	0.1%
American Indian	4	0.6%
Asian	0	0.1%
Pacific Islander	0	0.0%
Some Other Race	5	0.8%
Two or More	5	0.7%
Total Hispanic	16	2.4%

Population by Sex	Number	Percent
Male	333	49.07%
Female	346	50.93%

Population by Age	Number	Percent
Total	679	100.0%
0 - 4	37	5.4%
5 - 9	50	7.4%
10 - 14	52	7.7%
15 - 19	53	7.8%
20 - 24	16	2.3%
25 - 29	32	4.8%
30 - 34	40	5.9%
35 - 39	48	7.1%
40 - 44	46	6.8%
45 - 49	63	9.3%
50 - 54	45	6.7%
55 - 59	51	7.5%
60 - 64	38	5.7%
65 - 69	33	4.8%
70 - 74	19	2.8%
75 - 79	21	3.1%
80 - 84	14	2.0%
85+	8	1.2%
18+	505	74.4%
65+	95	14.0%

VERNON: Vernon, MI

Geography: US.Place preset area

Median Age by Sex and Race-Hispanic Origin		Median
Total Population		40.0
Male		40.8
Female		39.5
White Alone		40.2
Black Alone		35.5
American Indian Alone		37.5
Asian Alone		44.5
Some Other Race Alone		38.0
Two or More Races		15.5
Hispanic Population		20.5

Households by Type	Number	Percent
Total	252	100.0%
Households with 1 person	56	22.1%
Households with 2+ people	196	77.9%
Family Households	185	76.8%
Husband-wife Families	133	55.1%
With Own Children	49	19.3%
Nonfamily Households	66	27.5%
All Households with Children	88	35.0%
Multigenerational Households	n/a	n/a
Unmarried Partner Households	n/a	n/a
Unmarried Male-Female	n/a	n/a
Unmarried Same-Sex	n/a	n/a
Average Household Size	2.6	n/a

Family Households by Size	Number	Percent
Total	193	100.0%
2 Person	83	43.1%
3 People	46	23.7%
4 People	40	20.9%
5 People	19	9.7%
6 People	2	1.2%
7+ People	3	1.4%
Average Family Size	3.0	n/a

Nonfamily Household by Size	Number	Percent
Total	69	100.0%
1 Person	58	83.9%
2 Person	10	14.4%
3 People	0	0.6%
4 People	0	0.6%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.6%
Average Nonfamily Size	n/a	n/a

VERNON: Vernon, MI

Geography: US.Place preset area

Population by Relationship and Household Type	Number	Percent
Total	679	100.0%
In Households	679	100.0%
In Family Households	594	87.5%
Householder	193	28.5%
Spouse	139	20.4%
Child	205	30.2%
Other Relative	38	5.6%
Nonrelative	19	2.8%
In Nonfamily Households	84	12.5%
In Group Quarters	0	0.0%
Institutionalized	0	0.0%
Noninstitutionalized	0	0.0%

Family Households by Age of Householder	Number	Percent
Total	193	100.0%
Householder Age 15-44	71	36.6%
Householder Age 45-54	47	24.3%
Householder Age 55-64	35	18.3%
Householder Age 65-74	22	11.1%
Householder Age 75+	19	9.7%

Nonfamily Households by Age of Householder	Number	Percent
Total	69	100.0%
Householder Age 15-44	18	26.7%
Householder Age 45-54	13	19.4%
Householder Age 55-64	15	21.7%
Householder Age 65-74	11	15.6%
Householder Age 75+	12	16.7%

Households by Race of Householder	Number	Percent
Total	252	100.0%
Householder is White Alone	257	102.1%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	0	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.2%
Households with Hispanic Householder	3	1.4%

Husband-wife Families by Race of Householder	Number	Percent
Total	139	100.0%
Householder is White Alone	137	98.6%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	1	0.6%
Householder is Asian Alone	0	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.3%
Householder is Two or More Races	0	0.3%
Husband-wife Families with Hispanic Householder	1	0.8%

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

Other Families (No Spouse) by Race of Householder		Number	Percent
Total		55	100.0%
Householder is White Alone		54	99.3%
Householder is Black Alone		0	0.0%
Householder is American Indian Alone		0	0.7%
Householder is Asian Alone		0	0.0%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		0	0.0%
Householder is Two or More Races		0	0.0%
Other Families with Hispanic Householder		1	1.4%
Nonfamily Households by Race of Householder		Number	Percent
Total		69	100.0%
Householder is White Alone		69	99.4%
Householder is Black Alone		0	0.0%
Householder is American Indian Alone		0	0.0%
Householder is Asian Alone		0	0.0%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		0	0.6%
Householder is Two or More Races		0	0.0%
Nonfamily Households with Hispanic Householder		2	2.2%
Total Housing Units by Occupancy		Number	Percent
Total		268	100.0%
Occupied Housing Units		252	93.7%
Vacant Housing Units		17	6.3%
For Rent		5	1.9%
Rented, Not Occupied		0	0.0%
For Sale Only		4	1.5%
Sold, Not Occupied		0	0.1%
For Seasonal/Recreational/Occasional Use		1	0.4%
For Migrant Workers		0	0.0%
Other Vacant		6	2.3%
Total Vacancy Rate			6.3%
Households by Tenure and Mortgage Status		Number	Percent
Total		252	100.0%
Owner Occupied		215	85.7%
Owned With a Mortgage/Loan		117	46.7%
Owned Free and Clear		98	38.9%
Average Household Size		2.6	
Renter Occupied		36	14.3%
Average Household Size		2.6	1.0%

VERNON: Vernon, MI

Geography: US.Place preset area

Owner-occupied Housing Units by Race of Householder		Number	Percent
Total		215	100.0%
Householder is White Alone		213	98.8%
Householder is Black Alone		0	0.0%
Householder is American Indian Alone		1	0.5%
Householder is Asian Alone		0	0.2%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		1	0.3%
Householder is Two or More Races		0	0.2%
Owner-Occupied Households with Hispanic Householder		3	1.2%
Renter-occupied Housing Units by Race of Householder		Number	Percent
Total		36	100.0%
Householder is White Alone		36	100.0%
Householder is Black Alone		0	0.0%
Householder is American Indian Alone		0	0.0%
Householder is Asian Alone		0	0.0%
Householder is Pacific Islander Alone		0	0.0%
Householder is Some Other Race Alone		0	0.0%
Householder is Two or More Races		0	0.0%
Renter-Occupied Households with Hispanic Householder		1	2.0%
Average Household Size by Race-Hispanic Origin of Householder		Average	
Householder is White Alone		2.6	
Householder is Black Alone		0.0	
Householder is American Indian Alone		3.0	
Householder is Asian Alone		4.0	
Householder is Pacific Islander Alone		0.0	
Householder is Some Other Race Alone		5.5	
Householder is Two or More Races		2.0	
Householder is of Hispanic Origin		3.2	

VERNON: Vernon, MI

Geography: US.Place preset area

[PopStats Data Resource Manual](#)

Demographic	Census 2010	2015	2020	2015-2020 Change	2015-2020 Rate
Population	679	619	619	0	0.00%
Population 45+	293	278	291	12	4.41%
Median Age	40.0	41.4	42.3	1.0	2.37%
Households	252	229	229	0	0.00%
% Householders 45+	68.9%	64.2%	n/a	n/a	n/a
Owner/Renter Ratio	6.0	6.0	n/a	n/a	n/a
Median Home Value	n/a	\$112,936	n/a	n/a	n/a
Average Home Value	n/a	\$161,543	n/a	n/a	n/a
Median Household Income	n/a	\$32,233	\$33,233	\$1,000	\$3.10%
Median Household Income for 45+	n/a	\$33,570			

Population by Age and Sex						
Male Population	Census 2010		2015		2020	
	Number	% of 45+	Number	% of 45+	Number	% of 45+
Total (45+)	146	100.0%	138	100.0%	142	100.0%
45 to 49	34	23.2%	21	15.3%	20	14.1%
50 to 54	25	16.8%	30	21.4%	21	14.6%
55 to 59	23	16.1%	22	15.6%	28	20.0%
60 to 64	20	13.7%	20	14.4%	20	14.3%
65 to 69	17	11.6%	17	11.9%	18	13.0%
70 to 74	10	6.6%	13	9.4%	15	10.3%
75 to 79	10	6.6%	7	5.3%	11	7.6%
80 to 84	6	3.9%	6	4.4%	5	3.5%
85+	2	1.6%	3	2.2%	4	2.7%

Female Population	Census 2010		2015		2020	
	Number	% of 45+	Number	% of 45+	Number	% of 45+
Total 45+	118	100.0%	120	100.0%	149	100.0%
45 to 49	30	25.2%	20	17.0%	23	15.2%
50 to 54	21	17.6%	26	21.8%	20	13.7%
55 to 59	28	23.5%	19	15.7%	25	17.1%
60 to 64	18	15.7%	24	19.9%	18	12.1%
65 to 69	16	13.4%	16	13.1%	22	15.0%
70 to 74	10	8.2%	13	10.6%	15	9.8%
75 to 79	12	9.8%	8	6.4%	12	7.8%
80 to 84	8	6.9%	8	7.1%	6	4.1%
85+	6	4.9%	7	5.4%	8	5.2%

Total Population	Census 2010		2015		2020	
	Number	% of 45+	Number	% of 45+	Number	% of 45+
Total (45+)	293	100.0%	258	41.7%	291	46.9%
45 to 49	63	9.3%	41	6.7%	43	6.9%
50 to 54	45	6.7%	56	9.0%	41	6.6%
55 to 59	51	7.5%	40	6.5%	54	8.7%
60 to 64	38	5.7%	44	7.1%	38	6.2%
65 to 69	33	4.8%	32	5.2%	41	6.6%
70 to 74	19	2.8%	26	4.2%	29	4.7%
75 to 79	21	3.1%	15	2.4%	22	3.6%
80 to 84	14	2.0%	15	2.4%	11	1.8%
85+	8	1.2%	10	1.5%	12	1.9%

*Source: Synergis Technologies, Inc forecasts and U.S. Census Bureau.

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July 20, 2016

VERNON: Vernon, MI

Geography: US.Place preset area

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2014 Households by Income and Age of Householder 45+						
	45-54	Percent	55-64	Percent	65+	Percent
Total	92	100.0%	55	100.0%	147	100.0%
<\$15,000	23	24.7%	7	12.1%	29	20.0%
\$15,000-\$24,999	4	4.0%	7	13.4%	11	7.5%
\$25,000-\$34,999	18	19.1%	17	30.9%	35	23.5%
\$35,000-\$49,999	10	11.2%	13	23.5%	23	15.8%
\$50,000-\$74,999	15	16.3%	5	8.7%	20	13.5%
\$75,000-\$99,999	9	9.6%	6	11.4%	15	10.2%
\$100,000-\$149,999	10	11.2%	0	0.0%	10	7.0%
\$150,000-\$199,999	4	4.0%	0	0.0%	4	2.5%
\$200,000+	0	0.0%	0	0.0%	0	0.0%
Median HH Income	\$35,544				\$31,597	
Average HH Income	\$52,543				\$37,490	

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	252	100.0%	100.0%
Family Households	185	73.6%	73.6%
Householder Age 45-54	47	18.6%	18.6%
Householder Age 55-64	35	14.0%	14.0%
Householder Age 65-74	22	8.5%	8.5%
Householder Age 75+	19	7.5%	7.5%
Nonfamily Households	69	100.0%	27.5%
Householder Age 45-54	13	19.4%	5.3%
Householder Age 55-64	15	21.7%	6.0%
Householder Age 65-74	11	15.6%	4.3%
Householder Age 75+	12	16.7%	4.6%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	252	100.0%	100.0%
Owner Occupied Housing Units	215	85.7%	85.7%
Householder Age 45-54	49	19.6%	19.6%
Householder Age 55-64	43	17.0%	17.0%
Householder Age 65-74	29	11.6%	11.6%
Householder Age 75+	27	10.8%	10.8%
Renter Occupied Housing Units	36	100.0%	14.3%
Householder Age 45-54	8	3.4%	3.4%
Householder Age 55-64	6	2.2%	2.2%
Householder Age 65-74	2	0.7%	0.7%
Householder Age 75+	2	0.7%	0.7%

VERNON: Vernon, MI

Geography: US.Place preset area

[WorkPlace Data Resource Manual](#)

Data For All Businesses in Area		2015		
Total Businesses		14		
Total Employees		96		
Total Residential Population (see note)		619		
Employee/Residential Population Ratio		0.15:1		

By NAICS Codes	Businesses		Employees (FTE)	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	4.5%	9	9.3%
Manufacturing	2	13.6%	23	24.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	3	22.7%	20	20.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies	1	4.5%	3	2.7%
Food & Beverage Stores	1	4.5%	12	12.7%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	4.5%	2	2.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	4.5%	1	1.3%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	1	4.5%	2	2.0%
Transportation & Warehousing	1	4.5%	11	11.3%
Information	1	4.5%	6	6.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation &	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	1	4.5%	1	0.7%
Professional, Scientific & Tech Services	1	9.1%	3	3.3%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management	0	0.0%	0	0.0%
Educational Services	1	9.1%	17	17.3%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	4	27.3%	5	5.3%
Automotive Repair & Maintenance	1	4.5%	1	0.7%
Public Administration	0	0.0%	2	2.0%
Unclassified Establishments	0	0.0%	0	0.0%
Totals	14	100.0%	96	100.0%

*Note: Daytime population includes children at home, retired/disabled, homemakers, students, persons working at home, unemployed, and people employed in the study area. Some people can be classified as having several attributes and may be counted more than once. This double counting may cause the daytime population to be approximately 6% higher than other population figures.

Source: Synergos Technologies, Inc forecasts

VERNON: Vernon, MI

Geography: US.Place preset area

[WorkPlace Data Resource Manual](#)

By SIC Codes	Businesses		Employees (FTE)	
	Number	Percent	Number	Percent
Agriculture and Mining	0	0.0%	0	0.0%
Construction	1	4.5%	9	9.3%
Manufacturing	2	13.6%	23	24.0%
Transportation	1	4.5%	11	11.3%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	3	18.2%	18	18.7%
Home Improvement	1	4.5%	3	2.7%
General Merchandise Stores	1	4.5%	1	1.3%
Food Stores	1	4.5%	12	12.7%
Auto Dealers, Gas Stations, Auto Aftermarket	1	4.5%	2	2.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	0	0.0%	0	0.0%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	1	0.0%	1	0.0%
Services Summary	6	40.9%	22	23.3%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	1	4.5%	1	0.7%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions	1	9.1%	17	17.3%
Other Services	4	27.3%	5	5.3%
Government	0	0.0%	2	2.0%
Unclassified Establishments	0	0.0%	0	0.0%
Totals	14	100.0%	96	100.0%

*Note: Daytime population includes children at home, retired/disabled, homemakers, students, persons working at home, unemployed, and people employed in the study area. Some people can be classified as having several attributes and may be counted more than once. This double counting may cause the daytime population to be approximately 6% higher than other population figures.

Source: Synergos Technologies, Inc forecasts

VERNON: Vernon, MI

Geography: US.Place preset area

PopStats Data Resource Manual

Summary	Census 2010	2015	2020
Population	679	619	619
Households	252	229	229
Families	193	170	n/a
Average Household Size	2.59	2.59	2.59
Owner Occupied Housing Units	215	197	n/a
Renter Occupied Housing Units	36	33	n/a
Median Age	40.0	41.4	42.3

Trends: 2015 - 2020 Rate	Area	State	National
Population	0.00%	n/a	4.30%
Households	0.00%	n/a	4.28%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	44	19.3%	44	19.1%
\$15,000 - \$24,999	32	14.1%	32	14.1%
\$25,000 - \$34,999	49	21.3%	45	19.4%
\$35,000 - \$49,999	29	12.7%	31	13.5%
\$50,000 - \$74,999	35	15.1%	36	15.6%
\$75,000 - \$99,999	22	9.6%	22	9.8%
\$100,000 - \$149,999	12	5.1%	12	5.3%
\$150,000 - \$199,999	4	1.9%	5	2.1%
\$200,000+	2	0.8%	2	1.0%
Median Household Income	\$32,233		\$33,233	
Average Household Income	\$45,173		\$46,042	
Per Capita Income	\$17,448		n/a	

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	37	5.4%	36	5.8%	33	5.3%
5 - 9	50	7.4%	35	5.6%	33	5.3%
10 - 14	52	7.7%	41	6.6%	34	5.5%
15 - 19	53	7.8%	58	9.4%	43	6.9%
20 - 24	27	4.0%	38	6.2%	51	8.2%
25 - 34	72	10.6%	54	8.7%	70	11.3%
35 - 44	94	13.9%	79	12.8%	65	10.5%
45 - 54	109	16.0%	97	15.7%	84	13.5%
55 - 64	89	13.2%	84	13.6%	92	14.9%
65 - 74	52	7.6%	58	9.4%	70	11.3%
75 - 84	35	5.1%	30	4.8%	33	5.4%
85+	8	1.2%	10	1.5%	12	1.9%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	664	97.8%	597	96.5%	597	96.5%
Black Alone	0	0.1%	0	0.1%	0	0.1%
American Indian	4	0.6%	3	0.4%	n/a	n/a
Asian Alone	0	0.1%	0	0.1%	0	0.1%
Pacific Islander	0	0.0%	0	0.0%	n/a	n/a
Some Other Race	5	0.8%	7	1.2%	7	1.2%
Two or More Races	5	0.7%	n/a	n/a	n/a	n/a
Hispanic Origin	15	2.2%	14	2.2%	14	2.2%

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

Spending Patterns Data Resource Manual

Housing Summary	2015	Demographic	2015	2020
Housing Units	243	Population	619	619
Percent Occupied	94.3%	Households	229	229
Percent Owner Households	80.8%	Families	170	n/a
Median Home Value	\$112,936	Median Age	41.4	42.3
		Median Household Income	\$32,233	\$33,233
		Average Amount Spent		
				Total
Owned Dwellings		\$1,612.86		\$370,034
Homeowners Insurance		\$388.05		\$89,028
Ground Rent		\$98.16		\$22,520
Maintenance and Remodeling Services		\$579.90		\$133,044
Maintenance and Remodeling Materials		\$149.86		\$34,382
Property Management and Security		\$86.56		\$19,859
Household		\$1,111.11		\$254,917
Appliance Rental		\$2.08		\$477
Appliance Repair		\$14.42		\$3,308
Computer Information Services		\$400.81		\$91,956
Home Security System Services		\$27.66		\$6,345
Non-Apparel Household Laundry/Dry Cleaning		\$1.11		\$254
Housekeeping Services		\$122.43		\$28,088
Lawn and Garden		\$129.83		\$29,786
Moving/Storage/Freight Express		\$49.98		\$11,466
PC Repair (Personal Use)		\$6.40		\$1,469
Reupholstering/Furniture Repair		\$5.80		\$1,330
Termite/Pest Control		\$18.17		\$4,168
Water Softening Services		\$7.69		\$1,765
Internet Services Away from Home		\$3.38		\$776
Other Home Services		\$20.33		\$4,664
Utilities, Fuels, Public		\$3,595		\$824,881
Bottled Gas		\$37.16		\$8,525
Electricity		\$1,237.35		\$283,882
Fuel Oil		\$116.00		\$26,613
Natural Gas		\$343.01		\$78,696
Phone Services		\$1,463.55		\$335,778
Water and Other Public Services		\$435.47		\$99,908
Housekeeping		\$746.61		\$171,293
Laundry and Cleaning Supplies		\$193.56		\$44,408
Postage and Stationery		\$144.23		\$33,090
Other HH Products		\$408.82		\$93,795
Household Textiles		\$104.67		\$24,014
Bathroom Linens		\$27.98		\$6,419
Bedroom Linens		\$53.33		\$12,236
Kitchen and Dining Room Linens		\$6.22		\$1,427
Curtains and Draperies		\$13.65		\$3,131
Slipcovers, Decorative Pillows		\$3.50		\$802

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

[Spending Patterns Data Resource Manual](#)

	Average Amount Spent	Total
Furniture	\$406.41	\$93,241
Mattresses and Box Springs	\$70.56	\$16,188
Other Bedroom Furniture	\$70.05	\$16,072
Sofas	\$105.68	\$24,246
Living Room Tables and Chairs	\$60.01	\$13,769
Kitchen, Dining Room Furniture	\$34.48	\$7,910
Infant Furniture	\$7.23	\$1,659
Outdoor Furniture	\$15.40	\$3,533
Wall Units, Cabinets, Other Furniture	\$43.00	\$9,865
Major Appliances	\$168.46	\$38,649
Dishwashers and Disposals	\$15.16	\$3,478
Refrigerators and Freezers	\$50.78	\$11,650
Washing Machines and Clothes Dryers	\$47.35	\$10,864
Cooking Stoves and Ovens	\$27.35	\$6,274
Microwave Ovens	\$9.55	\$2,190
Window Air Conditioners	\$5.18	\$1,188
Electric Floor Cleaning Equipment	\$17.06	\$3,913
Sewing Machines and Miscellaneous Appliances	\$108.84	\$24,971
Household Items	\$1,503.62	\$344,970
Rugs	\$21.66	\$4,970
Housewares	\$61.24	\$14,049
Small Appliances	\$42.03	\$9,643
Window Coverings	\$19.30	\$4,429
Lamps and Other Lighting Fixtures	\$23.61	\$5,417
Infant Equipment	\$12.63	\$2,899
Rental of Furniture	n/a	n/a
Laundry and Cleaning Equipment	\$22.12	\$5,076
Closet and Storage Items	\$15.93	\$3,656
Luggage	\$6.32	\$1,449
Clocks and Other Household Decoratives	\$102.90	\$23,608
Telephones and Accessories	\$62.32	\$14,297
Grills and Outdoor Equipment	\$29.87	\$6,854
Power Tools	\$43.93	\$10,078
Hand Tools	\$6.28	\$1,440
Office Furniture/Equipment for Home Use	n/a	n/a
Computers and Hardware for Home Use	\$141.09	\$32,369
Portable Memory	\$4.00	\$918
Computer Software and Accessories	\$27.01	\$6,197
Computer Accessories	n/a	n/a
Other Household Items	n/a	n/a

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

Demographic Summary		2015	2020
Population		619	619
Households		229	229
Families		170	n/a
Median Age		41.4	42.3
Median Household		\$32,233	\$33,233

Household Expenditures	Average Amount Spent	Total	Percent
Total Expenditures	\$37,584.63	\$8,622,920	100.0%
Food	\$6,925.71	\$1,588,944	18.4%
Food at Home	\$4,876.14	\$1,118,718	13.0%
Food Away from Home	\$2,669.88	\$612,542	7.1%
Alcoholic Beverages	\$493.60	\$113,245	1.3%
Housing	\$8,569.60	\$1,966,096	22.8%
Shelter	\$1,612.86	\$370,034	4.3%
Utilities, Fuel and Public Services	\$3,595.40	\$824,881	9.6%
Household Operations	\$1,111.11	\$254,917	3.0%
Housekeeping Supplies	\$746.61	\$171,293	2.0%
Household Furnishings and Equipment	\$1,503.62	\$344,970	4.0%
Apparel and Services	\$1,571.10	\$360,452	4.2%
Transportation	\$9,110.36	\$2,090,160	24.2%
Health Care	\$3,611.18	\$828,501	9.6%
Entertainment and Recreation	\$2,043.45	\$468,822	5.4%
Personal Care Products & Services	\$689.52	\$158,195	1.8%
Education	\$769.01	\$176,431	2.0%
Smoking Products	\$407.90	\$93,583	1.1%
Miscellaneous	\$495.58	\$113,700	1.3%
Life/Other Insurance	\$342.39	\$78,555	0.9%

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

[PopStats Data Resource Manual](#)

Summary	2015	2020	2015-2020 Change	2015-2020 Rate
Population	619	619	0	0%
Households	229	229	0	0%
Median Age	41.4	42.3	1.0	2.4%
Average Household Size	2.59	2.59	n/a	n/a

Households by Income	2015		2020	
	Number	Percent	Number	Percent
Household	229	100%	229	100%
<\$15,000	44	19.3%	44	19.1%
\$15,000-\$24,999	32	14.1%	32	14.1%
\$25,000-\$34,999	49	21.3%	45	19.4%
\$35,000-\$49,999	29	12.7%	31	13.5%
\$50,000-\$74,999	35	15.1%	36	15.6%
\$75,000-\$99,999	22	9.6%	22	9.8%
\$100,000-\$149,999	12	5.1%	12	5.3%
\$150,000-\$199,999	4	1.9%	5	2.1%
\$200,000+	2	0.8%	2	1.0%
Median Household Income	\$32,233		\$33,233	
Average Household Income	\$45,173		\$46,042	
Per Capita Income	\$17,448		n/a	

2014 Households by Income and Age of Householder				
	<25	25-44	45-64	65+
HH Income Base	5	77	92	55
<\$15,000	0	15	23	7
\$15,000-\$24,999	5	17	4	7
\$25,000-\$34,999	0	14	18	17
\$35,000-\$49,999	0	6	10	13
\$50,000-\$74,999	0	15	15	5
\$75,000-\$99,999	0	7	9	6
\$100,000-\$149,999	0	1	10	0
\$150,000-\$199,999	0	1	4	0
\$200,000+	0	2	0	0

Percent Distribution				
	<25	25-44	45-64	65+
HH Income Base	100%	100%	100%	100%
<\$15,000	0.0%	19.0%	24.7%	12.1%
\$15,000-\$24,999	100.0%	21.4%	4.0%	13.4%
\$25,000-\$34,999	0.0%	18.6%	19.1%	30.9%
\$35,000-\$49,999	0.0%	7.6%	11.2%	23.5%
\$50,000-\$74,999	0.0%	19.0%	16.3%	8.7%
\$75,000-\$99,999	0.0%	9.0%	9.6%	11.4%
\$100,000-\$149,999	0.0%	1.9%	11.2%	0.0%
\$150,000-\$199,999	0.0%	1.0%	4.0%	0.0%
\$200,000+	0.0%	2.4%	0.0%	0.0%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Strapped	619	100.0%	100.0%	229	100.0%	100.0%

Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
Total:	619	100%	229	100%
Urban Cliff Dwellers	619	100.0%	229	100.0%
Social Whirls	0	0.0%	0	0.0%
Managing Business	0	0.0%	0	0.0%
Nest Builders	0	0.0%	0	0.0%
Gainfully employed	0	0.0%	0	0.0%
Strapped	619	100.0%	229	100.0%
African American	0	0.0%	0	0.0%
Gentry	0	0.0%	0	0.0%
Thriving	0	0.0%	0	0.0%
Metro Strivers	0	0.0%	0	0.0%
City Core	0	0.0%	0	0.0%
Between jobs	0	0.0%	0	0.0%
Creme de la Creme	0	0.0%	0	0.0%
Empire Builders	0	0.0%	0	0.0%
Grand Masters	0	0.0%	0	0.0%
Marquis Class	0	0.0%	0	0.0%
The Sweet Life	0	0.0%	0	0.0%
Urban Squires	0	0.0%	0	0.0%
Regents	0	0.0%	0	0.0%
Going it Alone	0	0.0%	0	0.0%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	0	0.0%	0	0.0%
Making Ends Meet	0	0.0%	0	0.0%
Hispanic American	0	0.0%	0	0.0%
Family Coming of Age	0	0.0%	0	0.0%
Los Padres	0	0.0%	0	0.0%
Young Families	0	0.0%	0	0.0%
The Godparents	0	0.0%	0	0.0%
The Singles	0	0.0%	0	0.0%
Hard Workers	0	0.0%	0	0.0%
Living with Nature	0	0.0%	0	0.0%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	0	0.0%	0	0.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	619	100%	229	100%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	0	0.0%	0	0.0%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
Married in the Suburbs	0	0.0%	0	0.0%
Bonds and Babies	0	0.0%	0	0.0%
Great Generations	0	0.0%	0	0.0%
Couples with Capital	0	0.0%	0	0.0%
Kith and Kin	0	0.0%	0	0.0%
Sublime Suburbia	0	0.0%	0	0.0%
Retired in the Suburbs	0	0.0%	0	0.0%
Stocks and Scholars	0	0.0%	0	0.0%
Marmalade and Money	0	0.0%	0	0.0%
Stately Suburbs	0	0.0%	0	0.0%
Seasoned Urban Dwellers	0	0.0%	0	0.0%
Gray Eminence	0	0.0%	0	0.0%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
Single in the Suburbs	0	0.0%	0	0.0%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
Specialties	0	0.0%	0	0.0%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	0	0.0%	0	0.0%
Doublewides	0	0.0%	0	0.0%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
Struggling Alone	0	0.0%	0	0.0%
Urban Moms	0	0.0%	0	0.0%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	0	0.0%	0	0.0%
Thriving Alone	0	0.0%	0	0.0%
Gurus	0	0.0%	0	0.0%
Wizards	0	0.0%	0	0.0%
Apprentices	0	0.0%	0	0.0%

VERNON: Vernon, MI

Geography: US.Place preset area

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	619	100%	229	100%
Unnamed	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%
Urban Cliff Climbers	0	0.0%	0	0.0%
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%
Kindred Spirit	0	0.0%	0	0.0%
Middle of the Road	0	0.0%	0	0.0%
White Collar Status	0	0.0%	0	0.0%
Blue Collar Starts	0	0.0%	0	0.0%
Working with Nature	0	0.0%	0	0.0%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	0	0.0%	0	0.0%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	0	0.0%	0	0.0%

VERNON: Vernon, MI

Geography: US.Place preset area

[Spending Patterns Data Resource Manual](#)

Demographic Summary		
Population	2015	2020
	619	619
Households	229	229
Families	170	n/a
Median Household Income	\$32,233	\$33,233
Population by Age		
Population < 5 Years	2015	2020
	6%	5%
Population 65+ Years	16%	19%
Median Age	41.4	42.3
Average Amount Spent		
	Average Amount Spent	Total
Health Care	\$3,611.18	\$828,501
Medical Care	\$632.43	\$145,096
Physician Services	\$159.57	\$36,610
Dental Services	\$212.85	\$48,833
Eyecare Services	\$41.65	\$9,556
Lab Tests, X-Rays	\$40.46	\$9,282
Hospital Room and Hospital Services	\$107.70	\$24,710
Other Medical Services	\$15.32	\$3,514
Nonprescription Drugs	\$68.28	\$15,666
Prescription Drugs	\$121.92	\$27,972
Nonprescription Vitamins	\$161.37	\$37,023
Eyeglasses and Contact Lenses	\$52.32	\$12,004
Hearing Aids	\$17.25	\$3,958
Health Insurance	\$2,507.02	\$575,178
Blue Cross/Blue Shield	\$696.86	\$159,879
Commercial Health Insurance	\$425.81	\$97,692
Medicare Payments	\$626.62	\$143,762
Long Term Care Insurance	\$96.63	\$22,169
Other Health Insurance	\$73.62	\$16,890

VERNON: Vernon, MI

Geography: US.Place preset area

[Spending Patterns Data Resource Manual](#)

Demographic Summary		
Population	2015	2020
	619	619
Households	229	229
Families	170	n/a
Median Age	41.4	42.3
Median Household Income	\$32,233	\$33,233

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$475.79	\$109,158
Admission to Movies, Theater, Opera, Ballet	\$35.80	\$8,213
Admission to Sporting	\$34.58	\$7,933
Fees for Participant Sports, excl.Trips	\$58.02	\$13,311
Fees for Recreational Lessons	\$72.97	\$16,742
Membership Fees for Social/Recreation/Civic Clubs	\$130.81	\$30,011
Dating Services	\$0.62	\$142
Rental of Video Cassettes and DVDs	\$14.19	\$3,256
Toys & Games	\$67.29	\$15,437
Toys and Playground Equipment	\$2.19	\$502
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.55	\$586
Sports, Recreation and Exercise	\$117.92	\$27,054
Exercise Equipment and Gear, Game Tables	\$30.59	\$7,018
Bicycles	\$18.11	\$4,155
Camping Equipment	\$10.35	\$2,374
Hunting and Fishing Equipment	\$42.24	\$9,691
Winter Sports Equipment	\$3.37	\$773
Water Sports Equipment	\$3.03	\$696
Other Sports Equipment	\$8.09	\$1,855
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.15	\$493
Photographic Equipment and Supplies	\$34.91	\$8,010
Film	\$1.04	\$238
Film Processing	\$5.77	\$1,324
Photographic Equipment	\$16.02	\$3,675
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.09	\$2,773
Reading	\$78.10	\$17,917
Magazine/Newspaper Subscriptions	\$37.83	\$8,680
Magazine/Newspaper Single Copies	\$9.90	\$2,271
Books	\$27.23	\$6,248
Digital Book Readers	\$32.01	\$7,343

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

[Spending Patterns Data Resource Manual](#)

Demographic	2015	2020
Population	619	619
Households	229	229
Families	170	n/a
Median Age	41.4	42.3
Median Household Income	\$32,233	\$33,233

	Average Amount Spent	Total
Apparel and Services	\$1,571.10	\$360,452
Men's	\$296.63	\$68,055
Women's	\$552.00	\$126,644
Children's	\$143.35	\$32,887
Footwear	\$325.68	\$74,719
Watches & Jewelry	\$63.05	\$14,464
Apparel Products and Services	\$135.41	\$31,068
Computer		
Computers and Hardware for Home Use	\$141.09	\$32,369
Portable Memory	\$4.00	\$918
Computer Software and Accessories	\$27.01	\$6,197
Entertainment & Recreation	\$2,043.45	\$468,822
Fees and Admissions	\$475.79	\$109,158
Membership Fees for Clubs	\$130.81	\$30,011
Fees for Participant Sports, excl. Trips	\$58.02	\$13,311
Admission to Movie/Theatre/Opera/Ballet	\$35.80	\$8,213
Admission to Sporting Events, excl. Trips	\$34.58	\$7,933
Fees for Recreational Lessons	\$72.97	\$16,742
Dating Services	\$0.62	\$142
TV/Video/Audio	\$852.10	\$195,494
Cable and Satellite Television Services	\$611.34	\$140,258
Televisions	\$91.98	\$21,102
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.08	\$1,623
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.27	\$3,504
Video Game Hardware/Accessories	\$34.34	\$7,878
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$12.73	\$2,921
Rental of Video Cassettes and DVDs	\$14.19	\$3,256
Installation of Televisions	n/a	n/a
Audio	\$55.87	\$12,819
Rental and Repair of TV/Radio/Sound Equipment	\$1.68	\$386
Pets	\$562.74	\$129,108
Toys and Games	\$72.03	\$16,526
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$117.92	\$27,054
Photo Equipment and Supplies	\$34.91	\$8,010
Reading	\$78.10	\$17,917
Catered Affairs	n/a	n/a

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VERNON: Vernon, MI

Geography: US.Place preset area

[Spending Patterns Data Resource Manual](#)

Goods and Services	Average Amount Spent	Total
Food	\$7,546.04	\$1,731,263
Food At Home	\$4,876.14	\$1,118,718
Bakery and Cereal Products	\$665.19	\$152,613
Meats, Poultry, Fish, and Eggs	\$1,080.18	\$247,822
Dairy Products	\$509.09	\$116,798
Fruits and Vegetables	\$920.59	\$211,208
Snacks and Other Food At Home	\$2,291.76	\$525,791
Food Away from Home	\$2,669.88	\$612,542
Alcoholic Beverages	\$493.60	\$113,245
Nonalcoholic Beverages at Home	\$473.74	\$108,688
Health		
Nonprescription Drugs	\$68.28	\$15,666
Prescription Drugs	\$121.92	\$27,972
Eyeglasses and Contact Lenses	\$52.32	\$12,004
Home		
Utilities, Fuel and Public Services	\$3,595.40	\$824,881
Household Furnishings and Equipment		
Household Textiles	\$104.67	\$24,014
Furniture	\$406.41	\$93,241
Rugs	\$21.66	\$4,970
Major Appliances	\$168.46	\$38,649
Housewares	\$61.24	\$14,049
Small Appliances	\$42.03	\$9,643
Luggage	\$6.32	\$1,449
Telephones and Accessories	\$62.32	\$14,297
Household Operations		
Lawn and Garden	\$211.11	\$48,434
Moving/Storage/Freight Express	\$49.98	\$11,466
Housekeeping Supplies	\$746.61	\$171,293
Insurance		
Vehicle Insurance	\$958.06	\$219,805
Life/Other Insurance	\$342.39	\$78,555
Health Insurance	\$2,507.02	\$575,178
Personal Care Products	\$387.84	\$88,980
School Books and Supplies	\$68.75	\$15,772
Smoking Products	\$407.90	\$93,583
Transportation		
Vehicle Purchases (Net Outlay)	\$3,228.91	\$740,799
Gasoline and Motor Oil	\$2,804.42	\$643,410
Vehicle Maintenance and Repairs	\$909.54	\$208,674
Travel		
Airline Fares	\$315.24	\$72,326
Lodging on Trips	\$306.79	\$70,387
Auto/Truck/Van Rental on Trips	\$16.41	\$3,765
Food and Drink on Trips	\$222.80	\$51,117

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

VI. APPENDIX B-

SWOT ANALYSIS RESULTS

VI. APPENDIX B- SWOT ANALYSIS RESULTS

On Tuesday, August 30, a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis and Downtown Visioning Session was held with 17 members of the community in attendance. This group was a mix of DDA board members, village council members and several residents of the village. These are the verbatim results.

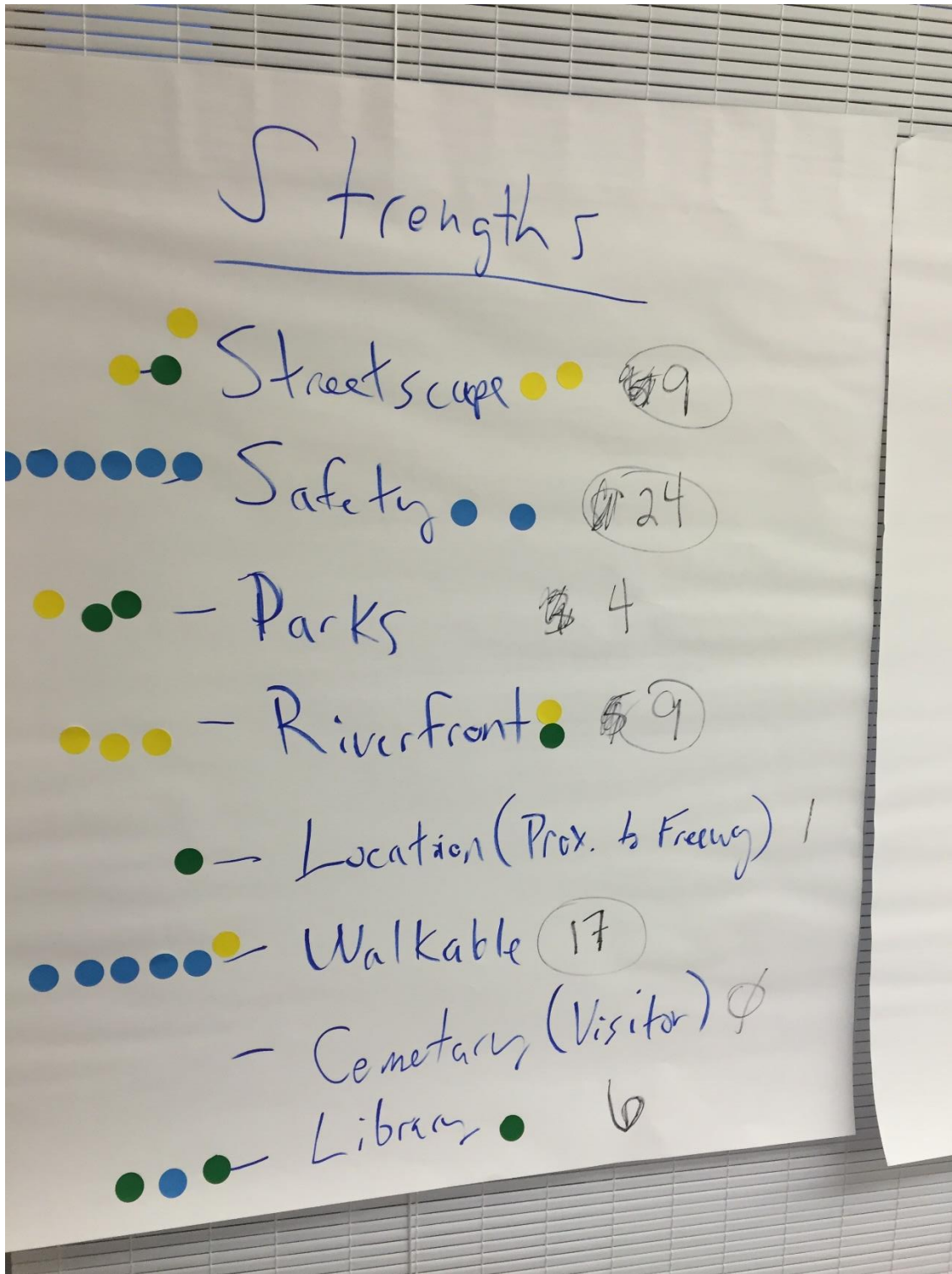
Strengths- Strengths are those things that are inherent within the village or downtown that are positive attributes. They are also factors over which the DDA Board and others have direct influence.

Weaknesses- Like strengths, these are areas within the village or downtown but are negatives. They too are factors over which the DDA Board and others have direct influence

Opportunities- These are the positive side of weaknesses. These are things that can be done to improve the downtown.

Threats- These are negative factors that are outside of the control of the village or DDA but should be things kept in mind going forward.

Participants were also asked to envision what a perfect downtown Vernon would look like in ten years. The verbatim result of this exercise is included as well.

Strengths

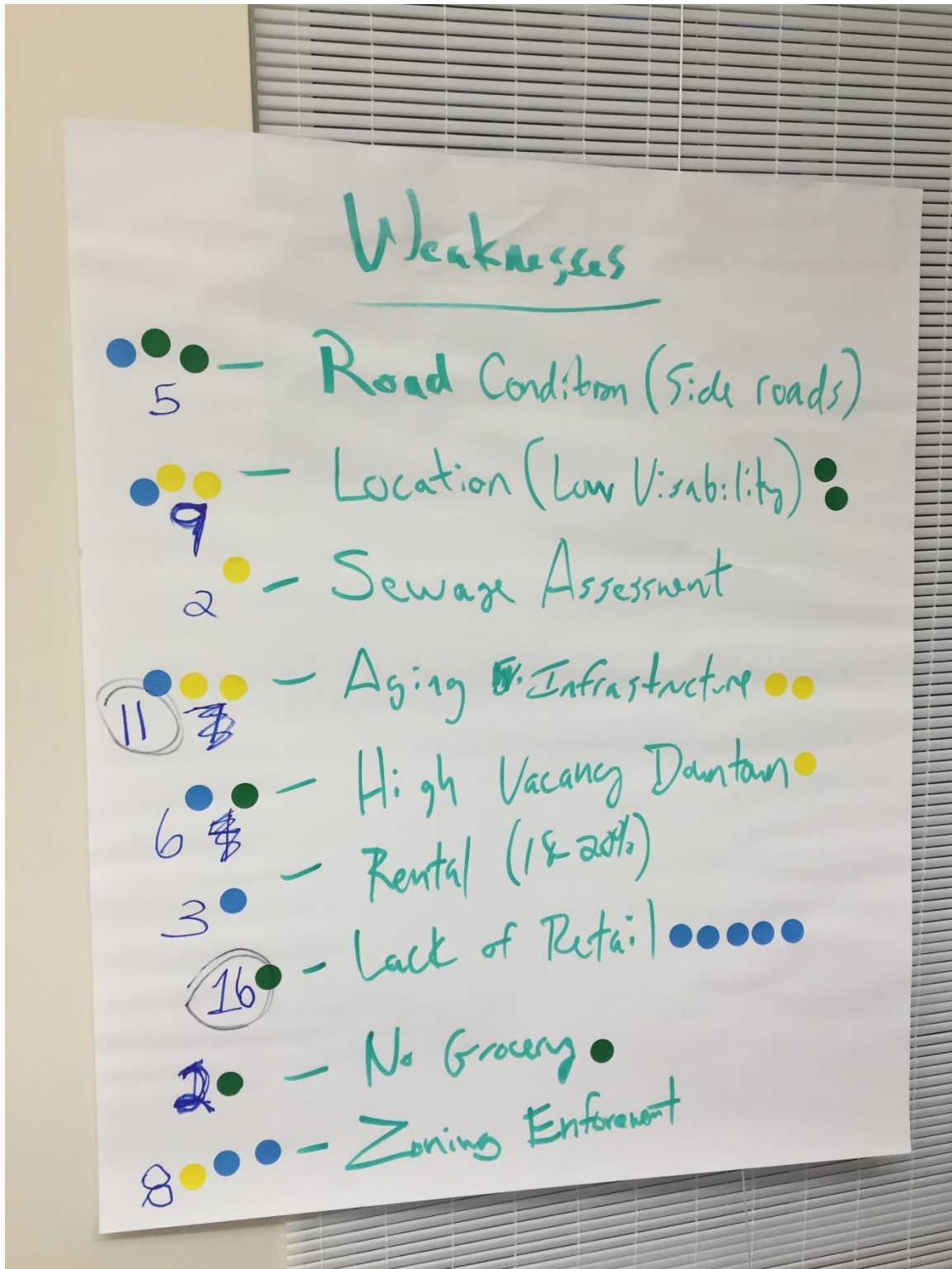
Strengths

- — Wide Main Street - 2
- Elementary School
- Affordability
- Bank
- Post Office
- — • ~~Pub~~ Café • 6
- Good Buildings
- Village Decent Health

Strengths

- Newer Sewer System
- Fire Protection
- Ambulance Service
- All Service Garage
- - Police Officer - 2
- 8 businesses
- Christmas Festival
- ● ● - Events ● - 5
- Avail. of Natural Gas

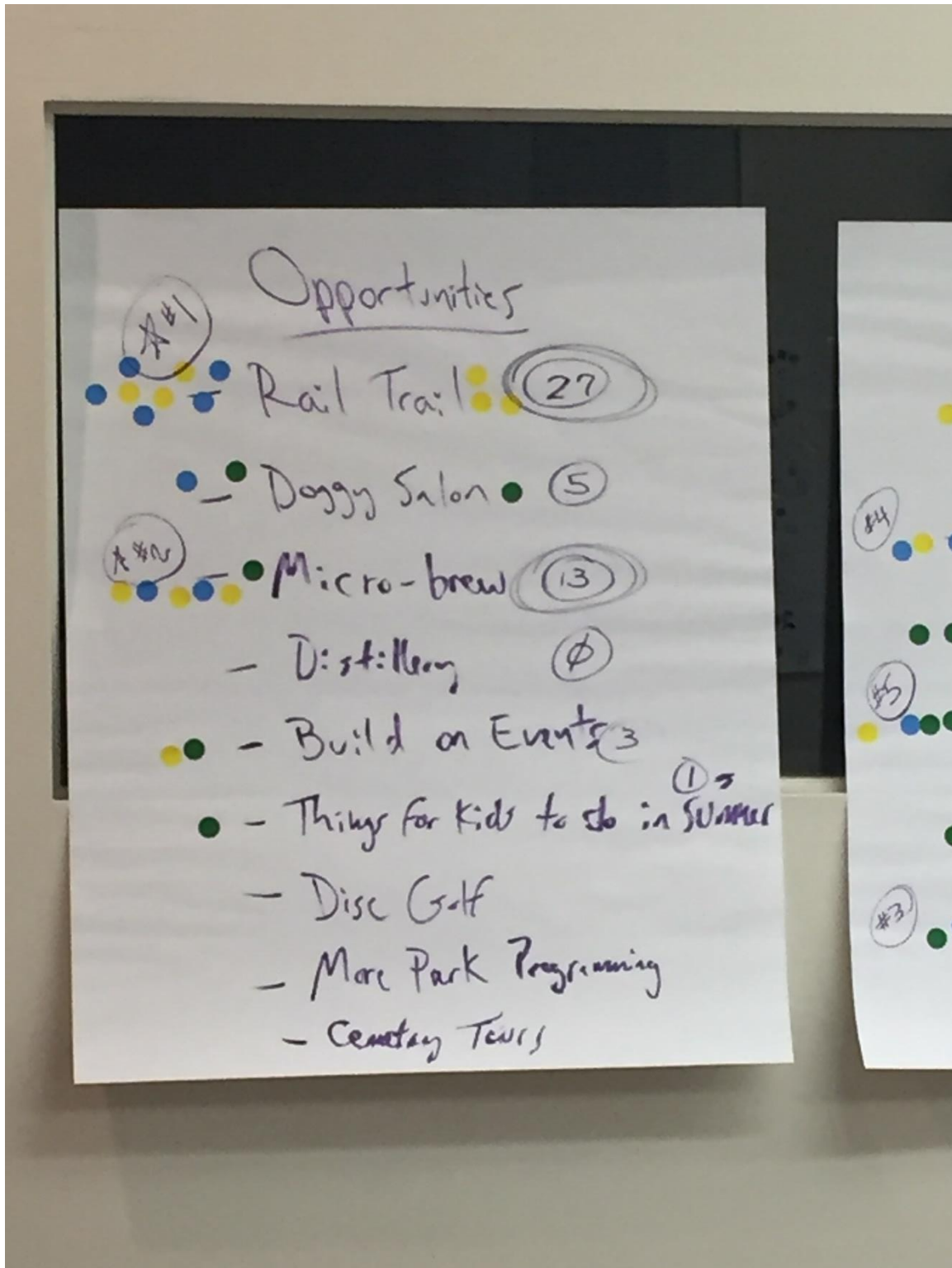
Weaknesses



Weaknesses

- ● ● ● — Lack of Bar ● (17)
- No local School System
- ● — Lack of Parking 4
- ● ● ● — Lack of ~~local~~ Resident Support 5
- ● — Age of Buildings/Homes 2
- ● ● — Absentee Property Owners 6
- Locals Only Use Parks

Opportunities



Opportunities

● — Livings/Launch (2)

(14) ● ● — Market (8)

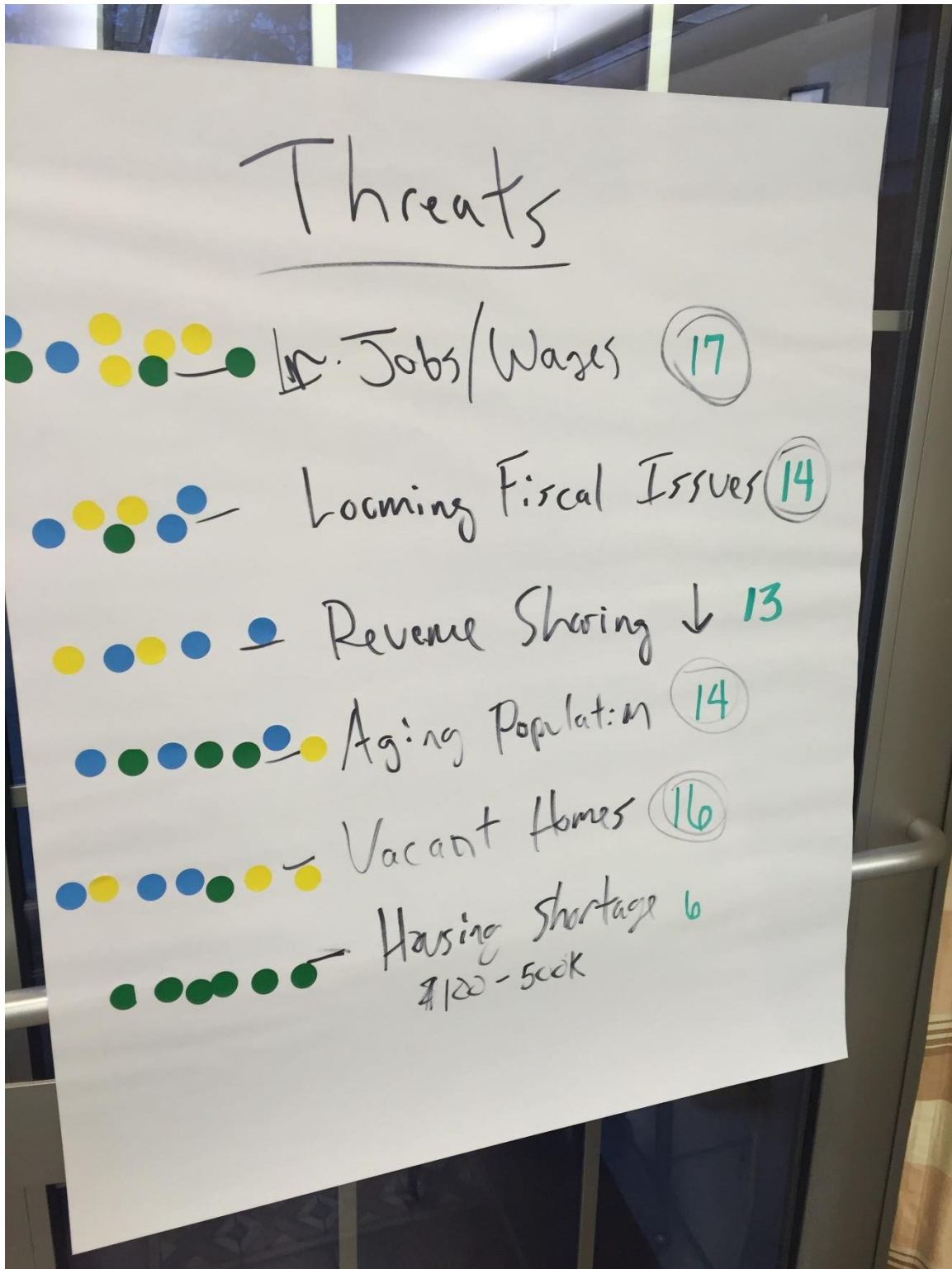
● ● — Farmer's Market (2)

(15) ● ● — Destination Business (7)
↳ Specialty

● ● — Retail → Second Chance (3)

(13) ● ● ● — Signage off of M-7 (12)

● ● — 2nd Floor Residential (4)

Threats

Downtown Vision- 2026Vernon 2026

- 100% Occupancy
- Restore Façades
- More Housing in Village
- Community Support
- Industrial Park Jobs
- Outside Dining
- Children's Activities
- Families choose to live
- Custom/Unique Stores

Vernon 2028

- Sporting good store w/ boat launch
- Gas Station
- Flower Rentals
- Ice Cream Store re-opened
- Parks better used
- More families
- More Mixed-use
- Brewing
- Rail-Trail w/ Events
- Active Downtown

Vernon 2026

- Liquor/Specialty Store
- Outdoor Movies
- Parks & Rec Committee
- 2nd or 3rd Entry/Establishment
- Coffee
- Toney's Bar & Wine license

VI. APPENDIX C- PROJECT RESOURCES

BROWNFIELD REDEVELOPMENT AUTHORITY

Under the Brownfield Redevelopment Act PA 381 of 1996, as amended, a municipality may create a brownfield Redevelopment Authority (BRA) to develop and implement brownfield projects. A BRA is a resource that may use Tax Increment Financing (TIF) as a tool for property redevelopment.

WHO IS ELIGIBLE TO HAVE AN AUTHORITY?

Any city, village, township or county may create a BRA. A county BRA may be involved with eligible property throughout the county, but may not include a project in their brownfield plan unless the affected municipality concurs that the site in their community may be included in the county's plan.

HOW DOES IT WORK?

Once created, a BRA reviews proposals for the redevelopment of eligible property and determines what financial incentives are necessary to assist the redevelopment. The authority prepares a plan that identifies the brownfield projects. Each project section of the plan includes the description of the eligible property, the eligible activities, the TIF approach to be taken and other issues related to the subject parcels. The authority then recommends to the governing body of the municipality (city or village council, township board or county commission) that the decision-making body holds a public hearing regarding the plan and subsequently acts to approve with modifications or deny the plan. The authority would recommend revisions to the plan as new projects are submitted or revisions are requested on existing plan projects.

WHAT IS THE PROCESS?

The municipality may hold informational meetings to explain the purpose, powers and benefits of a BRA. In order to create an authority, the municipality must do the following:

1. The governing body of the municipality may adopt a resolution of intent to create an authority that includes a date for holding a public hearing on the adoption of a proposed resolution creating an authority.

2. The notice of the public hearing to create a BRA must include a date, time and place of the hearing.
3. The governing body holds a public hearing.
4. Not more than 30 days after the hearing the governing body adopts a resolution creating the BRA. A copy of the resolution must be filed with the Michigan Secretary of State promptly after its adoption.
5. The governing body designates the members of the authority. The authority members may be chosen from an existing downtown development authority (DDA), local development financing authority (LDFA), tax increment financing authority (TIFA), economic development corporation (EDC) or appointed at-large by the chief executive officer of the municipality.

Subsequently, the authority can hold meetings in order to elect officers of the board, to adopt by-laws of the authority and to adopt governing rules.

WHY WOULD A COMMUNITY WANT TO CREATE THIS AUTHORITY?

The creation of a BRA allows local decision-making in the various aspects of brownfield redevelopment. Through redevelopment, a municipality can:

- ♦ Focus development in existing service areas.
 - ♦ Enhance tax base through private development.
 - ♦ Receive multiple taxing jurisdiction participation in redevelopment financing.
 - ♦ Provide reimbursement for eligible brownfield activities.
- A BRA provides a municipality with the opportunity to create a local brownfield financing resource, enhance local economic development capacities and market difficult sites based on the private investment incentives.

SUPPORTING STATUTE

Public Act 381 of 1996

MICHIGAN COMMUNITY DEVELOPMENT BLOCK GRANT BUSINESS DEVELOPMENT INITIATIVES

The Michigan Economic Development Corporation (MEDC), on behalf of the Michigan Strategic Fund (MSF), administers the economic and community development portions of the Community Development Block Grant (CDBG) program. CDBG is a federal grant program utilizing funds received from the U.S. Department of Housing and Urban Development (HUD).

Each year, Michigan receives approximately \$30 million in federal CDBG funds, out of which various projects are funded through the state.

WHO IS ELIGIBLE?

Funds are used to provide grants to eligible counties, cities, villages, and townships, usually with populations under 50,000, for economic development, community development, and housing projects. This fact sheet provides a broad overview of the business development portions of the program that the MEDC administers, including direct assistance to business and infrastructure: business development. More specific information, including match and program requirements, can be found within the most recent **CDBG application guide** approved by the Michigan Strategic Fund.

Direct assistance to business

Eligible under this activity would be financial assistance to private and for-profit businesses. There are three subcategories of projects eligible for direct assistance to private and for-profit businesses: machinery and equipment, job training, rail enhancement.

Infrastructure: Business development

Communities may request grants to provide public infrastructure improvements necessary for the location, expansion, and/or retention of a specific, for-profit business firm(s) which is engaged in an economic base activity (e.g., manufacturing, point-of-destination tourism, headquarter operations, major multi-state distribution facility). This program is restricted to infrastructure improvements tied to development activities that require additional infrastructure to create new economic opportunities and will result in the creation of full-time equivalent (FTE) positions, of which at least 51 percent of the created positions will be held by persons living in a LMI household.

All projects will be evaluated on the following criteria: national objective, minimum leverage ratio, job position creation, minimum local participation, economic impact, and financial viability, as further defined within the CDBG application guide.

CONTACT

In order to receive consideration for CDBG approval, initial contact should be made with the appropriate **business development manager**. For more information, contact the MEDC customer contact center at 517.373.9808 or visit our website at www.michiganbusiness.org.

MICHIGAN COMMUNITY REVITALIZATION PROGRAM

The Michigan Community Revitalization Program (MCRP) is an incentive program available from the Michigan Strategic Fund (MSF), in cooperation with the Michigan Economic Development Corporation (MEDC), designed to promote community revitalization that will accelerate private investment in areas of historical disinvestment; contribute to Michigan's reinvention as a vital, job generating state; foster redevelopment of functionally obsolete or historic properties; reduce blight; and protect the natural resources of this state. The program is designed to provide grants, loans, or other economic assistance for eligible investment projects in Michigan.

WHO IS ELIGIBLE?

A person or two (2) or more persons may apply to the MSF for approval of MCRP incentives associated with a project.

ELIGIBLE PROPERTY

The applicant shall include documentation establishing that the project is located on eligible property, meaning property meeting one or more of the following conditions (MCL 125.2090a[e]):

- Facility;
- Historic resource;
- Blighted;
- Functionally obsolete;
- Adjacent or contiguous to a property described above, if the development of the adjacent or contiguous property is estimated to increase the taxable value of the property described above; or
- Any other property that previously met the conditions as a facility, functionally obsolete or blighted within the last 15 years.

ELIGIBLE INVESTMENT

Eligible investment to an eligible property is considered based on one or more of the following categories as further determined by the MSF Board (MCL 125.2090a[d]):

- Any alteration, construction, improvement, demolition or rehabilitation of buildings;
- Site improvement;
- The addition of machinery, equipment or fixtures; and
- Architectural, engineering, surveying and similar professional fees for a project but not certain soft costs of the eligible investment.

PROGRAM PROVISIONS AND GUIDELINES

The MSF's support will not exceed 25 percent of the total eligible investment for a single project, and in no event exceed a total of \$10,000,000 for loan agreements or \$1,500,000 for grant agreements, or \$10,000,000 for a combination of support. Any grant or loan under the program will be performance based. Grants and loans will include flexible terms and conditions and may be assignable upon approval of the MSF. Loan terms and conditions may include below market interest rates, extended grace and repayment provisions, forgivable terms and no security or some security (which may be subordinated). As required by the act, all written agreements will include a repayment provision for failure to comply with the provisions outlined in the written agreement. Other economic assistance may include loan participation or equity investment with terms acceptable to the MSF.

The MSF shall consider the following factors when considering a project for MSF support:

- Projects which include revitalization of regional urban areas shall be given preference for MSF support;
- MSF support shall not include support for economic based projects that are not located in a downtown or traditional commercial center and that do not primarily promote the revitalization of urban areas;
- The importance of the project to the community in which it is located;
- Whether the project will act as a catalyst for additional revitalization of the community in which it is located;
- The amount of local community and financial support for the project;
- The applicant's financial need for the incentive;
- The extent of reuse of vacant buildings, reuse of historical resources and redevelopment of blighted property;
- The level and extent of environmental contamination;
- Creation of jobs;
- The level of private sector and other contributions, including, but not limited to, federal resources;
- Whether the project is financially and economically sound;
- Whether the project increases the density of the area;
- Whether the project promotes mixed-use development and walkable communities;
- Whether the project converts abandoned public buildings to private use;

- Whether the project promotes sustainable development;
- Whether the project addresses area-wide redevelopment;
- Whether the project addresses underserved markets of commerce;
- Whether the project involves the rehabilitation of a historic resource;
- If the rehabilitation of the historic resource will meet the federal secretary of interior's standards for rehabilitation and guidelines for rehabilitating historic buildings; 36 CFR 67; and
- Whether the project will compete with or affect existing Michigan businesses within the same industry.

MSF support will be memorialized by final written grant, loan or other economic assistance agreement with terms and conditions in accordance with the MCRP guidelines and otherwise satisfactory to the MSF including, without limitation, requiring performance-based milestones which will govern disbursements and periodic reporting of data during project revitalization efforts and after completion of the project. Financial information and any other information required to facilitate reporting to the MSF board and the Michigan Legislature will be included in the agreement.

FEES

Fees may be charged for loan or other economic assistance projects to cover third-party expenses and other administrative costs.

PROCESS

All projects are subject to an application and due diligence process conducted by the MEDC. Projects that receive MEDC support will require the MSF's approval and an agreement between the MSF and the qualified applicant. The following steps are offered as general guidelines on typical steps, timelines and responsibilities.

Step 1: Contact your local community for review and evaluation. If support is confirmed at local level, contact *Community Assistance Team (CATEam) specialist* for review and evaluation of the project.

Step 2: If the project evaluation is determined to meet the criteria of the MCRP, the applicant shall complete a project intake form and provide specific supporting documents.

Step 3: Following submission of the intake form and supporting documents, the project will undergo a needs analysis and the CATEam specialist will present the project to MEDC staff with a recommendation.

Step 4: If supported, a letter of interest (LOI) will be provided for the project with a preliminary incentive structure identified. Along with the LOI, an application and a detailed listing of the required financial due diligence and legislative requirements needed to move the project forward within a specified time period will be provided.

Step 5: Final application and due diligence materials are submitted and reviewed and the final award amount is determined.

Step 6: All projects seeking approval will be considered by the MSF with recommendation of support by MEDC staff. Approvals and timelines will depend on the size and type of the incentive request. If approved, an agreement will be executed that establishes milestones to be met in order for incentive proceeds to be disbursed at project completion.

CONTACT INFORMATION

For more information on the MCRP incentives, please contact the CATEam specialist assigned to your territory. Also, you can contact the MEDC customer contact center at 517.373.9808.

LINKS TO OTHER RESOURCES

Michigan Strategic Fund Act 270 of 1984, Chapter 8C

Michigan Community Revitalization Program Guidelines with Incentive Parameters

COMMERCIAL REHABILITATION ACT

Public Act 210 of 2005 encourages the rehabilitation of commercial property by abating the property taxes generated from new investment for a period up to 10 years. As defined, commercial property is a qualified facility that includes a building or group of contiguous buildings of commercial property that is 15 years or older, of which the primary purpose is the operation of a commercial business enterprise or multifamily residential use. A qualified facility may also include vacant property or other commercial property which, within the immediately preceding 15 years, was commercial property. Types of commercial business enterprises include office, engineering, research and development, warehousing, parts distribution, retail sales, and other commercial activities. Multifamily residential is housing that consists of five or more units. Commercial properties allocated new market tax credits are also considered a qualified facility.

Qualified retail food establishments are considered a qualified facility for purposes of granting the tax abatement. These establishments include a retail supermarket, grocery store, produce market, or delicatessen that offer unprocessed USDA-inspected meat and poultry products or meat products that carry the USDA organic seal, fresh fruits and vegetables, and dairy products for sale to the public. The qualified retail food establishment must be located in a “core community” as defined in the Obsolete Property Rehabilitation Act (PA 146 of 2000) or in an area designated as rural as defined by the United States Census Bureau and is located in an underserved area.

Commercial property does not include property that is to be used as a professional sports stadium or a casino. Land and personal property are not eligible for abatement under this act.

WHO IS ELIGIBLE?

“Qualified local government units” mean any city, village or township.

WHAT IS REHABILITATION?

Rehabilitation is defined as changes to qualified facilities that are required to restore or modify the property, together with all appurtenances, to an economically efficient condition. The new investment in the rehabbed property must result in improvements aggregating to more than 10 percent of the true cash value of the property at commencement of the rehabilitation of the qualified facility. Rehabilitation includes

the following: improvement of floor loads, correction of deficient or excessive height, new or improved fixed building equipment including heating, ventilation, and lighting, reducing multistory facilities to one or two stories, improved structural support including foundations, improved roof structure and cover, floor replacement, improved wall placement, improved exterior and interior appearance of buildings, and other physical changes required to restore or change the property to an economically efficient condition.

Rehabilitation also includes new construction on vacant property from which a previous structure has been demolished and if the new construction is an economic benefit to the local community as determined by the qualified local governmental unit.

Rehabilitation for a qualified retail food establishment also includes new construction.

WHAT IS THE PROCESS?

Before the Commercial Rehabilitation Exemption Certificate (i.e., property tax abatement) can be granted to the commercial property owner, the city, village or township by resolution of its legislative body, must establish a Commercial Rehabilitation District. The establishment of the district may be initiated by the local government unit or by owners of property comprising 50 percent of all taxable value of the property in the proposed district. The district must be at least three acres in size unless it is located in a downtown or business area or contains a qualified retail food establishment.

The city, village or township must hold a hearing to establish a Commercial Rehabilitation District. Notification of the hearing must be given to the county board of commissioners and all real property owners in the proposed district.

After the hearing is held and the local unit of government determines the district meets the requirements of the act, a copy of the resolution adopting the district shall be provided to the county where the district is established. Within 28 days, the county may accept or reject the establishment of the district. In a county with a county executive, the executive can write a letter rejecting the establishment of the district. In all other counties, the county board of commissioners can pass a resolution rejecting the establishment of the district.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Once the district is established, the property owners may file an application with the local clerk for a Commercial Rehabilitation Exemption Certificate. Applications are available from the Michigan Department of Treasury. The local clerk shall provide written notification to the assessor of the local unit of government and each taxing jurisdiction that levies ad valorem property taxes of the application hearing. The city, village or township has 60 days after receipt of the application to either approve or disapprove the application. If denied, a reason must be given in the resolution. The assessor and applicant shall be sent a copy of the unapproved resolution by certified mail. If approved, the application and resolution must be sent to the State Tax Commission, which will certify or deny the application within 60 days. A resolution is not effective unless approved by the State Tax Commission.

COMMERCIAL REHABILITATION EXEMPTION CERTIFICATE

Upon approval by the State Tax Commission, a Commercial Rehabilitation Certificate is issued. The property owner must pay a Commercial Rehabilitation Tax rather than the normal property tax. The certificate must be issued for a period of at least one year, but cannot exceed 10 years. Certificates initially issued for less than 10 years may be extended, but shall not exceed 10 years. The criteria for extensions must be included in the resolution approving the abatement.

The Commercial Rehabilitation Tax freezes the taxable value of the building and exempts the new investment from local taxes. The school operating tax and the State Education Tax (SET) are still levied on the new investment. Land and personal property cannot be abated under this act.

DISCUSSION

In addition to the Commercial Rehabilitation Act (PA 210 of 2005), several other property tax abatements are available for the rehabilitation of commercial property in Michigan, including the *Commercial Redevelopment Act* (PA 255 of 1978) and the *Obsolete Property Rehabilitation Act* (PA 146 of 2000). Each act has unique eligibility requirements, processes, and lengths and terms of the abatement. Please refer to the Michigan Economic Development Corporation (MEDC) fact sheet for more information on each program and consult the authorizing statute to determine the best fit for your project needs.

CONTACT INFORMATION

For more information on the Commercial Rehabilitation Act, please contact the *CATeam specialist* assigned to your territory. For more general information, contact the MEDC customer contact center at 517.373.9808.

SUPPORTING STATUTES

PA 210 of 2005: Commercial Rehabilitation Act

COMMERCIAL REDEVELOPMENT ACT

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, including office, engineering, research and development, warehousing parts distribution, retail sales, hotel or motel development, and other commercial facilities. Mixed-use developments maybe 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.

WHO IS ELIGIBLE?

“Local governmental unit” means a city or village.

WHAT IS A REPLACEMENT, NEW AND RESTORED FACILITY?

“Replacement facility” means commercial property to be acquired, constructed, altered, or installed for the purpose of being substituted for obsolete commercial property. Property impaired due to changes in design, construction, technology, or improved production processes, or damage due to fire, natural disaster, or general neglect shall be considered obsolete. All other new commercial property is considered a “new facility.” For purposes of granting the tax abatement, the replacement or new facility must meet all of the following conditions:

1. Is located on property that is zoned to allow for mixed-use, including high-density residential.
2. Is located in a qualified downtown revitalization district as defined in section two of the *Neighborhood Enterprise Zone Act* (PA 147 of 1992). This requires either being located in a *Downtown Development Authority* (PA 197 of 1975), a *Principal Shopping District* or *Business Improvement District* (PA 120 of 1961) or an area that is zoned and primarily used for business as determined by the local government unit.
3. The city or village establishes and implements an expedited local permitting and inspection process in the Commercial Redevelopment District. In addition, by resolution provides for the walkable non-motorized interconnections, including sidewalks and streetscapes throughout the Commercial Redevelopment District.

A “restored facility” means changes to obsolete commercial property as may be required to restore the property to an economically efficient condition. Restoration must result in improvements aggregating to more than 10 percent of the true cash value of the property at commencement of the restoration. Restoration includes major renovation including, but not limited to, the improvement of floor loads, correction of deficient or excessive height, new or improved fixed building equipment, including heating, ventilation, and lighting, reducing multistory facilities to one or two stories, improved structural support including foundations, improved roof structure and cover, floor replacement, improved wall placement, improved exterior and interior appearance of buildings, and other physical changes.

WHAT IS THE PROCESS?

Before the Commercial Redevelopment Exemption Certificate (i.e., property tax abatement) can be granted for the Facility, the city or village, by resolution of its legislative body, must establish a Commercial Redevelopment District. The establishment of the district may be initiated by the local government unit or by owners of property comprising 75 percent of state equalized value of the property in the proposed district. At the time of the resolution’s adoption, property within the district must meet one of the following:

1. Obsolete commercial property or cleared or vacant land and part of an existing developed commercial or industrial zone. The property must have been zoned commercial or industrial before June 21, 1975, and characterized by obsolete commercial property and a decline in commercial activity.
2. Land cleared as a result of fire damage, or cleared as blighted area under *Blighted Area Rehabilitation Act* (PA 344 of 1945).
3. Cleared or vacant land included in a redevelopment plan adopted by the Downtown Development Authority (PA 197 of 1975) or Principal Shopping District or a Business Improvement District (PA 120 of 1961).

To establish the Commercial Redevelopment District, the city or village must first hold a hearing to establish a Commercial Rehabilitation District and determine in the resolution the district meets the requirements of the act. Once the district is established, the property owners may file an application

with the local clerk for a Commercial Facilities Exemption Certificate. Applications are available from the Michigan Department of Treasury. Before acting on the application, the city or village shall hold a public hearing on the application and not more than 60 days after receipt of the application either approved or disapproved by resolution. The local clerk shall provide written notification of the application hearing to the assessor of the local unit of government and each taxing jurisdiction that levies ad valorem property taxes. If approved, the application and resolution must be sent to the State Tax Commission for filing purposes.

COMMERCIAL FACILITIES EXEMPTION CERTIFICATE

The property owner must pay a Commercial Facilities Tax rather than the normal property tax. The certificate must be issued for a period of at least one year, but cannot exceed 12 years. Certificates initially issued for less than 12 years may be extended based upon factors placed in writing at the time the certificate is approved, but shall not exceed 12 years.

DETERMINING COMMERCIAL FACILITIES TAX RATE

For a restored facility: The Commercial Facilities Tax freezes the taxable value of the building at its value prior to restoration, therefore exempting the new investment from local taxes for a period not to exceed 12 years. The school operating tax and the State Education Tax (SET) are also frozen. Land and personal property cannot be abated under this act.

For a new or replacement facility: The Commercial Facilities Tax provides a 50 percent reduction in the number of mills levied as ad valorem taxes, excluding only the State Education Tax (SET). Land and personal property cannot be abated under this act.

Within 60 days after the granting of a new Commercial Facilities Exemption Certificate, the state treasurer may exempt 50 percent of the SET mills for a period not to exceed six years. The state treasurer will not grant more than 25 of these SET exclusions each year.

DISCUSSION

In addition to the Commercial Redevelopment Act (PA 255 of 1978), several other property tax abatements are available for the rehabilitation of commercial property in Michigan, including the Commercial Rehabilitation Act (PA 210 of 2005) and the *Obsolete Property Rehabilitation Act* (PA 146 of 2000). Each act has unique eligibility requirements, processes, and lengths and terms of the abatement. Please refer to the Michigan Economic Development Corporation (MEDC) fact sheet for more information on each program and consult the authorizing statute to determine the best fit for your project needs.

CONTACT INFORMATION

For more information on the Commercial Rehabilitation Act, please contact the *CATeam specialist* assigned to your territory. For more general information, contact the MEDC customer contact center at 517.373.9808.

SUPPORTING STATUTES

PA 255 of 1978: Commercial Redevelopment Act

REDEVELOPMENT LIQUOR LICENSES

Through the provisions of Public Act 501 of 2006, the Liquor Control Commission (LCC) may issue new public on-premises liquor licenses to local units of government. In order to allow cities to enhance the quality of life for their residents and visitors to their communities, the LLC may issue public on-premises licenses in addition to those quota licenses allowed in cities under section 531 (L) of the Michigan Liquor Control Code, Public Act 58 of 1998 as amended.

WHO IS ELIGIBLE TO APPLY?

A business must be located in either a Business District listed below or in a City Redevelopment Area, as defined in Sec. 521a (2)(c)

- Tax Increment Finance Authority (TIFA) PA 450 of 1980
- Corridor Improvement Authority (CIA) PA 280 of 2006
- Downtown Development Authority (DDA) PA 197 of 1975
- Principal Shopping District (PSD) PA 120 of 1961

Applicants in these businesses districts must:

Be a business engaged in dining, entertainment or recreation and open to the general public.

- Have a seating capacity of at least 25 people.
- Have spent at least \$75,000 for the rehabilitation or restoration of the building where the license will be housed over a period of the preceding five years or a commitment for a capital investment of at least \$75,000 that will be spent before the issuance of the license.
- Show that the total amount of private and public investment in real and personal property in a District listed above was at least \$200,000 in the period covering the preceding five years.

The LCC may issue one license for each of the above (\$200,000) monetary thresholds reached and for each major fraction thereof after the initial threshold is reached.

The LCC may also issue Redevelopment Liquor Licenses to businesses located in a City Redevelopment Area (there may be more than one in a city).

Applicants in City Redevelopment Areas must:

- Be a business engaged in dining, entertainment or recreation.
- Be open to the general public at least 10 hours per day, five days per week.
- Have a seating capacity of at least 25 people.
- Adopt a resolution from the governing body of the city establishing the redevelopment project area.
- Provide a map which clearly reflects and outlines where the redevelopment project area is located within the local unit of government.
- Provide an affidavit from the assessor, as certified by the city clerk, stating the total amount of investment in real and personal property within the redevelopment project area of the city during the preceding three year time period.
- Relative to a license issued in a City Redevelopment Project Area, the amount of commercial investment in the redevelopment project area within the city shall constitute not less than 25 percent of the total investment in real and personal property as evidenced by an affidavit of the city assessor as certified by the city clerk.
- A resolution which approves a specific applicant (individual, corporation, limited liability company, limited partnership) at a specific location.
- Have total investment over the last three years in real and personal property in the redevelopment area of:
 - At least \$50 million in cities having a population of 50,000 or more, or at least \$1 million per 1,000 people in cities of less than 50,000.

The LCC may issue a license when one of the abovementioned monetary thresholds is met.

HOW TO APPLY

To be considered for the license by the LCC: The local unit of government must pass a resolution approving the applicant for an on-premise liquor license pursuant to PA 501 of 2006. If the business is located in a City Redevelopment Project Area the resolution should indicate the license be issued under Section 521a (1)a of PA 501 of 2006. If the business is located in a DDA, TIFA, PSD, etc., the resolution should indicate the license be issued under Section 521a (1)b of PA 501 of 2006.

- The resolution and application ideally should be submitted at the same time.

Applications can be obtained from the LCC by downloading via the internet at www.michigan.gov/documents/cis/CIS_LCC_lc687_181912_7.pdf or by calling 517.322.1400.

All applicants will:

1. Need to demonstrate that they have attempted to purchase a readily available escrowed or quota onpremise license within the municipality that they want to operate, and that a license was not available.
2. Pay a \$20,000 fee for the license. Upon receipt of the documentation from the local unit of government, the necessary application forms, other required documents and inspection fees, the application will be authorized for investigation.

The LCC will not transfer a license issued under this act to another location. If the licensee goes out of business, the licensee shall surrender the license to the LCC. The governing body of the local governmental unit may approve another applicant within the redevelopment project area or development district to replace

IMPORTANT NOTE

Do not invest any money in improvements or bind yourself in any agreements until you have been officially notified by the LCC that your request has been approved.

SUPPORTING STATUTE

Public Act 501 of 2006




CONTACT INFORMATION

For more information contact the Michigan Economic Development CorporationSM (MEDC) Customer Contact Center at 517.373.9808.



Michigan Department of Natural Resources
Grants Management Section

RECREATION GRANT PROGRAMS

	ELIGIBLE APPLICANTS	PREREQUISITE TO APPLY/MATCH	ELIGIBLE PROJECTS	APPLICATION DEADLINE	MINIMUM AND MAXIMUM GRANT REQUEST AMOUNTS	AWARD RECOMMENDATION DATE	SITE CONTROL REQUIRED FOR DEVELOPMENT PROJECTS
Michigan Natural Resources Trust Fund (MNRTF) 	*State and Local units of government authorized to provide public outdoor recreation. *Huron-Clinton Metropolitan Authority and Regional Recreation Authorities. *School Districts that are the primary provider of outdoor recreation for their area.	*Applicant must have a current, five-year recreation plan that has been approved by the DNR prior to the application deadline. Match – minimum 25%	*Acquisition Projects: acquisition of land or specific rights in land (i.e. easements). AND *Development Projects: for public outdoor recreation such as: trails, campgrounds, ball fields, tennis courts and restrooms.	*April 1 (unless this date falls on a weekend) Submitted electronically online	*Acquisition Projects: no minimum or maximum grant request. *Development Projects: \$15,000 minimum and \$300,000 maximum grant request	*In early December, the MNRTF Board makes final recommendations to the Legislature for funding.	Private land not eligible. Public land not owned by applicant must have a minimum of 25-year lease and landowner commitment to long-term maintenance and perpetual encumbrance.
Land and Water Conservation Fund (LWCF) 	*State and Local units of government authorized to provide public outdoor recreation. *Huron-Clinton Metropolitan Authority and Regional Recreation Authorities. *School Districts that are the primary provider of outdoor recreation for their area. *Federally-recognized Native American Tribes	*Applicant must have a current, five-year recreation plan that has been approved by the DNR prior to the application deadline. Match – 50%	*Development Projects (only): for public outdoor recreation such as: trails, picnic areas, beaches, campgrounds, boating access and fishing areas.	*April 1 (unless this date falls on a weekend) Submitted electronically online	*Development Projects: \$30,000 minimum grant request and \$150,000 maximum grant request.	The DNR Director announces projects selected for LWCF funding in November.	Private land not eligible. Public land not owned by applicant must have a minimum of 25-year lease and landowner commitment to long-term maintenance and perpetual encumbrance.
Recreation Passport (RP) 	*Local units of government authorized to provide public outdoor/indoor recreation. *Huron-Clinton Metropolitan Authority and Regional Recreation Authorities. *School Districts, if certain conditions are met.	*Current annual Capital Improvement Plan (CIP): OR *Approved five-year recreation plan on file with the DNR. Match - minimum 25%	*Development Projects (only): for public outdoor and indoor recreation such as: trails, picnic areas, beaches, campgrounds, boating access and fishing areas. Renovation of existing facilities is emphasized.	*April 1 (unless this date falls on a weekend) Submitted electronically online	*Development Projects: \$7,500 minimum grant request and \$45,000 maximum grant request.	The DNR Director announces projects selected for Recreation Passport funding in November.	Private/public lands. If private, applicant must have site control for 20 years for non-structures and 40 years for enclosed structures.

For more detailed information, please go to www.michigan.gov/dnr and click on Grants or call (517) 284-7268 (517-28-GRANT)

Rev. 01/07/2016



What is WIN?

The Saginaw Bay Watershed Initiative Network (WIN) is a collaborative, community-driven quality of life initiative created by a variety of environmental, business and community interests in 1996. WIN was formed to create a more sustainable future for all who live, work and play within the Saginaw Bay watershed. One of the ways in which WIN accomplishes this objective is by providing financial support to projects that link the economic, environmental and social needs of the region.

Vision

As stewards of the Saginaw Bay watershed, we value our shared, unique resources, and together will balance economic, environmental and social priorities to enhance quality of life for this and future generations.

Mission

We will cooperatively develop a shared identity for the Saginaw Bay watershed as a sustainable community. We will create opportunities to enhance understanding of sustainability, connecting people, resources, organizations and programs through regional networks of local projects.

Guiding Principles

- ◆ Provide a pleasant and healthy environment
- ◆ Conserve historic, cultural and natural resources
- ◆ Integrate economic prosperity, ecology and aesthetics
- ◆ Use land and infrastructure effectively
- ◆ Continually evaluate and refine shared vision and goals

Funding Priorities

WIN welcomes proposals that advance the search for sustainable solutions to current watershed and community challenges. WIN is responsive to new ideas, new research and new approaches, recognizing that such innovation is necessary to move the concept of sustainability forward in the Saginaw Bay watershed. The sustainability approach integrates economic goals with environmental and social goals and is based on the premise that meeting human needs for all people today should not impair the ability of future generations to meet their needs. A strong local economy is at the core of a sustainable community because development and the jobs it creates are the vehicles for meeting human needs.

WIN accepts proposals for projects that advance its work within five focus areas:

- ◆ Agriculture and Pollution Prevention
- ◆ Communication / Regional Marketing
- ◆ Land Use
- ◆ Water Resources
- ◆ Wildlife Stewardship

Saginaw Bay Watershed

- ◆ State's largest watershed, encompasses 8,700 square miles in 22 counties
- ◆ Home to more than 138 endangered or threatened species, 90 fish species and 1.4 million people
- ◆ Contains about 7,000 miles of rivers and streams and 175 inland lakes
- ◆ Contains rich resources in agriculture, forestry, industry and recreation
- ◆ Fifteen percent of the state's waterways drain into the Saginaw Bay

In addition to sustainability linkages, WIN evaluates projects by asking whether projects:

- ◆ Promote and encourage partnerships by leveraging resources
- ◆ Balance long-term focus with short-term results
- ◆ Promote excellence by fostering a sense of identification and pride in the watershed
- ◆ Serve as pilot or demonstration projects with broad application (can be replicated)
- ◆ Fit with WIN's vision, mission, and guiding principles

Agriculture and Pollution Prevention Objectives:

- ◆ Marketing region's agricultural products and agri-tourism
- ◆ Water quality improvement and pollution prevention including soil erosion issues
- ◆ Production of value-added, diversified agricultural products
- ◆ Preserving farming as a viable industry for the next generation of farmers
- ◆ Protection and preservation of agricultural lands
- ◆ Bridging gap between urban and rural community interests
- ◆ Promotion of alternative and improved energy sources

Communications and Regional Marketing Objectives:

- ◆ Promoting the Saginaw Bay watershed as a tourist destination and recreation area
- ◆ Education about concept of sustainability

Land Use Objectives:

- ◆ Promotion of “green” development
- ◆ Encouraging regional cooperation on land use issues
- ◆ Education about land use issues
- ◆ Open space protection (because of limited funds, WIN does not support land acquisition costs)

Water Resources Objectives:

- ◆ Pollution prevention (nonpoint source & point source)
- ◆ Wetland restoration
- ◆ Fisheries (improve access to, health, promotion, Fisheries Scoping Study implementation)
- ◆ Access to water resources
- ◆ Improvement of water quality leading to the de-listing of the Saginaw Bay ecosystem as an Environmental Protection Agency (EPA) Area of Concern

Wildlife Stewardship Objectives:

- ◆ Habitat restoration lakeward/riverward of the 585 foot contour
- ◆ Promotion of habitat-related events
- ◆ Providing access to significant habitat and wildlife areas
- ◆ Protection of significant habitats
- ◆ Educational projects (habitat & wildlife related)

Funding Process

Grant proposals are reviewed on a continual basis with financial awards made twice a year. They are no grant deadlines.

Projects are evaluated by a unique network of task groups that are central to WIN's community-based evaluation process. Through the work of the task groups, proposals are reviewed and refined in cooperation with the applicant. The task groups are formed around WIN's five focus areas.

If a project receives a favorable nod from a task group, it will be forwarded to WIN's Resource Group for further consideration. Those projects that are approved by the Resource Group are presented to WIN's Funders Network for final consideration.

Application Instructions

1. If you are interested in applying for a grant, please contact the WIN office at (989) 892-9171 to discuss your project.
2. Please type or print clearly so that the completed form will be legible. You may retype the form. Send your completed form electronically to info@saginawbaywin.org with a signed, hard copy mailed to:
Saginaw Bay WIN
P.O. Box 734
Bay City, MI 48707
3. Please answer the questions in the space provided. You may include a one-page attachment. When completed, your application packet should not be more than four pages.
4. If you have questions about the form or the project review process, please contact Saginaw Bay WIN at (989) 892-9171 or info@saginawbaywin.org.
5. The "Local Champion" is the not-for-profit organization, entity or government agency that will have primary responsibility for insuring that the project is completed. It will also be responsible for accounting for the funds granted and providing the required reports.
6. Many of the project ideas presented to WIN fit the visions and geographic restrictions of local community foundations. For this reason, we ask that local champions make an effort to present their project ideas to the community foundation serving the region that will benefit most from the project's goals.



GRANT APPLICATION FORM

Saginaw Bay Watershed Initiative Network

P.O. Box 734

Bay City, MI 48707

Office Use:

Application # _____

☐ Ag/P2

☐ Water

☐ Communication

☐ Wildlife

☐ Land Use

Other _____

Please answer the following questions in the space provided. You may include a one-page attachment. When completed, your application packet should not exceed four pages. Send your completed form electronically to info@saginawbaywin.org and mail a signed, hard copy to Saginaw Bay WIN, P.O. Box 734, Bay City, MI 48707. **Proposals may be submitted at any time.** If you have questions, please call (989) 892-9171.

SECTION 1 - GENERAL

Project Name

Sponsoring Organization / Local Champion

Is the sponsor a 501(c)(3) organization?

☐ Yes

☐ No

Name & Position of Contact Person

Address

City

State

Zip

Phone

Fax

Email

Amount Requested

Project Start Date

Project End Date

Geographic Area Served

SECTION 2 - PROJECT DESCRIPTION

Please describe the project. How is it innovative? What need(s) does it address? Is there a relationship between this project and other programs/projects occurring in the watershed?

SECTION 3 – COLLABORATING ORGANIZATIONS

What other organizations are participating in this project and what are their roles?

SECTION 4 – SUSTAINABILITY LINKAGES AND GOALS

Describe the project's goals and how you will measure whether it has achieved those goals.

Economic goals:

Community or social goals:

Environmental goals:

SECTION 5 – RELATIONSHIP TO WIN OBJECTIVES

Describe how the project fits with WIN's Vision, Mission and Guiding Principals.

SECTION 6 – RESULTS

What tangible results do you expect from the project and how will you measure them?

SECTION 7 – COMMUNICATION

How do you plan to communicate your project to the public and/or your intended audience?

SECTION 8 – BUDGET

	Total Budget	WIN Funds
Personnel Expenses (briefly describe)		
Material and Supply Expenses (briefly describe)		
Equipment Expenses (briefly describe)		
Communication/Marketing Expenses (briefly describe)		
Other Expenses (briefly describe)		
Total Project Cost		
Funds Requested from WIN		

What funds have already been obtained for this project? (describe sources)

How do you plan to finance the portion not funded by WIN?

Have you contacted the community foundation in the area most directly benefited by your project? If yes, with what result?

Is this an on-going project? If yes, how will funding be continued?

SECTION 9 – CERTIFICATION

Our governing board approves the submission of this grant request. I certify that the information contained herein is accurate to the best of my knowledge.

Authorized Signature

Date

Print Name and Title