



## MEMORANDUM

**Date:** October 10, 2014

**To:** Mike Finney, Michigan Economic Development Corporation, President & CEO

**From:** Ryan Kilpatrick, Community Assistance Team  
Christine Whitz, Manager, Community Development Block Grant Program

**Subject:** *Core Community Fund Program  
Riverfront Revitalization Project  
City of Allegan, County of Allegan*

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### Request

The City of Allegan is requesting \$250,000 in Core Community Initiative funds for infrastructure improvements needed for the Riverfront Revitalization project located in the City of Allegan, Michigan. The City expects that this project could result in private investment of \$175,000 and the creation of 5 jobs. Identified within the 2012 PlacePlan, created by the Michigan Municipal League (MML), the subject site is the largest area of impact for both the residential and business communities.

### Background

The area designated for the proposed project currently serves as an underutilized parking area between the downtown area and the Kalamazoo River. When completed, the project will result in the creation of an 11,600 square foot events plaza connecting the community's central business district with the Kalamazoo River. The space will include an elevated stage for musical performances, shows and outdoor movies. Additionally, the project will include the development of a multi-use event space that will serve as an area for events and festivals into the downtown. The project area will be serviced by municipal parking immediately to the east and west of the project area as well as a pedestrian connection from the core downtown area.

When the project is completed it is expected to serve as an economic driver for the City of Allegan on two fronts. First, it will serve as a regional destination for events which will draw persons to the downtown. Secondly, the project will serve as a catalyst and tipping point, encouraging investment into properties and businesses surrounding the project area, creating a secondary economic benefit to the community.

### Selection Criteria

The project was evaluated utilizing the Core Community Selection Criteria and Michigan Economic Development Corporation's Community Development guidelines. It has been determined that the project meets the following standards to qualify as an eligible project under the CCF program:

- **Project Impact:**  
The City's Downtown Riverfront area is a large part of the City's identity, and so comprises a vital piece of the City's redevelopment plan. The Kalamazoo River runs behind several downtown buildings and under a picturesque bridge that has become a symbol of Allegan's historic beauty. The City plans to expand the Riverfront's recreation opportunities not only as a way to draw more visitors to the City, but also to jumpstart local investment that will benefit from increased year-round foot traffic downtown.

With an attractive riverfront boardwalk already in place, creating the downtown stage area is ideal for bringing in community members and visitors to downtown Allegan as a destination for a

lively evening of music, festivals, delicious dining and more. The stage area will also become a direct, walkable link from the front of the Hubbard Street buildings to the riverfront using the current walkway and eliminating through traffic pattern behind the buildings. The potential increase in business development in the area will invigorate the downtown area, raising tax revenue for the City, increasing property values for landlords, encouraging beautification projects by residents and bringing in more employment opportunities.

- **Project Marketability:**

Allegan has a very active Downtown Development Authority who actively markets the downtown area to local and regional markets through a free retail brochure “Only One Allegan”, website and email list. The Allegan Economic Development Corporation has formed a “Positively Allegan” committee dedicated to promoting all the city has to offer through its website <http://positivelyallegan.org/>, Facebook, and using its multitude of networking resources. The Allegan Area Chamber of Commerce will also be employed to market the project. This project will make the area more marketable by adding year-round amenities that draw visitors to the area for destination events, concerts, festivals, markets, and recreation that in turn make downtown real estate a valuable commodity.

- **Projects which are integrated with existing economic development programs:**

This unique opportunity was and is supported both financially and socially during the community visioning sessions hosted by the City staff and MML during the summer of 2012. Participants were asked to identify what project elements should be incorporated into the proposal to better utilize the site as a community wide asset. A site that is currently referenced as unattractive and underutilized will be transformed by increasing the walkability, allowing opportunity for access to the waterfront, providing a physical linkage from recreational assets to the business district, and overall creating a sense of ‘place’ for civic engagement within the City’s downtown.

- **Projects with local matching contribution exceeding 10% of CCF request:**

The City of Allegan will make an anticipated contribution of \$175,000 which is forty-one percent (41%) of the total infrastructure costs. The funds will be provided by the City’s dedicated waterfront millage fund.

- **Lack of adequate infrastructure or land assembling financing sources:**

The City of Allegan has received approval from the voters of the community to use \$500,000 of the community’s sinking fund related to a local dam to finance a portion of the implementation of the Riverfront Development Initiative. The project proposed has a total cost of \$425,000 and is planned to be part of a larger project area with a total budget exceeding \$650,000. The City is simultaneously working to leverage \$100,000 of local funds for a pending Michigan Natural Resources Trust Fund grant related to park improvements and a kayak/canoe launch at the eastern portion of the riverfront area. Additional funds must be used for further work on each side of the proposed project site to conduct improvements at the west end of the redevelopment area.

- **Local administrative capacity and the level of local matching funds:**

The City has full-time staff dedicated to oversee the completion of the project and has demonstrated matching funds to support the infrastructure improvement project.

- **Community Development Guidelines:**

- Is located in a highly visible location;
- Is located in a DDA;
- Is located in an RRC Certified Community;
- Is part of the community’s downtown revitalization plan;
- Will provide direct benefit to four or more buildings that have the following characteristics:

- Multi-story Building
- Mixed-use components
- Eligible for Historic or Contributing Designation
- Impact of project on local community development priorities identified in their Master Plan and;
- Reasonableness of project costs.

The MEDC staff has concluded that the project meets the minimum program requirements and screening guidelines to be eligible under the CDBG program.

**Recommendation**

The MEDC Staff recommends:

- A CCF grant agreement in the amount of \$250,000 be authorized for the City of Allegan for the Riverfront Revitalization Project.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Approval Authority – CCF Support Memo**  
**Michigan Economic Development Corporation**

DocuSigned by:

*Deborah Stuart*

Deborah Stuart, Director  
Community Incentive Programs

11/6/2014

Date

DocuSigned by:

*Michael A. Finney*

By: Michael A. Finney  
Its: President & CEO

11/6/2014

Date



## MEMORANDUM

**Date:** October 10, 2014

**To:** Mike Finney, Michigan Economic Development Corporation, President & CEO

**From:** Daniel Leonard, Community Assistance Team Specialist  
Christine Whitz, Manager, Community Development Block Grant Program

**Subject:** *Core Community Fund Program  
Cadillac Heritage Plaza Project  
City of Cadillac, County of Wexford*

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### Request

The City of Cadillac is requesting \$200,000 in Core Community Funds (CCF) for public infrastructure improvements needed for the Cadillac Heritage Plaza project located in Wexford County, Michigan. The City of Cadillac expects that this project will result in additional private investment within the business community through the creation of five to ten additional jobs within the food / beverage service industry. Identified within the 2014 Placemaking Plan, created by the Michigan Municipal League (MML), the subject site is the largest area of impact for both the residential and business communities.

### Background

The City owns and operates the subject two plus acre project site as a downtown parking facility. The subject area was selected as a focal point of redevelopment within the City given the relatively large number of parking spaces and low level of activity within the business district the majority of the year. The City of Cadillac chose this site as an opportunity to reinvigorate and redevelop a public asset for a greater public audience. Surrounding natural assets such as Lake Cadillac have a large draw for the community both in the summer and winter months; however, access to downtown is not readily accessible or encouraged by the community. Likewise, surrounding the lake a popular bicycle / pedestrian pathway is highly utilized by both local residents and visitors alike, but to date there is not a clear tie to connect this public asset to the core business community. By utilizing the CCF funds, City funds, and Downtown Development Authority (DDA) contributions, the City would be able to create a 'place' for several different user groups to both better utilize the commercial assets within the downtown, as well as tie the business community to the physical assets surrounding the City.

### Selection Criteria

The project was evaluated utilizing the Core Community Selection Criteria and Michigan Economic Development Corporation's Community Development guidelines. It has been determined that the project meets the following standards to qualify as an eligible project under the CCF program:

- **Project Impact:**  
Tourism plays a leading role in the local and regional economy in the City of Cadillac. During summer months both Lake Cadillac and Lake Mitchell are host to thousands of visitors taking advantage of the water access and camping facilities operated by the Michigan Department of Natural Resource (DNR). Likewise, the winter months are greatly impacted by the snowmobile and skiing users as several regional trails all connect to the City of Cadillac. By providing a community asset within the traditional downtown that links the existing business district to these regional natural assets, it is anticipated that the City will be promoted as a local and regional "hub" of activity for both residents and visitor of the area alike. Providing a civic space within the

downtown will positively impact the core business district by linking those recreational users with local industry. The impacts of connectivity and community repurposing of this site will act as a catalyst of additional redevelopment efforts within downtown Cadillac and set the stage for additional private investment within the core business district.

- **Project Marketability:**

Cadillac's Chamber of Commerce, DDA and City staff are all actively engaged in marketing the recently completed Placemaking Plan, as well as the subject improvements. On a local level, the City is in the process of identifying a focus group made up of several different representatives from the DDA, chamber, city council, neighborhood groups, etc. to maintain a level of responsibility for carrying on the direction and implementation of the MML's PlacePlan. The business community has also been very vocally supportive of this effort, and a few businesses have already commented on future expansion of their business due to the reinvestment of this local asset.

- **Projects which are integrated with existing economic development programs:**

The proposed plaza space would facilitate additional opportunity for community events and general commerce. To date, the City's Master Plan, DDA Plan and the MML PlacePlan have identified the subject location as an opportune location to expand the City's farmer's market and host area for its community wide events. Both venues are popular within the community, however, each are limited by the physical space and current infrastructure available within the downtown park adjacent to the subject site.

Additionally, the City has worked with the Michigan Department of Transportation, Michigan Department of Environmental Quality, DNR and Baker College to accommodate the goals / objectives of all the state agencies and regional partners during creation of the plan.

- **Projects with local matching contribution exceeding 10% of CCF request:**

The City of Cadillac is contributing \$150,000 from their Development Fund, as well as \$200,000 from the City's DDA, to assist the project. The City's contribution is roughly sixty-four percent (64%) of the overall project costs.

- **Lack of adequate infrastructure or land assembling financing sources:**

The City has leveraged the maximum amount of local financial sources to address infrastructure needs within the City. Efficient redevelopment of this site requires the burying of overhead utility and communication lines, redevelopment of the current public parking lot with connection to the existing ally to improve overall pedestrian circulation and walkability. These improvements would also allow for greater bicyclist access, connectivity and permit development and or expansion of the retail shops and eateries facing the City Park and Lake Cadillac. The opportunity for this public infrastructure improvement will have a tremendous economic benefit within the local economy and region.

- **Local administrative capacity and the level of local matching funds:**

The City has full-time staff dedicated to oversee the completion of the project and has demonstrated matching funds to support the infrastructure improvement project.

- **Community Development Guidelines:**

- The community has indicated this is a high priority with increased economic impact for the community and region;
- Is located in a highly visible location and high impact area;

- Is located in a DDA or other like districts;
- Impact of project on local community development priorities identified in their Master Plan and DDA Plan;
- Reasonableness of project costs;
- The DDA & City are contributing a significant amount of financial contribution; and
- There is a strong financial need for the incentive.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Recommendation**

The MEDC Staff recommends:

- A CCF grant agreement in the amount of \$200,000 be authorized for the City of Cadillac for the Cadillac Heritage Plaza Project.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Approval Authority – CCF Support Memo**  
**Michigan Economic Development Corporation**

DocuSigned by:

*Deborah Stuart*

Deborah Stuart, Director  
Community Incentive Programs

11/6/2014

Date

DocuSigned by:

*Michael A. Finney*

By: Michael A. Finney  
Its: President & CEO

11/6/2014

Date



## MEMORANDUM

**Date:** November 21, 2014

**To:** Mike Finney, Michigan Economic Development Corporation, President & CEO

**From:** Ryan Kilpatrick, Community Assistance Team Specialist  
Christine Whitz, Manager, Community Development Block Grant Program

**Subject:** *Core Community Fund Program  
South Shore Village Streetscape  
City of Holland, County of Ottawa*

### Request

The City of Holland is requesting \$200,000 in Core Community Funds (CCF) for infrastructure improvements needed for the South Shore Village Streetscape project located in Ottawa County, Michigan. The City expects that this project could result in local investment of \$504,000.

### Background

South Shore Village (SSV) is collection of shops and businesses located along 17th Street at the terminus of the Heinz Waterfront Boardwalk, which, when extended via public sidewalks, feeds into Holland's renowned Downtown. The immediate SSV covers approximately 20 acres and is home to over 26 establishments including two restaurants, a coffee shop, a florist, a marine sales store, a convenience store, a locksmith, as well as manufacturing operations located on the edges of the district. In addition to its proximity to the waterfront and its connection to Downtown Holland, this District is also home to Montello Park, a low income residential neighborhood of 1,296 people of which 70% are a minority. This immediate area is experiencing a significant private investment by Lake Mac Developers in the form of a waterfront condominium development and a separate mixed use residential and commercial building. The SSV Streetscape project intends to build off that investment and make this neighborhood district more walkable and inviting.

Specifically, this project will install a 300' long shoppers/day dock, two brick crosswalks over 16<sup>th</sup> and 17<sup>th</sup> streets; a 12' wide x 275' long concrete sidewalk connecting the Waterfront Boardwalk to 17<sup>th</sup> Street; a 31 space public parking lot; a 10' wide x 509' long sidewalk in front of and linking the existing businesses to allow for outdoor cafes, landscape boxes, sales areas; burying overhead wires; pedestrian lights; restriping and interconnecting existing parking areas; new curbs and landscaping islands; and other pedestrian and district amenities.

### Selection Criteria

The project was evaluated utilizing the Core Community Selection Criteria and the Michigan Economic Development Corporation's Community Development guidelines. It has been determined that the project meets the following standards to qualify as an eligible project under the CCF program:

- **Project Impact:**  
By improving the pedestrian experience in SSV, extending the waterfront boardwalk through SSV, and installing a shoppers/day dock on Lake Macatawa, Montello Park will have a stronger connection to the waterfront and thus begin changing the identity of this neighborhood from a

low income neighborhood to a "lakeside" neighborhood. In addition to creating a new identity for Montello Park, this project will make the businesses more attractive and accessible to boaters, pedestrians and bikers, who are frequently within a stone's throw of this district. This project holds the potential to help SSV and the Montello Park Neighborhood become a shining star for this area of Holland.

- **Project Marketability:**

A component to making that development successful is to improve the immediate neighborhood. Once the SSV improvements and the SouthShore on Lake Macatawa Development are completed, the City will utilize a variety of marketing tools, from print to social media to draw attention upon this district as a place to invest. The SouthShore on Lake Macatawa Condominium Development, which is an important component to the City's SSV proposed improvements, is currently marketed through BDR Custom Homes at <http://www.southshoreonmacatawa.com/index.html>, as well as through traditional residential development practices.

- **Projects which are consistent with existing economic development plans:**

This project is consistent with the City's Economic Development Plan of working with local neighborhood commercial districts and helping them create places where people want to visit and shop, as seen with the current work in Downtown Holland and Washington Square. Additionally, this project is consistent with the Master Plans in this area as shown in the 2004 West 17th Street Visioning Workshop and the 2005 South Shore Village District Enhancement Study. Both of these documents call for an improved streetscape, pedestrian amenities and a better connection to Lake Macatawa.

- **Projects with local matching contribution exceeding 10% of CCF request:**

The City of Holland will make an anticipated contribution of \$504,000 which is seventy-two percent (72%) of the total infrastructure costs. The funds will be provided by City's general fund.

- **Lack of adequate infrastructure or land assembling financing sources:**

The City of Holland has established an estimated \$704,000 budget to complete this work as part of the SouthShore on Lake Macatawa Condominium Development Brownfield Plan. The City has identified \$504,000 in reimbursable expenditures for this public improvement. This means that the City must still secure an estimated \$200,000 for this project to become a reality. The City has already accounted for all of the potential reimbursable expenses through the Brownfield Plan. The potential partnership with the State of Michigan to help cover this remaining gap in the project is indeed critical to making this project a go and furthermore to assist SSV and Montello Park turn the corner and transform from the perception of a low income neighborhood into an affordable and desirable lakeside neighborhood.

- **Local administrative capacity and the level of local matching funds:**

The City has full-time staff dedicated to oversee the completion of the project and has demonstrated matching funds to support the infrastructure improvement project.

- **Community Development Guidelines:**

- The community has indicated this is a high priority with increased economic impact for the community and region;
- The South Shore Village Streetscape is expected to enhance the area as a pedestrian friendly, mixed-use center with strong public access to the waterfronts;



- The total project area encompasses more than 20 acres of property;
- The project is planned to complement additional infrastructure and private investment which will be partially funded through local and state brownfield tax increment. Additional eligible expenses will include demolition, site preparation and mitigation;
- The City is contributing a significant amount of financial contribution, roughly 72% of total project costs; and
- There is a strong financial need for the incentive.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Recommendation**

The MEDC staff recommends:

- A CCF grant agreement in the amount of \$200,000 be authorized for the City of Holland for the South Shore Village Project.

**Approval Authority – CCF Support Memo**  
**Michigan Economic Development Corporation**

DocuSigned by:

*Deborah Stuart*

Deborah Stuart, Director  
Community Incentive Programs

11/24/2014

Date

DocuSigned by:

*Michael A. Finney*

By: Michael A. Finney  
Its: President & CEO

11/24/2014

Date



## MEMORANDUM

**Date:** September 26, 2014

**To:** Mike Finney, Michigan Economic Development Corporation, President & CEO

**From:** Rosalyn J. Jones, Community Assistance Team Specialist  
Christine Whitz, Manager, Community Development Block Grant Program

**Subject:** *Core Community Fund Program*  
*Riverview Launch*  
*City of Kalamazoo, County of Kalamazoo*

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### Request

The City of Kalamazoo is requesting \$300,000 in Core Community Funds (CCF) for site improvement, infrastructure improvements, and amenities needed for the Riverview Launch project located in the City of Kalamazoo, Michigan. The total project cost is estimated at \$1,557,905. The City of Kalamazoo expects that this project will result in private investment of \$558,705, local investment of \$488,600 and the remaining will be in-kind donations.

Financial supporters include the Irving S. Gilmore Foundation, the Kalamazoo County Foundation, Consumers Energy Foundation, Harold and Grace Upjohn Foundation, Dorothy U. Dalton Foundation, Local Initiatives Support Corporation (LISC), Jim Gilmore, Jr. Foundation, The Burdick-Thorne Foundation, and the Briarwood Farm Foundation.

### Background

Riverview Launch is a community-based effort to redevelop a formerly abandoned and tax-foreclosed site on the Kalamazoo River and Kalamazoo River Valley Trail. This transformational project creates greener, safer, and smarter use of public space; provides outdoor activities and youth programming; and improves the quality of life on the northeast side of Kalamazoo. The project supports goals put forth in the City of Kalamazoo's 2010 Master Plan and 2003 Kalamazoo Riverfront Redevelopment Plan to assemble properties for trails, open space and parks and to use properties along the river to create a lively and vibrant riverfront district. Nearly 115,000 square feet, or roughly 2.7 acres, will be activated for public use, which will include perennial gardens, walking paths, and community gardens.

### Selection Criteria

The project was evaluated utilizing the Core Community Selection Criteria and Michigan Economic Development Corporation's Community Development guidelines. It has been determined that the project meets the following standards to qualify as an eligible project under the CCF program:

- **Project Impact:**  
Riverview Launch is a vital link and destination point along the Kalamazoo River Valley Trail and the Kalamazoo River. According to a report from the Outdoor Industry Association, 63% of Michigan residents participate in outdoor recreation every year leading to \$18.7 billion in consumer spending and \$1.4 billion in state and local tax revenue. The proposed kayak launch and observation deck encourage greater use of the River. Riverview Launch also serves as a link to other destinations along the River, e.g. Arcadia Ales, the Kalamazoo Nature Center, etc.

Over the past few decades, the northeast side of Kalamazoo has suffered from disinvestment and decline. Riverview Launch returns blighted and abandoned property to productive use and develops a community gathering space, which offers unique programming and educational opportunities for neighborhood children and the public at large.

Public amenities include: (1) a kayak launch and observation deck, making the site a destination spot for river-based activities; (2) environmental demonstration features, increasing the site's appeal to groups and individuals interested in environmental impact and stewardship; (3) public art; and (4) natural play areas, providing quality outdoor play areas for children in surrounding neighborhoods.

- **Project Marketability:**

Riverview Launch grew out of a community-driven concept developed by the Kalamazoo Land Bank and local partners. Community partners include Michigan State University Extension and the Open Roads Bike Program, a youth development program that teaches social skills and bike mechanic skills. The project has received local media coverage – the Kalamazoo Gazette and Second Wave Media. Riverview Launch has a presence online and via social media.

- **Projects which are integrated with existing economic development programs:**

Re-activation of the River is a local economic development priority. Efforts are underway to introduce people to the beauty and recreational opportunities offered by the Kalamazoo River and its tributary streams and lakes. Site work will include elements that complement the creation of the Lake Michigan Water Trail System. Support of a water trail system, access to outdoor amenities, and creation of a vibrant community space on the northwest side of Kalamazoo all contribute to the area economy.

- **Projects with local matching contribution exceeding 10% of CCF request:**

The Kalamazoo County Land Bank and County of Kalamazoo have contributed \$488,600 to the project, which represents approximately 30% of the total project cost of \$1,557,905.

- **Lack of adequate infrastructure or land assembling financing sources:**

The Kalamazoo County Land Bank Authority is donating land with a market value of \$60,000 to support the project. Eligible activities include site improvement and critical infrastructure needs, e.g. extension of the water main and sewer line and relocation of utility lines.

- **Local administrative capacity and the level of local matching funds:**

The community has full-time staff dedicated to oversee, local organizational capacity to successfully complete, and has demonstrated matching funds to support the project.

- **Community Development Guidelines:**

- The community has indicated the project is a high priority and has a significant impact on the local community development priorities identified in the City of Kalamazoo's Master Plan.
- The project is located in a highly visible location and high impact area;
- Is located within a Redevelopment Ready Community;
- Promotes walkable communities;
- Includes sustainable elements; and
- Has received significant financial contribution from the local unit and private entities.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Recommendation**

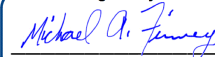
The MEDC Staff recommends:

- A CCF grant agreement in the amount of \$300,000 be authorized for the City of Kalamazoo for the Riverview Launch Project.

**Approval Authority – CCF Support Memo**

**Michigan Economic Development Corporation**

DocuSigned by:



By: Michael A. Finney  
Its: President & CEO

9/30/2014

Date



## MEMORANDUM

**Date:** September 26, 2014

**To:** Mike Finney, Michigan Economic Development Corporation, President & CEO

**From:** Jennifer Tucker, Community Assistance Team Specialist  
Christine Whitz, Manager, Community Development Block Grant Program

**Subject:** *Core Community Fund Program*  
*Bayshore Marina Expansion*  
*City of Munising, County of Alger*

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### Request

The City of Munising is requesting \$250,000 in Core Community Funds (CCF) for public infrastructure improvements needed for the Bayshore Marina Expansion located in Alger County, Michigan. Initially, the City of Munising expects that this project will result in private investment of \$501,000 and the potential creation of eight seasonal jobs. Above the physical dock expansion, Pictured Rocks Cruises (PRC) will be adding two additional boats to their fleet with an additional private investment greater than \$300,000. It is likely additional public investment will occur that could result in an additional \$2.2 million, if additional sources are identified.

### Background

The City has operated the Bayshore Marina in part for over 100 years, and as a modern marina facility since 1991. Currently, the dock is home to multiple seasonal and transient boaters, and is a frequent visitor attraction, as well as home to the commercial entity of PRC. PRC has been in operation since its inception in 1974, and has operated at its current location with modern excursion vessels for over 40 years. By utilizing the CCF funds and the private contribution of Pictured Rocks Cruises, the City would be able to facilitate the use of the newly created dock space for commercial purposes.

The Bayshore Marina facility is an existing City owned and managed marina comprised of a long-standing L-Dock structure, finger pier system measuring 335 feet in length and featuring ten 30 foot fingers, and includes a restroom facility. The current facility is utilized by recreational boaters and the commercial entity of PRC.

The proposed project would facilitate an expansion off of the current City dock facility. The expansion would occur along the northwest portion of the current L-dock, therefore increasing the usable linear feet of the existing facility by an estimated 200 feet and useable broadside dockage space for PRC. The total square footage that would be newly created as a result of this project is 3,600.

The expansion also includes a 120 feet long by 30 feet wide universally accessible pedestrian walkway, which will serve as protection from the harsh Lake Superior elements. Fittings are also included and will be needed to facilitate the dockage of recreational and commercial vessels. Finally, the expansion will include LED lighting structures, marine facility accessories, and safety features such as life rings, hangers, ladders, and elevated rimming around the pedestrian walkway.

### **Selection Criteria**

The project was evaluated utilizing the Core Community Selection Criteria and Michigan Economic Development Corporation's Community Development guidelines. It has been determined that the project meets the following standards to qualify as an eligible project under the CCF program:

- **Project Impact:**  
 Tourism plays a leading role in the local and regional economy. Immediately to the east of the City of Munising, is the Pictured Rocks National Lakeshore. The City of Munising's close proximity to Pictured Rocks has earned the City the motto of the "Gateway to Pictured Rocks." According to a 2014 press release by the National Park Service, the Pictured Rocks National Lakeshore has provided an infusion of \$23.5 million dollars into the immediate region in 2013. Accompanying the large financial benefit, the National Lakeshore also supports 306 jobs in the local economy. The expansion of the dock will provide for an anticipated 10% increase in ridership from PRC, equaling an additional 10,000 passengers a year. The busy season during summer is typically is 10 weeks long so this would be an average of 1,000 more visitors per week that would be enjoying an attraction. In order to accommodate another 1,000 visitors per week (or 143 per day), this would increase the demand on local restaurants, gift shops, motels, camping, grocery stores and gas stations. This brings a significant economic benefit to a community with a population of approximately 2,300, large benefits to businesses within the traditional downtown and within the region.
- **Project Marketability:**  
 A significant amount of investment is already dedicated to market the local amenities. The opportunity for the commercial expansion will represent the success of the tourism industry in Munising. Additional revenues will be derived which can further help promote the region's natural features and opportunities for additional ridership availability for PRC.
- **Projects which are integrated with existing economic development programs:**  
 In recent years, the State of Michigan with its successful "Pure Michigan" campaign and spotlight on the Pictured Rocks, the region has witnessed a dramatic uptick in visitors. With the City of Munising being the primary access point to Pictured Rocks, the local tourism industry has boomed. PRC has been on the forefront of this wave as its primary focus is to provide visitors with a truly exceptional opportunity to view the unique natural resources present within the region.
- **Projects with local matching contribution exceeding 10% of CCF request:**  
 The City of Munising will make an anticipated contribution of \$76,000 which is ten percent (10%) of the total infrastructure costs being donated by PRC on behalf of the City. Although the 10% match made on behalf of the City is not exceeding the 10% threshold, there are financial limitations the City currently faces due to outstanding maximum bond obligations they have incurred in more recent years. Additionally, the extreme winter weather conditions in 2013-2014 created an additional financial burden they are currently dealing with, therefore, there are not local funds available to help offset any additional infrastructure improvement.
- **Lack of adequate infrastructure or land assembling financing sources:**  
 The City has leveraged the maximum amount of local financial sources to address infrastructure needs within the City. The opportunity for this public infrastructure improvement will have a tremendous economic benefit within the local economy and region.

- **Local administrative capacity and the level of local matching funds:**  
The city has full-time staff dedicated to oversee the completion of the project and has demonstrated matching funds to support the infrastructure improvement project.
  
- **Community Development Guidelines:**
  - The community has indicated this is a high priority with increased economic impact for the community and region;
  - Is located in a highly visible location and high impact area;
  - Is located in a DDA or other like districts;
  - Impact of project on local community development priorities identified in their Master Plan;
  - Reasonableness of project costs;
  - PRC is contributing a significant amount of financial contribution; and
  - There is a strong financial need for the incentive.

The MEDC staff concludes that the project meets the minimum program requirements and screening guidelines to be eligible under the CCF program.

**Recommendation**

The MEDC Staff recommends:

- A CCF grant agreement in the amount of \$250,000 be authorized for the City of Munising for the Bayshore Marina Expansion Project.

**Approval Authority – CCF Support Memo**

**Michigan Economic Development Corporation**

DocuSigned by:

*Michael A. Finney*

By: Michael A. Finney  
Its: President & CEO

9/30/2014

Date