



**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR VIRTUAL MEETING AGENDA FOR
TUESDAY, FEBRUARY 16, 2021, AT 7:00 P.M.
TO BE HELD VIA ZOOM.COM AS DETAILED
IN THE INSTRUCTIONS ATTACHED
161 E. GRAND RIVER AVE.,
WILLIAMSTON, MICHIGAN**

Phone 517-655-2774 Fax 517-655-2797
Website www.williamston-mi.us

1. Call To Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Agenda
5. Public Response
6. DDA Regular Meeting Minutes of January 19, 2021
7. Accounts Payable
8. Downtown Development Director Report
9. Treasurer- Budget Printout
10. Action Items
 - a. Public Spaces Community Places Grant
 - b. Put Your Town On The Map Grant Competition
 - c.
 - d.
11. Discussion Items
 - a. Downtown Office Uses
 - b.
12. Correspondence Received/Information Only
 - a.
 - b.
13. Outstanding Issues- **No Action or Discussion**
 - a. Façade Improvements
 - i.
 - b. Old Mill Park
 - c. Advertising Sign at Four Corners
 - d. Parking Issues
14. Public Response
15. DDA Member Comments
16. Adjournment

**Individuals with disabilities requiring special assistance who are planning to attend a DDA meeting should contact the City Clerk by writing or calling in advance of the date of the meeting that will be attended.
THE NEXT REGULAR MEETING OF THE WILLIAMSTON DDA WILL BE HELD ON MARCH 16, 2021 IN THE CITY HALL COUNCIL CHAMBERS.**

Important Message from the Williamston City Hall Clerk's Office:

The Williamston Downtown Development Authority will be holding a virtual meeting on Tuesday,
February 16, 2021 at 7:00 p.m.

Due to county and state health department orders limiting indoor gathering sizes and recommendations for social distancing, in accordance with Public Act 254 of 2020, the Regular Meeting of the Williamston Downtown Development Authority will be conducted via remote participation. All members of the public will be permitted to participate during the public comment portion of the meeting. The standard time limits will apply.

To participate remotely:

Copy and paste the link below or call a number below for audio connection.

Topic: Williamston Downtown Development Authority Meeting

Time: February 16, 2021 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/87807974756>

Meeting ID: 878 0797 4756

One tap mobile

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Dial by your location

+1 312 626 6799 US (Chicago)

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Meeting ID: 878 0797 4756

Find your local number: <https://us02web.zoom.us/j/87807974756>

For special accommodations, please call the Williamston City Clerk's Office at 517-655-2774 ext. 102 to make arrangements. To contact the Williamston City Council Members please visit our website at [www.williamston-mi.us/BoardsCommissions/DowntownDevelopmentAuthority\(DDA\).aspx](http://www.williamston-mi.us/BoardsCommissions/DowntownDevelopmentAuthority(DDA).aspx)

Holly M. Thompson, City of Williamston City Clerk



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**CITY OF WILLIAMSTON
DOWNTOWN DEVELOPMENT AUTHORITY
JANUARY 19, 2021
REGULAR MEETING MINUTES**

1. Call To Order:

The virtual meeting was called to order at 7:00 p.m. by Chairman Will Long, and the Pledge of Allegiance was recited. Due to county and state health department orders limiting indoor gathering sizes and recommendations for social distancing, in accordance with Public Act 254 of 2020, this regular meeting was conducted via remote participation.

3. Roll Call:

Chairman William Long, Vice Chair Narda Murphy, Authority Members Don Bixler, Tammy Gilroy, Susan Byrd, Garrett Gabriel, Emily Sutton-Smith, and Matt Mulford. Absent: None.

Also Present: City Manager/DDA Director Corey Schmidt, City Clerk Holly Thompson, and citizens Jolanda Piecuch, Noah Belanger, Carol Grainger, and John & Carol Bowman.

4. Approval of Agenda:

Motion by **Gilroy**, second by **Bixler**, to approve the agenda as presented. Yes: Byrd, Bixler, Murphy, Long, Gilroy, Mulford, Sutton-Smith, Gabriel. No: None. **Motion passed.**

5. Public Response:

Chairman Long called for public comments at this time and there were none.

6. DDA Informational & Regular Meeting Minutes of November 17, 2020:

Motion by **Sutton-Smith**, second by **Gilroy**, to approve the Informational and Regular DDA minutes of November 17, 2020 as presented. Yes: Sutton-Smith, Murphy, Bixler, Byrd, Gabriel, Mulford, Long, Gilroy. No: None. **Motion passed.**

7. Accounts Payable:

Motion by **Gilroy**, second by **Bixler**, to approve invoice # 33557 from Gormley & Johnson Law Offices in the amount of \$74.90 as presented. Yes: Murphy, Bixler, Byrd, Mulford, Gilroy, Long, Gabriel, Sutton-Smith. No: None. **Motion passed.**

8. Downtown Development Director Report:

A written report was submitted for DDA review.

9. Treasurer- Budget Printout:

Budget printouts for December 2020 were submitted for DDA review.

10. Action Items

10a. Consideration of 2021 Meeting Dates & Times:

Motion by **Gilroy**, second by **Murphy**, to approve the 2021 meeting dates and times as presented. Yes: Mulford, Long, Sutton-Smith, Gilroy, Bixler, Gabriel, Murphy, Byrd. No: None. **Motion passed.**

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10b. Gazebo Donation:

Motion by **Gilroy**, second by **Murphy**, to accept the donation of a new 10-foot gazebo to replace the existing gazebo within the DDA-owned property at 131 N. Putnam Street and to contribute not to exceed \$5,000 to the site preparation work. Yes: Long, Gabriel, Gilroy, Bixler, Sutton-Smith, Murphy, Mulford, Byrd. No: None. **Motion passed.**

Motion by **Gilroy**, second by **Bixler**, to authorize the disposal of the existing gazebo by auction or other method, and to use the proceeds from the disposal for work related to placing the new gazebo and to place signage in the vacant space after the gazebo has been removed notifying of the future gazebo structure construction and partnership with DDA and Garden Club with signage not to exceed \$500. Yes: Long, Gabriel, Gilroy, Bixler, Sutton-Smith, Murphy, Mulford, Byrd. No: None. **Motion passed.**

11. Discussion Items

11a. Downtown Water Trailhead Parking Lot Preliminary Design:

Manager Schmidt relayed some changes to the water trailhead parking lot preliminary design and asked for feedback on any of the issues.

Gilroy asked if the City was doing themselves a disservice by not including the option of continuing the trail and when the project would be started.

14. Public Response:

John Bowman- asked about the Friends of the Red Cedar River clearing log jams. He has kayaked down to Meridian Township and it was a beautiful trip. He thanked the DDA for doing this project.

15. DDA Member Comments:

Chairman Long updated the DDA on the progress of the video commercial.

16. Adjournment:

Chairman Long adjourned the DDA meeting at 7:42 p.m.

***Meeting adjourned at 7:42 p.m.**

Respectfully Submitted by:

Holly M. Thompson, City Clerk

Date Approved: _____

User: Rachel

Period Ending 01/31/2021

DB: Williamston

Fund 248 Downtown Development Authority

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GL Number	Description	Balance
*** Assets ***		
248-000-001.00	Common Checking	465.42
248-000-002.00	Cash - Savings	73,648.24
248-000-002.16	2004 DDA River Refunding	7,555.67
248-000-120.01	Investments	64,108.95
248-000-136.00	Buildings, Additions And Improvem	2,202,832.47
248-000-137.00	Accum Depreciation - Bldg & Impro	(803,247.25)
Total Assets		1,545,363.50
*** Liabilities ***		
248-000-214.00	Due To General Fund	(38,046.86)
248-000-300.10	2004 DDA Refunding	85,000.00
248-000-300.17	2011 DDA GO Limited Bonds	395,000.00
Total Liabilities		441,953.14
*** Fund Balance ***		
248-000-390.00	Fund Balance	854,484.71
Total Fund Balance		854,484.71
Beginning Fund Balance		854,484.71
Net of Revenues VS Expenditures		248,925.65
Ending Fund Balance		1,103,410.36
Total Liabilities And Fund Balance		1,545,363.50

GL NUMBER	DESCRIPTION	2020-21		ACTIVITY FOR		AVAILABLE		% BDTG
		AMENDED BUDGET	YTD BALANCE 01/31/2021	MONTH 01/31/2021 INCREASE (DECREASE)	NORMAL (ABNORMAL)	BALANCE NORMAL (ABNORMAL)	USED	
Fund 248 - Downtown Development Authority								
Revenues								
Dept 000								
248-000-401.01	Current Property Taxes	362,752.00	292,350.71	27,337.30		70,401.29		80.59
248-000-573.00	Local Community Stabilization	7,000.00	2,107.14	0.00		4,892.86		30.10
248-000-581.00	Ingham County Parks & Trail Grant	0.00	57,484.70	0.00		(57,484.70)		100.00
248-000-665.01	Interest Income	2,000.00	36.42	4.57		1,963.58		1.82
248-000-690.01	Miscellaneous Refunds	0.00	73.89	0.00		(73.89)		100.00
Total Dept 000		371,752.00	352,052.86	27,341.87		19,699.14		94.70
TOTAL REVENUES								
		371,752.00	352,052.86	27,341.87		19,699.14		94.70
Expenditures								
Dept 729 - Comm. & Econ. Dev. Administration								
248-729-702.00	Salaries & Wages	31,475.00	15,596.61	1,981.44		15,878.39		49.55
248-729-702.02	Wages - Part Time Employees	3,450.00	1,047.89	0.00		2,402.11		30.37
248-729-709.00	FICA	2,710.00	1,285.78	152.00		1,424.22		47.45
248-729-710.00	Unemployment	5.00	0.00	0.00		5.00		0.00
248-729-712.00	Payment In Lieu Of Insurance	485.00	207.83	18.90		277.17		42.85
248-729-718.00	Insurance Premiums	4,050.00	2,252.50	194.48		1,797.50		55.62
248-729-718.01	HSA Contribution	425.00	397.31	186.89		27.69		93.48
248-729-720.01	Fund Administration	21,000.00	10,500.00	0.00		10,500.00		50.00
248-729-724.00	Disability Premiums	115.00	74.84	8.17		40.16		55.08
248-729-725.00	Retirement	4,775.00	2,677.30	381.45		2,097.70		56.07
248-729-726.00	Workers Compensation	375.00	0.00	0.00		375.00		0.00
248-729-801.01	Legal Services	15,000.00	1,044.32	74.90		13,955.68		6.96
248-729-802.00	Contractual Services	6,500.00	138.00	0.00		6,362.00		2.12
248-729-803.00	Contract - Audit	1,500.00	1,484.23	0.00		15.77		98.95
248-729-803.06	Niesa - Contract	10,000.00	0.00	0.00		10,000.00		0.00
248-729-860.00	Travel & Education	500.00	0.00	0.00		500.00		0.00
248-729-880.00	Community Promotion	6,800.00	500.00	0.00		6,300.00		7.35
248-729-921.00	Utilities	35,000.00	16,951.12	2,799.25		18,048.88		48.43
248-729-940.00	Equipment Rental	24,000.00	2,399.26	0.00		21,600.74		10.00
248-729-955.00	Miscellaneous	1,000.00	82.00	82.00		918.00		8.20
Total Dept 729 - Comm. & Econ. Dev. Administration		169,165.00	56,638.99	5,879.48		112,526.01		33.48
Dept 901 - Capital Outlay								
248-901-970.08	Boat Launch & Parking Lot	15,000.00	6,580.00	6,580.00		8,420.00		43.87
248-901-970.09	Boardwalk Replacement	32,000.00	30,227.72	6,684.30		1,772.28		94.46
Total Dept 901 - Capital Outlay		47,000.00	36,807.72	13,264.30		10,192.28		78.31
Dept 906 - Debt Service								
248-906-991.06	1999 Refunding Bond Principal	120,000.00	0.00	0.00		120,000.00		0.00
248-906-991.11	2004 DDA Refunding Bonds	20,000.00	0.00	0.00		20,000.00		0.00
248-906-995.06	1999 Refunding Bond Interest	12,467.00	7,055.50	0.00		5,411.50		56.59
248-906-995.11	2004 DDA Refunding Interest	4,750.00	2,625.00	0.00		2,125.00		55.26
Total Dept 906 - Debt Service		157,217.00	9,680.50	0.00		147,536.50		6.16

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Preliminary

GL NUMBER	DESCRIPTION	2020-21		ACTIVITY FOR		AVAILABLE		
		AMENDED BUDGET	YTD BALANCE 01/31/2021	MONTH 01/31/2021	INCREASE (DECREASE)	NORMAL (ABNORMAL)	BAIANCE	% BDTG USED
Fund 248 - Downtown Development Authority								
Expenditures								
TOTAL EXPENDITURES		373,382.00	103,127.21	19,143.78		270,254.79	27.62	
Fund 248 - Downtown Development Authority:								
TOTAL REVENUES		371,752.00	352,052.86	27,341.87		19,699.14	94.70	
TOTAL EXPENDITURES		373,382.00	103,127.21	19,143.78		270,254.79	27.62	
NET OF REVENUES & EXPENDITURES		(1,630.00)	248,925.65	8,198.09		(250,555.65)	15,271.5	
TOTAL REVENUES - ALL FUNDS		627,752.00	572,137.22	38,053.81		55,614.78	91.14	
TOTAL EXPENDITURES - ALL FUNDS		548,492.00	174,836.40	30,668.14		373,655.60	31.88	
NET OF REVENUES & EXPENDITURES		79,260.00	397,300.82	7,385.67		(318,040.82)	501.26	

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02/04/2021

GL ACTIVITY REPORT FOR CITY OF WILLIAMSTON
FROM 248-729-880.00 TO 248-729-880.00
TRANSACTIONS FROM 07/01/2020 TO 01/31/2021

Date	Description	Amount	Balance	Available
248-729-880.00	Community Promotion	BEG. BALANCE	0.00	15,000.00
07/24/2020	BUDGET AMENDMENT		0.00	6,800.00
12/16/2020	ADN PHOTOGRAPHIC	500.00	500.00	6,300.00
	DDA VIDEO ADVERTISEMENT			
01/31/2021		END BALANCE	500.00	6,300.00



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City of Williamston

161 E. Grand River Avenue, Williamston, MI 48895

517-655-2774; fax 517-655-2797; www.williamston-mi.us; info@williamston-mi.us

Facebook – Williamston City Hall

To: DDA Board
From: Corey Schmidt, City Manager
Date: February 16, 2021
Subject: Public Spaces Community Places Grant

Recommended Motion

Motion to approve submission of an application to the Public Spaces Community Places grant program to support the completion of the pathway project and associated site amenities at Old Mill Park.

Background

The DDA is sponsoring the project to replace the boardwalk within Old Mill Park, which is a site owned by the DDA near the Red Cedar River. The work is funded by a Transportation Alternatives Program grant from Michigan Department of Transportation, which requires a grant match of 20 percent. At the July 2020 DDA meeting, staff presented a plan for the DDA to fund the match by partnering with the Williamston Economic Development Corporation (EDC) on a loan deal. The DDA and EDC were agreeable to this deal, which will be incorporated into a Plan Amendment this spring. In the meantime, design work on the project is nearly completed, and the project is going through its final permitting stages.

The current engineer's estimate for the project is \$336,744.83. This figure is \$23,011.83 above the total project budget of \$313,733 (\$250,986 grant and \$62,747 match). This estimate includes two proposed overlook decks. We had the plan review meeting with MDOT last Thursday, where the grant eligibility of the overlook decks was brought into question. We are awaiting final word on this question. Whether they are eligible or not, at the current estimate, we would likely have to eliminate one or two of the proposed overlook decks to meet the budget for the project. Staff has been brainstorming ideas to be able to complete the full scope of the project. We have discussed the possibility of trying for a Public Spaces Community Places (PSCP) grant with the Michigan Economic Development Corporation (MEDC).

The PSCP is a crowdfunding program where the MEDC will match every dollar raised by the community up to \$50,000. So, if the community raises \$50,000, the MEDC will provide a \$50,000 grant, to provide a total budget of \$100,000. The money must go toward a placemaking project that enhances the community. Attached are full details about the PSCP program.

Discussion

Considering the Williamston Red Cedar Garden Club (WRCGC)'s gazebo presentation last month, we began thinking about creating a PSCP application that would benefit all of the work planned in Old Mill Park in 2021. For example, the WRCGC plans to spend up to \$10,000 for the new gazebo, but if that donation were instead used as a donation through the PSCP program, its \$10,000 donation would turn into \$20,000. Likewise, the relatives of long-time resident and WRCGC member Phillis Chirico are running a fundraiser in her memory to support amenities and landscaping along the future pathway. These dollars, too, could be matched through the PSCP program. We would need to discuss this option with these organizations and individuals first, and these are used as an example of how we could secure some funding commitments prior to launching the program.

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If those groups were to buy in to this idea, then at a minimum we should attempt to run the gazebo and site amenities through the PSCP program. However, we could also attempt a larger fundraising goal which would raise additional money to support the pathway project. The fundraising goal could be set at an amount to cover the projected overage that would fund the overlook decks, or it could be set at the maximum amount, in which case some of the pathway match could be provided by the PSCP instead of through the EDC-to-DDA loan.

Staff is seeking the DDA Board's input on these options. It is important to note that if a fundraising goal of \$50,000 is set, then the full \$50,000 must be raised to receive the MEDC match under PSCP. Said another way, if we set a \$50,000 fundraising goal, and \$25,000 is raised, then MEDC does not match any funds.

Attachments

Public Spaces Community Places Materials

About

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Communities, non-profits, and municipalities can submit projects by applying for a Patronicity crowdgranting campaign. Crowdgranting is the effort of leveraging broad based crowdfunding against a sponsor's matching grant to improve communities.

The Public Spaces, Community Places program is a public placemaking initiative created by the Michigan Economic Development Corporation. Projects that meet the program's parameters and successfully crowdfund their goal will receive a matching grant from the MEDC of up to \$50,000

To start an application, simply begin crafting a crowdfunding project page that is directed towards your community and potential donor audience. The Patronicity Team will contact you within 24 hours of starting your page.

Public Spaces Community Places projects include:

- Public Plaza & Green Space Development
- Access to Public Amenities
- Farmer's Markets, Community Kitchens, Pop-Up Retail/Incubator Space
- Alley Rehabilitation
- Any other place based (or public space improvement) project

Note: Applications will be accepted until all funds have been disbursed.

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**PUBLIC SPACES
COMMUNITY PLACES**

Application Guide
2021



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

Program Description

The Michigan Economic Development Corporation, in conjunction with Detroit-based crowdfunding platform Patronicity and in partnership with the Michigan Municipal League, has developed "Public Spaces Community Places", a creative placemaking and funding mechanism.

Public Spaces Community Places program is a grant match program that utilizes donation-based crowdfunding to generate public interest and funding to revitalize or create public spaces. By utilizing web-based donations, projects are accessible to anyone willing to donate in real-time. This model we call Crowdgranting engages the public as each person plays a part in achieving place-based improvements and instills community pride as residents become invested in their surroundings.

Placemaking projects in municipalities with traditional downtowns and/or Redevelopment Ready Communities are aided by Public Spaces Community Places, which assists the fundraising efforts of patrons through a crowdfunding campaign on Patronicity. With the MEDC providing a granted match if the financial goal is reached, the creative funding mechanism mobilizes community members to make individual contributions. Potential projects must focus on the "activation of public spaces creating community places." Michigan's ability to attract and retain young knowledge-based talent is greatly increased by taking advantage of unique, downtown placemaking assets in each of our communities; making this funding mechanism even more valuable.

As these projects affect the lives and well-being of entire communities it is important that they establish public awareness, gain local momentum, and earn the support of their "crowd" to hit their goal and maintain a local landmark.

Eligible Applicants

This creative funding mechanism is available to projects located in Michigan communities that contain a traditional downtown or are certified in the Redevelopment Ready Communities program. Municipalities, L3C's, and 501(c)(3) non-profit entities are eligible to apply. Non-profit entities must have 501c3 status and a State Solicitation License in place before project launch. Applicant communities must also be at least engaged in the Redevelopment Ready Communities program to be eligible for funding.

A traditional downtown is defined as follows:

- 1) A grouping of 20 or more contiguous commercial parcels containing buildings of historical or architectural significance.
- 2) The area must have been zoned, planned, or used for commercial development for more than 50 years.
- 3) The area consists of primarily zero-lot-line development.
- 4) The area has a pedestrian-friendly infrastructure.

Types of Activities Allowed

Applications may be submitted for projects that activate public placemaking, or places where people gather and spend time. Before applying for the Public Spaces Community Places program, applicants are encouraged to have established public awareness and local momentum for their project.

Projects that fit this description would include but are not limited to:

- Streetscape Beautification & Walkability
- Public Plaza Development
- Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmer's Markets, Community Kitchens, Pop-Up Retail/Incubator Space (community or non-profit)
- Alley Rehabilitation
- Park Enhancements
- Bike Paths & Non-Motorized Infrastructure
- Bandshells & Amphitheaters
- Community Theater Rehabilitation (community or non-profit)
- Public Wi-Fi
- Place Branding & Event Implementation
- Any other project that activates public space or a community place

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Public Spaces and Community Places
Application Guide 2021
Updated 1/8/2021

****Any event-based activation of public space will be limited to a \$7500 grant amount. Event-based projects must be taking place over at least 3 months and at least 4 events must occur. Established festivals and entertainment series are not eligible.**

*****For any indoor spaces, regular public programming must be included in the plans and a portion of the total PSCP funding may be used to provide such programming.**

Grant Dollars

Eligible projects must have a minimum total development cost of \$10,000, where the recipient will crowdfund \$5,000 to receive \$5,000 in MEDC matching funds if the fundraising goal is met. MEDC matching grant funds will be available up to \$50,000 per project, or a total funding goal of \$100,000 needed to complete the space.

“Prior committed funding” constitutes funds provided by a project stakeholder: the local unit of government, a non-profit entity, private source, or other state or federal agencies, which are committed to the project scope of work before and at the time of application. All projects are encouraged to have prior committed funding before participating in the PSCP program, however, this is not a requirement for projects under \$100,000 in total development cost. Projects must be able to complete development from previously committed funding and crowdfunded dollars along with PSCP match. **Projects over \$100,000 in total development costs must have all other prior committed funding sources in place and will use the PSCP program to fill the remaining gap in development costs needed, up to \$100,000. The funding secured through this program must be the FINAL portion of funds needed to complete and activate the space. See funding scenarios below.**

Scenario 1:

Total project development cost: \$120,000
Prior Committed Funding: \$70,000
Financial Gap: \$50,000

- Patronicity Campaign Goal: \$25,000
- MEDC Match, if Patronicity Campaign Goal is achieved: \$25,000

Scenario 2:

Total project development cost: \$30,000

- Patronicity Campaign Goal: \$15,000
- MEDC Match, if Patronicity Campaign Goal is achieved: \$15,000

Evaluation Criteria

Projects will be evaluated on a variety of factors, including, but not limited to:

- a defined and focused project
- the overall impact of the project on the community and placemaking efforts
- local financial commitment and documented plan of how to attain the necessary match needed
- project location (preference is given to projects connecting to or located in a traditional downtown)
- project start and completion date

Other Criteria

- Projects must demonstrate the activation of a new or distressed public space or community place.
- This program is to be used for investments in permanent improvements unless event-based as previously described.
- Projects must hit the crowdfunding target by the 60-day deadline or else they will not receive the grant money.
- **Project Videos:** Project creators are responsible for producing their pitch video for their project page. MEDC Videography staff has produced a helpful ‘How To’ video to assist those making a video for their PSCP campaign. **The ‘How To’ video can be found here: <https://youtu.be/fXxO7XbDTmM>**
- Patronicity will provide crowdfunding support to those awarded through technical and strategic assistance.
- Any individual donor/entity can donate a maximum of \$10,000 or 35% of the goal to the raise (*whichever is lesser*).
- Grant disbursements will be negotiated on an individual basis depending on the needs of the project and community.

- It is not required that the projects are competitively bid, but it is highly recommended.
- Grants will only be made to an applicant deemed eligible by the MEDC
- **Projects must complete project construction within one (1) year of receiving MEDC match funds**

Project Process Flow

- **STEP 1- Tell Us About Your Project**
Applicants will utilize the Patronicity website to build out a basic profile for their project. This profile acts as the initial application. Once a project page is started, Patronicity will make contact with the applicant. Applicants may be required to acquire a solicitation license.
- **STEP 2- Patronicity Review**
Patronicity will perform an initial screening of the project and profile. Patronicity staff may request additional information to determine the project's appropriateness for crowdfunding.
- **STEP 3- MEDC/MML Review**
If the project passes the initial Patronicity review, projects will be forwarded to the review team and evaluated on the criteria noted in this document. MEDC/MML staff may contact the applicant for more information.
- **STEP 4- Patronicity Polish & Video Production**
If approved by the review team, Patronicity will then engage fully with the applicant to polish off the project page and prepare the campaign to launch. Project creators can produce their own pitch video for their campaign (optional). MEDC Videography staff has produced a helpful "How To" video to assist those making a video for their PSCP campaign. The video can be found at the link here: <https://youtu.be/fXxO7XbDTmM>.
- **STEP 5- Project Goes Live!**
Start crowdfunding! Patronicity will provide technical assistance as needed throughout the raise period.
- **STEP 6- Implementation**
If the crowdfunding campaign is successful, MEDC will match the funds raised and implementation can soon follow.



MEDC Qualifications for Public Spaces Community Places (PSCP)

- Placemaking project must be within a municipality that has a traditional downtown (project does not need to be in downtown area) or is otherwise certified in the Redevelopment Ready Communities program.
- Must activate Public Space, Community Place. (Refer to Overview Guide)
- To receive the match, the organization must be municipality or L3C. 501c3 can also apply if able to produce a Solicitation License or letter of exemption.
 - No fiduciaries or fiscal sponsors allowed.
 - Municipalities and L3C's can apply without a solicitation license or exemption.
- Project must have city/local approvals for proposed project when/if necessary
- Dollars from campaign must allow for project to open to the public and be activated
- May have additional phases but this must be final funding for this phase
- Project must complete construction within 1 year of receiving MEDC match

Additional MEDC Parameters

- Must hit your goal to receive the match within campaign timeframe. Will not match exceeded funds raised.
- Maximum single entity contribution is \$10,000 or 35% of goal (whichever is lesser)
- Video must include mention & logo of match by MEDC
- MEDC must be the first to put out a Press Release discussing the project and that it will be receiving a match. Can coordinate other Media Strategies with MEDC post approval. Allow 5 days for Press Release coordination after approval, cannot launch without presser.
- For offline donations, contributions are eligible towards the match when added to project page. **Must produce scanned copies of checks or bank deposit slips for verification.**
- Reporting measures necessary:
 - Total Square Footage of entire project
 - Total Cost (*estimated budget*) of the project (including prior inputs)
 - Hi-Res Before & After photos of space after completion (2-4 pictures)
 - Provide updates regarding Ribbon Cuttings/Grand Openings with at least two weeks notice for MEDC presence.
 - Provide updates of how the space is being used by the community.

Timeline (Assume Business Days)

- Allow 5 days for approval/denial
- Allow 2-3 weeks+ for video production/shooting

- Allow 5 days for press release after approval (cannot launch without presser)
- Allow 25 days for match to process after completion & submission of Solicitation License
- 14 days notice required of grand opening events to coordinate MEDC attendance

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City of Williamston

161 E. Grand River Avenue, Williamston, MI 48895

517-655-2774; fax 517-655-2797; www.williamston-mi.us; info@williamston-mi.us

Facebook – Williamston City Hall

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To: DDA Board
From: Corey Schmidt, City Manager
Date: February 16, 2021
Subject: Put Your Town On The Map Grant Competition

Recommended Motion

Motion to approve submission of an application to the Put Your Town On The Map grant competition in support of the downtown water trailhead and parking lot project.

Background

The Community Economic Development Association of Michigan (CEDAM) is running a grant competition called “Put Your Town On The Map.” CEDAM is seeking pitches from communities that will energize the town and create momentum that builds on a stronger sense of communities. The flyer for the program is enclosed, which provides details on project ideas and timelines.

The grant is funded by the Consumers Energy Foundation, and to be eligible a community must be in the Consumers Energy service territory. Williamston fits this standard. I spoke with the coordinator at CEDAM about applying for this grant to provide “gap” financing for our downtown water trailhead and parking lot project. She indicated that this type of project would fit the criteria for the program since it has direct ties to tourism and placemaking in the traditional downtown area. This project idea has been in the pipeline for 20+ years for just these reasons.

The grant process includes submission of a simple project proposal, which is vetted by a panel in order to select a top ten. The top ten are invited to create a video presentation for CEDAM’s annual conference in April. Top prize receives \$25,000, second prize receives \$15,000, and third prize receives \$10,000.

The case we would make in our pitch is that this grant would help us at any of the three levels. At the second and third prize levels, the grant would allow the DDA to fund some or all its \$15,000 match with outside funds. This would either free up the DDA funds for another purpose or allow the DDA to complete some of the site amenities that are not currently funded through the grant. This could also help if project bids come in above the estimate. If awarded the first prize, then the entire match would be funded with an additional \$10,000 to go back into the site amenities or overages.

We see this as a low-risk grant application, with no match required. We are seeking the Board’s support to apply.

Attachments

Put Your Town On The Map Flyer

Put Your Town On The Map

Consumers Energy Foundation Pitch Competition

The Consumers Energy Foundation is offering grant opportunities to help put your community on the map. We are seeking innovative ideas that will energize your town and create momentum that builds a stronger sense of community. If you are selected, you will be invited to submit a video to be presented to a panel of judges during the Small Town & Rural Development Conference. The top three presentations will be awarded one of three grants:

First Place:
\$25,000

Second Place:
\$15,000

Third Place:
\$10,000



Sample Topics to Put Your Community on the Map

- Downtowns – store vacancies, attracting visitors, housing, etc.
- Social – housing, education, employment, etc.
- Placemaking
- Tourism
- Youth community engagement
- Community pride
- Unifying or strengthening the community
- Business acceleration, retention, attraction

How to Submit Your Idea

Visit <http://cedamichigan.org/rpm/conference-rpm>
Complete the online form and click submit.
Grant winners will be selected and announced at the Small Town and Rural Development Virtual Conference. Funds will be presented to winning communities at a scheduled time following the conference.

For more information, contact acmoody@cedam.info

Who is Eligible?

- Rural municipalities with a population up to 10,000
- Could be local government, non-profit (501c3), chamber of commerce or a type of similar group.
- This competition is community-focused; no individuals, businesses, corporations or LLCs
- Idea presented must be conceptual or in the startup phase; previously attempted projects not allowed
- Community must be in the Consumers Energy natural gas or electric service territory
- One submission per community/municipality

Pitch Competition Schedule

- February 24: Submissions due to CEDAM by 11:59 p.m.
- March 4: Finalists selected and notified
- March 26: Video presentations due to CEDAM
- April 13: Pitch presentations shared at conference

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2021 Pitch Competition Application

Please submit your pitch competition application by filling out the form below.

* Required

Community/ Municipality: *

Your answer

Contact Person: *

Your answer

Phone: *

Your answer

Email *

Your answer

Street Address *

Your answer



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City/State/Zip *

Your answer

Tell us how your idea will put your community on the map: *

Your answer

Tell us how the funding will help you implement your idea: *

Your answer

Submit

Never submit passwords through Google Forms.

This form was created inside of CEDAM. [Report Abuse](#)

Google Forms

