

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

June 19, 2025, Meeting - Communication

To: DDA Members and Staff

From: Dan King

Date: June 16, 2025

Subject: Information Regarding June 19, 2025, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday June 19th** in the Council Chambers, second floor of City Hall.

5. Financial Statement and Budget Review

Budget data has been updated through May 31, 2025. City Council has adopted the Fiscal Year 2025/2026 budget which included the DDA 2025/2026 annual budget. The following is a short list of changes that staff have been requested to explain:

- The Sponsorship/Donation line-item budget has been increased to an aggregate of \$17,000. Historically the following have been allocated: Chamber of Commerce - \$2,000, Summerfest - \$1,000, Jingle and Mingle - \$4,000, Ball Drop - \$2,000, Farmers Market - \$1,500, and TAC Hastings Live support - \$5,925.
- Ground and Maintenance has not been an actively used account. For FY 25/26 \$37,550 has been budgeted for the following items: Cotant's streetscape pots and beds, winter plantings in the pots, Adopt-A-Corner has been moved from Community Services, and new this year will be the purchase of the "Mayor's" tree that will be placed in the Splash Pad area.
- \$20,000 has been added for Land Improvements to improve the vacant lot where the former Vinnies restaurant used to stand.
- \$67,000 has been allocated to Other Contracted Services to accommodate the underground placement of overhead lines at the Thornapple Plaza.
- Contributions to other Governments have been reduced to \$200,000 to reflect the agreed upon amount of General Fund contribution for DDA 88/former Kmart Plaza.

6. Façade and BEIG Update

The façade grant spreadsheet has been updated through May 31, 2025.

8. Old Business:

Discussion will continue regarding the DDA appetite to participate in the Level Up campaign currently underway by the Barry County Chamber of Commerce and Economic Development Alliance.

One RFP for strategic plan development was received. The MEDC has approved funding 75% of the cost of the plan development.

Discussion will continue regarding videography of the downtown.

9. New Business

Troy Dalman has submitted a façade grant application for his building at 128 W. Mill.

Carole Barlow has submitted a façade grant application for her building at 111 W. State St.

Carole Barlow has submitted a BEIG loan application for her building at 111 W. State St.

The static billboard and social media advertising contract with Outfront Media will expire on June 30th. Outfront has agreed to continue the contract under the current pricing structure.

Since it has been several years since the BEG loan standards have been reviewed, it is prudent for the DDA to review the program for any possible revisions.

The first required Public Act 57 of 2018 will be conducted during the meeting.

The City of Lapeer has developed a Hometown Hero banner program to honor Veterans. Information regarding Lapeer's program has been provided for discussion.

Please let us know if you are unable to attend the meeting.

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday June 19, 2025

MEETING AT CITY HALL

1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Pledge to the Flag
3. Approval/Additions/Deletions to Agenda
4. Approval of Minutes – Review Minutes from the April 17, 2025, Regular Meeting
5. Receive Financial Statements & Budget Review
6. Façade update
7. Open Public Discussion and Comments
8. Old Business:
 - A. BCCEDA Funding Request Discussion
 - B. Strategic Plan RFP Response
 - C. Videography Discussion
9. New Business
 - A. Façade Grant Request from Troy Dalman at 128 W. Mill.
 - B. Façade Grant Request from Carole Barlow at 111 W. State Street.
 - C. BEIG Loan Request from Carole Barlow at 111 W. State Street.
 - D. Outfront Media Contract Renewal Discussion
 - E. BEIG Loan Policy and Standards Discussion
 - F. PA 57 of 2018 Informational Meeting
 - G. Hometown Hero Banner Discussion
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority

DRAFT Meeting Minutes

April 17, 2025

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:00 a.m. by Woods

Roll Call –

Present: Albrecht, Baker, Button, Hatfield, Peterson. Schantz, Tossava, Wiswell, Woods, Patterson (student member)

Absent:

City Staff and Appointees: Ponsetto, Resseguie

Others Present:

2. Pledge to the Flag-

3. Approval/Additions/Deletions to Agenda –

Motion by Wiswell, second by Peterson, to approve the agenda as presented.

All ayes motion carried.

4. Approval of Minutes –

Motion by Wiswell, second by Schantz, to approve the minutes as presented.

All ayes motion carried.

5. Financial Statements & Budget for Review –

Budget data, updated through March 31, 2025, was included in the DDA packet for review.

6. Façade and BEIG Update-

Façade and BEIG spreadsheets, updated through March 31, 2025, were included in the DDA packet.

7. Open Public Comment and Discussion – None

8. Old Business-

A. BCCEDA Funding Request Discussion-

DDA Board members discussed the request and directed staff to ask a representative from the BCCEDA to attend the May 15, 2025, DDA meeting to answer questions.

B. Strategic Plan Request for Proposals Information-

The request for proposals for a DDA Strategic Plan was included in the DDA packet as an information item.

9. New Business

A. Façade Grant Application Reimbursement for Nathan Winnick, as 228 N. Jefferson St.

Information only, no action required.

10. DDA Member Comment –

Wood said the DDA Marketing Committee would discuss hiring a videographer to do some promotional videos for the DDA.

Peterson said the Barry-Roubaix was good for business this year but suggested that letters should be sent to residents on Green St., notifying them of the event and timing of road closures next year.

Baker said the Jingle & Mingle Golf Outing Fund Raiser is scheduled for July.

Patterson said Hastings High School was holding its annual Follies tonight in the Hastings Performing Arts Center.

Hatfield asked staff to consider scheduling an evening Art Hop after the new sculptures are installed downtown.

11. Open Public Comment and Discussion – None

12. Adjournment

Motion by Wiswell, second by Baker, to adjourn.

All ayes, motion carried

Meeting adjourned at 8:34 a.m.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

DDA Budget 2024/2025 June 12 2025 Update (thru 05.31.2025)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.100.404.000	Tax Capture	\$ 725,000	\$ 753,946	\$ 753,946	\$ 760,000
248.100.573.000	LCSA Appropriation	\$ 60,000	\$ 51,492	\$ 51,492	\$ 50,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ 5,000
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 1,000	\$ 400	\$ 500	\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 250	\$ 524	\$ 600	\$ 300
248.100.665.000	Interest Earned	\$ 16,000	\$ 37,872	\$ 40,000	\$ 20,000
248.100.672.000	Other Revenue (RAP Grant Proceeds)		\$ 237,250	\$ 474,500	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 700		\$ -	\$ 500
Total Revenue		\$807,950	\$ 1,081,484	\$ 1,321,038	\$ 836,300
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies	\$ 500			\$ -
248.728.801.000	Annual Streetscape Bonding Fee		\$ 500	\$ 500	\$ 500
248.728.803.000	Administrative Services	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000
248.728.807.000	Planning Services (Strategic Plan)	\$ 2,000			\$ 5,000
248.728.816.000	Security Services-Splash Pad				\$ 1,167
248.728.824.000	MSI-lease, install, repair sculptures				\$ 22,200
248.728.830.000	Other Contracted Services				\$ 67,000
248.728.861.000	Transportation (Milage)	\$ 100			
248.728.872.000	Parking SAD	\$ 15,962	\$ 15,962	\$ 31,924	\$ 15,962
248.728.879.000	Website	\$ 650	\$ 965	\$ 965	\$ 1,000
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 12,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 5,000
	Michigan Trails Magazine	\$ 812	\$ 812	\$ 812	
	Hastings Reminder - Holiday	\$ 2,000	\$ 3,000	\$ 3,000	
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
	J-Ad Streetscape Construction		\$ 918	\$ 918	
248.728.884.000	Billboards	\$ 9,000	\$ 10,200	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,874	\$ 1,874	\$ 2,000
248.728.886.000	Videography	\$ 4,000			\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 1,000
248.728.891.000	Licenses and Fees	\$ 250	\$ 32	\$ 32	\$ 250
248.728.900.000	Printing and Publishing	\$ 8,000			\$ 5,000
	J-Ad Dine - Hastings Live	\$ 700			
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)	\$ 2,700			
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850	\$ 310		
	Progressive Graphics Rack Cards	\$ 500	\$ 304		
	J-Ad (Downtown Parking Brochures)	\$ 250	\$ 249	\$ 249	
	Hastings Live Booklets				
	Progressive Graphics (Name Badges)		\$ 17		
	Hastings Live Rack Cards				
	Sculpture Tour Booklets				

Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 500	\$ 45,747	\$ 58,541	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 14,000			\$ 17,000
	Chamber of Commerce	\$ 2,000	\$ 2,050	\$ 2,050	
	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 4,000	\$ 4,000	
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	
	Farmer's Market	\$ 1,500	\$ 1,500	\$ 1,500	
	TAC Hastings Live Support	\$ 5,925			
248.728.911.000	Conferences/Trainings	\$ 1,000			\$ 1,000
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
248.728.912.000	Meetings	\$ 100			\$ 100
248.728.915.000	Membership Dues	\$ 600			\$ 600
	West Michigan Tourist Assoc.	\$ 284	\$ 284	\$ 284	
	MI Festivals and Events	\$ 250			
248.728.918.000	Water/Sewer		\$ 10,043		\$ 10,000
248.728.920.000	Electric		\$ 540	\$ 600	\$ 2,500
248.728.921.000	Gas		\$ 570	\$ 700	\$ 700
248.728.929.000	Gd. Repair/Maint. Winter Pot Décor.		\$ 8,530	\$ 8,530	\$ 37,550
248.728.929.010	Snow Plowing and Removal	\$ 5,000	\$ 520	\$ 3,000	\$ 5,000
248.728.930.000	Repair and Maintenance	\$ 100			\$ 1,000
248.728.940.000	Equipment Fund Rental	\$ 5,000	\$ 3,675	\$ 594	
248.728.946.000	Engineering Services				
248.728.974.000	Land Improvements (Depreciable)				\$ 20,000
	MC Smith Streetscape Design		\$ 12,646	\$ 12,646	
	Streetscape Project		\$ 678,921	\$ 678,921	
	Signage		\$ 7,074	\$ 7,074	
	Kendall Electric		\$ 924	\$ 924	
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Water/Sewer Improvement/Scape				
248-728-980-010	Street Furniture		\$ 36,270	\$ 36,270	
248.728.974.010	Land Improvements (Non-Dep)	\$ 14,500			\$ 8,000
	Sculpture Bases		\$ 3,375	\$ 3,375	
	Consort				
	Sculpture Purchase				
	Spray Plaza Maintenance				
	Social District Signage		\$ 724	\$ 724	
248.728.978.010	Technology - Non Depreciable				
248.728.991.000	Façade Improvement Grants	\$ 50,000	\$ 23,460	\$ 46,900	\$ 50,000
248.728.992.000	Interest on Streetscape Debt	\$ 197,400	\$ 197,400	\$ 197,400	\$ 103,700
248.728.993.000	Principal on Streetscape Debt				

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Line Item DDA Budget FY 23/24

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BARRY COUNTY

CHAMBER & ECONOMIC DEVELOPMENT ALLIANCE

221 West State Street Hastings, MI 49058 | 269.945.2454 | Mibarry.com | jennifer@mibarry.com

Municipality: _____

Barry County Chamber and Economic Development Alliance Memorandum of Understanding

This Memorandum of Understanding (MOU) sets the terms and understanding between the Barry County Chamber and Economic Development Alliance ("BCCEDA") and the Township/Village/City ("Municipality") to promote Barry County as a destination for new business investment, to generate and verify independent leads, and to support business retention, attraction, and expansion efforts. The Chief Elected Official, or their delegate, shall be authorized to execute this MOU on behalf of the Municipality. This MOU will be reviewed annually by both parties to ensure alignment with shared goals and priorities.

Purpose

The Barry County Chamber and Economic Development Alliance (BCCEDA) unites business, government, and community leaders to drive economic growth and strengthen Barry County's competitive edge. The Alliance actively champions policies that foster economic opportunity and takes the lead in attracting new businesses and investments to the area. By partnering with local industries, educational organizations, and economic development stakeholders, BCCEDA develops collaborative strategies to address key challenges and create a vibrant, thriving community.

Shared Principles

Barry County and the Barry County Chamber and Economic Development Alliance (BCCEDA) recognize the power of collaboration in advancing economic development initiatives that create regional and shared benefits. To strengthen the county's economic future, we invite Villages, Townships, and the city to actively participate in these efforts, ensuring every community experiences meaningful growth and investment.

As a trusted partner of the County, BCCEDA advocates for policies and initiatives that enhance regional competitiveness. This includes fostering opportunities for existing, expanding, and new industries, driving job creation, training skilled workers, generating revenue, and enabling sustained economic growth. With a strong commitment to workforce development, infrastructure improvements, placemaking, and preserving Barry County's agricultural and manufacturing heritage, BCCEDA works to ensure that economic initiatives align with the distinct needs of each local unit of government, fostering long-term prosperity across the county.

By working together, BCCEDA, Barry County, and its municipalities can enhance the planning, coordination, and execution of economic development initiatives. Through strategic partnerships with businesses, nonprofit organizations, government entities, and educational institutions, we can maximize resources and drive impactful changes. These collective efforts will attract new businesses, support the

retention and expansion of existing industries, and position Barry County as a thriving, business-friendly region where every local government plays a vital role in economic success.

Guided by our mission, vision, and core values, this partnership embraces a regional approach to:

1. Reduce duplicative efforts,
2. Achieve greater economies of scale,
3. Optimize the use of available resources, and
4. Create an environment that is highly attractive to private investment.

By investing in our people and nurturing local talent, Barry County and BCCEDA will cultivate a skilled workforce, drive long-term prosperity, and build an economy rooted in homegrown success. By equipping our residents with the tools and opportunities to thrive, we ensure a strong, self-sustaining future for our communities.

Services to be provided by the Barry County Chamber and Economic Development Alliance

Through its partnership with Barry County government, the Barry County Chamber and Economic Development Alliance (BCCEDA) works collaboratively with Barry County and other regional economic development stakeholders to:

- A. Develop Barry County's comprehensive economic development strategy, value proposition, and messaging framework; and
- B. Promote Barry County as a premier location for business operations, inclusive and sustainable economic growth, talent attraction, and job creation through targeted local, national, and international marketing campaigns and business development initiatives.

Due to the increased demand for community-specific economic and community development services—and the resulting need for additional staffing, the BCCEDA is committed to providing the following enhanced services to local units of government based on their selected level of annual investment:

Investment Level #1 – \$5,000 Annually

1. Two annual Municipality-specific Placer AI reports of your choosing.
2. Participation in up to (2) strategic planning sessions to align Municipality priorities with county-wide initiatives.
3. Progress meetings with BCCEDA staff as appropriate.
4. Dedicated assistance with site development and readiness.
5. Direct support for tourism and local event promotion.
6. Marketing support for local businesses and attractions.

Investment Level #2 - \$10,000 Annually

1. All Investment Level #1 Services.
2. Two additional (four in total) annual Municipality-specific Placer AI reports tailored to your needs.
3. Assistance with local workforce development programs.
4. Development of Municipality-specific economic strategy outcomes.
5. Regular communication between BCCEDA staff and Municipality officials.
6. Comprehensive infrastructure planning support, including broadband, housing, and transportation.

Investment Level #3 - \$25,000 Annually

1. A BCCEDA staff member will dedicate up to 25% of their time exclusively to Municipality initiatives.
2. All Investment Level #2 Services.
3. Two additional (six in total) annual Municipality-specific Placer AI reports.
4. Priority access to BCCEDA's economic development team.
5. Customized business attraction & marketing strategies.
6. Municipality-specific economic strategy, including tourism, placemaking, and business-friendly initiatives.
7. Participation in high-impact regional initiatives.
8. Support for public-private partnerships & infrastructure planning.
9. Real-time economic & market intelligence tools.
10. Business Retention & Expansion (BRE) strategy.
11. Community engagement through annual town hall sessions.

Responsibilities of the Municipality

- Provide funding to BCCEDA based on the selected investment level annually.
- Designate a point of contact to liaise with BCCEDA.
- Actively participate in strategic planning and progress meetings.
- Provide documentation and project notes in a timely manner.

Responsibilities of BCCEDA

- Delivery of economic development services as outlined in this MOU based on the Municipality's funding level.
- Provide timely communication and reporting to the Municipality.
- Ensure equitable allocation of resources based on contribution levels.

Amendments

This MOU may be amended by mutual written consent of both parties.

Confidentiality

BCCEDA and the Municipality agree to maintain the confidentiality of all sensitive business or development information shared under this agreement. Neither party shall disclose proprietary information to third parties without prior written consent unless required by law.

Duration / Termination

This contract shall automatically be renewed for successive one-year terms unless either party provides written notice of termination at least sixty (60) days prior to the end of the current contract year. Failure to provide such notice will result in the contract continuing under the same terms and conditions for the subsequent year.

Signatures

For: Barry County Chamber and Economic Development Alliance

Signature: _____ Date: _____

Name: Jennifer Heinzman

Title: President and CEO

For: _____

Signature: _____ Date: _____

Name: _____

Title: _____

CITY OF HASTINGS

DOWNTOWN DEVELOPMENT AUTHORITY STRATEGIC PLAN

PRESENTED BY
NATE GEINZER
Founder & CEO

APRIL 28, 2025





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COVER LETTER



Proposal for City of Hastings DDA Strategic Plan

Dear Mr. Dan King,

The City of Hastings stands at a meaningful moment to shape the future of its historic downtown through a strategic planning process that is both actionable and rooted in community collaboration. A well-executed plan will serve as a foundation for aligning public priorities, strengthening communication, supporting sustained economic growth, and reinforcing the unique identity that makes downtown Hastings special.

At Double Haul Solutions (DHS), we are committed to helping local governments and downtown development authorities develop strategic approaches that are inclusive, implementation-ready, and community-driven. Our team brings decades of experience across municipal management, communications, organizational development, and economic vitality, allowing us to approach projects with a full range of capabilities and perspectives. Our consultants, each profiled in the attached proposal, offer specialized expertise to support both the planning process and the long-term success of your strategic goals.

In recognition that planning is only the first step, we are also pleased to offer an optional Implementation and Tracking Support package. Through this service, DHS can provide continued assistance after the strategic plan is adopted, helping the DDA stay focused on key priorities, monitor measurable progress, and maintain public engagement. This added support offers a direct bridge between plan creation and successful execution, ensuring the work translates into tangible outcomes for downtown Hastings.

This proposal reflects our commitment to listening first, leading with clarity, and delivering results that reflect the values and aspirations of the Hastings community. Through thoughtful facilitation, comprehensive engagement, and a transparent planning process, DHS stands ready to partner with you to craft a plan that is locally grounded and future-focused.

We appreciate your consideration of our proposal and would welcome the opportunity to collaborate with the City of Hastings DDA. Please feel free to reach out with any questions or to discuss how we can further tailor the planning and implementation process to best meet your goals.

Sincerely,



Nate Geinzer
Founder & CEO
Double Haul Solutions

DOUBLE HAUL SOLUTIONS

“Great leadership is in our nature.”

HOW WE SERVE

-  Community Engagement
-  Strategic Planning
-  Organizational Development
-  Project & Program Support
-  Economic Development

OUR STORY

Since 2005, Nate Geinzer has been committed to advancing communities through thoughtful leadership and a deep understanding of public service. His experience, spanning chief executive roles to supporting management positions, has been defined by fostering meaningful connections and delivering practical, innovative solutions tailored to the unique challenges of local government.

In 2021, Double Haul Solutions (DHS) was established with a clear vision: to cultivate thriving communities through strategic collaboration and forward-thinking approaches. DHS is built on the principles of trust, innovation, and alignment with a focus on delivering sustainable and purpose-driven results. We take pride in equipping communities with the tools, strategies, and leadership needed to achieve their long-term goals, whether through strategic planning, economic development initiatives, or interim management support.

With decades of collective experience, our team approaches each project with professionalism, expertise, and a shared dedication to excellence. At DHS, we help communities and organizations reach further by aligning their goals with actionable strategies, fostering meaningful relationships, and overcoming obstacles to progress. Recognizing that every community is unique, we craft tailored solutions that address distinct challenges while driving sustainable growth and operational efficiency. Together, we can navigate complexities, build stronger foundations, and create resilient, vibrant communities.

OUR VISION

Creating Thriving, Purpose-Driven Communities, Organizations, and Teams.

OUR MISSION

Helping clients reach further and cut through the winds of everyday challenges.

A Definitive Decision.

WHY CHOOSE US



Prioritizing partnerships with authentic leaders who share our vision, purpose, and values of creating better communities for the future is paramount to us. Going above and beyond is in our team's DNA and essential to sustainable long-term progress. Double Haul Solutions can tailor its project teams to your unique needs and requirements.

CLIENT PORTFOLIO



CLIENT	SCOPE OF WORK	TIMELINE
Baker Tilly	Subject Matter Expertise	Ongoing
Barry County	Human Resources Policy Support	2024
City of Berkley	Executive Search (Finance Director)	2023
City of Berkley	Interim City Management & Transition Support	2024
City of Ionia	Community Development Project Facilitation	2024
City of Ludington	Executive Search (City Manager)	2024
City of Mount Clemens	City Commission Goal Setting	2022
City of Mt. Pleasant	Executive Search (Finance Director)	2024
City of Northville	Strategic Project Prioritization	2022
City of Northville	Interim Housing Director	2023
City of Northville	Project Management Support	2023
City of Port Huron	Community/Economic Development Support	2023-2024
City of Royal Oak	Executive Search (City Manager)	2024
City of Saline	Executive Search (City Manager)	2025
City of Saline	Executive Search (DPW Director)	2024
City of Tecumseh	City Council Facilitation	2025
City of Tecumseh	Team Building	2022
City of Traverse City	Interim City Management	2023
City of Traverse City	Downtown Development Authority Executive Search (DDA Director)	2024
City of Whitehall	Executive Search (City Manager)	2025
City of Zeeland	Financial Sustainability Review (w/Municipal Analytics)	2025
DeWitt Charter Township	Executive Search (Township Manager)	2024
DeWitt Charter Township	Strategic Planning	2025
Downtown Ferndale	Governance Training & Team Building	2024
Ottawa County	Executive Search (County Administrator)	2025
Saline Area Fire Department	Governance Training & Team Building	2024
Village of Dundee	DDA/Council Training & Facilitation	2025
Village of Dundee	Executive Search (Village Manager)	2024
Village of Lexington	Team-Based Village Management Services	2023-Current
Village of Pentwater	Executive Search (Village Manager)	2024

FIRM INFORMATION AND REFERENCES



Organization Information

Double Haul Solutions
Brighton, MI 48116
248- 207-5293 (c)
EIN: 87-2174640
EST: October 2021

DHS Project and Professional References

Bridget Dean, Mayor
City of Berkley, MI
bdean@berkleymi.gov
248-930-0544

Crystal VanVleck, City Manager
City of Berkley, MI
586-596-8680
cvanvleck@berkleymi.gov

Mary Marshall, Village President
Village of Pentwater, MI
231-869-8301
president@pentwatervillage.org

Rick Galardi, Supervisor
DeWitt Charter Township
517-281-9707
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Niccolas Grochowski, City Attorney
Royal Oak, MI
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Jill Bahm, AICP, Partner
Giffels Webster
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jbahm@giffelswebster.com

DOUBLE HAUL SOLUTIONS TEAM

A Strategic Partnership for Lasting Leadership



We bring a strategic, hands-on approach to municipal planning and leadership development. Our team is composed of professionals with deep expertise in stakeholder engagement, data-driven decision-making, and community-focused leadership. We understand that guiding a municipality through a strategic planning process requires not only technical knowledge but also the ability to facilitate meaningful conversations and build consensus.

With experience working across Michigan's diverse communities, our team specializes in fostering inclusive, people-driven strategies that ensure local voices shape the path forward. We emphasize transparency, collaboration, and actionable planning, ensuring that the City of Hastings' DDA strategic priorities are not only identified but also realistically implemented.

From gathering public input and facilitating workshops to crafting actionable recommendations, DHS provides the expertise and structure needed to support a smooth and effective strategic planning process. Our commitment extends beyond simply delivering a plan—we strive to create a foundation for long-term success, ensuring that Hastings' DDA leadership has the tools and guidance needed to build a thriving future for its businesses, residents, and community stakeholders.

MEET OUR CORE TEAM

Helping communities reach further.

NATE GEINZER



Founder & CEO;
Community Leadership
Specialist

APRIL LYNCH



DHS Partner;
Organizational Development &
Executive Leadership Coach

MITCH FOSTER



DHS Partner;
Economic Vitality & Small
Community Specialist

PETER CHAPMAN



DHS Partner;
Community-Led
Development Specialist

TORRI MATHES



DHS Partner;
Communications &
Engagement Specialist

SARAH SANTIAGO



DHS Partner;
Mental Health & Well-Being
Specialist, Licensed Professional
Counselor

ZACHARY SZYMANSKI



DHS Collaborator;
System Operations &
Management Analyst

TERESA GILLOTTI



DHS Collaborator;
Community Development &
Engagement Specialist

AMANDA OPALEWSKI



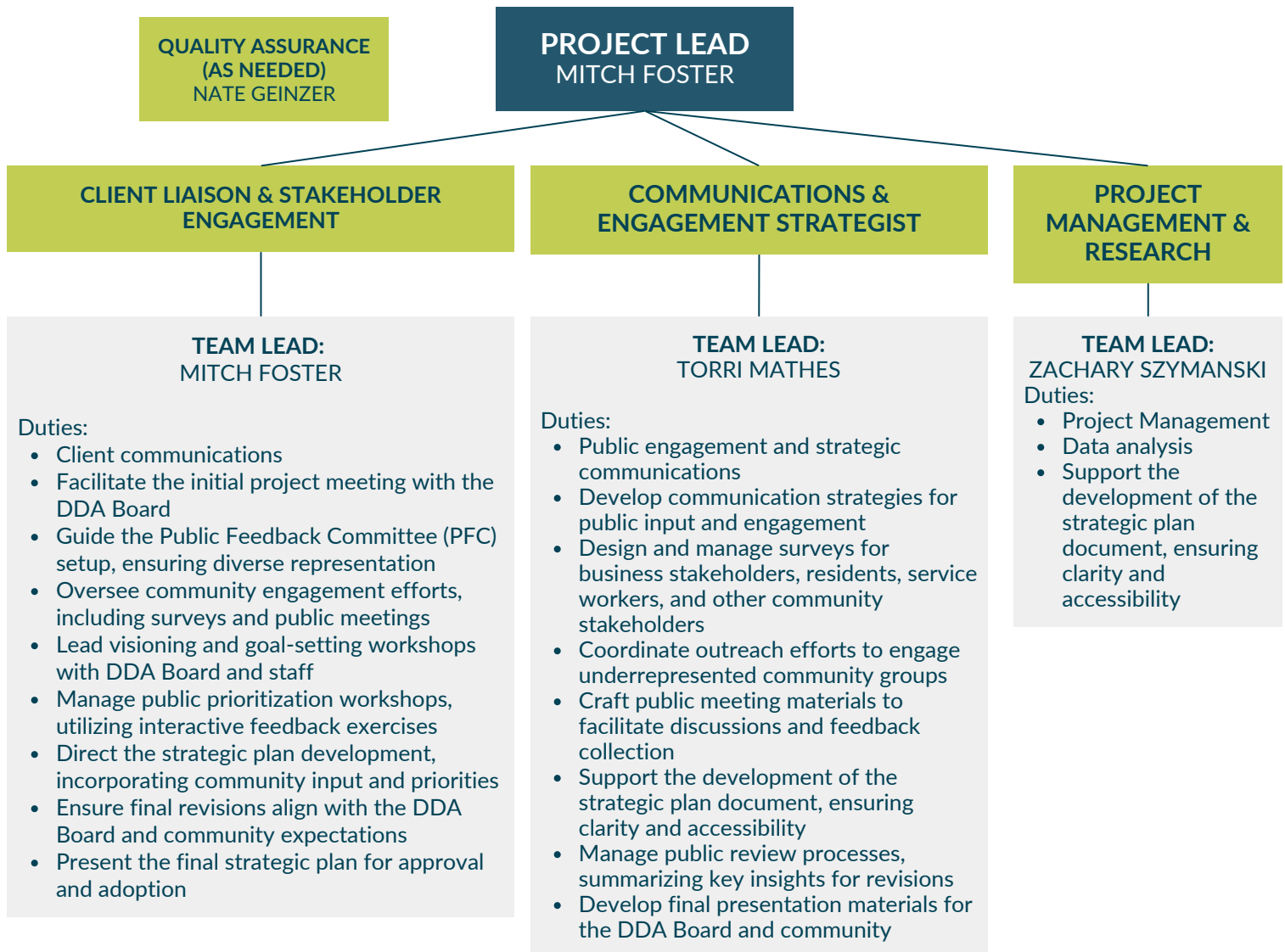
DHS Collaborator;
Management & Engagement
Analyst

NANCY MAURER



DHS Collaborator;
Team and Leadership
Development Facilitator

STRATEGIC PLANNING TEAM



“

“I can report with all honesty that Double Haul was without a doubt the most professional, well organized/systemized and communicative service we have experienced. Nate and his diverse-staff are highly intelligent individuals, experienced in their various specialties and, enjoyable to work with.”

- Rick Gilardi, Supervisor, DeWitt Charter Township

”



YEARS EXPERIENCE

10

EDUCATION
MASTER OF PUBLIC
ADMINISTRATION -
UNIVERSITY OF
NEVADA, RENO

BACHELOR OF
SCIENCE, POLITICAL
SCIENCE - NORTHERN
MICHIGAN
UNIVERSITY

SPECIAL EXPERTISE
COMMUNITY
DEVELOPMENT

ECONOMIC
DEVELOPMENT

VISIONING

STRATEGIC PLANNING

PLACEMAKING

TOWN/GOWN
COLLABORATIONS

CONSULTANT PROFILE

MITCH FOSTER

Mitch Foster is the Vice President of Administrative Services at West Shore Community College, having transitioned from a successful career in local government. Before joining the college, Mitch served as the City Manager for the waterfront community of Ludington beginning in 2019. Prior to that, he was the Village Administrator for the Village of Winneconne, WI, as well as the Village Manager for the Village of Kingsley, MI. Mitch and his wife, Becky, have two children, Otto and Elle, who keep them on their toes. When not juggling their busy schedules, they relish living the lake life, with spare time filled with hiking, golf, and a healthy dose of good books.

Relevant Experience:

- West Shore Community College
 - Town/Gown relations
- City of Ludington, MI – City Manager
 - Capital Project Management
 - Economic Development
 - Led the Creation of the Ludington Brownfield Authority
 - Placemaking
 - Created Multiple Public Gathering Spaces Throughout the Community
 - Strategic Planning
- Village of Winneconne, WI – Village Administrator
 - Infrastructure Asset Management
 - Oversaw Multiple Million Dollar Infrastructure Projects (Water/Sewer/Roadway/Bridge)
 - Tax Increment Financing Planning and Projects
 - Created Industrial TIF Districts to Accomplish Job Retention/Creation
 - Human Resources
- Village of Kingsley, MI – Village Manager
 - Infrastructure Management Contracting
 - Oversaw Private Contract for Wastewater Plant Operations
 - Downtown Redevelopment
 - Brownfield Redevelopment Planning
 - Cooperative Planning work with Grand Traverse County Brownfield Authority

Relevant Training:

- Economic Development Basic Course: Michigan Economic Development Association
- Real Estate Development and Reuse: International Economic Development Council
- Entrepreneurship and Small Business Strategies: International Economic Development Council
- Business Retention and Expansion: International Economic Development Council

A Definitive Decision.

WHY CHOOSE US



Prioritizing partnerships with authentic leaders who share our vision, purpose, and values of creating better communities for the future is paramount to us. Going above and beyond is in our team's DNA and essential to sustainable long-term progress. Double Haul Solutions can tailor its project teams to your unique needs and requirements.



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248-207-5293

SERVICES FOR SMALL TOWNS

The Importance of Capacity, Recruitment, and Community Support

Small communities often face unique challenges in building capacity, attracting and retaining talent, and fostering meaningful community engagement. At Double Haul Solutions, we specialize in supporting small communities by providing strategic guidance, recruitment services, and tools to enhance capacity and build sustainable progress. We understand the importance of creating strong foundations, cultivating local pride, and encouraging incremental growth that aligns with your community's vision.

Our services focus on empowering small communities to achieve sustainable economic growth through a collaborative and proactive approach. By addressing critical needs and implementing thoughtful strategies, we help communities thrive while maintaining their authenticity and unique identity.

Mitch's Approach to Building Sustainable & Economically Viable Communities

My perspective on sustainable economic development highlights the critical role local governments play in fostering community investments. I emphasize developing entrepreneurial ecosystems, driving economic growth through human capital investments, cultivating social capital, enhancing the quality of place, and remaining dedicated to progress.

Vibrant downtowns are at the heart of successful communities, serving as regional destinations that attract talent and maintain authenticity. I believe in focusing on small, proactive steps that create incremental changes with significant impacts on community pride and private investment.

During my time in Winneconne, WI, and Ludington, MI, I showcased how even modest improvements around downtowns can dramatically enhance the pride of a community and inspire further development. This community-driven approach ensures development is sustainable and manageable, avoiding overwhelming projects while fostering lasting, meaningful progress.





YEARS EXPERIENCE
11

EDUCATION
WAYNE STATE UNIVERSITY:
MASTER OF PUBLIC
ADMINISTRATION,
HUMAN & FISCAL RESOURCE
MANAGEMENT

OAKLAND UNIVERSITY:
BACHELOR OF ARTS,
JOURNALISM &
BROADCASTING

SPECIAL EXPERTISE
STRATEGIC
COMMUNICATIONS

CRISIS COMMUNICATIONS

COMMUNITY ENGAGEMENT

MEDIA RELATIONS

DIGITAL MARKETING

INTERNAL
COMMUNICATIONS

BRAND RESEARCH &
MANAGEMENT

SOCIAL MEDIA MARKETING

CONSULTANT PROFILE

TORRI MATHES

Torri Mathes is an accomplished communications professional with a decade of hands-on experience in digital marketing, public relations, community engagement, and management across municipal and nonprofit landscapes. Her expertise lies in guiding, streamlining, and executing strategic communication initiatives. Torri's focus is to empower organizations with effective communication strategies and build stronger audience relationships through transparent communication, collaboration, and community connections. With a Master of Public Administration and a Bachelor of Arts in Journalism, coupled with certifications in emergency management and DEI, Torri brings a unique blend of expertise to the table, ensuring that organizations not only communicate effectively but also resonate deeply with their constituents.

Relevant Consulting Experience:

- Michigan Sustainable Business Forum – Communications and Media Relations Lead
- YouthTank Detroit – Strategic Planning and Communication Facilitation
- City of Brighton – Communication and Engagement Facilitation, Downtown Project Stakeholder Analysis, Strategic Communication Services
- Double Haul Solutions - Communications and Design Lead
 - City of Port Huron, Communication and Engagement Support
 - Traverse City DDA, Stakeholder Facilitation, Design Services
- Donor Synergy Consulting – Nonprofit Content Strategist Lead
 - Strategic Communications, Digital Marketing, and Social Media Management
- Web Content Management and Development
 - Donor Synergy Consulting, Elite Trauma Clean-Up, and Link Collective Inc.
- Ferndale Women's Affirmations Group – Strategic Planning and Communication Facilitation

Relevant Work Experience:

- City of Troy – Director of Communications and Engagement
 - Internal Communication Improvements
 - Communication Department Restructuring
 - City-wide Community Engagement Strategy Development
- City of Berkley – Director of Communications
 - Internal Communication Lead
 - Strategic Communication Development and Implementation, including Crisis Communications
 - Brand Development, Implementation, and Management
 - Community Engagement and Facilitation
 - Media Relations Management
- City of Auburn Hills – Media Communications Specialist
- Media Genesis – Senior Marketing Project Manager

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STRATEGIC COMMUNICATION SERVICES

What Strategic Communications Is & What It Is Not

Strategic communications is about more than just delivering information; it's about creating meaningful connections and driving action. It's a deliberate approach to understanding your audience, crafting messages that resonate, and engaging them in ways that foster trust and clarity.

Effective strategic communication shapes perceptions and guides outcomes with intention. It's not just about pushing out content or reacting to the latest trend—it's about having a long-term vision and ensuring every message aligns with your goals and values. What it's not is scattered or disconnected—it's never just a one-way street or a one-size-fits-all approach.

Torri's Strategy for Connecting Government and Community

When it comes to bridging the gap between governments and communities, my focus is on building trust and fostering real connections. I believe in communication that listens just as much as it informs.

My approach is centered on creating genuine connections that build trust and engagement within the community. Government communications should be more than just transactional. Communications should be about empowering people with the information they need, in a way that feels accessible and transparent. I help government organizations not just communicate, but connect—ensuring policies and initiatives don't just stay in the abstract but are grounded in the real needs and lives of the people. Listening is just as important as informing, and by building open channels for feedback, we can tailor communications that reflect the community's true needs and create meaningful dialogue.

This approach ensures that communication is a two-way street, leading to more responsive, sustainable solutions while fostering a sense of partnership rather than separation.





YEARS EXPERIENCE

3

EDUCATION

WAYNE STATE UNIVERSITY:
MASTER OF PUBLIC
ADMINISTRATION,
HUMAN & FISCAL RESOURCE
MANAGEMENT

WAYNE STATE UNIVERSITY:
BACHELOR OF ARTS,
POLITICAL SCIENCE, PEACE
AND CONFLICT STUDIES

SPECIAL EXPERTISE

POLICY ANALYSIS &
IMPLEMENTATION

SYSTEMS PROCESS
IMPROVEMENT

STAKEHOLDER ENGAGEMENT
& FACILITATION

STRATEGIC PLANNING &
PROJECT MANAGEMENT

TEAM & CONSENSUS BUILDING

CONSULTANT PROFILE

ZACHARY SZYMANSKI

Driven by his deep commitment to public service and the belief that government can be a force for positive change, Zack has dedicated his career to improving the lives of everyday people. With both a BA and MPA from Wayne State University, his expertise spans policy development, data-driven decision-making, systems improvement, and fostering consensus. Zack is passionate about ensuring equitable access to quality public education and essential services, firmly believing that no individual's opportunities should be determined by their zip code. As a proud Michigander, Zack strives to create meaningful change and strengthen the communities he calls home.

Relevant Consulting Work:

- Systems Administrator/Legal Assistant, Collins & Blaha P.C. Education Law Firm
 - Provided administrative and legal support, focusing on system improvements to streamline operations and enhance efficiency.
- Assistant Program Manager, The Borgen Project
 - Advocated for poverty reduction policies, engaging in grassroots mobilization and program management to drive meaningful policy change.
- Policy Fellow, Emgage Michigan
 - Worked to amplify the voices of underrepresented communities by supporting policy initiatives and fostering civic engagement.
- Assistant to Program Director, Wayne State Global Studies Program
 - Supported program administration and development, contributing to global studies initiatives and interdisciplinary collaboration.

Relevant Academic Experience:

- Leadership
 - Inaugural President, Wayne State University ICMA Chapter, fostering student engagement in public management and leadership.
- Coursework Expertise
 - Specialized in policy analysis, program evaluation, public budgeting and finance, managing public organizations and programs, organizational theory and behavior, Michigan politics, urban studies, and legislative processes.

A Definitive Decision.

WHY CHOOSE US



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OPERATIONAL SERVICES

What Public Service Operational Excellence Is & What It Is Not:

Operational excellence is about more than simply keeping systems running—it's about optimizing processes to meet the evolving needs of your community and organization. Effective operations require thoughtful design, adaptability, and alignment with organizational goals. It's not about sticking to "the way things have always been done" or waiting for problems to escalate before acting.

True operational excellence begins with listening—to frontline staff who implement processes and to the community members who rely on services. It requires a proactive approach to identifying inefficiencies, adapting workflows, and ensuring that systems are resilient, transparent, and scalable for the future. Neglecting operational gaps can turn manageable challenges into critical failures, which is why a commitment to continuous improvement is essential.

Zack's Approach to Operational Services:

I believe operational success is built on open communication, a willingness to learn, and a commitment to improvement. My approach starts with actively listening to employees and community members to uncover challenges and priorities, ensuring that solutions are grounded in real-world needs.

By fostering a culture of inquiry and collaboration, I help identify gaps in workflows and processes, offering actionable recommendations that balance efficiency with long-term sustainability. Ignoring small operational inefficiencies today can lead to major obstacles tomorrow, which is why I emphasize proactive strategies that enhance service delivery and ensure resilience.

Strong operations are the backbone of any successful organization. They allow teams to deliver consistent, high-quality services while staying agile in the face of change. Through thoughtful process design and a focus on continuous learning, I work to empower organizations to adapt, scale, and thrive—providing a strong foundation for achieving their mission and serving their community.





YEARS EXPERIENCE
20

EDUCATION
MASTER OF PUBLIC
ADMINISTRATION -
EASTERN MICHIGAN
UNIVERSITY

BACHELOR OF
SCIENCE, HISTORY &
SOCIAL SCIENCES -
EASTERN MICHIGAN
UNIVERSITY

SPECIAL EXPERTISE
STRATEGIC
LEADERSHIP

COMMUNITY
BUILDING

ENGAGEMENT/
FACILITATION

ECONOMIC
DEVELOPMENT

VISIONING

STRATEGIC ALIGNMENT +
PLANNING

BUDGET STRATEGY

CONSULTANT PROFILE

NATE GEINZER

Nate began his local government career in 2005, inspired by a deep commitment to understanding the unique needs of communities and fostering collaboration to drive meaningful progress. As the founder of Double Haul Solutions, he has dedicated his career to helping governments build stronger relationships, align their strategies, and overcome challenges to achieve their goals. Nate's approach is rooted in listening to diverse voices, facilitating understanding, and creating cohesive environments where elected leaders and appointed staff can work together effectively.

With experience partnering with communities like Traverse City, Berkley, Northville, Lexington, Tecumseh, and DeWitt Charter Township, Nate has demonstrated success in strategic planning, interim management, economic development, and organizational leadership. His work focuses on cutting through challenges—whether they stem from misalignment, inefficiency, or broken relationships—and creating a foundation of trust, accountability, and shared purpose.

Relevant Consulting Work:

- Baker Tilly – Municipal Support Services
- City of Berkley, MI – Interim City Management Services
- DeWitt Charter Township, MI – Township Manager Search
- Village of Dundee, MI – Village Manager Search
- Downtown Ferndale, MI – Strategic Facilitation
- City of Ionia, MI – Community Development Facilitation
- Village of Lexington, MI – Team-Based Village Management Services
- City of Mount Clemens, MI – Facilitation of Multi-Year Strategic Plan Update
- City of Northville, MI – Strategic Project Prioritization Planning, Special Projects, and Grant Assistance
- City of Port Huron, MI – Community Building & Engagement, Facilitation, Economic Development, Strategic Planning, Technical Assistance, and Advocacy
- City of Royal Oak, MI – City Manager Executive Search
- Saline Area Fire Authority – Strategic Facilitation
- City of Tecumseh, MI – Staff Retreat Facilitation, Team Building
- City of Traverse City, MI – Interim City Management Services
- City of Traverse City DDA – Executive Director Search

Relevant Work Experience:

- Oakland University MPA Program – Lecturer: Local Government Management
- City of Northville – Interim Housing Director
- City of Brighton – City Manager
- City of Farmington Hills – Assistant to the City Manager

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COMMUNITY LEADERSHIP SERVICES

What Community Leadership Is & What It Is Not

True community leadership is about fostering connections, building trust, and guiding teams toward a shared vision. It's about understanding the unique needs of a community and facilitating collaboration to achieve long-term success. Effective leaders inspire others to contribute their best efforts, ensuring decisions are rooted in the collective interests of the community rather than individual gain. Leadership requires accountability, adaptability, and a commitment to strategic planning, creating a foundation for sustainable and prosperous growth.

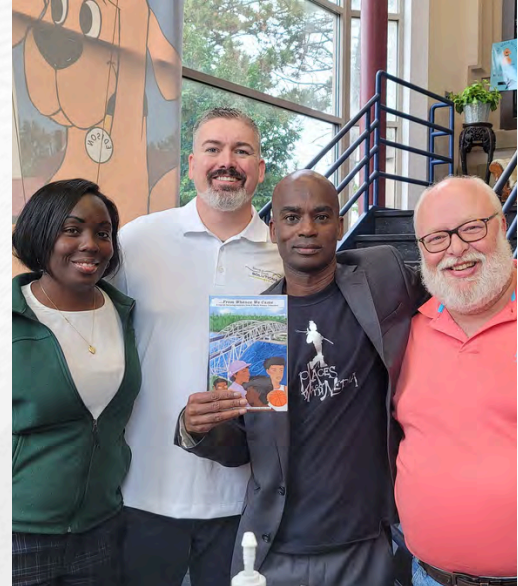
Community leadership is not about control or micromanagement. It's not about making decisions in isolation or prioritizing short-term fixes over meaningful, long-term solutions. A strong leader empowers teams, trusts their expertise, and supports them in achieving shared goals. By focusing on alignment, open communication, and mutual respect, leaders can build resilient communities where everyone feels valued and engaged.

Nate's Approach to Community Leadership

Community leadership is about creating connections that inspire action and understanding. At its core, it's about listening—truly listening—to the voices that make up a community, uncovering their needs, dreams, and challenges. I believe that meaningful progress starts with building trust, fostering relationships, and aligning efforts around shared goals.

In my experience, governments thrive when collaboration is prioritized. Leadership isn't about controlling outcomes; it's about empowering others to contribute their strengths and ideas. By facilitating open dialogue and creating a culture of respect and accountability, I work to ensure that every voice is heard and every decision reflects the community's broader vision.

I understand that navigating the complexities of local government requires both strategy and heart. Whether it's bridging gaps between elected officials and staff or guiding teams through strategic alignment, I approach challenges by staying true to our DHS values, adapting to the unique needs of each community, and fostering alignment to create actionable solutions. For me, leadership is about helping communities cut through the noise, align their vision, and move confidently toward a brighter future together.



OUR VALUE AND APPROACH

Fostering Connections, Driving Impact

At Double Haul Solutions, we believe that authentic engagement begins with listening. True leadership isn't about dictating solutions—it's about creating space for people to share their experiences, perspectives, and ideas. The individuals who live, work, and invest in a community are its most valuable experts, and our role is to help amplify their voices in ways that lead to lasting impact.

Engagement is not a one-size-fits-all process. It requires intentionality, adaptability, and a deep commitment to collaboration. By meeting people where they are, we can cultivate trust, accessibility, and a shared sense of purpose. Our approach is designed to remove barriers, foster inclusivity, and build relationships that extend far beyond a single project.

Double Haul Solutions helps communities and organizations create environments where collaboration, leadership, and innovation thrive. We don't just facilitate engagement—we build the conditions for lasting impact.



PROJECT OVERVIEW

Double Haul Solutions' Strategy for Long-term Strategic Planning

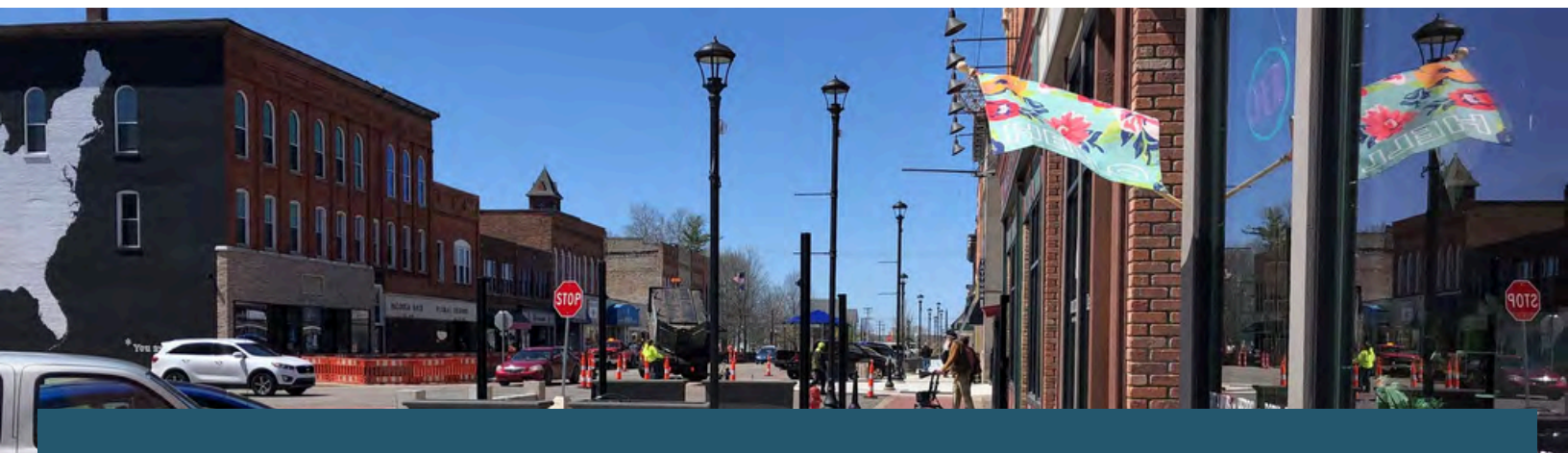
Project Summary

The City of Hastings Downtown Development Authority (DDA) is beginning a strategic planning process to shape a clear and actionable vision for the future of downtown Hastings. At the heart of this effort is a desire to reconnect with the business community, the DDA's core constituency, by listening to their needs, clarifying the DDA's role, and identifying opportunities for partnership, growth, and long-term investment. While broader community input will also play a critical role, the voices of downtown business owners and stakeholders will guide the foundation of this plan.

This will be the DDA's first comprehensive planning effort and an important opportunity to establish structure, transparency, and alignment between the DDA's mission and its stakeholders. Many community members, including business owners, are not fully aware of the DDA's purpose, tools, and how it supports downtown development. As such, a dedicated communications and education component will be included early in the process to explain the DDA's role, how it operates, and how it can serve as a catalyst for revitalization and economic growth.

Through structured engagement, collaborative workshops, and strategic facilitation, the planning process will identify key priorities, surface shared goals, and provide a practical roadmap for DDA decision-making. To support this effort, our team may recommend forming a small advisory group outside of the DDA Board of business representatives and community stakeholders to serve as an informal feedback loop throughout the process. This would help ensure ongoing alignment and local input as the plan takes shape. The result will be a plan that reflects not only where Hastings is today but where its business community and residents want to go in the future.

This process is more than a plan—it is an investment in relationships, trust, and long-term success. The final product will serve as a tool for the DDA to implement projects, allocate resources, and communicate progress in a way that is accessible, inclusive, and aligned with community priorities.



UNDERSTANDING THE CITY OF HASTINGS DDA

A Closer Look at Hastings: A Historic Downtown with a Forward Focus



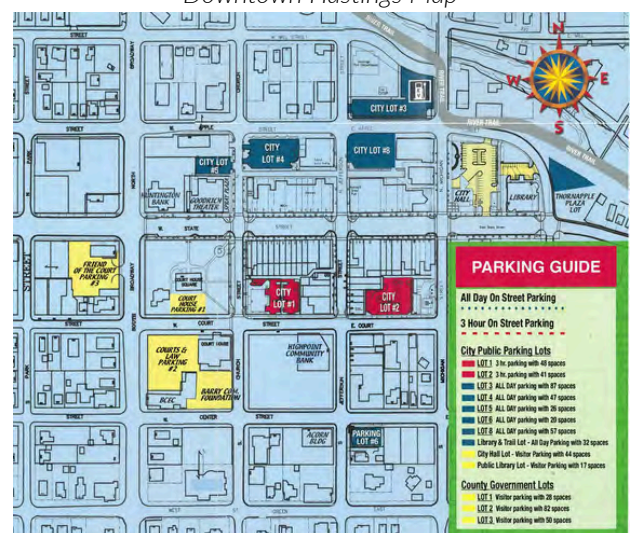
Located in the heart of Barry County along the Thornapple River, the City of Hastings serves as both the county seat and a regional hub for commerce, culture, and civic life. With a population of just over 7,300, Hastings offers the charm of a small town with the momentum of a community committed to progress. It's walkable downtown, historic architecture, and year-round events reflect a deep sense of pride shared by residents, business owners, and visitors alike.

The Hastings Downtown Development Authority (DDA) plays a central role in supporting and shaping the vitality of this historic district. Established to encourage economic development and reinvestment in the downtown area, the DDA enhances the city's economic and cultural fabric through infrastructure improvements, business support, and public programming.

Downtown Hastings is home to a diverse mix of small businesses, restaurants, retailers, and service providers. With community assets like Thornapple Plaza, the Hastings Public Library, and a strong calendar of events including Hastings Live and the Barry-Roubaix Cycling Race, the district continues to grow as a destination for locals and visitors alike.

As Hastings looks ahead, the DDA is seeking to develop a strategic plan that builds alignment between stakeholders, prioritizes key investments, and ensures the downtown remains active, connected, and sustainable. This effort will serve as both a roadmap and a commitment to the business community, to the people of Hastings, and to the future of the city's historic core.

Downtown Hastings Map





PROJECT SCOPE OF WORK

PROJECT SCOPE

General: Process, Communication, and Compliance

A successful strategic planning process requires a clear, structured approach that emphasizes accessibility, transparency, and meaningful participation. Our methodology is designed to foster collaboration at every stage, ensuring that residents, staff, and board members are actively engaged in shaping the DDA's future.

By facilitating inclusive discussions, gathering diverse perspectives, and guiding stakeholders through each phase, we create a roadmap that reflects the needs and aspirations of the entire community.

ACTIVITY	DHS' COMMITMENT
Team Accessibility	<ul style="list-style-type: none">• Our team is readily available via phone, text, and email to provide support to both the DDA board and staff, ensuring a smooth and responsive experience throughout the project.
Client Communications	<ul style="list-style-type: none">• The DDA board and staff will receive regular, structured updates to maintain transparency and keep leadership informed at every stage of the planning process.

Project Needs: Items the City of Hastings DDA to Provide

A successful strategic planning process is built on collaboration and access to key resources that ensure meaningful engagement and informed decision-making. To facilitate an effective and inclusive process, we request the following support from the City of Hastings DDA to help guide community outreach, data collection, and stakeholder participation.

ACTIVITY	DESIRED OUTCOMES	PROJECT TIMELINE
Single-Point of Contact	A designated contact to assist with logistics, assist with the facilitation and oversight of the Public Feedback Committee (PFC), data requests, and provide guidance as needed.	Ongoing

PROJECT SCOPE

Strategic Plan Roadmap

Developing a strategic plan requires more than just outlining goals—it demands a thoughtful, intentional approach that prioritizes engagement, collaboration, and clear communication at every step. Our process is designed to ensure that the City of Hastings' vision is shaped by those who know it best—its residents, DDA board members, staff, businesses, and key community stakeholders.

From the initial project kickoff to final plan adoption, we maintain an open line of communication, ensuring transparency, alignment, and a shared commitment to the DDA's long-term success.

ACTIVITY	DESIRED OUTCOMES	PROJECT TIMELINE
Task 1: Kick-off Meeting and PFC Setup	<ul style="list-style-type: none">• Convene an initial meeting with the DDA Board to:<ul style="list-style-type: none">◦ Launch the project and review the process.◦ Establish the Public Feedback Committee (PFC), if requested.<ul style="list-style-type: none">▪ <i>Representatives should be selected from local boards and commissions, business and chamber groups, and key community stakeholders to ensure a diverse range of perspectives. DHS will provide further guidance and facilitate discussions on committee composition during the initial kick-off meeting.</i>• Communications Education Planning<ul style="list-style-type: none">◦ The initial phase will also include the development of a foundational communications education strategy to address the current gap in community understanding about the DDA's role, function, and funding mechanisms (such as tax capture). This component will:<ul style="list-style-type: none">▪ Outline a community education narrative to be used throughout all phases of the project.▪ Include messaging frameworks and FAQs to support city staff, board members, and elected officials in explaining the DDA purpose and value.▪ Recommend formats such as infographics, short video explainers, or in-person briefings, and other related support materials as needed.▪ Be integrated into the overall engagement plan in Task 2.	Month 1
Task 2: Community Engagement and Data Collection	<ul style="list-style-type: none">• Implement surveys targeting:<ul style="list-style-type: none">◦ Downtown businesses, downtown workers, elected and appointed officials.◦ DDA staff and board members.• Host public input meetings to gather feedback on community priorities.• Focus on inclusive engagement strategies for hard-to-reach groups.• Rules of Engagement:<ul style="list-style-type: none">◦ To promote trust, transparency, and constructive participation, DHS will establish and share clear "Rules of Engagement" at the outset of Task 2. These will outline expectations for conduct and participation during all public meetings and feedback opportunities.	Month 2-3

PROJECT SCOPE

Strategic Plan Roadmap

ACTIVITY	DESIRED OUTCOMES	PROJECT TIMELINE
<p>Optional: Public/Community Statistical Survey In partnership with Cobalt Community Research, a statistically valid survey will be mailed to a random sample of DDA stakeholders. It will also be open online to the wider community. Results from the random sample and broader participation will be analyzed and compared to identify priorities and perceptions across key topics.</p>	<p>Statistically significant data, including, but not limited to:</p> <ul style="list-style-type: none"> • Overall Experience. • Improvements & Preferences for Future DDA Services, Programming, and Investments. • Communication & Outreach Preferences. • Community Priorities, Challenges, and Opportunities. 	Month 2-3
<p>Task 3: Visioning and Goal-Setting</p>	<ul style="list-style-type: none"> • Facilitate a board and staff retreat to: <ul style="list-style-type: none"> ◦ Review community feedback. ◦ Define a shared vision and broad goals for the plan. ◦ Narrow down priority areas for action. 	Month 3
<p>Task 4: Prioritization Exercise</p>	<ul style="list-style-type: none"> • Host public workshops featuring a “fake money” prioritization activity: <ul style="list-style-type: none"> ◦ Engage participants in choosing their top priorities. ◦ Use the results to identify preferred community investments. 	Month 4
<p>Task 5: Draft Plan Development</p>	<ul style="list-style-type: none"> • Compile a draft strategic plan incorporating: <ul style="list-style-type: none"> ◦ Vision statement, key goals, and objectives. ◦ Recommended priorities, estimated costs* and timeline, and potential impacts. ◦ Community alignment to ensure priorities reflect resident input and stakeholder feedback. ◦ Share the draft with the community for feedback via public meetings and online surveys. 	Month 5
<p>Task 6: Final Plan Development and Presentation</p>	<ul style="list-style-type: none"> • Refine the draft based on additional feedback. • Present the final plan to the community and DDA Board for approval. 	Month 6
<p>Communication and Engagement Plan</p>	<ul style="list-style-type: none"> • Regular updates via the City website and social media. • Direct outreach to key community groups. • Transparent reporting and feedback opportunities throughout the process. 	Ongoing

*DHS has allocated \$5,000 for engineering support, either directly through DHS or, if requested, in collaboration with the City's contracted engineering firm.

PROJECT SCOPE

Strategic Plan Roadmap

Optional Add-On: Implementation & Tracking Support

A strategic plan is only as effective as its execution. Beyond adoption, DHS can support the City of Hastings DDA in turning priorities into action through implementation and tracking support as an additional service for both options. Our team can assist with:

- Prioritization & Execution – Helping the DDA take action on strategic priorities.
- Funding & Grant Exploration – Identifying funding opportunities to support projects.
- Performance Tracking – Establishing key performance indicators (KPIs) to measure success.
- Ongoing Engagement – Keeping the public informed and involved in implementation efforts.

PROPOSED BUDGET FOR PROJECT

PROJECT AND INITIATIVE	COST	INITIAL
<ul style="list-style-type: none">• Strategic Plan Creation<ul style="list-style-type: none">◦ Trips included, up to five (5)	\$28,960	
<ul style="list-style-type: none">◦ <i>Optional Add-On: Implementation & Tracking Support, up to 1 year of support.</i>	<i>Request for Pricing</i>	

Payment Terms: A 10% deposit will be required upon contract execution. The remaining balance will be billed through monthly progress payments based on work completed. Payment is due within 30 days of invoice.

*EXPECTED EXPENSES BY CITY	COST
Additional Trips Beyond 5	\$750 P/Day P/Consultant

NOTICE TO PROCEED

By signing below, I verify that I am a representative of the Client; I agree with the scope of services to be provided and related Fee Schedule; I accept the Consulting Services Terms and Conditions; and that I have the authority to bind the Client in the engagement of these services.

CLIENT

City of Hastings (DDA)

By: _____

Its: _____

Date: _____

Witness: _____

CONSULTANT

Double Haul Solutions

By: Nate Geinzer

Its: Founder/CEO

Date: _____

Witness: _____

TERMS AND CONDITIONS

THE CLIENT AND CONSULTANT AGREE AS FOLLOWS:

Article I. Statement and Performance of Work.

For payment by the Client as provided under this signed Scope of Professional Services (the "Contract"), Consultant shall perform the work, duties and responsibilities as described in the above Scope of Professional Services (the "work"), which is made a part of this Contract by this reference, in a competent, accurate, efficient, timely, good, professional, thorough, complete and responsible manner, and in compliance with the terms and conditions set forth below.

Article II. Timing of Performance.

Performance of this Contract shall commence immediately upon execution by both parties, and performance of the work shall be completed according to the timing set forth in the work. The timing for performance of any such work may be extended for additional specified periods of time, if allowed in writing by the Client in its sole discretion.

Article III. Contract Price and Payment

A. Subject to the terms and conditions of this Contract, the Client agrees to pay Consultant in the amount and manner set forth in the work (referred to in this Contract as "payments"). Such payments are in exchange for and consideration of the timely and satisfactory performance and completion of authorized work required under and pursuant to this Contract.

B. The Client agrees to pay Consultant amounts due within thirty (30) days of receipt of an itemized billing/invoice from Consultant detailing all work performed and provided in connection with the billing and the hours and charges applicable to each such item of work. Such itemized billings shall be submitted and shall be paid only upon satisfactory completion of the work itemized in the billing.

C. All costs and expenses incurred by Consultant in the course of performing the work under this Contract are deemed to be included in the hourly fees and amounts set forth in the work, unless specifically identified in the work as reimbursable expenses and such expenses have been approved by the Client or its designee.

D. Consultant will obtain written approval of the Client prior to proceeding with any services or work that is not stated in the work; otherwise the Client will not be billed for such extra/additional services or work.

E. Payments shall be made upon verification of invoices received by the Client. All payments to Consultant shall be submitted by mail at Consultant's address listed on the invoice, unless Consultant provides written notice of a change in the address to which such payments are to be sent, or by electronic means as provided for with Consultant invoices.

F. Upon successful completion of Services, Client agrees to allow its logo and/or name to be used on Consultant's website identifying past clients.

TERMS AND CONDITIONS

Article IV. Duration and Termination.

A. This Contract, including any extension or amendment of this Contract, may be terminated at any time, with or without cause, by either party upon thirty (30) calendar days' written notice to the other party. In such event, the effective date of such termination shall be the 30th calendar day following the date of the written notice of such termination.

B. In the event this Contract is terminated prior to completion of the work, the Client shall not be responsible to make any further payments for work performed after the effective date of such termination and shall pay Consultant for such work as has been completed and is eligible for payment under the terms of this Contract through the date of such termination. In all events, the Client shall only be responsible to make the payments described in the preceding sentence if, at the Client's request, Consultant continues to fully perform its duties and obligations in full compliance with the terms of this Contract through the effective date of the termination. Additionally, termination shall not relieve Consultant of its obligation to provide Client with all of the plans and product(s) generated under this Contract through the effective date of termination. Articles V, VI, VII and VIII of this Contract shall survive completion of the work and any termination of this Contract.

C. Prior to the effective date of any termination or prior to the completion of the work (including any extension of the timing for completion), whichever is the first to occur, Consultant shall deliver to the Client all reports, opinions, compilations, research work, studies, materials, artifacts, samples, documents, plans, drawings, specifications, correspondence, ledgers, permits, applications, manuals, contracts, accountings, schedules, maps, logs, invoices, billings, photographs, videotapes and other materials in its possession or control that is gathered or generated in the course of performing the work or that relates to the work in any way; provided that Consultant may retain a copy of such materials for its files. The Client shall be permitted to withhold any payments and reimbursements otherwise owing to Consultant under the terms of this Contract until all such materials are delivered to the Client in accordance with the terms and conditions of this Contract.

Article V. Independent Contractor Relationship.

A. In the performance of this Contract, the relationship of Consultant to the Client shall be that of an independent contractor and not that of an employee or agent of Client. Consultant is and shall perform under this Contract as an independent contractor, and no liability or responsibility with respect to benefits of any kind, including without limitation, medical benefits, worker's compensation, pension rights, or other rights or liabilities arising out of or related to a contract for hire or employer/employee relationship shall arise or accrue to either party as a result of the performance of this Contract.

B. Consultant, as an independent contractor, is not authorized to enter into or sign any agreements on behalf of the Client or to make any representations to third parties that are binding upon the Client. Although Consultant is required under this Contract to advise, make recommendations to and to a limited extent represent the Client, all plans, studies, applications, submittals, surveys, reports and any other information relating to the work must be submitted to and approved by the Client or the Client's authorized official prior to being disseminated to any third party and shall only be so disseminated if such dissemination is approved in advance by the Client or an authorized Client official. Consultant may disseminate said materials held in the public realm as a part of Consultant's portfolio of work.

TERMS AND CONDITIONS

C. Consultant represents that it will dedicate sufficient resources and provide all necessary personnel required to perform the work described in the work in accordance with the terms and conditions of this Contract. Except as may be specifically stated and agreed to in the work, Consultant shall perform all of the work under this Contract and no other person or entity shall be assigned or subcontracted to perform the work, or any part thereof, unless approved by the Client in advance.

Article VI: Liability and Insurance.

A. Consultant agrees to indemnify and hold harmless the Client, its elected and appointed officials and employees and attorneys, from and against any and any claims, demands, suits, losses and settlements, including actual attorney fees incurred and all costs connected therewith, for any damages which may be asserted, claimed or recovered against the Client by reason of: (i) personal injury, death and/or property damages which arises out of or is in any way connected or associated with the actions or inactions of Consultant in performing or failing to perform the work; (ii) civil damages which arise out of any dispute between Consultant and its subcontractors, affiliates, employees or other private third parties in connection with this Contract; or (iii) civil damages and penalties, including without limitation damages and penalties resulting from claims of discrimination, civil rights violations, statutory violations or constitutional violations, which arise out of any or are in any way connected or associated with the actions or inactions of Consultant. Consultant also agrees to indemnify and hold harmless the Client, its elected and appointed officials and employees and attorneys, from and against any and all claims, demands for payment, suits, losses and settlements, including actual attorney fees incurred and all costs connected therewith, for or relating to any patented or copyrighted material, process, or device that may be used in the course of performing the work or form a part of the work.

B. If a candidate or candidates identified by Contractor as part of Contractor's work requests that their application for employment and related documentation remain confidential as authorized under MCL §15.268(1)(f), then Client shall be bound by that confidentiality request. Client shall indemnify and hold harmless Contractor from and against any and any claims, demands, suits, losses and settlements, including actual attorney fees incurred and all costs connected therewith, for any damages which may be asserted, claimed or recovered against the Contractor by reason of Client's failure to honor the request for confidentiality by a candidate or candidates. This indemnification obligation shall not apply to any candidate who does not request confidentiality.

C. Consultant shall obtain and maintain during the term of this agreement, insurance coverage as outlined herein. This insurance shall not be interpreted to limit the liability of the Consultant, and all deductibles and SIR's are the responsibility of the Consultant. A certificate of insurance and endorsements shall be provided by Consultant prior to start of this agreement. (1) Worker's Compensation Insurance including Employers' Liability Coverage, in accordance with all applicable statutes of the State of Michigan. (2) Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and aggregate. Coverage shall include an endorsement stating the Client shall be named as additional insured and coverage shall be primary to any insurance carried by Client. Consultant shall give the Client immediate notice of any change in or cancellation of the coverage within five (5) days of such change or cancellation, shall provide a copy of any cancellation notice received from its insurer to the Client within five (5) days of such cancellation, and shall request that its insurer send such notice of cancellation to the Client. Consultant shall provide evidence of insurance coverage as set forth herein coverage at any time requested by the Client.

TERMS AND CONDITIONS

Article VII. Information.

It is expressly acknowledged and agreed that all reports, opinions, compilations, research work, studies, data, materials, artifacts, samples, documents, plans, drawings, specifications, correspondence, ledgers, permits, manuals, applications, contracts, accountings, schedules, maps, logs, invoices, billings, photographs, videotapes and all other materials generated by and/or coming into the possession of Consultant during the term of this Contract, and any extension thereof, that in any way relate to the performance of work by Consultant under this Contract or that are otherwise related or relevant to the work belong exclusively to the Client and shall be promptly delivered to the Client upon the termination of this Contract or, at any time, upon the Client's request.

Article VIII. Accuracy.

Consultant promises that the information it provides in the work to be performed under this Contract will be accurate, excepting only inaccuracies resulting from incorrect information provided by the Client, other consultants, and/or other public sources. Consultant will not charge Client for necessary corrections to its work and will be responsible for any increased cost incurred by the Client as a result of any inaccuracies in the work excepting inaccuracies resulting from incorrect information provided by the Client other consultants and/or other public sources.

Article IX. General Provisions.

A. Entire Agreement. This instrument, together with the attached Schedules, contains the entire Contract between the Client and Consultant. No verbal agreement, conversation, or representation by or between any officer, agent, or employee of the parties hereto, either before or after the execution of this Contract, shall affect or modify any of the terms or obligations herein contained.

B. Compliance with Laws. This Contract and all of Consultant's work and practices shall be subject to all applicable state, federal and local laws, ordinances, rules, or regulations, including without limitation, those which apply because Client is a public governmental agency or body. Consultant represents that it is in compliance with all such laws and eligible and qualified to enter into this Contract.

C. Governing Law. This Contract shall be governed by the laws of the State of Michigan.

D. Assignment. Consultant shall not assign this Contract or any part thereof without the written consent of the Client. This Contract shall be binding on the parties, their successors, assigns and legal representatives.

E. Dispute Resolution/Arbitration. The parties agree that any disputes regarding a claimed violation of this agreement shall first be submitted in writing to the other party in an attempt to settle the dispute before pursuing other legal actions or notices provided for in this agreement. Such written communication shall clearly state the problem or concern, allow sufficient time for a written response from the other party, and culminate in a face-to-face meeting to determine if a remedial action is possible. In no event shall this process take more than thirty (30) days unless a specific extended period of time is agreed to by both parties in writing as being necessary. The aforementioned initial written communications between the parties also shall indicate whether the party is willing to submit the dispute to binding arbitration, nonbinding mediation, or other form of alternate dispute resolution, and share equally the costs for same. Upon the parties agreeing to any such method of dispute resolution and a timetable for doing so, pursuit of other legal actions shall be deferred until the process has been completed. In any binding arbitration, the arbitrator shall provide a written statement of the reasons and basis for an award or decision, a judgment of the Livingston County Circuit Court may be entered based on the arbitration award or decision, and each party shall be responsible for their own costs and attorney fees.

TERMS AND CONDITIONS

F. Third Parties. It is the intention of the parties hereto that this Contract is not made for the benefit of any private third party. Consultant agrees that no private party or parties will be allowed to hold sway or influence, in any way, over Consultant's performance of the work.

G. Notices. Written notices under this Contract shall be given to the parties at their addresses contained in this Contract by personal or registered mail delivery to the attention of the following persons:

Client: _____ City of Hastings, Michigan
Consultant: Nate Geinzer, Founder & CEO, Double Haul Solutions

H. Changes. Any changes in the provisions of this Contract must be in writing and signed by the Client and Consultant.

I. Waivers. No waiver of any term or condition of this Contract shall be binding and effective unless in writing and signed by all parties, with any such waiver being limited to that circumstance only and not applicable to subsequent actions or events.

J. Jurisdiction and Venue of Contract. This Contract shall be considered for all purposes, including the establishment of jurisdiction and venue in any court action between the parties, as having been entered into and consummated in City/Township/Village of Brighton, Livingston County, Michigan.

K. Conflict. In the event of any conflict or inconsistency between the above provisions of this Contract and Scope of Professional Services, the provisions in the above text shall govern.

CONTACT US FOR FURTHER INQUIRIES

www.doublehaulsolutions.com
nate@doublehaulsolutions.com
248-207-5293





City of Hastings

DOWNTOWN DEVELOPMENT AUTHORITY

FAÇADE & FENCING/SCREENING IMPROVEMENT GRANT APPLICATION

APPLICANT INFORMATION

1. Property/Business Owner
Name: Troy DALMAN
2. Business
Name: _____
3. Property
Address: 128 W. Mill St.
4. Phone Numbers: Home: 269 838-6158
Work: _____
Email: Troy.dalman@gmail.com
5. Is the building/property owned by the applicant? ☒ YES ☐ NO
If No, please attach a signed letter from the property owner expressing approval of the proposed project.
6. Is this the first time applying for a façade grant? YES ☒ NO
7. Is this project on a corner lot? YES ☒ NO

PROJECT INFORMATION

On separate sheets of paper, please describe your project in detail. Tell:

- a) What it is you want to accomplish - drawings are required.
- b) How this project meets the Purpose and Priorities of the DDA Façade Improvement Program as listed in the Guidelines.
- c) Who you have identified to do the work and the reason(s) for your selection, and
- d) What is the preliminary timetable for accomplishing the work? Also enclose a detailed expense budget/estimate for this project.

8. The project will involve (please check all that apply):

- ☒ Repairs or replacement of windows, doors, walls, or other appropriate architectural elements
- ☒ Exterior painting (Non-Maintenance)
- ☐ Awnings (Historic in appearance or reflects the character of the Downtown)
- ☐ Exterior Lighting
- ☒ Masonry repair or restoration
- ☐ Restoration of vintage elements, for example:
 - ☐ Removal of historically unsuitable façade treatments
 - ☐ Removal/replacement of historically unsuitable signs and/or lighting (new signs/lights must be compatible with existing architecture and the character of the Downtown)
 - ☐ Repair or restoration of original brick and woodwork
- ☐ Fencing/Screening
- ☐ Conversion to retail or entertainment storefront

9. Additional grant up to \$1,000 for architectural rendering.

----- Name of architectural firm: -----

10. Total Project Budget \$ 9,978.20

11. Grant Request **(Not to exceed 50% of project budget and not to exceed \$10,000 plus #9 for maximum of \$11,000** \$ 4,989.20

12. Proposed Starting Date: 6/2025

13. Proposed Completion Date: 9/2025

14. What is (are) the existing use(s) of the building/property:

INSURANCE OFFICE ON MAIN LEVEL, Apartment
UPSTAIRS

15. Will the proposed project result in a change in the use(s) of the building/property:

Yes

☒ No

If yes, please explain:

NOTE: **There is a \$100 non-refundable application fee due at the time this application is submitted.**

THE UNDERSIGNED APPLICANT(S) AFFIRMS THAT:

- ☐ The information submitted herein is true and accurate to the best of my (our) knowledge.
- ☐ The property contained in the application is in the Hastings DDA District.
- ☐ I (we) have read and understand the conditions of the Downtown Development Authority's Façade Improvement Program and agree to abide by its conditions and guidelines.
- ☐ If I (we) do not implement improvements submitted by me (us) on a plan approved by the Façade Improvement Program I will not be eligible for reimbursement of any costs associated with said improvements.
- ☐ I (we) understand that if I (we) are found to be non-compliant with the conditions of this program, the DDA may nullify the grant award and that I (we) may not apply to this program again for a period of one (1) year following the DDA's decision.

Signature of Applicant(s):

Tracy Del

I.D.#: _____

I.D.#: _____

Date: 5/13/2025

Date: _____

Federal Business Tax ID#: _____

If a tenant, signature of property owner(s):

_____ I.D.#: _____

Date: _____

Staff Use Only

Scoring: 12 Points Available

3 New Projects (1st time applicant) [3pts]

_____ Projects Identified on Corner Lots [1pt]

1 Projects in which the Building is Owner Occupied [1pt]

_____ Projects Containing a High Ratio of Private to Public Dollars 51-75% [1pt]
> 76% [2pts]

_____ Project designed to resolve deteriorated/inappropriate/ unsightly conditions that
have existed for many years (boarded windows, deteriorated electrical fixtures,
etc.) [1-3 pts]

_____ Project enhances pedestrian movement from the rear to the front of buildings [1pt]

_____ Project will complete the improvement of a block or portion of a block (ex.
replacement of an inappropriate facade that exists on a block containing many
appropriate, well-preserved, or improved facades) [1pt]

4 **Total Points Awarded**

Amended July 21, 2022

Hamp Painting
1130 Ogimas
Hastings, Mi 49058
(269) 998-8081

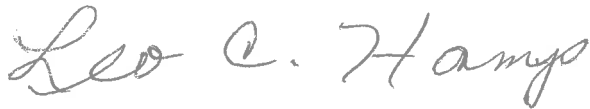
5/13/2025

Troy Dalman Building
128 W. Mill St.
Hastings, Mi 49058

Prep, prime and paint exterior siding of building including shutters.

- 1) Pressure wash, re-attach and patch siding as required.
- 2) Prime first coat as required.
- 3) Top coat as required

Materials, equipment and labor for project \$5800.00

A handwritten signature in cursive script that reads "Leo C. Hamp". The signature is written in dark ink and is positioned above the printed name.

Leo Hamp

Tripp Stone Co
3430 E Dowling rd
Hastings MI 49058

Styler Tripp



Bill to

Quote

Date 6/6/25

Troy Dolmen
128 mill St
Hastings MI 49058

qty	Description	Unit price	amount
4	Expanded metal lath	21 ²⁴	84 ⁹⁶
6	Type S mortar mix	12 ⁹⁸	77 ⁸⁸
1	masonry screws (75 count)	30 ⁹⁰	30 ⁹⁰
3	muriatic acid (1 gal)	8 ⁹⁹	26 ⁹⁷
1	Vented glass block window	218 ⁵⁸	218 ⁵⁸
2	pavers for window base	6 ⁰⁰	6 ⁰⁰
1	caulke (Dap 230)	5 ⁸⁸	5 ⁸⁸

Gross material cost

Subtotal 451¹⁴
Sales tax 27⁰⁶

200 sf Acid and powerwash work with lath install parge coat 3,200⁰⁰

1	1 hour grout work	100 ⁰⁰	100 ⁰⁰
4	4 hour window remove and install	100 ⁰⁰	400 ⁰⁰

total 4,178²⁴



Customer signature

06/11/2025 11:23AM

Duplicate Copy

Change Tendered:

00

Total Applied:

100.00

Payor: FARMERS INSURANCE GROUP

Check No. 5069

CHECK

Total

100.00

DDALDFA - FACADE GRANT APPL FEE: 1.28 W/MLL
ST
248-100-648-000 Application Fees

100.00

FARMERS INSURANCE GROUP

Receipt No: 2 048170

Jun 11, 202

HASTINGS MI 49058-1954

269-945-246

201 E STATE STREET

CITY OF HASTINGS

Façade Improvement Grant Request

Date: June 19, 2025

Business: Barlow Florist

Property Owner: Carole Barlow

Address: 111 W. State St.

Request: \$11,000.00

The applicant, Carole Barlow, is requesting a \$10,000.00 facade grant and \$1,000.00 for an architectural rendering for a total of \$11,000.00. The quote includes: Support lower I-beam that upper brick wall sits on, remove upper brick wall, repair lower brick walls to, install new wood frame walls on top of I-beam to roof height, install new windows on second floor, install new brick veneer on top of I-beam to roof height, replace any soffits and trims that had to be removed at lower entryway for I-beam support.





City of Hastings

DOWNTOWN DEVELOPMENT AUTHORITY

FAÇADE & FENCING/SCREENING IMPROVEMENT GRANT APPLICATION

APPLICANT INFORMATION

1. Property/Business Owner
Name: Carole E Barlow
2. Business
Name: Barlow Florist
3. Property
Address: 111 West State Street - Hastings
4. Phone Numbers: ^{cell} Home: 269-838-4590 (Norm)
Work: 269-945-5029
Email: admin@barlowflorists.com
5. Is the building/property owned by the applicant? YES NO

If No, please attach a signed letter from the property owner expressing approval of the proposed project.
6. Is this the first time applying for a façade grant? YES, NO
7. Is this project on a corner lot? YES NO

PROJECT INFORMATION

On separate sheets of paper, please describe your project in detail. Tell:

- a) What it is you want to accomplish - drawings are required.
- b) How this project meets the Purpose and Priorities of the DDA Façade Improvement Program as listed in the Guidelines.
- c) Who you have identified to do the work and the reason(s) for your selection, and
- d) What is the preliminary timetable for accomplishing the work? Also enclose a detailed expense budget/estimate for this project.

8. The project will involve (please check all that apply):

- ☒ Repairs or replacement of windows, doors, walls, or other appropriate architectural elements
- ☒ Exterior painting (Non-Maintenance)
- ☐ Awnings (Historic in appearance or reflects the character of the Downtown)
- ☐ Exterior Lighting
- ☒ Masonry repair or restoration
- ☐ Restoration of vintage elements, for example:
 - ☐ Removal of historically unsuitable façade treatments
 - ☐ Removal/replacement of historically unsuitable signs and/or lighting (new signs/lights must be compatible with existing architecture and the character of the Downtown)
 - ☐ Repair or restoration of original brick and woodwork
- ☐ Fencing/Screening
- ☐ Conversion to retail or entertainment storefront

9. Additional grant up to \$1,000 for architectural rendering.

☒ Name of architectural firm: Nederveld, Inc.

10. Total Project Budget \$ 100,000.00

11. Grant Request (Not to exceed 50% of project budget and not to exceed \$10,000 plus #9 for maximum of \$11,000) \$ 11,000

12. Proposed Starting Date: July 1st, 2025

13. Proposed Completion Date: Oct 1st, 2025

14. What is (are) the existing use(s) of the building/property:

retail/Florist

15. Will the proposed project result in a change in the use(s) of the building/property:

Yes

No

If yes, please explain:

NOTE: There is a \$100 non-refundable application fee due at the time this application is submitted.

THE UNDERSIGNED APPLICANT(S) AFFIRMS THAT:

- ☐ The information submitted herein is true and accurate to the best of my (our) knowledge.
- ☐ The property contained in the application is in the Hastings DDA District.
- ☐ I (we) have read and understand the conditions of the Downtown Development Authority's Façade Improvement Program and agree to abide by its conditions and guidelines.
- ☐ If I (we) do not implement improvements submitted by me (us) on a plan approved by the Façade Improvement Program I will not be eligible for reimbursement of any costs associated with said improvements.
- ☐ I (we) understand that if I (we) are found to be non-compliant with the conditions of this program, the DDA may nullify the grant award and that I (we) may not apply to this program again for a period of one (1) year following the DDA's decision.

Signature of Applicant(s):

Andrew E. Broun

I.D.#: B 640 108 210 777

I.D.#: _____

Date: 6-4-25

Date: _____

Federal Business Tax ID#: 38-2745266

If a tenant, signature of property owner(s):

_____ I.D.#: _____

Date: _____

Staff Use Only

Scoring: 12 Points Available

_____ New Projects (1st time applicant) [3pts]

_____ Projects Identified on Corner Lots [1pt]

1 Projects in which the Building is Owner Occupied [1pt]

2 Projects Containing a High Ratio of Private to Public Dollars 51-75% [1pt]
> 76% [2pts]

3 Project designed to resolve deteriorated/inappropriate/ unsightly conditions that have existed for many years (boarded windows, deteriorated electrical fixtures, etc.) [1-3 pts]

_____ Project enhances pedestrian movement from the rear to the front of buildings [1pt]

_____ Project will complete the improvement of a block or portion of a block (ex. replacement of an inappropriate facade that exists on a block containing many appropriate, well-preserved, or improved facades) [1pt]

6 **Total Points Awarded**

CITY OF HASTINGS
201 E STATE STREET
HASTINGS MI 49058-1954

269-945-2468

Receipt No: 1.155643

Jun 4, 2025

NORMAN BARLOW

DDA/LDFA - FASAD GRANT APPL FEE NORMAN BARLOW 109 AND 111 W STATE ST 248-100-648-000 Application Fees	200.00
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Total:	200.00
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CHECK	Check No: 2593	200.00
Payor: NORMAN BARLOW		

Total Applied:	200.00
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Change Tendered:	.00
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Duplicate Copy

06/04/2025 3:56 PM

PROPOSAL

**Cabral Construction
445 Stauffer Dr.
Hastings, MI 49058**

To: BARLOW FLORIST

Date: 5/29/2025

WORK PERFORMED

- **SUPPORT LOWER IBEAM THAT UPPER BRICK WALL SITS ON.**
- **REMOVE UPPER BRICK WALL COMPLETE.**
- **DO REPAIRS TO LOWER BRICK WALLS THAT IBEAM SITS ON SO IBEAM IS SITTING ON NEW MASONRY.**
- **WOOD FRAME NEW WALLS ON TOP OF IBEAM TO ROOF HEIGHT.**
- **INSTALL NEW WINDOWS ON SECOND FLOOR LEVEL.**
- **INSTALL NEW BRICK VENEER ON TOP OF IBEAM TO ROOF HEIGHT.**
- **REPLACE ANY SOFFITS AND TRIMS THAT HAD TO BE REMOVED AT LOWER ENTRYWAY FOR IBEAM SUPPORT.**
- **INSTALL NEW DRYWALL ON NEW WOOD WALL ON SECOND FLOOR INSIDE WALL.**
- **INSTALL NEW WINDOW TRIM ON NEW INSIDE SECOND FLOOR WINDOWS.**
- **PAINT NEW INSIDE WALL AND TRIMS ON INSIDE WALL.**

NOTES.

THE IBEAM IS 12 INCHES WIDE .

I WILL BUILD A 2 BY 6 WALL TO BUILDING HEIGHT.

I WILL TIE THE 2 BY 6 WALL TO ALL EXISTING FLOOR JOIST AND CEILING JOIST.

I WILL USE 7/16 OSB BOARD FOR OUTSIDE SHEETING.

I WILL INSTALL HOUSE WRAP OVER OSB BOARD.

THEN ON OUTSIDE EDGE OF IBEAM WHICH IS 6 INCHES I WILL INSTALL NEW BRICK VENEER FROM TOP OF IBEAM TO TOP OF BUILDING.

TOTAL ON LABOR AND MATERIALS \$100,000.00

OFFICE PHONE # 1-269-945-3749

CELL PHONE # 1-269-838-6081

We propose hereby to furnish material and labor – complete in accordance with the above specifications, for the sum of: \$.
Money will need to be paid in full once job is complete.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements are contingent upon accidents or delays beyond our control.

Acceptance of proposal – The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance: 5-30-25

Signature: 

Jim Cabral

Licensed and Insured

I am insured with TRUMBULL INSURANCE AGENCY MIDDLEVILLE MICHIGAN, CONTACT
NUMBER (269-795-3302) BONNIE

7 min



**BUILDING EXTERIOR IMPROVEMENT PROGRAM
DDA APPLICATION FORM**

APPLICANT NAME: Carole E Barlow (Barlow Florist)	
APPLICANT ADDRESS: 109 and 111 West State St. - Hastings	
PHONE: 269-945-5029 cell: 269-945-4590 (Norm)	FAX: 269-945-0469
BUILDING LOCATION: downtown	
OWNER OF RECORD: Carole E Barlow	
BUSINESS STRUCTURE (Choose One):	
<input checked="" type="radio"/> Sole Proprietor	<input type="radio"/> Partnership
<input type="radio"/> Corporation	<input type="radio"/> Limited Liability Corporation

PROJECT TYPE:	
Number of years in business: Current location = 36	Total = 71
LOAN: Amount Needed (\$) 40,000.00	

PROJECT DESCRIPTION: (Only for non-emergency loans)

Please describe in detail the proposed work on your building. Please include a detailed project budget. Attach architectural sketches. Use separate sheet(s) if necessary.

EMERGENCY FUNDS LOANS:

Please explain how emergency has affected your business operations. Please provide documentation of attempts to apply for other assistance. Please include a list of how the requested funds will be utilized.

Anticipated Construction Start Date: July 1st, '25	Estimated Completion Date: Oct 1st, '25
Anticipated Total Project Cost: \$100,000.00	

APPLICATION SUPPORTING DOCUMENTS CHECKLIST

Attachment 1: PROPERTY- RELATED DOCUMENTS	<ul style="list-style-type: none"> ○ Property deed with legal description of property (if owned by applicant) ○ Copies of lease(s)/rental agreement(s) associated with the property ○ Proof of appropriate general hazard or liability insurance policy, or other insurance payable to lender
Attachment 2: FINANCIAL DOCUMENTS	<ul style="list-style-type: none"> ○ Business plan, including plans for leasing space if vacant (sample form available) ○ Projected cash flow statements for next two years, including annual rental income and terms (sample form available) ○ Personal and/or business tax returns for last two years ○ Personal financial statement, signed and dated (sample form available) ○ Valid mortgage on subject property and/or personal guarantee, if applicable ○ Contingency plan for loan repayment ○ Articles of incorporation and by-laws, or partnership agreement, if applicable ○ Corporate resolution to borrow, or partnership agreement and authorization for borrowing (if applicable)
Attachment 3: DESIGN/ ARCHITECTURAL DOCUMENTS (if building improvement)	<ul style="list-style-type: none"> ○ Photographs, sketches, and/or blueprints of proposed project ○ Recommended two (2) contractor quotes/construction bids for materials and labor ○ Project budget

EMERGENCY LOAN APPROVAL PRIORITIES

Applications for Emergency Funds containing the following characteristics will have priority in the appropriation of funds: **(40 Points available)**

- New Loan (1st Time Applicant)[**up to 2pts**] _____
- Number of years in business at this location and total [**up to 5pts**] _____
- Severity of emergency's effect on business activity [**up to 5pts**] _____
- Documentation of attempts to acquire other assistance [**up to 5pts**] _____
- List of proposed uses of funds are appropriate [**up to 5pts**] _____
- Loan Committee's recommendation for approval [**up to 5pts**] _____
- Evidence of business to re-open after emergency [**up to 5pts**] _____
- Supporting documentation provided [**up to 3pts**] _____
- Property Tax and other City accounts are current [**up to 5pts**] _____
- Total** _____

I/We certify that all information set forth in this application is a true representation of the facts pertaining to the subject property for the purpose of obtaining funding under the City of Hastings Building Exterior Improvement Program. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in disqualification from the program, requiring any funds already disbursed to be repaid in full to the City of Hastings.

The City of Hastings reserves the right to monitor the progress of project activities contained herein and made part of the "Remuneration Agreement" and "Rehabilitation Agreement" attached hereto.

Signed this 4th day of June 2025
By: Carol E. Bauland
its: Owner

4/29/2020

Disclosure Statement For Applications

The following information is requested by the federal government in order to monitor compliance with federal laws prohibiting discrimination against applicants seeking to participate in this program. You are not required to furnish this information but are encouraged to do so. This information will not be used in evaluating your application or to discriminate against you in any way. However, if you choose not to furnish it, we are required to observe the race, ethnicity, and sex of applicants based on visual observations or surname.

Applicant

Co-Applicant

☐ I do not wish to furnish this information

☐ I do not wish to furnish this information

Ethnicity:

☐ Hispanic or Latino

☐ Hispanic or Latino

☒ Not Hispanic or Latino

☐ Not Hispanic or Latino

Race: (Mark all that apply)

☒ White

☐ White

☐ Black or African American

☐ Black or African American

☐ American Indian or Alaska Native

☐ American Indian or Alaska Native

☐ Asian

☐ Asian

☐ Native Hawaiian/Other Pacific Islander

☐ Native Hawaiian/Other Pacific Islander

Sex:

☐ Male

☐ Male

☒ Female

☐ Female

PROPOSAL

Cabral Construction
445 Stauffer Dr.
Hastings, MI 49058

To: BARLOW FLORIST

Date: 5/29/2025

WORK PERFORMED

- SUPPORT LOWER IBEAM THAT UPPER BRICK WALL SITS ON.
- REMOVE UPPER BRICK WALL COMPLETE.
- DO REPAIRS TO LOWER BRICK WALLS THAT IBEAM SITS ON SO IBEAM IS SITTING ON NEW MASONRY.
- WOOD FRAME NEW WALLS ON TOP OF IBEAM TO ROOF HEIGHT.
- INSTALL NEW WINDOWS ON SECOND FLOOR LEVEL.
- INSTALL NEW BRICK VENEER ON TOP OF IBEAM TO ROOF HEIGHT.
- REPLACE ANY SOFFITS AND TRIMS THAT HAD TO BE REMOVED AT LOWER ENTRYWAY FOR IBEAM SUPPORT.
- INSTALL NEW DRYWALL ON NEW WOOD WALL ON SECOND FLOOR INSIDE WALL.
- INSTALL NEW WINDOW TRIM ON NEW INSIDE SECOND FLOOR WINDOWS.
- PAINT NEW INSIDE WALL AND TRIMS ON INSIDE WALL.

NOTES.

THE IBEAM IS 12 INCHES WIDE .

I WILL BUILD A 2 BY 6 WALL TO BUILDING HEIGHT.

I WILL TIE THE 2 BY 6 WALL TO ALL EXISTING FLOOR JOIST AND CEILING JOIST.

I WILL USE 7/16 OSB BOARD FOR OUTSIDE SHEETING.

I WILL INSTALL HOUSE WRAP OVER OSB BOARD.

THEN ON OUTSIDE EDGE OF IBEAM WHICH IS 6 INCHES I WILL INSTALL NEW BRICK VENEER FROM TOP OF IBEAM TO TOP OF BUILDING.

TOTAL ON LABOR AND MATERIALS \$100,000.00

OFFICE PHONE # 1-269-945-3749

CELL PHONE # 1-269-838-6081

We propose hereby to furnish material and labor – complete in accordance with the above specifications, for the sum of: \$.
Money will need to be paid in full once job is complete.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements are contingent upon accidents or delays beyond our control.

Acceptance of proposal – The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance: 5-30-25

Signature



Jim Cabral

Licensed and Insured

I am insured with TRUMBULL INSURANCE AGENCY MIDDLEVILLE MICHIGAN, CONTACT
NUMBER (269-795-3302) BONNIE

* Period Codes: M=Monthly; W=Weekly; 4W=4 Weeks; D=Daily; OT=One Time TF=Till Forbid *** Configured Spots is the maximum number of spots on a digital display

ADVERTISER AGREEMENT - PRODUCTION INFORMATION ADDENDUM

PAGE 2 OF 7

OUTFRONT/CONTRACT NO.: **3905483**

DATE: 06/21/24

Advertiser Bill-To# 1140274

City of Hastings
201 E. State St.
Hastings, MI 49058
269-945-2468
Attn: Dan King

ADVERTISER: City of Hastings

BRAND:

CAMPAIGN:

ACCOUNT EXECUTIVE: Stephen Arnest (A48)

Copy must meet Production specifications and be received 10 working days prior to each advertising period.THIS AGREEMENT AND THE COPY TO BE DISPLAYED HEREUNDER IS SUBJECT TO THE APPROVAL OF OUTFRONT MEDIA'S
MARKET GENERAL MANAGER AND THE OWNER OF THE LOCATION AS APPLICABLE

Market	Media/Location(s)	Configured Spots***	Size	Copy Due Date	Shipping Quantity	Shipping Address	Service AE	Ext. Fab Per Sq Ft
Grand Rapids Posters	Posters/General Coverage	NA	10'5 x 22'8	06/14/24	1	OUTFRONT Media 1355 Century Avenue SW Grand Rapids, MI 49503 (616) 452-3171 Attn Outdoor Operations		
Grand Rapids, MI	Mobile Displays	NA		06/14/24	1			
Grand Rapids, MI S/A Bonus	Digital Bulletins - LED Rotary	VAR		06/14/24	1	@Grand Rapids Digital Outdoor Contact your OUTFRONT AE Grand Rapids, MI		

1. Scope of the Contract. The "Contract" consists of these terms and conditions, the facing page, the Production Information Addendum, any attached addenda applicable to other products and services (such as mobile advertising or attribution services), if any, and Company's Specifications for Inventory and Packages located at www.outfrontmedia.com/resources/posting-standards (the "Inventory Specifications"), which are incorporated by reference herein. If an advertising agency or other agent or licensee of Advertiser ("Agency") is entering into this Contract on Advertiser's behalf, Agency represents that it has the authority to act and is acting as agent for Advertiser.
2. Delivery of Copy. At least ten working days before the estimated start date (unless otherwise agreed in writing by Company or set forth in the Inventory Specifications), Advertiser, at its sole expense, shall furnish and deliver to Company or to service points designated by Company sufficient supply of advertising copy ("Copy"), in the form and type specified by Company, with all necessary overage supply and posting instructions. If Copy is not timely and properly received in accordance with the Contract, a loss of service may occur and additional costs may be charged by Company, although commercially reasonable efforts will be used to post late Copy as promptly as practicable after receipt from Advertiser. If Advertiser requests expedited installation within five working days of Company's receipt of late Copy, a fee of not less than \$650 per location will be payable. Company may use the location(s) in any manner prior to posting the late received Copy without limiting Advertiser's liability to pay for such location(s).
3. Copy Approval and Responsibility for Content. The character, design, text and illustrations on Copy and the material used are subject to approval by Company and by the location owner, transit company/authority or third party controlling the location ("Owner"). Nudity, pornographic, profane or obscene Copy is prohibited. If Copy is rejected, Advertiser shall provide acceptable replacement Copy within ten days of notification of rejection. If Advertiser fails to provide acceptable replacement Copy within such ten-day period, Company shall have the right to use the location(s) involved in any manner, without releasing Advertiser from its obligation to pay for such location(s). If after installation or posting, the Owner of a display disapproves any advertisement or if Company determines that adverse publicity, reputational harm or liability to Company or third parties has or is likely to result from any display, Company shall have the right to remove the advertisement and, at its option, either terminate this Contract or request new acceptable Copy in accordance with this paragraph. Advertiser shall indemnify, defend and save harmless Company and Owner against all claims and liabilities (including reasonable attorneys' fees and expenses) arising out of the advertising material displayed under this Contract, including, but not limited to, any claim for defamation, fraud, misrepresentation, any claim for infringement of any copyright, trademark, or other intellectual property right, or any claim for violation of any right of privacy, common law right or any other right of any person or entity.
4. Publicity for Certain Copy. If the Copy concerns a political, religious or social issue, Advertiser (including Agency) shall not make any press release or other public announcement or media outreach regarding this Contract or the related Copy that refers to Company without Company's express prior written consent (which consent may be granted or denied in Company's sole discretion), except as required under applicable law, in which case Advertiser shall obtain the approval of Company as to the form, nature and extent of the press release, public announcement or media outreach prior to issuing the press release or making the public announcement.
5. Inspection of Displays. Advertiser shall inspect each display within three days after installation or posting. Unless Advertiser gives written notice to Company specifying any defect within such three-day period, the display shall be conclusively presumed to have been inspected and approved by Advertiser for all purposes whatsoever, including the content and location of displays.
6. Maintenance and Damage. Company will use commercially reasonable efforts to maintain static displays in good condition to the extent of matters reasonably within Company's control. Should Advertiser's static Copy be lost, stolen, damaged, defaced, or deteriorated for any reason whatsoever, including ordinary wear and tear, Advertiser shall furnish replacement Copy, upon Company's request, without liability or expense to Company. If Advertiser fails to provide such replacement Copy, Company may use the location in any manner, without releasing Advertiser from its obligation to pay for such location. Any repainting or reposting requested by Advertiser in addition to that specified herein shall be paid by Advertiser in advance per Company's current quoted prices.
7. Inability to Post Copy. If for any reason whatsoever (i) Company is unable to secure any specified location or loses the right to use any location, or (ii) Company posts fewer locations or less Copy than specified, or (iii) any location becomes obstructed, destroyed or defaced, or (iv) Company fails to display digital Copy in accordance with the minimum display standard for digital displays as set forth in the Inventory Specifications, or (v) Company fails to deliver the minimum number of guaranteed impressions in accordance with the Inventory Specifications (where Company has provided an impression guarantee), or (vi) Company otherwise fails to meet its obligations hereunder, such failure shall not be deemed a breach or termination of this Contract and shall not render Company liable for any damages or offsets of any kind other than as set forth in this paragraph. As Advertiser's sole remedy and Company's sole obligation for any such failure (except where a more specific remedy is expressly provided for in this Contract), Company shall, at its sole option, either (A) extend the Advertising Period and/or post additional Copy to provide an equivalent amount of advertising service at the contracted location or a replacement location of equal value (per Company's prices and/or classifications), (B) provide a pro-rated credit for advertising services equivalent to the amounts paid for services not rendered, or (C) terminate the Contract in whole or in part and receive payment in full for services rendered through the termination date, with all other remedies at law or equity being expressly waived by Advertiser.
8. Illumination of Static Displays. Where illuminated static displays are provided, illumination will be from dusk to midnight unless otherwise specified by Company for a specific display. If illumination is halted or reduced for any reason, including, but not limited to, compliance with law or malfunction of equipment, and such period of halted or reduced illumination continues for more than five days after Company's receipt of notice from Advertiser, as Advertiser's sole remedy for such illumination failure, Advertiser shall receive a credit for the period of reduced or non-illumination at the rate of 15% of the contract price for the impacted period.
9. Invoicing and Payment. Invoicing will be rendered monthly in advance dating from the commencement date of the first Advertising Period. Where the facing page of this Contract specifies delivery by impressions and Company approves payment in arrears, invoicing will be rendered monthly as of the last business day of each month during the Advertising Period and following the end of the Advertising Period based on the number of impressions delivered during the prior monthly period or part thereof. Invoices rendered to Advertiser shall be conclusive as to the correctness of the items stated unless Company receives written objection within 15 days of the invoice date. Non-receipt of invoices or lack of invoicing shall not impact Advertiser's liability hereunder. All rates and adjustments are computed on the basis of 30 days to the month, unless

a different period is specified on the facing page of this Contract. Invoices shall be due 30 days after the date of invoice and failure to pay within such timeframe shall result in a default hereunder and shall further be deemed a default under any other agreements with Company. Invoices not paid when due shall accrue interest at the rate of 1.5% per month (18% annually), or such lesser rate permitted by law. Additionally, any discounts given shall be forfeited/reversed for invoices not paid within 60 days from the date thereof. Notwithstanding the foregoing, in the event that Company accepts payment by ACH or credit card, Company shall have the right, at Company's option, to either (i) require Advertiser to pay all amounts due or coming due under the Contract on the date of the ACH or credit card payment or (ii) require Advertiser to set up recurring payments whereby Advertiser's ACH or credit card is charged on each invoice date for the full invoice amount.

10. Credit Approval. Acceptance of this Contract is subject to credit check and approval by Company. Company, in its sole discretion, may extend or reject credit, or at any time during the term withdraw credit, and Company may thereupon require partial or full payment of the remaining contract amount in advance.

11. Advertiser Default. In the event of default or material breach by Advertiser, in addition to other remedies available at law, Company may: (i) cancel this Contract without prior notice and demand payments of all amounts remaining due and owing; (ii) without terminating this Contract, declare the entire balance of payments to be made hereunder immediately due and payable; (iii) remove all of Advertiser's Copy without limiting Advertiser's liability hereunder; and/or (iv) declare Advertiser in default under any other agreement with Company. Waiver by Company of any breach by Advertiser hereunder shall not prejudice the rights of Company with respect to any breach not specifically waived by Company.

12. Unused Copy. Company shall not be held responsible for unused posters, displays or other Copy provided by Advertiser and Company may dispose of any such materials in its discretion. Company may promote Company's own business through the use of Advertiser's Copy or displays in any manner whatsoever.

13. General. This Contract contains the full agreement of the parties, and no prior representation or assurance, verbal or written not contained herein, shall affect or alter the obligations of either party hereto. Company and Advertiser accept this Contract subject to all federal, state and municipal laws and regulations. In the event any advertisement becomes illegal, Company reserves the right to terminate same upon notice to Advertiser. This Contract is not cancelable or assignable by Advertiser, nor may the subject of the advertising be changed without the consent of Company. All parties comprising Advertiser hereunder, including Agency, shall be jointly and severally liable under this Contract. This Contract and all related claims shall be construed according to the laws of the State of New York and New York County, New York shall be the proper and exclusive legal jurisdiction and venue for any resulting legal action. Company is an Equal Opportunity Employer.

14. Counterpart Signatures. This Contract may be executed in numerous counterparts, all of which shall be considered one and the same agreement. For purposes of this Contract, facsimile or electronic signatures shall be considered original signatures.

End of Terms and Conditions

DIGITAL ADVERTISING RIDER TO OUTFRONT MEDIA TERMS AND CONDITIONS OF ADVERTISING SERVICE

This Digital Advertising Rider ("Digital Advertising Rider") governs the purchase by Advertiser and provision by OUTFRONT Media LLC ("Company") of Digital Advertising (as defined herein). This Digital Advertising Rider supplements and where applicable amends the Outfront Media Terms and Conditions of Advertising Service attached to the Advertising Agreement entered into by Advertiser and Company and, if applicable, any other agreement entered into and/or terms and conditions agreed to by Advertiser and Company with respect to advertising services (as applicable, the "Terms and Conditions"). As used herein, Company shall mean Outfront Media LLC and Advertiser shall mean and be deemed to include the advertiser identified in the applicable Terms and Conditions, in addition to such advertiser, any advertising agency or any other agent or licensee of such advertiser.

WHEREAS, Advertiser desires to purchase, and Company desires to provide, location-based mobile advertising or other digital advertising, retargeting, and data services utilizing the mobile, website and/or connected television (CTV) and over-the-top (OTT) media advertising platform(s) owned and operated by Company or by third party service providers GroundTruth, inMarket or other providers designated by Company ("Service Providers"), through which digital advertisements ("Ads" or "advertisements") are distributed through mobile applications, websites, CTV and OTT services, and/or other digital networks (the "Digital Advertising Network(s)") (such advertising, retargeting and data services, "Digital Advertising");

NOW THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby recognized, the parties agree as follows:

1. At least ten (10) working days before the estimated start date of a Digital Advertising campaign, Advertiser, at its sole expense, shall furnish and deliver to Company or to service points designated by Company, a campaign request including (i) complete and sufficient digital advertising copy for applicable Ads, in form and type specified by Company ("Copy") and (ii) parameters for the display of Ads in the applicable Digital Advertising Network(s), in form and type specified by Company (collectively, the "Campaign Request"), each of which shall be subject to Company's review and approval. If Copy and/or appropriate parameters are not so received, the Digital Advertising campaign may not begin on the estimated start date set forth in the Campaign Request and additional costs may be charged by Company in connection with the eventual display of the Ads, although commercially reasonable efforts will be used to deliver approved Ads as promptly as practicable after receipt from Advertiser. Nudity, pornographic, profane or obscene copy shall not be permitted. The character, design, text and illustrations on advertising Copy and the material used, as well as the parameters for the display of Ads, shall be subject to approval by Company and by the Service Provider and, where applicable, the Service Provider's Digital Advertising Network partners. If Copy or any parameters are rejected, Advertiser shall continue to be liable for the full term of this Contract, including all impressions requested in the Campaign Request, and Advertiser shall be responsible for providing an acceptable replacement Copy or parameters, as applicable, within two (2) days of notification that previous Copy or parameters were rejected or as otherwise specified by Company. If replacement Copy or parameters are received after the date specified by Company or otherwise not received, Company shall be entitled to full payment for the contract period even if partial or no display results. Company shall ensure the initial display of the approved Copy within a forty-eight (48) hour time period after final approval of such Copy and corresponding parameters, excluding weekends and holidays, provided that in the event that Copy and corresponding parameters are approved more than forty-eight (48) hours, excluding weekends and holidays, before the requested start date of the Digital Advertising campaign set forth in the Campaign Request, Company shall ensure the initial display of the approved Copy on such requested start date. Unless otherwise specified on the face of the Advertising Agreement, (i) in the event that the advertising period is more than thirty (30)

days, Advertiser shall be permitted to request a change in Copy after the initial thirty (30) days and once after every thirty (30) day period thereafter, provided that the parameters set forth in the Campaign Request will not be altered and the display of such Copy is subject to the requirements set forth in Section 1, including, without limitation, the obligation to furnish and deliver Copy at least ten (10) working days before the anticipated date of the display of the new Copy; and (ii) all other changes in Copy will be subject to the approval of Company and there will be a service charge for any approved additional changes in Copy.

2. Company is not and shall not be responsible for the Copy and parameters for the display of Ads, compliance of the Ads with applicable laws, any aspect of Advertiser's or third-party website(s) or application(s), or for any other content with which the Ads may be associated. Notwithstanding Company's review and approval, Advertiser is solely responsible for determining and ensuring that the Copy and parameters for displaying Ads comply with applicable laws and regulations, including, without limitation, content, location and age-based restrictions and any required governmental approvals (e.g., for cannabis advertising and other regulated advertising categories). Advertiser shall indemnify, defend and save harmless Company and the Service Providers against all claims and liabilities arising out of the Ads (including products and services referenced therein) displayed under this Contract and any materials associated therewith, including but not limited to any claim arising out of or relating to violation of laws, any claim for defamation, or infringement of any copyright, trademark, or other intellectual property or privacy right and any claim related to the website(s) to which any Ads or related content link and all emails, newsletters, and other items and technology in connection therewith, and reasonable attorneys' fees and expenses incurred in defending any such claims.

3. Advertiser acknowledges and agrees that there is limited advertising space in the formats of digital marketing in which the Ads will be displayed and that Company and/or the Service Providers may make reasonable modifications to the format of any approved Copy, including conversions reasonably deemed necessary to display the Ads on the Digital Advertising Network(s).

4. Company does not guarantee the end user activity or engagement that any Ads will receive, including, without limitation, the click through rate (CTR), secondary action rate (SAR), or completed views (for CTV and OTT media). Company cannot control how clicks are generated on any Ad and Company will not be responsible for click fraud, technological issues or other potentially invalid click activity. The distribution of Ads may be subject to inventory availability and Company does not guarantee that any Ad(s) will be placed in, or available through, any specific mobile application, website, CTV or OTT content within the Digital Advertising Network(s), nor does Company guarantee that any Ad(s) will appear in a particular position within a mobile application, website, CTV or OTT content. Company does not make any representations, warranties or guarantees regarding the mobile applications, websites, CTV or OTT services within the Digital Advertising Network(s), or any content displayed or contained therein, and hereby disclaims any and all liability for the foregoing. If for any reason whatsoever during the term hereof (i) Ads cannot be distributed to any part of the Digital Advertising Network(s) or (ii) any mobile application within the Digital Advertising Network(s) cannot, for whatever reason, display Ads to end users, or (iii) Company fails to timely meet its requirement to deliver the requested number of impressions during the Advertising Period, any resulting loss of advertising shall not be deemed a breach or termination of this Contract. Company's measurements in connection with performance of an applicable Ad delivered in the Digital Advertising Network(s), including the calculated number of impressions delivered, are the definitive measurements. Any failure to deliver the impressions requested in the applicable Campaign Request shall not render Company liable for any damages or offsets of any kind and shall be remedied solely by extending the Advertising Period of this Contract to provide any requested impressions not provided during the Advertising Period, or at Company's option, result in a pro-rated credit proportional to any impressions required by the Campaign Request but not delivered, with all other remedies at law or equity being expressly waived by Advertiser. Notwithstanding anything contained herein to the contrary, if the ability to provide Digital Advertising services through the applicable Service Provider is lost for any reason whatsoever, Company shall also have the option to terminate this Contract and receive payment in full for Digital Advertising delivered through the termination date.

5. If after initial approval of Copy, Company or the Service Provider, on its own or on behalf of any of its Digital Advertising Network partners, disapproves any Ad, or if adverse publicity results from any delivery or display of any Ad, Company shall have the right to remove and/or cease delivering the Ad for display on the Digital Advertising Network(s) or any component thereof, and, at its option, either terminate this Contract or request a new acceptable advertisement copy pursuant to paragraph 2 above.

6. Notwithstanding anything to the contrary herein, all data and information gathered or received by Company and/or the Service Providers in connection with providing Digital Advertising may be freely used by Company and the Service Providers. Company shall use commercially reasonable efforts to provide Advertiser with a summary of available performance metrics for Ads delivered and displayed under this Digital Advertising Rider on a weekly basis. If for any reason whatsoever during the term hereof (i) performance data is unavailable, in whole or in part; (ii) Company

does not have the right to provide performance data to Advertiser; or (iii) there is a delay in the provision of performance data to Advertiser, the foregoing shall not be deemed a breach or termination of this Contract, shall not render Company liable for any damages or offsets of any kind and shall be remedied solely by the provision of performance data when and if and to the extent made available to Company for delivery to Advertiser, with all other remedies at law or equity being expressly waived by Advertiser. Company or a Service Provider may, at its discretion, provide Advertiser with additional data regarding the delivery of the Ads and/or the audience for the Ads as delivered and displayed under this Digital Advertising Rider. A Service Provider may also, as an optional service, provide data regarding targeted devices or devices exposed to the Ads or exposed to related out-of-home campaign advertisements to Advertiser or Advertiser's designated third party demand side platform (DSP) for media planning or retargeting purposes.

7. Advertiser represents and warrants that (i) all data provided by or on behalf of Advertiser was collected or obtained in accordance with applicable laws and (ii) Advertiser has all rights and licenses necessary for the uses of such data contemplated in connection with this Digital Advertising Rider. Advertiser shall indemnify, defend and save harmless Company and the Service Providers against all third party claims and liabilities arising out of the receipt and use of any data provided by or on behalf of Advertiser under this Digital Advertising Rider, and reasonable attorneys' fees and expenses incurred in defending any such claims.

8. Advertiser shall use all performance data, device data and any other data provided by Company or a Service Provider solely for the limited internal business purposes for which the data was provided in accordance with any additional terms concurrently provided to Advertiser and in compliance with all applicable laws, rules and regulations and generally accepted industry standards and/or guidelines relating to the use of such data as contemplated herein. Where data is provided directly or indirectly to Advertiser's designated DSP, Advertiser is solely responsible and liable for the processing of such data by its DSP in compliance with this Digital Advertising Rider. All data provided by Company or a Service Provider is provided on an "AS-IS" basis and Company is not and shall not be responsible for Advertiser's or its DSP's use of such data. Advertiser shall indemnify, defend, and save harmless Company and the Service Providers against all claims and liabilities arising out of the Advertiser's use of performance, device and other data provided by Company or Service Providers under this Digital Advertising Rider, and reasonable attorneys' fees and expenses incurred in defending any such claims.

9. Advertiser acknowledges and agrees that all claims by Advertiser related to the Digital Advertising services provided hereunder shall be directed at Company and that Company does not make, and Advertiser hereby disclaims, any representations, warranties and liabilities on behalf of the Service Providers. Company shall not be held responsible for retention of Copy, including digital files or data, provided by Advertiser and Company may dispose of any such materials. Company may promote Company's own business through the use of Advertiser's approved Copy and corresponding parameters in any manner whatsoever.

10. Capitalized terms used in this Digital Advertising Rider and not otherwise defined shall have the meanings ascribed to them in the Terms and Conditions. This Digital Advertising Rider is made

as an addition to and not in derogation of the Contract and the Terms and Conditions thereof and shall be read to the greatest extent possible as consistent therewith. In the event of any inconsistency between the terms of this Digital Advertising Rider and the terms set forth in the Terms and Conditions, the terms of this Digital Advertising Rider shall control. The provision of Digital Advertising, including Company's acceptance of Advertiser's order therefor, is expressly limited to, and made expressly conditional on, Advertiser's acceptance of this Digital Advertising Rider. Company objects to any different or additional terms.



CITY OF HASTINGS

DOWNTOWN DEVELOPMENT AUTHORITY

BUILDING EXTERIOR IMPROVEMENT
PROGRAM

LOAN APPLICATION PACKET

"In accordance with Federal law and U.S. Department of Agricultural policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W. Washington, D.C. 20250-9410, or call (800)795-3272 (voice) or (202) 720-6382 (TDD)"

"This institution is an equal opportunity provider, and employer"

APPLICATION PACKET

This packet is designed to guide you through the process of applying for a grant and loan through the City of Hastings Downtown Development Authority (DDA) Exterior Building Improvement Program. The goal of this program is to provide a zero percent interest loan to property owners within the DDA District who want to make capital improvements to their buildings.

- Please note that this program is available for **commercial** buildings within the DDA District only.
- A \$250 non-refundable application fee must accompany the signed application form for projects. Please make check payable to: City of Hastings. For Emergency Funds loans the application fee can come out of total loan amount.

Questions about this program are welcome and should be directed to:

*Dan King
Community Development Director
City of Hastings
201 East State Street
Hastings, Michigan 49058
(269) 945-2468
(269) 948-9544 fax
dking@hastingsmi.org.*

Funding for the City of Hastings Downtown Development Authority
Exterior Building Improvement Program
provided by:
United States Department of Agriculture

Loans administered and serviced by:
City of Hastings

APPLICATION PROCESS

1. Applicant must submit an application, complete application supporting documents, and a \$250 non-refundable application fee (applications for Emergency Funds, the application fee will be part of the total loan amount) to the City of Hastings Community Development Department at 201 East State Street, Hastings, Michigan 49058.
2. Detailed design and architectural sketches for projects must be submitted with application or must be on file at the City of Hastings Community Development Department.
3. All applications will be reviewed by City of Hastings staff, Loan Review Committee members and the DDA Board. Applications for projects must be received for committee review two weeks prior to the DDA's monthly meeting (3rd Thursday of the month at 8:00 a.m.). Applicants should be prepared to present their proposed project for DDA questions. Preliminary approval or denial of the application will be made at the Loan Review Committee meeting. Emergency Funds applications will be reviewed as quickly as possible.
4. Upon Loan Committee approval the DDA Board will review the application, including financial documents. Approval or denial of the application will be made no later than one week after the DDA Board reviews the loan.
5. Upon approval of the application by the DDA, the applicant and loan amount will be forwarded to the USDA for approval. Upon approval from USDA, City of Hastings staff will prepare a commitment letter and forward to the applicant. The applicant must sign and return the letter within 10 business days. This timeline will be expedited for Emergency Funds loans.
6. The City Attorney and City staff will prepare all documents required for closing. Community Development staff will review loan closing checklist to ensure all documents are assembled and conditions met.

LOAN PROGRAM REQUIREMENTS

Applicant Eligibility

- Owners of real property within the Hastings DDA District.
- Owners of business establishments within the DDA District. Tenants need written approval from the property owner for proposed projects.
- Emergency Funds loans are only available to owners of business establishments within the DDA District.
- More than one loan may be available per applicant, subject to the discretion of the DDA Board.
- Applicants will be required to complete an application packet provided by the City of Hastings Community Development Department.
- Property taxes and other City accounts must be current.
- Project components must have a useful life of at least 10 years.

Potential Program Uses

- Repair or replacement of windows, doors, walls, or other appropriate architectural elements.
- Exterior painting
- Awnings
- Roofs
- Exterior Lighting
- Fire Suppression
- Elevator
- Handicap Compliance
- HVAC Equipment
- Masonry repair or cleaning

- Conversion to retail or entertainment storefront
- Restoration of vintage elements
- Materials and labor for work performed in association with above-mentioned improvements.
- Emergency funds to help with expenses such as rent, utilities, property taxes, and building related expenses.
 - Must be a qualifying emergency (Government State of Emergency or Disaster).
 - Qualifying emergency must create a hardship because the business is limited or cannot be open.
 - Applicant must provide documentation showing attempts to apply for other assistance.
 - Limited to \$5,000 per application.

Note: All work performed in association with an eligible project shall be performed by licensed contractors. Any work that requires the use of scaffolding, lifts or other construction equipment in a public area must be effectively barricaded to protect the public from danger and approved by the Public Safety Department and the Department of Public Services. All work must comply with the design standards of the zoning district the building is located.

Ineligible Program Uses

- Refinancing of existing debt/return of owner's capital
- Expenses incurred prior to approval of site plan by the DDA
- Site plan, building permit fees
- Labor costs paid to the applicant or relatives of applicant
- Payment of the organizational costs of a start-up
- Financing of the distribution of payments to owners and shareholders
- Payment of finder's fee for securing financing

Loan Review and Approval Requirements

- A valid lean on the subject property may be required as security, at the Loan Review Committee's recommendation.
- Funding for projects undertaken prior to DDA approval will not be considered.
- All required municipal or governmental permits must be obtained prior to construction start-up.
- Applicant must provide proof that all property taxes are current and the subject property is properly insured.
- Emergency Funds loans will be awarded based on checklist (included in application).

Terms and Conditions

- The loan will be limited to that amount needed to fund the difference between the private funding source(s) and the total project cost and may be limited to a maximum of \$10,000 subject to the discretion of the DDA board.
- There is a dollar for dollar match requirement. Match dollars can come from the property owner, business owner, DDA, financial institution or a combination.
- The terms of the loan are at zero percent interest amortized for seven years. Emergency funds loans are at zero percent interest and applicants will have up to three (3) years to repay. The loan will be called due and payable if conditions of the loan agreement are violated, or if the applicant sells the business or moves the business outside of the DDA District. Applicants may pay off the loan at any time.
- A check to the loan recipient for 50% of loan amount will be disbursed at 50% project completion. The remaining 50% of the total loan amount will be disbursed at project completion.
- If the loan is for emergency funds, the applicant may draw funds by providing documentation of amounts paid for appropriate expenditures. Reimbursements are for expenditures as of the date of the declared emergency or disaster (funds can be paid retroactively to the date of emergency). Reimbursements will be paid once a month. Documentation must be submitted to the City of Hastings by the 15th of the month and applicant will receive reimbursement within 5-7 business days from the 15th of the month.
- Repayment of loan for a project will begin upon completion of project. Repayment of loan for emergency funds will begin four (4) months after the first reimbursement request. Repayment may be adjusted per approval of the DDA Board.

Loan Servicing

- ✓ All loans will be serviced by City of Hastings.

Default and Remedy

- ✓ Applicants must demonstrate a bona fide commitment to implement building improvements and must certify that construction will commence

within 60 days of approval and that the project will be completed within 365 days thereafter. Applicant will be in default if rehabilitation is not undertaken within the specific time period. Deadline extension requests must be made in writing and are subject to the DDA's approval.

- ✓ One or more of the following events shall constitute default:
 1. The applicant fails to pay, when due, any real estate taxes or special assessments on the subject property.
 2. The applicant expends program funds for uses other than approved project costs as represented in the original application.
 3. Borrower defaults on private bank loan or other public financing made in conjunction with Building Exterior Improvement Program loan.

APPLICANT NAME:	
APPLICANT ADDRESS:	
PHONE:	FAX:
BUILDING LOCATION:	
OWNER OF RECORD:	
BUSINESS STRUCTURE (<i>Choose One</i>):	
<input type="radio"/> Sole Proprietor	<input type="radio"/> Partnership
<input type="radio"/> Corporation	<input type="radio"/> Limited Liability Corporation

PROJECT TYPE:	
Number of years in business: Current location =	Total=
LOAN: <i>Amount Needed (\$)</i>	

PROJECT DESCRIPTION: (Only for non-emergency loans)
Please describe in detail the proposed work on your building. Please include a detailed project budget. Attach architectural sketches. Use separate sheet(s) if necessary.

EMERGENCY FUNDS LOANS:
Please explain how emergency has affected your business operations. Please provide documentation of attempts to apply for other assistance. Please include a list of how the requested funds will be utilized.

Anticipated Construction Start Date:	Estimated Completion Date:
Anticipated Total Project Cost:	

APPLICATION SUPPORTING DOCUMENTS CHECKLIST

Attachment 1: PROPERTY- RELATED DOCUMENTS	<ul style="list-style-type: none"> ○ Property deed with legal description of property (if owned by applicant) ○ Copies of lease(s)/rental agreement(s) associated with the property ○ Proof of appropriate general hazard or liability insurance policy, or other insurance payable to lender
Attachment 2: FINANCIAL DOCUMENTS	<ul style="list-style-type: none"> ○ Business plan, including plans for leasing space if vacant (sample form available) ○ Projected cash flow statements for next two years, including annual rental income and terms (sample form available) ○ Personal and/or business tax returns for last two years ○ Personal financial statement, signed and dated (sample form available) ○ Valid mortgage on subject property and/or personal guarantee, if applicable ○ Contingency plan for loan repayment ○ Articles of incorporation and by-laws, or partnership agreement, if applicable ○ Corporate resolution to borrow, or partnership agreement and authorization for borrowing (if applicable)
Attachment 3: DESIGN/ ARCHITECTURAL DOCUMENTS (if building improvement)	<ul style="list-style-type: none"> ○ Photographs, sketches, and/or blueprints of proposed project ○ Recommended two (2) contractor quotes/construction bids for materials and labor ○ Project budget

EMERGENCY LOAN APPROVAL PRIORITIES

Applications for Emergency Funds containing the following characteristics will have priority in the appropriation of funds: **(40 Points available)**

- New Loan (1st Time Applicant)[**up to 2pts**] _____
- Number of years in business at this location and total [**up to 5pts**] _____
- Severity of emergency's effect on business activity [**up to 5pts**] _____
- Documentation of attempts to acquire other assistance [**up to 5pts**] _____
- List of proposed uses of funds are appropriate [**up to 5pts**] _____
- Loan Committee's recommendation for approval [**up to 5pts**] _____
- Evidence of business to re-open after emergency [**up to 5pts**] _____
- Supporting documentation provided [**up to 3pts**] _____
- Property Tax and other City accounts are current [**up to 5pts**] _____
- Total** _____

I/We certify that all information set forth in this application is a true representation of the facts pertaining to the subject property for the purpose of obtaining funding under the City of Hastings Building Exterior Improvement Program. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in disqualification from the program, requiring any funds already disbursed to be repaid in full to the City of Hastings.

The City of Hastings reserves the right to monitor the progress of project activities contained herein and made part of the "Remuneration Agreement" and "Rehabilitation Agreement" attached hereto.

Signed this _____ day of _____

By: _____

its: _____

4/29/2020

Disclosure Statement For Applications

The following information is requested by the federal government in order to monitor compliance with federal laws prohibiting discrimination against applicants seeking to participate in this program. You are not required to furnish this information but are encouraged to do so. This information will not be used in evaluating your application or to discriminate against you in any way. However, if you choose not to furnish it, we are required to observe the race, ethnicity, and sex of applicants based on visual observations or surname.

Applicant

Co-Applicant

☐ I do not wish to furnish this information

☐ I do not wish to furnish this information

Ethnicity:

☐ Hispanic or Latino

☐ Hispanic or Latino

☐ Not Hispanic or Latino

☐ Not Hispanic or Latino

Race: (Mark all that apply)

☐ White

☐ White

☐ Black or African American

☐ Black or African American

☐ American Indian or Alaska Native

☐ American Indian or Alaska Native

☐ Asian

☐ Asian

☐ Native Hawaiian/Other Pacific Islander

☐ Native Hawaiian/Other Pacific Islander

Sex:

☐ Male

☐ Male

☐ Female

☐ Female



Military Hometown Heroes Banner Program

GUIDELINES AND SPONSORSHIPS

The Military Hometown Heroes Banner Program was created to honor and recognize military personnel (active, honorably discharged or deceased) that reside or have resided in the County of Lapeer; those who can and do call Lapeer their hometown. The program is funded through payments and donations which enable the purchase and placement of the banners on downtown Lapeer lampposts.

Banners measure approximately 24" x 40" and will have the Service Person's name, image and military branch. Those military men and women who have been honorably discharged will be designated with a white star, those who have died in the line of duty a gold star and active duty members will be designated with a blue star.



GUIDELINES

1. Honoree must be honorably discharged or deceased or on active duty with any branch of the United States Military.
2. Honoree must be a Lapeer resident.
3. Each banner will list the honoree's name and branch of service and will be proudly displayed on a lamppost in downtown Lapeer.
4. The Lapeer Main Street DDA will have the sole responsibility of hanging and removal of the banner. Once produced and installed, banners shall remain the property of the City of Lapeer until removed and presented to the family or requester.
5. The banner will be displayed from Memorial Day to early November and upon removal, the banner will be returned to the person who made the original application request. If the banner starts to show any signs of deterioration before the planned removal date, the banner will be removed and returned to the requester.

SPONSORSHIP / DONATIONS

Sponsorships and donations will be used to assist families who would like to take part in this program and cannot afford to pay the cost of the banner requests. You can sponsor a specific banner/family or simply donate funds to be used as needs arise. Sponsors will be listed on the Downtown Lapeer website as a program sponsor/donor from Memorial Day to Veterans Day during the year you contributed.

If you are interested in becoming a sponsor/donor for this program, fill out the following information and return this page along with your donation.

MILITARY HOMETOWN HEROES BANNER PROGRAM SPONSORSHIP / DONATION FORM

Name (or Business Name): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

If you wish to sponsor a specific banner, please list the Service Person's name below in order to allow us to match your donation with their application:

Return the completed form along with your check to:

Lapeer Main Street DDA
Attn: Hometown Heroes Banner Program
410 W. Nepessing St. Ste 106
Lapeer, MI 48446



Returning Applicants

Military Hometown Hero Banner Program

Upon submittal of this application, please review the Military Hometown Hero Banner Program guidelines for further details. The initial cost per banner is \$80.00 for the production, installation, and removal of the banner. Banners can be hung following years for a re-hanging charge of \$20 and on a first come, first serve basis. The banner will be displayed from Memorial Day, May 27, 2024 to early November 2024. Please send a check payable to the Lapeer Main Street DDA along with the completed application to:

Lapeer Main Street DDA
Attn: Hometown Heroes Banner Program
410 W. Nepessing St. Ste 106
Lapeer, MI 48446

Honoree Information

Name of Service Person: -----

Branch of the U.S. Military Service:

- ☐ U.S. Army
- ☐ U.S. Marine Corps
- ☐ U.S. Navy
- ☐ U.S. Air Force
- ☐ U.S. Coast Guard

Applicant Contact information

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone: _____

Email: _____

Relationship to Service Person: _____

*Please note, we are not responsible for any damaged banners due to the length of time the banners are hung during the 2024 season (May 27 through November 11th) as they endure many types of inclement weather.

For additional information or questions, please contact the Lapeer Main Street DDA via email: james@lapeerdda.com or by phone: (810) 728-6598



Military Hometown Heroes Banner Program

Upon submittal of this application, please review the Military Hometown Hero Banner Program guidelines for further details. The initial cost per banner is \$80.00 for the production, installation, and removal of the banner. Banners can be hung following years for a re-hanging charge of \$20 and on a first come, first serve basis. The banner will be displayed from Memorial Day, May 27, 2024 to early November 2024. Please send a check payable to the Lapeer Main Street DDA along with the completed application to:

Lapeer Main Street DDA
Attn: Hometown Heroes Banner Program
410 W. Nepeessing St. Ste 106
Lapeer, MI 48446



Honoree Information

Name of Service Person*: _____
First MI (if used on banner) Last

** Spelling of Service person's name on the banner will be taken directly from the application.*

Is Service Person a resident of Lapeer County? ☐ Yes ☐ No

Branch of the U.S. Military Service:

☐ U.S. Army ☐ U.S. Navy ☐ U.S. Coast Guard
☐ U.S. Marine Corps ☐ U.S. Air Force

Please indicate the type of banner you would like to order:

☐ Active Duty ☐ Veteran ☐ Memorial (Died in service)

What you will need to submit:

- Application
- 5 x 7 high quality photo of the Service Person in uniform.
(Please do not send original photo. Lapeer Main Street makes every attempt to protect photos and images however we are not responsible for photos lost or damaged in shipping or during the banner creation process.)
- Military Verification Form (e.g. Military ID, DD214, etc.)
- \$60.00 payable to Lapeer Main Street DDA. Please reference "Military Hero Banner Program" on the check.

Applicant Contact Information

Please complete the following information to allow us to contact you should we have any questions.

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone: _____

Email: _____

Relationship to Service Person: _____

The Service Person being honored (if living) will need to grant permission to for their name and likeness to be placed on a banner in downtown Lapeer. A separate form has been provided for this.

You can verify military records online by visiting

<http://www.archives.gov/veterans/military-service-records/>

***Please note, we are not responsible for any damaged banners due to the length of time the banners are hung during the 2024 season (May 27 through November 11th) as they endure many types of inclement weather.**

For additional information or questions, please contact Lapeer Main Street DDA via email:

james@lapeerdda.com



Military Hometown Heroes Banner Program

HONOREE RELEASE FORM

I hereby grant permission to the Lapeer Main Street DDA to utilize my name and likeness for the Military Hometown Heroes Banner Program.

Dated this _____ day of _____, 20____.

Honoree Signature





CITY OF HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY
ACCOMPLISHMENTS, PROJECTS, INVESTMENTS, AND AUTHORITY EVENTS
FOR FISCAL YEAR 2024-2025

July 2024—Approved spending up to \$1,500 for advertising, with local radio station and newspaper, regarding businesses being open during streetscape construction.

July 2024—Approved the expenditure of \$250 to support the Barry Chamber of Commerce and Economic Development Alliance’s segment four of Small Business Boot Camp.

July 2024—Approved the Barry Community Foundation’s annual request for \$1,5000 to support the Hastings Farmers Market.

July 2024—Conducted its first of two PA 567 of 2018 Informational Meetings for the 2024-2025 fiscal year.

July 2024—Approved a façade grant request for 122 W. State Street in the amount of \$3,450.

August 2024—Approved a motion to grant the Jingle & Mingle Committee’s request for \$4,000.00 in financial support for the 2024 event.

August 2024—Established a line-item budget of \$50,000.00 for Christmas decorations.

August 2024—approved a request from the Downtown Business Team for \$1,800.00 to update its website.

September 2024—Approved façade grant request in the amount Of \$10,000 for façade and \$1,000 for architectural rendering for the Trumble Agency, 128 S. Jefferson St.

October 2024—Approved the payment of \$8,530 for Hunt + Gather for the installation, materials, labor, and spring removal of seasonal decorative greens etc. in streetscape planters.

October 2024—Reviewed and approved an Interlocal Agreement with the Brownfield Redevelopment Authority for development project at 328 and 420 E. Mill Street.

October 2024—Approved the expenditure of \$7,074.00 to purchase a sign for Parking Lot 8 from Valley City Sign.

October 2024—Set Thursday, Nov. 15, 2024, as the date for second PA 57 of 2018 Informational Meeting

October 2024 – Held a special meeting and approved a façade grant in the amount of \$4,252.50, for Ortwein International, 135 E. State Street.

November 2024—Approved the expenditure of \$2,000.00 to support the annual New Year’s Eve Ball Drop in downtown Hastings.

November 2024—Conducted the second PA 57 of 2018 Informational Meeting for 2024.

November 2024—approved a motion cancelling the December 19, 2024, DDA meeting unless there is urgent business.

November 2024— Established 8 a.m. on the third Thursday of each month as its regular meeting schedule.

November 2024—Approved a façade grant request for 228 N. Jefferson St., in the amount of \$5,266.00.

November 2024—Tabled a façade grant request for 502 W. State Street, in the amount of \$5,560.00 until January 16, 2025, to allow staff to determine if short term rentals are allowed in the DDA District.

November 2024—Approved the expenditure of up to \$300.00 for staff to purchase and distribute snow melting salt, that won’t damage streetscape to downtown businesses.

January 2025—Approved the expenditure of \$27,734.00 for the purchase of additional Christmas decorations for the Downtown Business District.

January 2025—Held its annual election of officers: Patty Woods, chair; Deb Hatfield, vice-chair; and Deb Button, secretary.

January 2025—Approved reimbursing the City of Hastings \$5,500.00 for the purchase of a new rotary boom used to clear snow on the sidewalks in the Downtown Business District and the Riverwalk Trail.

February 2025—Approved the annual request from the Thornapple Arts Council for program support in the amount of \$5,925.00.

March 2025— Approved the expenditure of \$66,185.00 for Consumers Energy to reconfigure power lines at the Thornapple Plaza.

March 2025—Approved a request from the Barry Community Foundation for \$1,500 for marketing, advertising, and miscellaneous expenses for the 2025 Farmers Market.