



Economic Development Strategy

Prepared for
City of Evart, Michigan
Presented July 2017

Adopted by City Council September 18, 2017



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The Rising Tide project supports vibrant, thriving communities to attract business investment and talent by creating a sustainable path toward economic stability and growth. The Michigan Economic Development Corporation, Talent Investment Agency, and Michigan State Housing Development Authority—collectively, the Talent and Economic Development (TED) team—have committed their assets to engaging specific communities across the state in order to empower them to shape their future and maximize economic potential. This document was produced as part of that effort.



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SOLUTIONS

July 2017

City of Evart
City Council
200 S. Main Street
Evart, MI 49631

Dear City of Evart Council:

On behalf of the Project Rising Tide team, Place & Main Advisors, LLC, is pleased to present you with this Economic Development Strategy for the City of Evart. This economic development strategy is part of the city's participation in Project Rising Tide and is provided for by the Michigan Economic Development Corporation.

This strategy builds off the work done by the city and the local Project Rising Tide team and is designed to be implemented with the capacity the city has. In the end, we are confident in the strategy we have put forth and the community's ability to execute it.

Thank you for the opportunity for our firm to work with you. We have truly enjoyed our time with the City of Evart and have high expectations for its future.

Sincerely,

A handwritten signature in black ink, reading "Joe Borgstrom". The signature is fluid and cursive, with the first name "Joe" and last name "Borgstrom" clearly legible.

Joe Borgstrom, Principal
Place & Main Advisors, LLC

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I. Introduction & Overview

Introduction

The City of Evart is in a critical time in the community's history. The future of the city's economic development focuses on the strength of three areas: Downtown, the Air Industrial Park, and the city's residential neighborhoods. At this moment in time, all three are in need of attention.

Housing is an integral part of economic development. Prospective businesses that would locate in the industrial park would also look at the condition of downtown and the neighborhoods. The neighborhoods have a significant amount of blight. Rental housing now makes up roughly half of the housing stock within the city. While there are some quality landlords and tenants within the city, enforcement of blight needs to be a top priority. The City of Evart's Master Plan contemplates an aggressive rental inspection program and blight enforcement. This should be implemented immediately with a strong, daily fine for blighted conditions. This blight ordinance should also be applied to the former Dean's Dairy facility downtown. The blighted conditions that are prevalent throughout the city hinder the community's ability to successfully attract quality businesses.

In addition to the issue of blight, it is clear Evart needs to take a more proactive role in real estate development and redevelopment within the city. The Dean's Dairy site and mostly empty industrial park underscore this need. Both sites are addressed with specific actions in this Economic Development Strategy, but the city must strongly consider adding real estate redevelopment experience at the staffing level in this area, which may require a redistribution of staffing resources among city departments and the Local Development Finance Authority (LDFA.) The dairy site and industrial park require similar skill sets in terms of site assessment, marketing, and developer/business recruitment. The City, in evaluating its staffing resources, should strongly consider the creation of a full-time Community & Economic Development Director position to lead these efforts.

Lastly, while it is mentioned in the "Mid to Long Term Projects" section, Evart should also strongly consider applying for the Michigan Main Street Program's Select Level through its Downtown Development Authority (DDA). The health and wellbeing of Downtown is critical in Evart's economic future. With a vast majority of downtown businesses not being chain retailers, having a strong and vibrant core will be critical to attracting new residents and tourists. The Michigan Main Street program offers a considerable number of tools to help communities revitalize their downtowns. However, to do this, the DDA will need to plan and fundraise to make the Director position full-time. The application process and participation in the program is difficult, but necessary for the advancement of downtown.

These recommendations are not made lightly. But they are steps that need to be taken to set Evart on a path toward a vibrant future.

OVERVIEW

The City of Evart is in the west-central portion of the lower peninsula of Michigan. The City of Evart is also served primarily by US-10, running east-west through downtown, connecting the community with US-127 and US-131. The city has a historic downtown core as well as more recent commercial development on the outskirts of town. The community is served by a city-owned airport.

Summary of Key Information

Population

According to 2013 census estimates, the city had a population of 1,842 with a median age of 36.8 years old. The average household size is 2.39 people.

Household Income

The median household income for the city in 2016 was estimated at \$27,305 with a per capita income of \$16,242 and a median net worth of \$14,154.

Labor Force

The total labor force within the city limits was estimated at 670 people with 82% having a high school diploma or higher and 34% having at least some college education or higher.

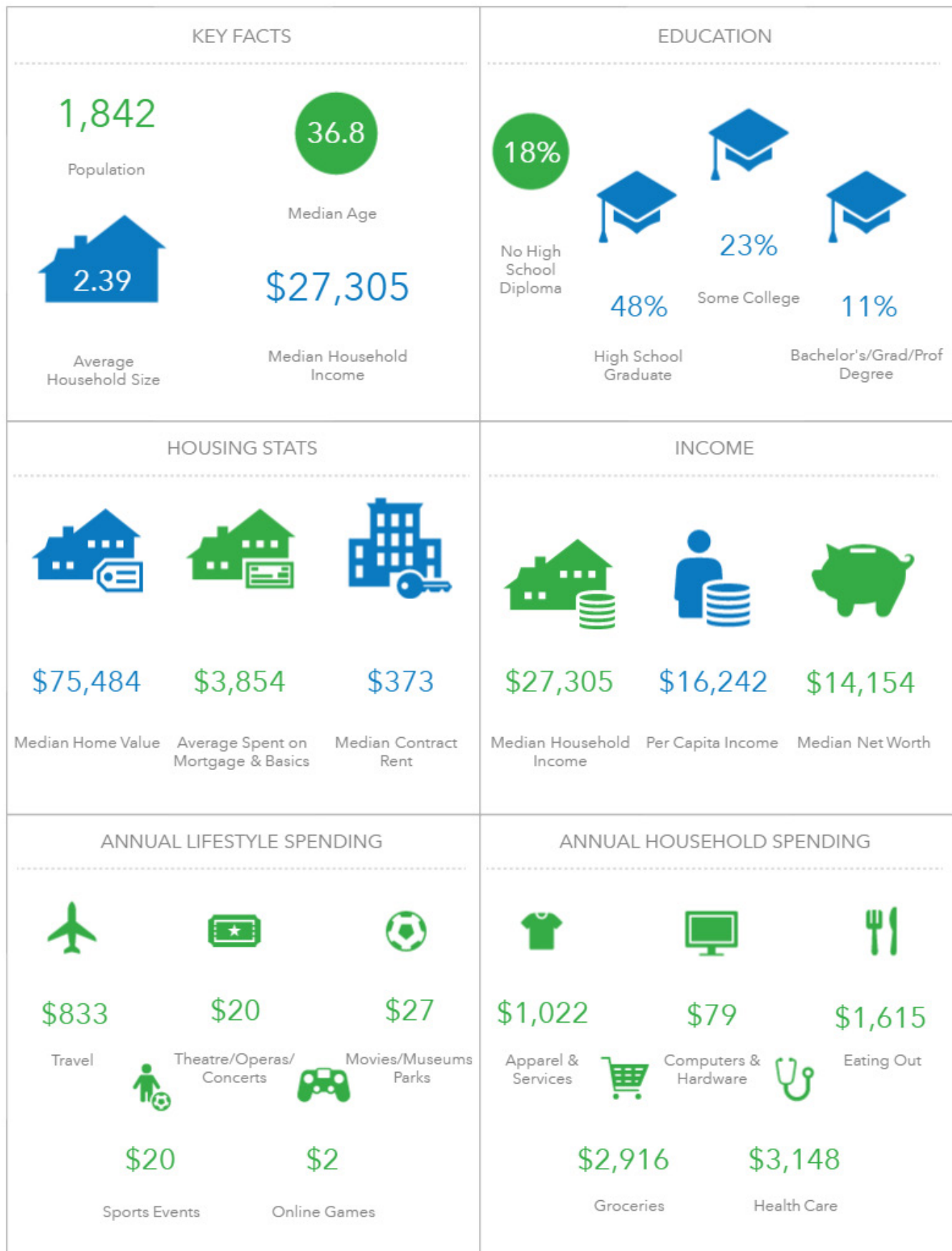
Housing

The total number of housing units occupied in Evart for 2016 was 816 with 403 (54.53%) of those being owner-occupied and 336 (45.47%) were rental units. The median home value for the city is \$75,484 and median residential rent is \$373/month.

Additional key statistics can be found on Table I on page 7.



TABLE I



II. Economic Development Strategy Process

II. Economic Development Strategy Process

The Economic Development Process for the City of Evart takes into specific account the organizational structure of the city and its two major redevelopment entities: the Evart Downtown Development Authority (DDA) and Local Development Finance Authority (LDFA), created to promote the city's industrial park and airport.

On June 12, 2017, the city held a stakeholder session where a list of strengths, weaknesses, opportunities and threats (SWOT) were formed by members of the DDA and LDFA boards and city staff. Attendees were asked to list the community's greatest strengths, weaknesses, opportunities, and threats. They then were asked to vote on the most important items in each area. The following are the areas for each listed by those items with the number of votes is in parentheses.

Strengths

The group identified the following areas of strength for Evart:

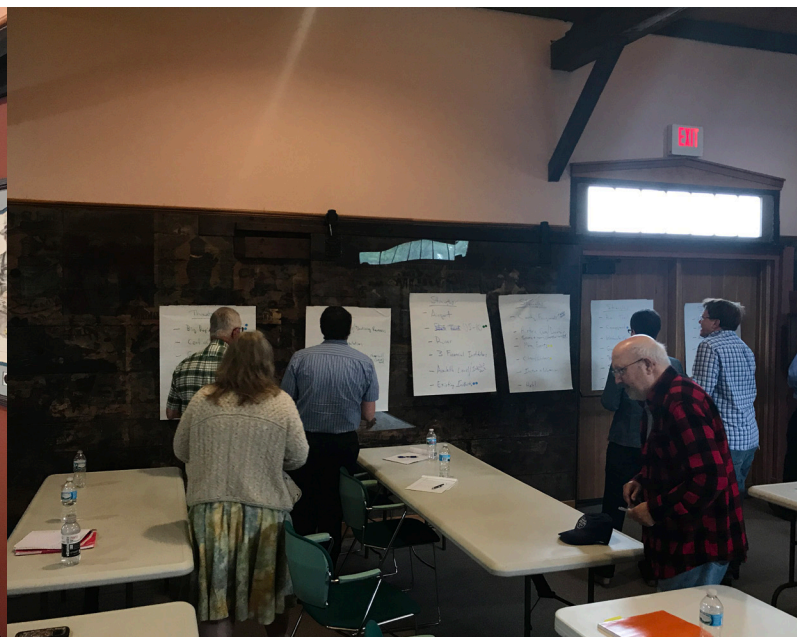
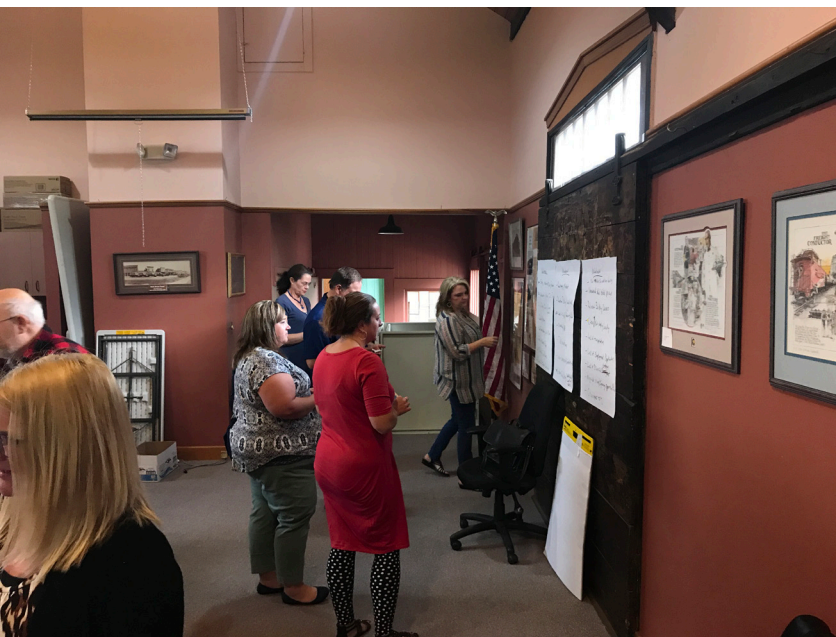
- Existing industry (19)
- Good, growth-minded leadership (12)
- Schools improving (8)
- River (8)
- County Fairgrounds (8)
- US-10 (7)
- Functions like a larger community (7)
- Modern utilities/broadband (6)
- Campground (6)
- Many events (4)
- Available buildings downtown (4)
- Three financial institutions (3)
- Citizens/Volunteers (2)
- Springhill Camps (1)
- Rail Trail (1)
- Wastewater capacity
- Parks
- Many churches/Civic orgs
- Increase in volunteerism
- Hotel
- Historic core/downtown
- Great water
- Community foundation
- Business owners collaborate
- Available Land/Industrial Park
- Athletic facilities
- Ample parking
- Airport



Weaknesses

The group identified the following areas of weakness for Evart:

- Lack of Communication/Coordination (25)
- High poverty rate/Low income households (20)
- Lack of nightlife/nice restaurant (18)
- Empty storefronts/dairy property (7)
- Shrinking tax base (5)
- Citizens not shopping locally (4)
- Underrated workforce/Talent pool (3)
- Lack of employment opportunities (3)
- Low income housing as negative draw (2)
- Customer service lacking (1)
- Quality housing
- Rental vs ownership rate
- Lack of indoor activities
- Reactionary mindset
- Downtown buildings need work
- No marketing/CVB
- Siloed organizations
- No move-in condition housing
- Unreasonable real estate prices
- Reluctant building owners
- Lack of public transportation
- Lack of diversified employers
- Misguided vision/Ignoring opportunities
- Weak chamber of commerce



Opportunities

The group also identified the following opportunities:

- Better Communication (26)
- Redevelopment Ready Communities certification (17)
- Dean site (11)
- Proactive marketing (9)
- Better collaboration/communication (7)
- Fill downtown buildings (6)
- Leverage county fair events (4)
- Fill industrial park (3)
- Better leverage of airport, trail, river (3)
- Connecting entrepreneurs w money & training (3)
- Talent inventory (3)
- Michigan Main Street (2)
- Upper floors downtown (2)
- Tours/Itineraries (2)
- Ambassadors (1)
- Preparing for business
- Concierge program (DDA/LDFA partnership)
- Health care
- Training/team building
- Better leverage of retirees
- Collaborate with DNR
- Shuttle
- Market to alumni

Threats

The following threats were identified by attendees:

- Big Rapids/Clare/Cadillac (27)
- City doesn't show well (21)
- Economic downturn (16)
- Tax cuts/declining revenues (14)
- Aging infrastructure (8)
- Agriculture sector hit hard (3)
- Predatory behavior (1)
- Cost of electricity
- Lost students/declining enrollment
- Population loss
- Cost of doing business
- Aging population



III. Local & Regional Economic Development Goals

III. Local & Regional Economic Development Goals

For an economic development strategy to follow best practices put forth by the Redevelopment Ready Communities program, the individual objectives must tie back to one or more of the local goals and goals identified in the regional context. Each of the goals put forth in this strategy meets this criterion.

Local Economic Goals

The City of Evart has set forth the following goals for its local economic development efforts:

- 1) Increase economic opportunity for residents and businesses
- 2) Promote Downtown
- 3) Increase tax base to help pay for fundamental services for residents
- 4) Reduce blight & increase attractiveness of the community
- 5) Provide high quality services and infrastructure for Evart residents and businesses

Regional Economic Goals

Prosperity Region 4, which encompasses the central portion of the western side of the lower peninsula, has identified the following goals for the region's economic development goals:

- 1) The Region will strive to address economic distress for the entire population
- 2) Promote lifelong learning in West Michigan using the public and private K-12 systems, Intermediate School Districts, colleges and universities, workforce development agencies, and private businesses
- 3) The Region will preserve and enhance its natural resources
- 4) Promote the efficient maintenance and improvements of West Michigan's public assets
- 5) West Michigan will strive to create a sustainable approach to collaboration

These goals are directly referenced in the Economic Development Strategy Chart (Table II on page 21)

IV. Organizational Roles & Responsibilities

IV. Organizational Roles & Responsibilities

The City of Evart is fortunate to have two organizations with capacity to lead and/or assist with various economic development activities. After spending some time with each entity, the following areas of responsibilities have been determined as the best areas of focus for each:

Evart Downtown Development Authority (DDA)

Goal: Improve downtown's appearance, promote downtown businesses, and facilitate redevelopment

Activities: Real estate redevelopment, façade improvements, marketing and promotions, business recruitment

Evart Local Development Finance Authority (LDFA)

Goal: Develop city's industrial park, recruit new or expanded manufacturing (and directly compatible businesses)

Activities: Real estate development, marketing, business recruitment

City of Evart

Goal: Improve the overall community, provide municipal services to residents and businesses, improve infrastructure

Activities: Infrastructure, blight management, municipal services

Important Note: A major weakness identified during the SWOT analysis was the lack of communication among entities. These three entities, meaning boards and council, should meet quarterly to review this strategy and update on its progress.

These organizations' responsibilities are reflected in the Economic Development Strategy Chart on Page 20



V. Economic Development Strategy

V. Economic Development Strategy

The Economic Development Strategy is a direct reflection of the input of stakeholders and professional redevelopment staff. It balances the desires of the community with market feasibility and the city's capacity for this strategy's execution. The projects outlined in the section focus solely on objectives that are substantially within the city's ability to execute.

Strategic Objectives

EPA Brownfield Assessment Grant- The Osceola Economic Development Corporation (EDC) submitted a brownfield assessment grant to the US Environmental Protection Agency (EPA.) This grant would allow for assessments in four main areas of Evart: 1) The former dairy site in downtown 2) Downtown 3) US-10 Business Corridor 4) Evart Air Industrial park. This grant will pay for the baseline environmental assessment for many buildings in these areas either identifying what remediation needs to take place or giving them a "clean bill of health" and making them more attractive to prospective businesses.

Redevelop former Dean Dairy Site- This former downtown dairy facility is now believed to be heavily infested with mold and other environmental hazards. Furthermore, the site is a prime location along the Muskegon River, flowing through downtown. The site should be redeveloped and rezoned to allow for mixed-use and make better usage of the underutilized river in downtown.

Aggressively Promote Air Industrial Park- There is little doubt Evart needs good paying jobs to lift the local economy and make other investments and businesses possible. One of the fastest ways to do that is to attract manufacturers and other high wage job providers to the city's Air Industrial Park. This park is in greenfield condition with water and sewer service and is the largest chunk of property available for development within the city. In addition to adding jobs, adding needed tax base to continue to offer high quality municipal services is also critical. While the park is a certified industrial park, there is a severe lack of basic marketing of the sites within the park. This should be fundamental function of the city's LDFA.

Extend Broadband to Air Industrial Park- In today's industrial market, the need for broadband internet access is almost as essential as water and sewer service. And while the Air Industrial Park is in very good shape from a municipal service standpoint, it currently lacks this critical infrastructure component in order to make the park more attractive to more advanced manufacturers.



Evart Municipal Airport
(Photo Courtesy City of Evart)

Improve Facades Downtown- Evart is fortunate to have a historic downtown core. However, many of the facades underwent renovations in the 1970s and 80s and appear very dated and worn. In addition to have quality businesses, the buildings themselves need to be attractive in order to attract new businesses and compel traffic passing through on US-10 to stop. Furthermore, improving facades will also add value to the buildings themselves.

Create More Upper Floor Housing- A large percentage of buildings downtown have vacant or significantly underutilized upper floors. To attract more residents to the community, particularly millennials and baby boomers, these units should be converted to lofts. The conversion to housing will also provide building owners with a revenue stream beyond the commercial first floors, making owning downtown buildings more attractive to potential investors.

Wayfinding- To better leverage the Pere Marquette Trail system, linking Evart to Baldwin to the west and Clare to the southeast, and US-10 to help promote local businesses, Evart needs to improve its wayfinding system. The trail already receives many visitors a year, but few are making the connection to the rest of downtown. Likewise, US-10 traffic generates numerous opportunities during the day to attract people to downtown or other community assets, but lack attractive and informative wayfinding.

Mid to Long-Term Projects

Michigan Main Street- The Evart DDA and City should pursue designation as a Select Level member of the Michigan Main Street program. The Main Street Four Point Approach™ and volunteer development training, in addition to the numerous tools and benefits communities receive being part of the program would benefit Evart greatly.

Riverfront Redevelopment- This Economic Development Strategy already recommends the redevelopment of the former Dean's Dairy site, but further redevelopment of the riverfront to non-industrial would greatly benefit the community. Redevelopment of both the property to more productive uses such as mixed-use with a pedestrian Riverwalk would add a tremendous asset for the community.



Key Real Estate Sites- A review of the community shows the need to prioritize the redevelopment of three sites. The following sites should be prioritized in the following order:



Former Dairy Site- The former site of the Dean's Dairy facility is believed to be contaminated and is in a prime location along the Muskegon River adjacent to downtown.



Air-Industrial Park- The City and LDFA's Air Industrial Park is a Certified Industrial Park and has several lots for development. Its location adjacent to the city's 75' by 3,800' lighted runway. The industrial park has been designed to allow direct loading and unloading of aircraft from most lots.



Former Evart Hotel- This former hotel in downtown currently sits vacant and is one of the biggest opportunities for redevelopment in the downtown core. Possibilities for redevelopment include retail or restaurant on the first floor and residential above.

PROJECT RISING TIDE Evart

Economic Development Strategy- Implementation Plan

STATUS COLOR LEGEND & TOGGLE										
Not Started			In Progress			Delayed		Complete		
ON			ON			ON		ON		
OBJECTIVE	LOCAL GOAL(S)	REGIONAL GOAL(S)	STATUS	OWNER	SECONDARY	ANTICIPATED		ACTUAL		Success Measurement
						START DATE	END DATE	START DATE	END DATE	
1. Work with Osceola County EDC on EPA grant for Brownfield Assessment Activities	3, 4	1, 5	In Progress	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					Grant secured, 5 sites assessed
1.A. Submit grant for EPA Brownfield Assessments	3, 4	1, 5	In Progress	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.B. Identify priority sites for Assessments	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.C. Conduct Bid Process to conduct Assessments	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.D. Award Bid	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.E. Work with Property Owners to Conduct Assessments	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.F. Identify potential remdiation plans	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
1.G. Conduct RFQs for Developers	3, 4	1, 5	Not Started	Zack Szakacs, City Manager	Dan Massey, Osceola EDC					
2. Prioritize redevelopment of former diary facility	1, 2, 3, 4	1, 5	In Progress	Zack Szakacs, City Manager						Site Redeveloped
2.A. Make contact with holding company requesting transfer of property to city	1, 2, 3, 4	1, 5	Complete	Zack Szakacs, City Manager						
2.B. Work with compat and EDC on enviromental assessment	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.C. If 2A unsuccessful, secure assignable purchase option on property	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					

2.D. Conduct market Feasibility Study for Residential, Retail uses	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.E. Develop RFQ for developer for site	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.F Post RFQ	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.G. Evaluate RFQ Responses & Interview As Needed	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.H. Select Developer	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.I. Execute a Pre-Development Agreement with Developer	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.J. Solicit Community input on property	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.K. Review zoning for appropriate uses	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.L. Pro Forma Development & Identification of Gap	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.M. Secure project financing, and if necessary, incentives	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.N. Final Development Agreement	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.O. Finalize Financing	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.P. Close on Real Estate	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
2.Q. Construction	1, 2, 3, 4	1, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
3. Aggressively promote industrial park	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					3 lots sold to businesses, buildings constructed
3.A. Create Property Information Packages (PIPs) for all lots in the industrial park, including the park as a whole	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					

3.B. Develop list of local businesses, their suppliers and customers	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
3.C. Promote the industrial park to local manufacturers/suppliers/customers	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
3.D. Post PIP on website	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
3.E. Develop policy on Realtor participation (will city/LDFA give commission)	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
3.F. Promote industrial park PIP to Commercial/Industrial realtors in region/west Michigan	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
4. Extend Broadband to the industrial park	1, 3	1, 4	In Progress	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					Broadband available at Industrial Park
4.A. Identify broadband provider for park	1, 3	1, 4	Complete	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
4.B. Identify potential existing users currently in industrial park	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
4.C. Determine existing businesses desire/need for broadband	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
4.D. Negotiate price of broadband to multiple customers	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
4.E. Execute contract	1, 3	1, 4	Not Started	Melora Theunick, Evart LDFA	Dan Massey, Osceola EDC					
5. Improve Facades of buildings	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					Four façade renovations

5.A. Hold informational meeting for property owners about Façade grant program	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.B. Identify potential construction company(ies) to work with building owners	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.C. Obtain initial construction cost estimates for facades	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.D. Obtain commitment for financing from local lenders	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.E. Apply for CDBG funds for Façade grant	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.F. Administer grant	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.G. Close out grant	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
5.H. Celebrate	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6. Create more upper floor housing downtown	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					Six new apartments created
6.A. Determine which properties could redevelop upper floors into housing	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.B. Survey building owners to determine interest	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.C. Hold informational meeting	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.D. Assess parking policy for downtown	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.E. Identify potential construction company(ies) to work with building owners	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.F. Obtain initial construction cost estimates for upper floors	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.G. Help building owners to develop pro forma	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					

6.I. Apply for CDBG funds if eligible	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.J. Administer grant	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
6.K. Closeout grant	2, 3, 4	4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
7. Wayfinding & marketing to better leverage Trail system and US-10 to help promote local businesses	2, 3	1, 3, 4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					New Wayfinding in place
7.A. Establish signage at trail head promoting downtown businesses	2, 3	1, 3, 4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
7.B. Inform businesses of importance of trailhead and deomgraphic info of travelers	2, 3	1, 3, 4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
7.C. Create flier for downtown businesses, place on car windshields on busy days	2, 3	1, 3, 4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					
7.D. Develop trail-based events with partners in Clare and Baldwin	2, 3	1, 3, 4, 5	Not Started	Al Weinberg, Evart DDA	Zack Szakacs, City Manager					

Acknowledgments

Place & Main Advisors, LLC gratefully acknowledges the assistance of the following individuals and groups in the formulation of this Economic Development Strategy:

Mr. Zackary Szakacs, City of Evart
 Ms. Melora Theunick, City of Evart LDFA
 Mr. Al Wienberg, Evart DDA
 Mr. Ron Massey, Osceola County Economic Development Corporation
 Evart Local Development Finance Authority Board of Directors
 Evart Downtown Development Authority Board of Directors
 Ms. Sue DeVries, Michigan Economic Development Corporation

