

**City of South Lyon, Downtown Development Authority Board Meeting
April 8, 2021, Thursday, 8:00 a.m. via ZOOM Video Conferencing**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the March 11, 2021 DDA Board Meeting Minutes
- V. Citizens Comments
- VI. Budget Report
- VII. New Business:
 - a. Set Recovery Planning Dates – National Main Street Organization
 - b. Promotions Committee Application – Blake Crady
- VIII. Old Business:
 - A. Committee Reports
- IX. Board Member Comments
- X. Closed Session: “Enter closed session to consider the purchase of real property in accordance with MCL 15.268(d).”
- XI. Adjournment

Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City’s website at www.southlyonmi.org.

Next Board Meeting is 8:00 a.m., Thursday, May 13, 2021 via Zoom video conferencing

Until further notice, the DDA Board meets regularly on the 2nd Thursday of the month at 8:00 a.m. via Zoom video conferencing.

All Regular Board Meetings shall end no later than 10:00 a.m.



MEETING MINUTES – MARCH 11, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:04 am via Zoom video conferencing.
- II. **Roll Call.** Mark Childs joined the meeting from South Lyon, MI, Dereck Mashburn joined the meeting from South Lyon, MI, Jeff Heinanen joined the meeting from South Lyon, MI, Gary Fagin joined the meeting from South Lyon, MI, Gene Carroll joined the meeting from Clarkston, MI, Tanya Nevitt joined the meeting from South Lyon, MI, Norm Fultz joined the meeting from South Lyon, MI, Annie Buchtrup joined the meeting from South Lyon, MI, Paul Zelenak joined the meeting from South Lyon, MI. Also present, Nate Mack, Tim Davids, John Allen.
- III. **Approval of the Agenda.** Paul made a motion to approve the agenda. Supported by Gene. Motion passed unanimously.
- IV. **Approval of the February 11, 2021 DDA Board Meeting Minutes.** Jeff made a motion to accept the minutes as presented. Supported by Norm. Motion passed unanimously.
- V. **Citizens Comments.** Resident, John Allen, asked about the status of the Draft Street building and the Economic Vitality Committee. Heard a rumor that the Lyon Theater was closing. The City of South Lyon is lacking amenities for its residents and what is the DDA Board doing about it? What is the scope of responsibility for the DDA Board? Will the City of South Lyon be able to tap into the \$1.9 billion in Covid relief?
- VI. **Budget Report.** Nate reported that Farmers Market vendor and sponsor money is coming in. Expenditure this month for Tim Davids to attend a conference.
- VII. **New Business**
 - A. **Ladies Night Out.** Nate reported that we have scheduled a Ladies Night Out for Friday, May 7, 2021. Annie and Tanya will chair and feel that we can have this event safely and successfully. We have a budget of \$750 for this event. A work plan has been developed and there is a timeline in place. 250 swag bags will be prepared. Nate has contacted Oakland County for additional PPE for this event. No refreshments will be served at this event, there will be no shuttle service, and masks will be required. Annie and Tanya are suggesting that businesses do a Facebook live event that week for patrons who may not be comfortable

shopping in person. Mark made a motion to approve a \$750 budget for the Ladies Night event. Supported by Norm. Motion passed unanimously.

VIII. Old Business.

- A. DDA Budget FY 2021-2022.** Nate presented the final draft of the DDA Budget for Fiscal Year 2021-2022. Adjustments include eliminating having Christmas lights professionally installed (too expensive) and purchasing artificial garland for downtown light poles (affordable, but not a critical purchase at this time). An added item is an EV Charging Station in the Wells Street parking lot. This item will be made possible with a grant/rebate from DTE. The city will absorb the cost of sealing and striping the Farmers Market and Veterans parking lots. A new transformer will be added in the Wells Street parking lot to power the charging stations. Gary made a motion to approve the DDA Budget for Fiscal Year 2021-2022. Support by Mark. Roll Call Vote:

Mark Childs – yes

Dereck Mashburn – yes

Gene Carroll – yes

Jeff Heinanen – yes

Gary Fagin – yes

Paul Zelenak – yes

Tanya Nevitt – yes

Norm Fultz – yes

Annie Buchtrup – yes

Motion passed unanimously. Final budget approval will be voted on at the May City Council meeting.

- B. Downtown Properties Update.** Nate reported that 110 Detroit Street has been sold. 106 S. Lafayette (former Draft Street) has been sold. The new owner is currently doing interior demolition and the building will house a doctor's office and a restaurant. We are positive about this investment in our downtown. Annie asked if we have welcomed this new owner to our downtown. Nate said he and Tim have both been in contact. Annie says she will contact via email as well. A winery is looking for a downtown location. The remaining Class C Quota Liquor License was approved for Dua Vino (RCA Building) at the March 8 City Council meeting. It will now go to the state for full approval. The Lyon Theater is closing. Nate let the current owners know about grant opportunities, but they were not interested. Could the city purchase the theater and run it? Nate reported that the City of Farmington did purchase the Farmington Civic and they hired someone to run it for them. It was profitable before the pandemic. There is currently an SBA grant available that would cover up to 50% of last year's expenditures. Nate reported that KV Sports is moving out of the downtown area. Dereck asked about our vacancy rate. Pretty low. Physical Therapy Building is available, but not much else downtown. Jeff asked about the status of 390 S.

Lafayette. Nate reported that he is looking at a grant from Lowe's for this property. City Council has set aside \$5,000 for future use at this property. Dereck asked about the status of the window signs at Lefty's Cheesesteak. Nate was unsure about the status, but he knows that the Ordinance Officer, Mike Carlson, has been working with the owner trying to resolve the issue. Have they filed for a variance? Unknown.

- C. **Design Committee Meeting.** Nate reported that he met on March 3 via Zoom with Annie Buchtrup and Emily Gray. They discussed a Façade Program for the DDA. They discussed beautifying our downtown. Discussed repurposing the greenhouses and igloos provided by Oakland County. Have the other committees met? Not yet. Gary feels it is time to get the Economic Vitality committee reactivated. Nate will coordinate. Nate reported that Jenna Walker submitted an application for the design committee, but she is unable to commit time right now, but will possibly be able to participate this summer. She has a background in Historic Preservation and Interior Design. Tanya referred Shelly Thomas to Nate. Andrea O'Keefe is interested in the Promotions Committee.

- IX. **Board Member Comments.** Mark asked about the Physical Therapy building. Could be restaurant to community activity building. Nate reported the asking price is \$1.3 million. They want to sell, not lease. Gene asked for more details and location of the mural. There are two murals in the budget. The Grande Trunke building is one location for sure, but the other site is still to be determined. Gary asked about marijuana stores. Not currently allowed in the City of South Lyon. Nate brought up expanding the central business district zoning classification to include most of the DDA District. It is a process to expand, but it could be beneficial. Mark asked how these other DDA's have so much more money to work with than ours. Nate said our DDA wasn't created until 2001 whereas other communities started in the 1980's which has allowed them collect more in TIF revenue.

- X. **Adjournment.** Gene made a motion to adjourn. Supported by Jeff. Meeting adjourned at 9:18 am.

04/05/2021

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON

PERIOD ENDING 03/31/2021

FINANCIAL REPORT FOR MARCH 2021

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE		ACTIVITY FOR	AVAILABLE		% BDGT
		AMENDED BUDGET	NORMAL (ABNORMAL)	03/31/2021	NORMAL (ABNORMAL)	MONTH 03/31/2021	BALANCE	(ABNORMAL)	
						INCREASE (DECREASE)			USED
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000.000									
280-000.000-402.000	REAL PROPERTY TAX	48,229.00		48,506.22		0.00	(277.22)		100.57
280-000.000-664.000	INTEREST	350.00		18.87		0.00	331.13		5.39
280-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	0.00		0.00		0.00	0.00		0.00
280-000.000-675.100	FARMERS MARKET SPONSOR FEES	12,500.00		1,845.00		950.00	10,655.00		14.76
280-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	4,000.00		0.00		0.00	4,000.00		0.00
280-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	3,000.00		0.00		0.00	3,000.00		0.00
280-000.000-675.401	TRANSFER IN- CAP. IMPROVEMENT	0.00		0.00		0.00	0.00		0.00
280-000.000-675.410	FARMERS MARKET VENDOR FEES	8,000.00		2,928.75		855.00	5,071.25		36.61
280-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00		0.00		0.00	0.00		0.00
280-000.000-675.900	CONTRIBUTION - MURALS	0.00		0.00		0.00	0.00		0.00
280-000.000-676.101	TRANSFER IN-GENERAL FUND	4,000.00		0.00		0.00	4,000.00		0.00
280-000.000-688.000	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00		7,183.11		0.00	(7,183.11)		100.00
280-000.000-692.000	GRANT MONEY	0.00		0.00		0.00	0.00		0.00
280-000.000-698.000	MISCELLANEOUS	0.00		(7,631.35)		0.00	7,631.35		100.00
280-000.000-698.110	CONTRIBUTION BUSINESS DIRECTORY	500.00		0.00		0.00	500.00		0.00
Total Dept 000.000		80,579.00		52,850.60		1,805.00	27,728.40		65.59
TOTAL REVENUES									
		80,579.00		52,850.60		1,805.00	27,728.40		65.59
Expenditures									
Dept 000.000									
280-000.000-702.000	WAGES SALARY	0.00		0.00		0.00	0.00		0.00
280-000.000-702.200	FARMER'S MARKET	12,500.00		5,926.00		480.00	6,574.00		47.41
280-000.000-740.000	OPERATING EXPENSE	2,000.00		1,994.18		18.00	5.82		99.71
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,500.00		1,691.74		0.00	5,808.26		22.56
280-000.000-801.000	PROFESSIONAL SERVICE	3,000.00		0.00		0.00	3,000.00		0.00
280-000.000-802.000	CONTRACTUAL SVCS	0.00		0.00		0.00	0.00		0.00
280-000.000-802.100	CONTRACTUAL SERVICES	0.00		0.00		0.00	0.00		0.00
280-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00		635.88		0.00	1,864.12		25.44
280-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00		0.00		0.00	2,000.00		0.00
280-000.000-880.200	COMMUNITY PROMOTION DESIGN	2,500.00		0.00		0.00	2,500.00		0.00
280-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00		0.00		0.00	0.00		0.00
280-000.000-880.400	COMMUNITY EVENT	12,500.00		25.00		0.00	12,475.00		0.20

280-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	0.00	0.00	0.00	0.00	0.00
280-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
280-000.000-888.000	GRANT EXPENDITURES	11,500.00	11,991.64	0.00	(491.64)	104.28
280-000.000-900.000	PRINTING	5,500.00	2,776.64	0.00	2,723.36	50.48
280-000.000-957.000	EDUCATION & TRAINING	4,500.00	1,464.00	469.00	3,036.00	32.53
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	(4,914.49)	42.36	5,914.49	(491.45)
280-000.000-969.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
280-000.000-969.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
280-000.000-970.000	CAPITAL IMPROVEMENTS	5,000.00	1,955.30	0.00	3,044.70	39.11
Total Dept 000.000		72,000.00	23,545.89	1,009.36	48,454.11	32.70
TOTAL EXPENDITURES		72,000.00	23,545.89	1,009.36	48,454.11	32.70
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		80,579.00	52,850.60	1,805.00	27,728.40	65.59
TOTAL EXPENDITURES		72,000.00	23,545.89	1,009.36	48,454.11	32.70
NET OF REVENUES & EXPENDITURES		8,579.00	29,304.71	795.64	(20,725.71)	341.59

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 280-000.000-001.000 TO 280-000.000-970.000
TRANSACTIONS FROM 03/01/2021 TO 03/31/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
129334	03/11/2021	SUMMARY CD 03/11/2021		Multiple		515.36
129349	03/12/2021	BILLY BRANDT	000000064324	280-000.000-202.000	100.00	
129418	03/18/2021	SUMMARY CD 03/18/2021		Multiple		100.00
Journal Totals					100.00	615.36
Journal GL: Journal Entry						
129337	03/11/2021	CHECKING TRANSFER	10119	Multiple	515.36	
129438	03/18/2021	CHECKING TRANSFER	10128	Multiple	100.00	
Journal Totals					615.36	0.00
Totals for 280-000.000-001.000						
Balance 03/01/21:					715.36	615.36
Net Change:						
Balance 03/31/21:						
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
129344	03/11/2021	FARMERS MKT SPONSOR FEES 03/11/2021		280-000.000-675.100	225.00	
129368	03/15/2021	FARMERS MKT SPONSOR FEES 03/15/2021		280-000.000-675.100	500.00	
129369	03/15/2021	FARMERS MKT VENDOR FEES 03/15/2021		280-000.000-675.410	562.50	
129450	03/19/2021	FARMERS MKT VENDOR FEES 03/19/2021		280-000.000-675.410	292.50	
129524	03/26/2021	FARMERS MKT SPONSOR FEES 03/26/2021		280-000.000-675.100	225.00	
Journal Totals					1,805.00	0.00
Journal GL: Journal Entry						

129337	03/11/2021	CHECKING TRANSFER	10119	Multiple	515.36
129438	03/18/2021	CHECKING TRANSFER	10128	Multiple	100.00
Journal Totals					0.00
Totals for 280-000.000-002.008					615.36
Balance 03/01/21:			60,413.75		1,805.00
Net Change:			1,189.64		
Balance 03/31/21:			61,603.39		

280-000.000-202.000 ACCOUNTS PAYABLE					
Journal AP: Journal Entry					
129217	03/04/2021	TIMOTHY DAVIDS	FEBRUARY 2021	Multiple	515.36
129355	03/12/2021	BILLY BRANDT	7/26/2014	280-000.000-702.200	100.00
129543	03/30/2021	PNC BANK	3/19/2021	Multiple	394.00
Journal Totals					0.00
					1,009.36

Journal CD: Cash Disbursements					
129334	03/11/2021	SUMMARY CD 03/11/2021		Multiple	515.36
129349	03/12/2021	BILLY BRANDT	00000064324	280-000.000-001.000	100.00
129418	03/18/2021	SUMMARY CD 03/18/2021		Multiple	100.00
Journal Totals					615.36
Totals for 280-000.000-202.000					1,109.36
Balance 03/01/21:			0.00		
Net Change:			494.00		
Balance 03/31/21:			494.00		

280-000.000-675.100 FARMERS MARKET SPONSOR FEES					
Journal CR: Journal Entry					
129344	03/11/2021	FARMERS MKT SPONSOR FEES 03/11/2021		280-000.000-002.008	225.00
129368	03/15/2021	FARMERS MKT SPONSOR FEES 03/15/2021		280-000.000-002.008	500.00
129524	03/26/2021	FARMERS MKT SPONSOR FEES 03/26/2021		280-000.000-002.008	225.00

Journal Totals				0.00	950.00
Totals for 280-000.000-675.100				0.00	950.00
Balance 03/01/21:				895.00	
Net Change:				950.00	
Balance 03/31/21:				1,845.00	

280-000.000-675.410 FARMERS MARKET VENDOR FEES					
Journal CR: Journal Entry					
129369	03/15/2021	FARMERS MKT VENDOR FEES 03/15/2021	280-000.000-002.008	562.50	
129450	03/19/2021	FARMERS MKT VENDOR FEES 03/19/2021	280-000.000-002.008	292.50	
Journal Totals				0.00	855.00
Totals for 280-000.000-675.410					
Balance 03/01/21:				2,073.75	
Net Change:				855.00	
Balance 03/31/21:				2,928.75	

280-000.000-702.200 FARMER'S MARKET					
Journal AP: Journal Entry					
129217	03/04/2021	TIMOTHY DAVIDS	FEBRUARY 2021	Multiple	380.00
129355	03/12/2021	BILLY BRANDT	7/26/2014	280-000.000-202.000	100.00
Journal Totals				480.00	0.00
Totals for 280-000.000-702.200					
Balance 03/01/21:				5,446.00	
Net Change:				480.00	
Balance 03/31/21:				5,926.00	

280-000.000-740.000 OPERATING EXPENSE
Journal AP: Journal Entry

129217	03/04/2021	TIMOTHY DAVIDS Journal Totals	FEBRUARY 2021	Multiple	18.00 18.00	0.00
Totals for 280-000.000-740.000						
		Balance 03/01/21:	1,976.18			
		Net Change:	18.00			
		Balance 03/31/21:	1,994.18			

280-000.000-957.000 EDUCATION & TRAINING						
Journal AP: Journal Entry						
129217	03/04/2021	TIMOTHY DAVIDS	FEBRUARY 2021	Multiple	75.00	
129543	03/30/2021	PNC BANK	3/19/2021	Multiple	295.00	
129543	03/30/2021	PNC BANK	3/19/2021	Multiple	99.00	
		Journal Totals			469.00	0.00
Totals for 280-000.000-957.000						
		Balance 03/01/21:	995.00		469.00	0.00
		Net Change:	469.00			
		Balance 03/31/21:	1,464.00			

280-000.000-962.000 MISCELLANEOUS EXPENSE						
Journal AP: Journal Entry						
129217	03/04/2021	TIMOTHY DAVIDS	FEBRUARY 2021	Multiple	42.36 42.36	0.00
Totals for 280-000.000-962.000						
		Balance 03/01/21:	4,956.85 CR		42.36	0.00
		Net Change:	42.36			
		Balance 03/31/21:	4,914.49 CR			

04/05/2021

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 280-000.000-001.000 TO 280-000.000-970.000
TRANSACTIONS FROM 04/01/2021 TO 04/30/2021

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
129622	04/01/2021	SUMMARY CD 04/01/2021		Multiple		394.00
		Journal Totals			0.00	394.00
Journal GJ: Journal Entry						
129632	04/01/2021	CHECKING TRANSFER	10153	Multiple	394.00	
		Journal Totals			394.00	0.00
Totals for 280-000.000-001.000						
		Balance 04/01/21:	2,405.51 CR		394.00	394.00
		Net Change:	0.00			
		Balance 04/30/21:	2,405.51 CR			
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal GJ: Journal Entry						
129632	04/01/2021	CHECKING TRANSFER	10153	Multiple		394.00
		Journal Totals			0.00	394.00
Totals for 280-000.000-002.008						
		Balance 04/01/21:	61,603.39		0.00	394.00
		Net Change:	(394.00)			
		Balance 04/30/21:	61,209.39			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal CD: Cash Disbursements						
129622	04/01/2021	SUMMARY CD 04/01/2021		Multiple	394.00	
		Journal Totals			394.00	0.00
Totals for 280-000.000-202.000						
		Balance 04/01/21:	494.00		394.00	0.00
		Net Change:	(394.00)			
		Balance 04/30/21:	100.00			

MEMORANDUM

To: Chairperson Mashburn and DDA Board of Directors

From: Nate Mack, DDA Director

Subject: National Main Street Recovery Planning

Date: April 8, 2021



Main Street Oakland County and the National Main Street Center are offering Recovery Planning services to Main Street Oakland County communities. The program is designed to poise downtown management organizations to emerge from the pandemic stronger by developing a COVID-19 recovery strategy utilizing the Four Points of the Main Street Approach (Design, Organization, Economic Vitality, Promotion).

This will be done by gathering data at a local level regarding business recovery and conducting a resident/consumer survey that has been developed by the National Main Street Center. Further, the National Main Street Center will assist us with existing Transformation Strategies and national trends from COVID-19. The deliverables will be a recovery activity dashboard, better advocacy and messaging, and metrics to judge success/failure.

The inputs that will be utilized for this planning process include national trends, resident/consumer surveys, business recovery interviews, existing transformation strategies, and local, state, and national guidelines.

Once this has been completed, virtual meetings will take place to review the survey and recovery interview findings about their meaning and how it relates to national trends, and local reopening guidelines, with the National Main Street Center, Main Street Oakland County, and the DDA Board of Directors and staff. This meeting will take approximately 1.5 hours.

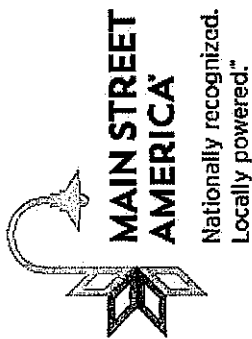
Next, there will be another facilitated meeting with board and staff to evaluate the current workplan for activities that should remain short-term to address COVID-19 recovery, and then construct key goals within each of the Four Points.

Once this is complete, there will be facilitated meetings with each of the committees to review activities designated as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board.

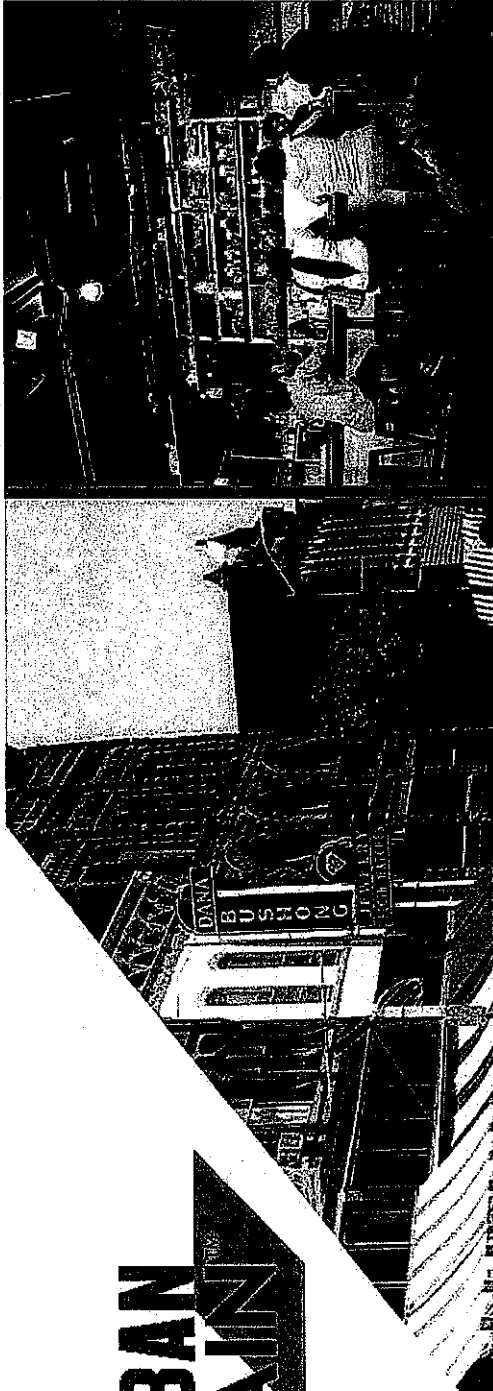
Once these meetings have been completed, there will be a meeting between the DDA Board, staff, and committee chairs to review the finished "Recovery Dashboard" and discuss advocacy messaging and metrics. There have been four other Main Street Oakland County communities that have engaged in this program and each of them has shared with me that the process was very helpful.

There is a \$3,000 cost to conduct this planning process. However, Oakland County has indicated they will pay \$1,500 if we match. We have the funds in our budget, which would come from expenditure line item 801 – Professional Services Contractual in the DDA budget. There have been no funds spent from this line item to date. I would like to set the date for this initial meeting. Thank you for your consideration.

NM



**URBAN
MAIN**



MAIN STREET FORWARD: RECOVERY PLANNING

Matthew Wagner, Ph.D.

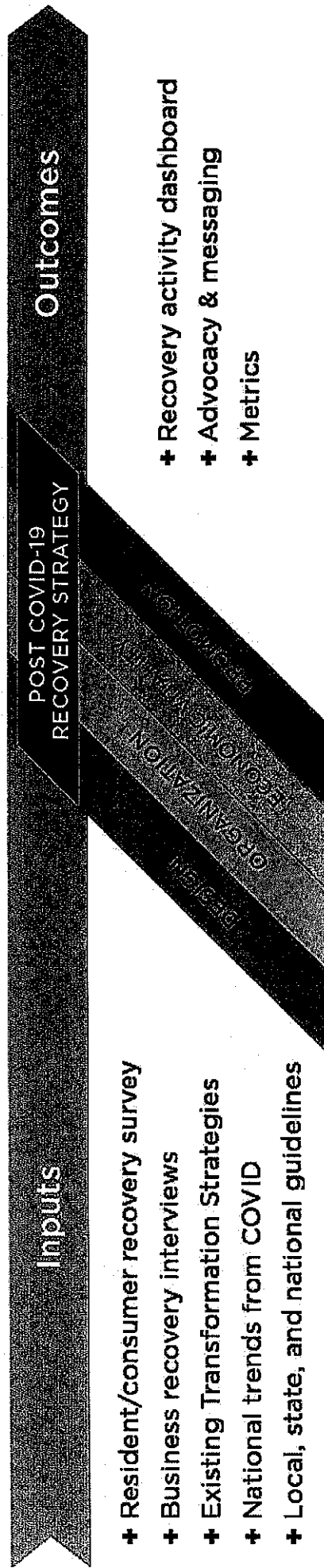
Vice President of Revitalization Programs



SUMMARY: BE THOUGHTFUL IN RECOVERY – NO TIME TO
SIMPLY FOLLOW – BE STRATEGIC



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



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Main Street Forward Resources: www.mainstreet.org

STEP 1 – UNDERSTAND THE INPUTS

- + **National Trends**
- + Resident/Consumer Surveys
- + Business Recovery Interviews
- + Existing Transformation Strategies
- + Local, State and National Guidelines

COVID-19 – GENERAL CURRENT STATE

- + The pandemic has both created new trends and GREATLY accelerated existing trends in all sectors of society.
- + Economy vs health – Reports of Covid fatigue and Roller Coaster of open/closures. We will need to figure out how to balance as new norm until vaccine is found.
- + Lack of certainty on many fronts: Individuals, Businesses, Civic and Government institutions operating in the grey. Which means there is an intensified need for agility, entrepreneurial thinking, speed, and willingness to fail.
- + Recovery is seemingly rolling, and thus Recovery is somewhat defined by a constant state of the unknown at this point. Planning for organizations, governments and businesses will be short-term in nature.
- + If you were an underperforming business and/or organization your demise was likely accelerated as well.

COVID19: ECONOMIC DRIVERS

- + Productivity gains from working at home...up nearly 25% - Remote work was growing pre-Covid – now accelerated! Don't believe all doom and gloom on co-working
- + Less business travel as companies see the technology can work
- + Consumerism takes long-term hit:
 - Mass layoffs will impact spending in the short-mid term
 - Household savings rates at 13%, doubling over pre-Covid norms
- + Rates of Entrepreneurship have already increased – 3.2 million new filings vs. 2.7 in 2019 (September #) – Faster rate than 2007.
- + More than 14,000 store closures in 2020 – most impacted apparel, shoes and department stores. Restaurants (Natl Restaurant Assoc) reports close to 100,000 restaurants permanently or long-term closures.
- + 35% of sales occurring online for most retailers.
- + Housing remains strong – especially in rural and suburban areas. Redfin survey – Real estate searches and prices rising in both of those markets: rural areas increased 11.3% year over year (August), and 9.2% in suburban areas.

COVID 19: GOVERNMENT DRIVERS

- + State and Local Government spending shifts to public health, health care, human services, and unemployment
 - 2nd Wave will be schools, workforce, etc.
 - 3rd Wave will be economic development, housing, etc
- + Likely small group formation in non organized downtowns once communities “visualize” the fall-out. Where will they turn?
- + Unknowns due to stimulus package

STEP 1 – UNDERSTAND THE INPUTS

- + National Trends

+ **Resident/Consumer Surveys**

- + Business Recovery Interviews

- + Existing Transformation Strategies

- + Local, State and National Guidelines

RESIDENT/CONSUMER SURVEY

+ Human psyche regarding responses to shopping downtown will be influenced by both personal and environmental conditions, which lead to habit formation. For example, have you grown used to being able to swing past your favorite downtown restaurant and have them bring your food out to your car? Have runs through the downtown and your local park taken the place of a treadmill at the gym?

We suggest that you use a survey platform like Survey Monkey and engage social media, local partner organizations, and the media to distribute the survey link.

+ Analyze the responses for key trends that help you to better understand their shopping needs, concerns, and opportunities that can be addressed through your Main Street *Forward* Recovery Work Plan.



"Supporting Small Businesses through the COVID-19 Recovery"
Survey Questions for Community Residents and Consumers

1. As the recovery from the COVID-19 crisis proceeds, how long did/will you wait before dining out?
 - I dined out as soon as local restaurants reopened.
 - I waited a few days after local restaurants reopened to dine out again.
 - I waited a few weeks after local restaurants reopened to dine out again.
 - I waited a month or two after local restaurants reopened to dine out again.
 - I haven't yet dined out in local restaurants, but I will likely start dining out again within the next week.
 - I haven't yet dined out in local restaurants, but I will likely start dining out again within the next few weeks.
 - I haven't yet dined out in local restaurants, but I will likely start dining out again within a month.
 - I haven't yet dined out in local restaurants, but I will likely start dining out again within a month or two.
 - I haven't yet dined out in local restaurants, but I will likely start dining out again within a few months.
 - I haven't yet dined out in local restaurants, and I will likely wait more than a few months before dining out again.

Visit mainstreet.org under Main Street
Forward for sample consumer survey
tool.

BUSINESS RECOVERY INTERVIEWS



MAIN STREET
AMERICA

Small Business Interview Questions

- + The attitudes of small business owners have also changed, and thus the support they need in a recovery will depend on a number of factors, including how they feel about existing safety guidelines, employee safety, consumer safety, liability issues, and business model shifts, such as increases in e-commerce, delivery, and pick-up strategies.
- + We recommend an interview format as you can dive deeper into your understanding of issues, which, due to the amount of survey data available, is likely more informative at this point. Be sure to also consider interviewing a highly representative sample of your businesses.
 - For example, select 10 businesses that represent a variety of length of time in business, diversity in gender, age, and ethnicity, as well as diversity of business types.

- What are your plans for reopening your business in terms of timing, phasing, and scale? (e.g., Will you reopen as soon as legally allowed? Do you plan to operate at full capacity right away, or will you scale up as time goes by and the COVID-19 situation improves?)

- Moving forward, how will you adapt your business operations in response to COVID-19 and its associated impacts? (e.g., Delivery? Curbside pickup? E-Commerce? Inventory Shifts?) Did you already adapt your business operations during the temporary closure? If so, how did those adaptations affect your revenues and operations?

Visit mainstreet.org under Main Street Forward for sample business interview tool.

MAIN STREET FORWARD

- + National Trends
- + Resident/Consumer Surveys
- + Business Recovery Interviews

+Existing Transformation Strategies

- + Local, State and National Guidelines

EXISTING TRANSFORMATION STRATEGIES

- + One of the fundamentals that remains part of previous work plan efforts is the need to be market-based.
- + As you consider your recovery activities, be thoughtful about activities that can be directed to support your selected Transformation Strategies.
- + For example, if your district's market niche was geared to support residents downtown, be sure to direct additional resources and activities that are recovery-related in support of your primary targets and the small businesses that further strengthen those markets.
- + For some districts, shifts due to COVID-19 may cause you to rethink your initial Transformation Strategies.
- + More details on understanding your market and developing Transformation Strategies can be found in [here](#).

LOCAL, STATE AND NATIONAL GUIDELINES

- + The last input as you are designing your Main Street Forward Recovery Work Plan is to consider any restrictions and guidelines imposed at each policy level.

- + For example, if guidelines on gatherings of more than 10 people are in place or occupancy levels in retail and restaurants, more considerations will be needed as to any special event plans or even short-term design assistance programs for store layouts.

- + Consider industry guidelines as well to work with specific retailers as part of your plan.



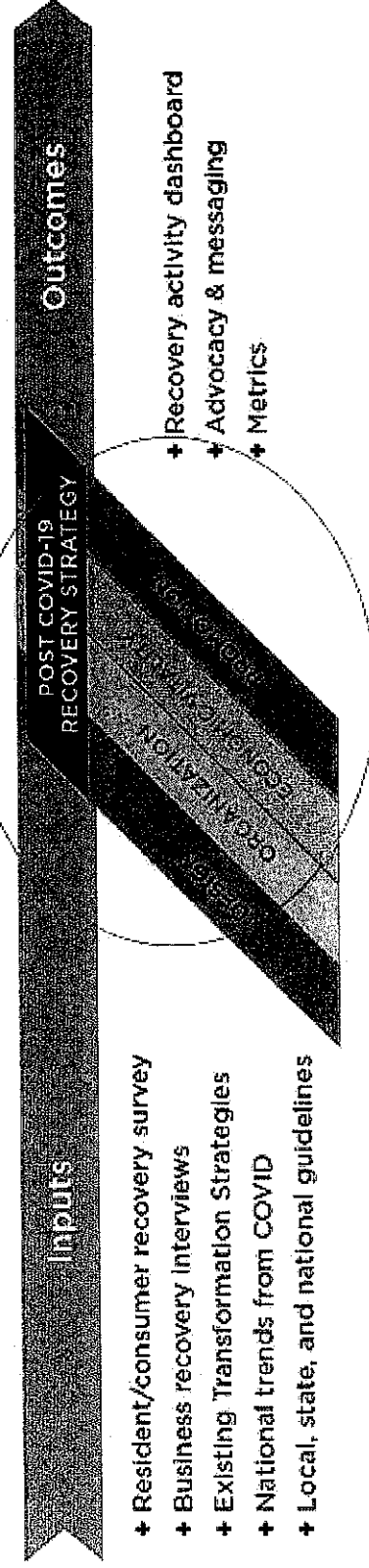
Reboot Kit: How to Reopen Your Fitness Business Post COVID-19



STEP 2 – WORK PLANNING



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



STEP 2 – PLANNING “VIRTUAL” PROCESS

Webinar 1 – Facilitated meeting with Board and staff to review the survey and recovery interview findings. Dialogue about their meaning, how it relates to national trends, and local reopening guidelines. (1.5 hours)

Webinar 2 – Facilitated meeting with Board and staff to evaluate current workplan for activities that should remain short-term to address COVID-19 recovery, and then construct key goals within each of the Four Points. These goals will serve as the framework for Four Points meetings. In addition, review any known activities by partner organizations. (1 hour)

Webinar 3 – Facilitated meeting with Organization group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 4 – Facilitated meeting with Promotion group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 5 – Facilitated meeting with Design group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 6 - Facilitated meeting with Economic Vitality group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery, and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 7 – Facilitated meeting with Board, staff and Committee/Task Force Chairs to review finished “Recovery Dashboard” and discuss advocacy messaging and metrics. (1 hour)

WORK PLANNING ACTIVITIES TO CONSIDER

+ ORGANIZATIONAL SHIFTS

— Shifts in How We Work and Communicate

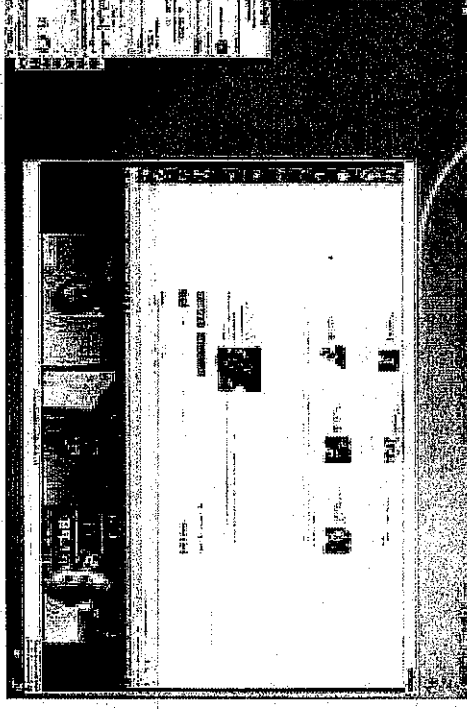
- Technology Use and Training to Manage Meetings and Communicate with Members and other Key Stakeholders
- Continuing shifts to project teams and tasks forces versus standing committees

— New Partnerships and Potential Board Members

- Community colleges...during times of high unemployment, community college/technical college enrollments will skyrocket.
- Emergency Response and Public Health Officials

— Shifts in Resources

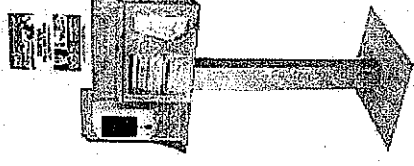
- Promotion Sponsorships to Operation Sponsorships
- SBDC Partnerships through CARES Act Funding
- Contracts to Administer Pass Through CARES Act to Small Businesses
- Community Foundations



WORK PLANNING ACTIVITIES TO CONSIDER

+ DESIGN SHIFTS

- **Street “infrastructure” additions:** Hand washing stations along district streets as common as benches, trash cans and bike racks.
- **Redesigning interiors** – smaller footprints (eg. Less seating in restaurants and multiple pop-up options in existing stores; layouts for social distancing)
- **Reclaiming Streets and Push for Trail Connectivity**
 - Permanence to parklets to allow for more outdoor dining to assist restaurants with social distancing
 - Dedicated pick up and delivery spots and lanes



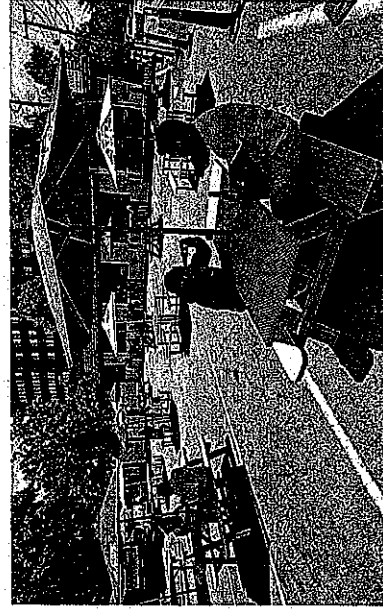
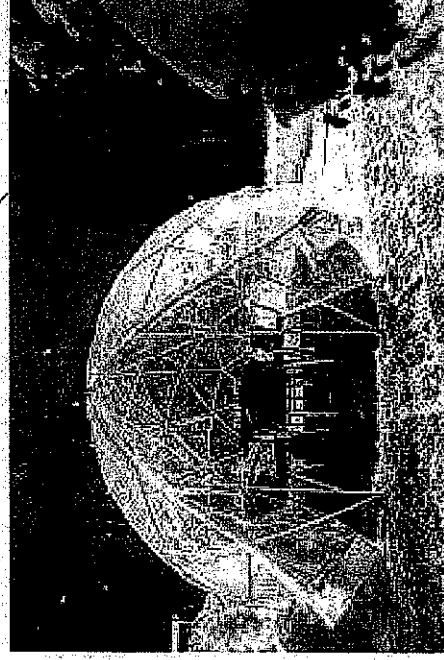
WORK PLANNING ACTIVITIES TO CONSIDER

Outdoor Dining Infrastructure:

- Temporary Structures
- Canopies
- Propane Heaters

"Shared Spaces" or "al fresco"

Program Infrastructure:



WORK PLANNING ACTIVITIES TO CONSIDER

+ PROMOTION SHIFTS

- Day trips and "staycations" more prevalent – Opportunities to create activities designed to create get-away feelings for locals and regional visitors.
- More niche, highly targeted events to narrow crowds
- Farmer's markets likely see growth but may require business model shifts (drive through and pick up; CSA style deliveries)
- Inability to host large indoor special events for the short to mid-term
- Pivot now to holiday shopping – critical! (See blog)



WORK PLANNING ACTIVITIES TO CONSIDER



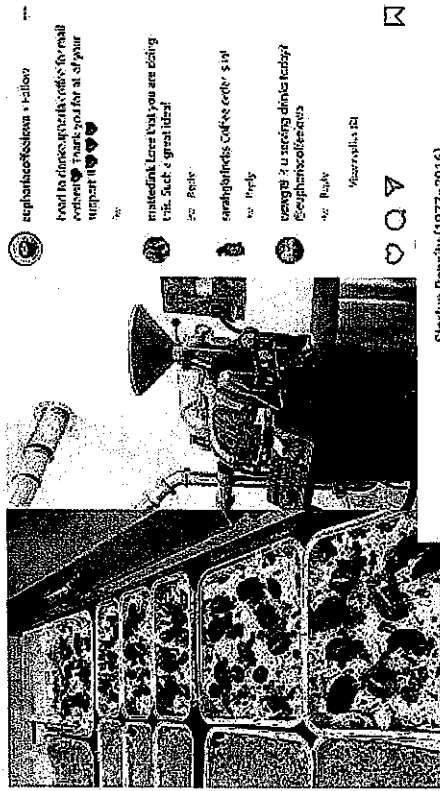
+ ECONOMIC VITALITY SHIFTS

– **Impacts from Remote Work:**

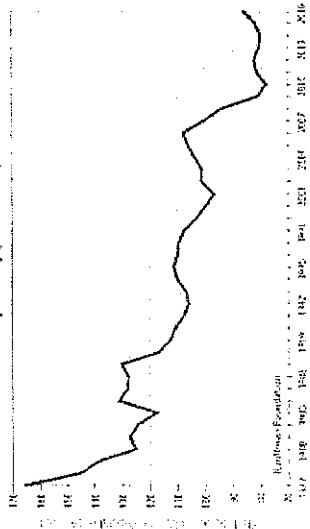
- Housing Diversity (eg. Co-living?)
- Shift from Smokestack to People Recruitment
- Relocation Grants (Tulsa, State of Vermont)
- Co-working space of remote workers reimagined with more individual offices
- Evaluating large office vacancies

- Training and Grants more aligned with needs (it will evolve through recovery)
- Property Owner Rental Leases – less standard leases and move toward percent sales agreements.
- Need to re-envision office spaces

WORK PLANNING ACTIVITIES TO CONSIDER (EV CONT)



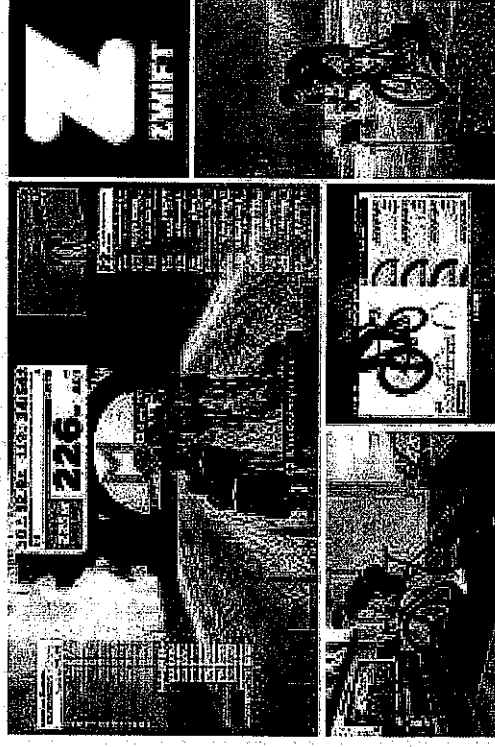
- Businesses Needing to Get Back to Fundamentals by Re-examining Their Business Models
 - What should your business model be when you come out of this?
 - Is your current business model viable? If so, how can you hang on until it's viable again?
 - Are there ways you can pivot all of your expertise into a better revenue stream?
- More Entrepreneurship Programming – in times of unemployment we see increases in rates of entrepreneurship



WORK PLANNING ACTIVITIES TO CONSIDER (EV CONT)

+ New Business Opportunities to Examine

- Health and Fitness (we've come to learn about immune systems) but maybe not in gyms and fitness centers but in home tech equipment, bike and run stores.
- Small Scale Production (opportunities for greater e-commerce sales)...think those that may need kitchen equipment with restaurant closures
- Home Gardening and Natural/Organics – Do it yourself....don't get stuck going to the grocery



WORK PLANNING ACTIVITIES TO CONSIDER (EV CONT)

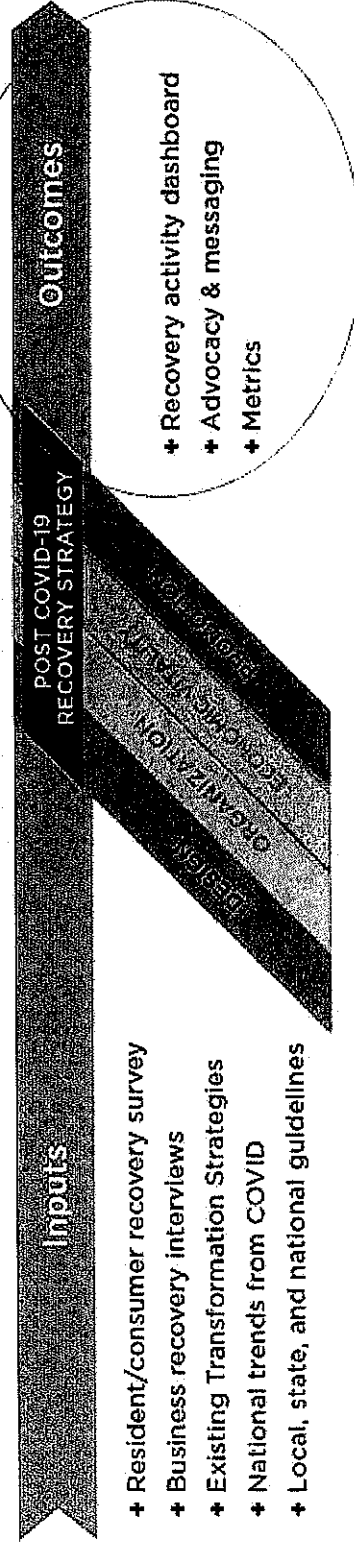
+ New Business Opportunities

- Delivery services for downtown (POSSIBLE Social Venture for Main Street Program to offer as a co-op service)
- Restaurants with Bars make first comeback....Americans likely need outlet and diversion from potential round 2 of virus. Restaurants need to shrink sit-down portion of the business. Create experiential component (cooking classes).
- Many restaurants shifting portion of business to prepared foods to make at home.
- Home Improvement (kitchen and cooking exclusive stores) – Our home time has revealed flaws and greater interest in cooking at home (or need) and home comfort items
- Home Tech – Desks, desk chairs, lighting, etc.
- Zoom Attire

STEP 3 - OUTCOMES



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



OUTCOMES - COMPONENTS

- + The final step in developing your Main Street *Forward Recovery Work Plan* is to assemble a list of your program's existing activities that are relevant to recovery, any newly identified activities, and partner organization activities that will contribute to your district's recovery efforts.
- + The products that result from this workplan provide the critical framework of the next 90 days of your work,
 - serve as an advocacy tool for the resources needed to implement your plan,
 - and provide metrics for you to measure what success looks like for your district over this phase of recovery.

RECOVERY PLANNING – TAKING THE FIRST STEPS

- † Just because we say we are “reopen” doesn’t mean things go back to February 2020. Be thoughtful and strategic in your approach....proclamations and marketing are one piece, but others will be needed.
- † Develop your Recovery Plan
- † “Sell” your plan in order to advocate for resources
- † Work with Local and State Officials on recovery measures – there will be task forces established...we need to be positioned as connectors, conveners and as direct service providers to support our communities and business stakeholders. (Advocacy support)
- † Be innovative in your activities...in the short to mid-term we can’t be doing the same things. We will need space for experimentation and entrepreneurial thinking.
- † Avoid the political...Downtowns have always been for everyone, a gathering place for community. Not red, not blue, so respect the differences in how consumers and businesses will approach. Our work needs to be as a resource, connector, educator, provider and convener.
- † Stay well in not only your health, but your spirit. Our collective good energy is much needed.