Purpose
It is a fundamental goal of the Village of Spring Lake (hereafter “Village”) and Village of Spring Lake Downtown Development Authority (hereafter “DDA”) to promote economic growth and vitality in the downtown. To that end, the Village of Spring Lake Marketing Grant Program has been created to assist business and property owners with the marketing and promotion of their business and to strengthen the positive image of downtown Spring Lake.

The intent of the DDA’s Marketing Grant program is to provide an incentive for downtown business owners and operators to invest in the marketing of their businesses by offering matching grants. It is the intention of the DDA that work done with grant money should be a visible improvement in the business’s marketing whether it is new signage or professional photography and video.

Grants are available for any property in the DDA district of the Village of Spring Lake.

Source of Funding
The program is sponsored by the Village of Spring Lake and the DDA. The source of funding for the program is tax increment financing revenue made available under Michigan Public Act 197 of 1975 and Ordinance No. 153 as adopted by Village Council in 1983. Annual funding allocations for the program are recommended by the DDA for approval by Village Council. The grant program described herein is contingent upon availability of budgeted funds and will be awarded on a first-come, first-serve basis.

Grant Funding
Financial assistance is available in the form of a reimbursement matching grant to the property owner/applicant after work is completed. A single distribution of funds will occur per applicant once work is complete. Grants of up to $1,000 per business are available for eligible activities and are limited to one per year or until the funds for the fiscal year have been expended. Applicants must provide at least 50% matching funds for their project. Program funding and grant amount will be reviewed annually.

Applicants are eligible to receive one (1) grant per business each fiscal year. If during the course of a fiscal year there are no applications from an individual who has NOT received a grant, then special consideration to issue a grant would be considered to an individual property owner that has received a grant in the last granting period.

Eligibility of grant money is typically granted within the first six months of the DDA’s fiscal year. The first grant award will be made after July 1st of a fiscal year. Grants will only be available if the DDA Board and Village Council approve funding for this program each fiscal year beginning July 1st.
Eligible Program Projects and Requirements
1. A business must be located within the boundaries of the Village DDA district as identified by the Village of Spring Lake.
2. Property tax and Village utility payments must be current. The applicant shall not be in any other default to the Village nor involved in any other litigation with the DDA or Village.

Eligible Uses of Program Funds
- Professional Photography
- Professional Videography
- New Website or Website Redesign
- Billboards
- Exterior Signage
- Branding

The Village and DDA are open to additional marketing uses that are not already listed above. Please reach out to the DDA staff and/or Village Manager to inquire about eligibility.

Downtown Marketing Grant Process
1. DDA Staff and/or Village Manager will work closely with property owners and tenants to determine initial eligibility under program guidelines.
2. Once the initial scope of work has been determined, the applicant will complete the necessary application and required supporting documents and submit to DDA staff and/or Village Manager.
3. Once the application has been submitted the application will receive a preliminary review by DDA/Village staff for completeness and adherence to the program objectives and requirements. Staff will review proposed marketing projects and evaluate whether or not the project satisfies the conditions of the grant.
4. If appropriate, the applicant will be notified that the project has been accepted for consideration and notified when they should attend the DDA Board meeting to present their project.
5. Applicant must attend the DDA meeting and be prepared to review and summarize the proposed project for the DDA Board discussion and action.
6. The DDA will meet and review the project details. At this time, the DDA may accept, decline or table the application if more information or amendments are requested.
7. Upon DDA approval an award letter will be issued to the applicant.

Rights Reserved
The specific program guidelines detailed herein are subject to revision or amendment by the DDA. The DDA and Village may discontinue this program at any time, subject to the availability of program funding and goals. The DDA and the Village reserve the right to revise or end these programs at any time and in no way guarantee availability of funding for any specific project at any given time.

The DDA Board shall not use race, sex, age or religion as grounds for refusing a loan to an eligible business/building owner.
Application Requirements
Projects that meet eligibility requirements are selected for funding on a first come, first served basis. Applications must be complete to be considered for the program and placed in the queue, including professional quotes and timelines for the marketing project. Funds are limited and must be spent within the fiscal year they are granted (July 1-June 30). Once funds are exhausted for the fiscal year, any remaining applications are kept for consideration when more funds become available unless the applicant opts to remove their application from consideration.

The following information must be submitted by program applicants on the forms provided:
1. Description of overall marketing project
2. Timeframe for completion of project, not to exceed the Village's fiscal year of June 30th
3. Estimated cost of project to include itemized bids from eligible contractors. Total match by DDA not to exceed $1,000 (private contribution must be equal to at least 50% of the total project costs)

Disbursement of Grant Funds
If the grant is awarded, the DDA will reimburse applicants for eligible improvements at the completion of the project as follows:
- Once the DDA staff/Village Manager confirms that the project is completed the grant recipient must provide a reimbursement summary page outlining all invoices, expenses and receipts. The DDA staff/Village Manager shall be responsible for assuring that any work done on an approved project is consistent with the application.
- The grant recipient must submit final invoices from contractors/suppliers marked “Paid in Full” along with copies of the checks made payable to the contractor/supplier or receipts showing payment made to the contractor/supplier if using a credit card. Reimbursement will occur at the next bill payment cycle (usually within 3 weeks).
- All work for which the grant was awarded must be completed by the end of the fiscal year (June 30) in which the grant was awarded. The business owner may request a one month extension in writing if the project has been started but is not yet completed. If the project is not done and has not been started in the fiscal year, the business owner may reapply for another grant when ready to begin the project, but there is no guarantee that funds will be available or that the grant will be awarded again.

Additional Important Notes
1. All approved changes shall be attached to the original application in the form of an addendum, dated and signed by the DDA staff/Village Manager.
2. Deviations from approved plan, without approval, may disqualify the applicant from receiving disbursement of grant funds and future grant applications will not be considered for review or approval.

For additional information please contact Stefanie Herder, Director of the Downtown Development Authority via email at stefanie@springlakevillage.org or by phone at 616.842.1393
Village of Spring Lake
Downtown Development Authority
Marketing Grant Program Application

APPLICANT INFORMATION

Name: _____________________________________________________________________________

Property Address: __________________________________________________________________

Home Address: ______________________________________________________________________

Phone Number: ____________________Email: ____________________________________________

Scope of Project: Provide detailed description of the scope of work related to the proposed marketing project including professional quotes, project timeline, and more. Please submit a minimum of two quotes. Use additional sheets as necessary.

Total Planned Project Cost $_________________ Total Grant Funds Requested: $________________

Estimated Completion Time __________________________

* Please include evidence that the personal property taxes on this property have been paid and are current

APPLICANT SIGNATURE

I understand that my submission of an application does not constitute a guarantee for funding under the Village of Spring Lake DDA Marketing Grant Program. I certify that all information is true and accurate to the best of my knowledge and, if approved, work will be completed.

____________________________________________   __________________________
Applicant Signature       Date

____________________________________________   __________________________
Owner Signature (if other than applicant)     Date

Send completed application to:
Village of Spring Lake DDA, Attn: DDA Director
102 W Savidge Street, Spring Lake, MI 49456

Or email it to stefanie@springlakevillage.org

Or drop it off at Village Hall
OFFICE USE ONLY

Date Received: / / Received by:

Date reviewed by DDA Board: / /

Grant was: Approved Tabled Denied: Notes:

Letter of explanation issued: Yes No

Grant amount approved $_____________________

Signature of DDA Chair: ______________________________ Date: / /