I. Call to Order

II. Business

   A. Cassie Chaphalkar – Village Planner
   B. Draft Proposed 2023-2024 DDA Budget
   C. Proposal for BIG Grant Admin & Continued Marina Permitting Services
   D. Marketing Grant – Mia's Village Eats
   E. Mill Point & Tanglefoot Dock Use
   F. Art in the Park Brochure & Website Guide
   G. Website Updates
   H. DDA Director Report – May 2023
   I. Miscellaneous

III. Board Member Comment

IV. Public Comment

REMINDER - NEXT WORK SESSION MEETING IS May 25, 2023
NEXT DDA MEETING IS June 8, 2023
DDA MEETING AGENDA REPORT

TO: Chairman Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: May 23, 2023
RE: Cassie Chaphalkar – Village Planner

Background:
At the last DDA meeting, Vice Chair VanLeeuwen-Vega discussed the idea of the creation of an ordinance that would require first levels of commercial buildings to be designated retail/restaurant only in certain areas of the Village. Some cities have created ordinances like this in order to make sure that there is a good mix of businesses and so that they are not a town of offices.

Stefanie invited Village Planner, Cassie Chaphalkar, to attend the Work Session to discuss the possibility of an ordinance like this and if it would make sense for the DDA district.

Issues & Questions Specified: Is the creation of an ordinance like this possible? If so, what would that look like? What other municipalities have done something similar?

Alternatives: NA

Financial Impact: NA

Recommendation: NA

Attachments: None
DDA MEETING AGENDA REPORT

TO: Chairman Heins & DDA Board Members
FROM: Stefanie Herder, DDA Director
DATE: May 23, 2023
RE: Draft Proposed 2023-2024 DDA Budget

Background:
It’s budget season! Marv has created a draft budget for 2023-2024 for the DDA board’s review.

Issues & Questions Specified: What questions do board members have about the Draft Budget? Does the board need any more information for any of the line items?

Alternatives: NA

Financial Impact: NA

Recommendation: Add approval of the budget to the DDA meeting agenda for 6/8/23 with any changes requested.

Attachments: Draft budget.
## Estimated Revenues

### Dept 000.000 - General Services

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>2021-22 Activity</th>
<th>2022-23 Activity</th>
<th>2022-23 Amended Budget</th>
<th>2023-24 Proposed Budget</th>
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<tbody>
<tr>
<td>248-000.000-402.000</td>
<td>Village Taxes Captured</td>
<td>395,701</td>
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<td>Refunded Taxes</td>
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<td>(390)</td>
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<td>State Grants</td>
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<td></td>
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<td>300,000</td>
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</table>

### Footnote Amounts:
- Tanglefoot DNR Grant: 300,000
- Sale of former Township Hall Property: 125,000

### Totals for Dept 000.000 - General Services:

**Estimated Revenues:**

- 1,752,557
- 879,987
- 1,386,410
- 1,887,298

## Appropriations

### Dept 000.000 - General Services

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>2021-22 Activity</th>
<th>2022-23 Activity</th>
<th>2022-23 Amended Budget</th>
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<td>248-000.000-703.000</td>
<td>Salaries - Wages Part Time</td>
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<td>248-000.000-713.000</td>
<td>Retirement Fund Contribution</td>
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<tr>
<td>248-000.000-715.000</td>
<td>Dental Insurance</td>
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<td>248-000.000-715.001</td>
<td>Vision Care Reimbursement</td>
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<td>121,964</td>
<td>Medical Insurance</td>
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<td>248-000.000-717.000</td>
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<td>248-000.000-727.000</td>
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<td>248-000.000-801.000</td>
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<td>Legal Fees</td>
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<td>Audit Services</td>
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<td>Engineering/Project Admin</td>
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<td>Insurance</td>
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<td>Transportation/Training</td>
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<td>248-000.000-885.300</td>
<td>Holiday Decorations</td>
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<td>248-000.000-889.000</td>
<td>Promotions</td>
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<td>Banner Program</td>
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<td>248-000.000-900.000</td>
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<td>248-000.000-933.600</td>
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<td>248-000.000-956.000</td>
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<td>Bank Fees</td>
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<td>Facade Grants</td>
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<td>248-000.000-960.238</td>
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<td>Capital Outlay</td>
<td>1,058,029</td>
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### Footnote Amounts:
- West Savage Water Main Loop: 110,000
- Barber School Upgrade: 125,000
- Big Grant Match: 170,000
- Total Estimated Revenues: 1,887,298
## BUDGET REPORT FOR VILLAGE OF SPRING LAKE

**Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY**

### Proposed Budget 2023-24

#### Appropriations

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>2021-22 Activity</th>
<th>2022-23 Activity</th>
<th>Amended Budget</th>
<th>Proposed Budget</th>
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<td>22,500</td>
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**Footnote Amounts:**

- **RAP GRANT MATCH:** 100,000
- **SAVIDGE COURT GRANT MATCH:** 300,000

### Totals for dept 000.000 - GENERAL SERVICES

- **2021-22:** 1,887,298
- **2022-23:** 1,386,410
- **Net of Revenues/Appropriations - Fund 248:** 1,640,287

### Dept 753.000 - TANGLEFOOT PARK

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>2021-22 Activity</th>
<th>2022-23 Activity</th>
<th>Amended Budget</th>
<th>Proposed Budget</th>
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<tbody>
<tr>
<td>248-753.000-702.000</td>
<td>SALARIES - WAGES FULL TIME</td>
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<td>SALARIES - OVERTIME PAY</td>
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<tr>
<td>248-753.000-703.000</td>
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<td>LIFE INSURANCE</td>
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<td>NATURAL GAS UTILITIES</td>
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<td>BUILDING REPAIRS &amp; MAINTENANCE</td>
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<td>INTERNAL RENTAL</td>
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<td>MISCELLANEOUS</td>
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**Footnote Amounts:**

- **TANGLEFOOT PARK - DOCK STORAGE:** 10,000

### Totals for dept 753.000 - TANGLEFOOT PARK

- **2021-22:** 38,248
- **2022-23:** 101,864
- **Amended Budget:** 163,183
- **Proposed Budget:** 152,460

**Net of Revenues/Appropriations - Fund 248**

- **2021-22:** 112,270
- **2022-23:** 181,873
- **Total Appropriations:** 1,887,298
**Background:**
The Village applied and was awarded the U.S. Fish & Wildlife Service’s BIG Grant for new transient docks at the former Old Boy’s location in the amount of $956,152. The Village has been working with Edgewater Group to submit the Grant but not for the administration of the grant after.

The previous scope of services for permitting includes preparation and a “normal” permitting effort for an EGLE and USACE permit for one combined project. The processing has been delayed by EGLE to decide the need for a Mussel Survey. Edgewater Group completed several alternate plans to avoid the Mussel survey, but the state has determined that a survey is still needed. The state also would like to separate the project into 3 individual permits verses one as originally planned.

This task includes project management, grant administration for the BIG Grant to be executed and processing the awarded BIG grant funds for the project. A contract will need to be executed with the Village of Spring Lake and U.S. Fish and Wildlife Service (USFWS) (via the MDNR) for allocating the grant monies for reimbursable items that are identified in the BIG grant. Edgewater will work directly with USFWS and the Village of Spring Lake to establish the contract and make our best efforts to ensure that all the grant money is defined and spent as awarded. If necessary, amendments would be files for changes due to permitting and site conditions, final design changes, etc. Proof of completion will be submitted to the USFWS, and Edgewater will handle correspondence with the agency to provide the necessary documentation to show that each item has been completed as applied for in the BIG grant.

Additionally, throughout the 3-year term of the grant agreement, as required by the USFWS, Edgewater will submit quarterly progress reports, and invoices for reimbursements. Meetings will also be conducted between the MDNR and Edgewater for Grant Administration.

The following is an outline of scope of work of Grant Admin/Coordination:
1. Contract Execution
2. Progress Reports (Quarterly)
3. Invoices for Reimbursements
4. Meetings
After extensive meetings with EGLE, they have encouraged us to submit three separate permit applications and perform a mussel survey. We did submit a request for Mussel survey proposals to the following firms:
1. Stantec
2. Holland Engineering

Edgewater received 2 mussel surveys proposals as follows:
Company Proposed Budget
Stantec $31,181
Holland Engineering $33,000

Based on pricing, Edgewater recommends using Stantec for the Mussel Survey. Edgewater recommends the Village pay them directly and we coordinate the work with all agencies.

Based on our knowledge of the site and experience with similar projects, Edgewater proposes the following budgets for professional fees as discussed above:

<table>
<thead>
<tr>
<th>TASK A – BIG Grant Admin</th>
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<tbody>
<tr>
<td>Contract Execution</td>
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<tr>
<td>Progress Reports (Quarterly for 3 Years)</td>
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<td>Invoices for Reimbursement</td>
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<td>Meeting Allowance</td>
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<td><strong>Sub-Total</strong></td>
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<table>
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<th>Task B - Continued Permit Processing, Permit Application Completion, Meetings with Agencies, Permit Review</th>
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<td>Mussel Survey</td>
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<td>Edgewater Permitting Effort</td>
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<td><strong>Total</strong></td>
<td><strong>$67,221</strong></td>
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**Issues & Questions Specified:** Would the DDA support this project by funding the BIG Grant Administration agreement and Continued Marina Permitting Services?

**Alternatives:** None

**Financial Impact:** $67,221

**Recommendation:** Place this on the DDA’s Board Meeting’s agenda for June 8th and approve the proposal.

**Attachments:** Edgewater Group Proposal for BIG Grant Administration and Continued Marina Permitting Services.
May 10, 2023

Christine Burns, Village Manager
Village of Spring Lake
102 W Savidge Lake
Spring Lake, MI 49456

Via email: christine@springlakevillage.org

RE: Proposal for BIG Grant Administration and Continued Marina Permitting Services

Dear Ms. Burns,

This letter will summarize our recent virtual meeting and serve as our proposal to provide additional engineering/planning/permitting services for your marina projects as follows:

I. CURRENT PROJECT STATUS

Based on our recent discussion, this project has been awarded the BIG Grant in the amount of $956,152.00. Our existing agreement covered the cost to submit the BIG Grant Application but no administration of the grant after. The previous scope of services for permitting includes preparation and a “normal” permitting effort for an EGLE and USACE permit for one combined project. The processing has been delayed by EGLE to decide of the need for a Mussel Survey. We completed several alternate plans to avoid the Mussel survey, but the state has determined that a survey is still needed. The state also would like to separate the project into 3 individual permits verses one as originally planned. The following tasks present the additional scope of services to be provided.

II. ADDITIONAL SCOPE OF SERVICES

Task A – Federal BIG Grant Admin/Coordination

This task includes project management, grant administration for the BIG Grant to be executed and processing the awarded BIG grant funds for the project. A contract will need to be executed with the Village of Spring Lake and U.S. Fish and Wildlife Service (USFWS) (via the MDNR) for allocating the grant monies for reimbursable items that are identified in the BIG grant. Edgewater will work directly with USFWS and the Village of Spring Lake to establish the contract and make our best efforts to ensure that all the grant money is defined and spent as awarded. If necessary, amendments would be files for changes due to permitting and site conditions, final design changes, etc. Proof of completion will be submitted to the USFWS, and Edgewater will handle correspondence with the agency to provide the necessary documentation to show that each item has been completed as applied for in the BIG grant.
Additionally, throughout the 3-year term of the grant agreement, as required by the USFWS, Edgewater will submit quarterly progress reports, and invoices for reimbursements. Meetings will also be conducted between the MDNR and Edgewater for Grant Administration.

The following is an outline of scope of work of Grant Admin/Coordination:
1. Contract Execution
2. Progress Reports (Quarterly)
3. Invoices for Reimbursements
4. Meetings

Task B – Continued Permit Processing
After extensive meetings with EGLE, they have encouraged us to submit three separate permit applications and perform a mussel survey. We did submit a request for Mussel survey proposals to the following firms:
1. Stantec
2. Holland Engineering

We have received 2 mussel surveys proposals as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>Proposed Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stantec</td>
<td>$31,181</td>
</tr>
<tr>
<td>Holland Engineering</td>
<td>$33,000</td>
</tr>
</tbody>
</table>

Based on pricing we recommend using Stantec for the Mussel Survey. We recommend the Village pay them directly and we coordinate the work with all agencies.

Also as discussed, additional permit processing will be necessary to pursue the EGLE and USACE permits to separate the permit into 3 separate permits and work with you and the agencies to modify the permits to best meet your vision (and adjacent property owners). Edgewater will continue to confer with regulatory agency staff to advise them of the details of the Project and to address staff comments. Edgewater will maintain contact with agency staff to expedite their review and processing of the permit applications. Edgewater will confer with the Client and other design team members regarding questions, revisions, and additional items requested by regulatory agency and commenting agency staff.
III. BUDGET FOR ADDITIONAL SERVICES

Based on our knowledge of the site and experience with similar projects, we propose the following budgets for professional fees as discussed above:

<table>
<thead>
<tr>
<th>Task A – BIG Grant Admin</th>
<th>Budget/NTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Execution</td>
<td>$5,000</td>
</tr>
<tr>
<td>Progress Reports (Quarterly) (Assume 3 years of reporting)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Invoices for Reimbursement</td>
<td>$8,000</td>
</tr>
<tr>
<td>Meeting Allowance</td>
<td>$2,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$20,000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task B – Continued Permit Processing, Permit Application Completion, Meetings with Agencies, Permit Review</th>
<th>Budget/NTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mussel Survey (Paid directly by Village of Spring Lake)</td>
<td>$31,181</td>
</tr>
<tr>
<td>Edgewater Permitting Effort</td>
<td>$16,040</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$47,221</strong></td>
</tr>
</tbody>
</table>

| **Total**                                                                                                  | **$67,221**|

*Assumes $31,181 Mussel Survey cost is paid directly by Village of Spring Lake to Stantec.

IV. SCHEDULE

- Mussel Survey: June 1 to July 15
- Resubmit 3 Applications with Mussel Survey: July 15 to July 31
- Permit Processing by EGLE/USACE: August 1 to December 31

V. EXCLUSIONS

The following are exclusions to this proposal but can be provided once the project scope/timing is known:

1. All permit fees and standard costs to obtain or file public documents will be paid directly by the Client.
2. There are no property ownership or other legal issues that will complicate the permitting process.
3. No negotiation or review of restrictive covenants, conservation easements, or similar agreements will be required. However, we will identify all easements, etc., per ALTA survey which will be provided by the owner.
4. Standard reimbursable expenses will be billed at cost. These include travel, lodging, printing documents, etc.
5. No Mitigation Plans/Seagrass Surveys/Benthic Surveys/Basin Flushing Studies or other environmental studies are included (Can be provided as an additional task cost when required by agencies).
6. No Final design, plans, specifications, bid, and contract documents (we can provide if requested).
7. Upland site infrastructure plans of existing conditions including water, sewer, electrical, etc. will be provided by owner/city.
9. Client to provide copies of all Local/State/Federal permits and approvals, and previous construction plans for the property.

Edgewater looks forward to continuing to work with you on this exciting redevelopment project. We look forward to your favorable review of the project proposal. We will bill monthly based on project.

Sincerely,

EDGEWATER RESOURCES FL, LLC
Ronald E. Schults, PE
CEO | Principal

Accepted By:

________________________________________  ____________________________
Client Signature                                                 Print Name

________________________________________
Date

CC:   Erik Schults, EIT – Vice President
  Jennefer Bess - Office Manager
  Jade Bennett, EIT – Environmental Engineer

Attachments:
Mussel Survey Proposals
April 5, 2023

Attention: Jade Bennett
Edgewater Resources
2001 North Federal Highway, Suite G204
Pompano Beach, Florida 33026

Dear Ms. Bennett,

Reference: Spring Lake Mussel Surveys

Thank you for the opportunity to submit a scope of services and cost estimate for mussel surveys in Spring Lake and Grand River at the proposed dock installation areas. Stantec Consulting Services Inc. (Stantec) understands that mussel surveys are required at the proposed areas because of potential negative impacts to resident mussels that may be present. Therefore, this scope of work describes the labor and direct costs associated with conducting surveys at the four installation areas and the development of a survey report detailing the results.

**Task 1: Planning**

Stantec will develop a dive and safety plan since water depths will require the use of surface-supplied air or SCUBA to collect mussels. The technical field lead will also develop a finalized study plan outlining the methods the field crews will follow at each survey location. We do not anticipate federal species to be present at any of the sites, as Spring Lake is designated as a Group 1 Lake and the Grand River a Group 2 River. Group 1 Lakes may contain Michigan species of special concern and Group 2 Rivers may contain state-listed species so coordination with the Michigan Department of Natural Resources (MDNR) will be required. We anticipate minimal coordination on study designs, but Stantec will consult with local MDNR fisheries biologist for approval of the site-specific study plan prior to onsite survey efforts as a condition of our scientific collecting permits.

**Task 2: Mussel Site Surveys**

All four installation sites will be surveyed using semi-quantitative search methods. Survey areas will cover the footprint of the installed dock with appropriate buffer zones (5 m upstream, 10 m downstream, and 5 m lateral). Transects will be placed perpendicular to the shore and spaced 10 m apart through the survey area. Based on construction plans, the estimated dimensions and area of each site (including buffer zones) are assumed to be:

- Site 1: 119 m x 12 m (1,468 m²)
- Site 2
  - Structure 1: 35 m x 36 m (1,278 m²)
  - Structure 2: 53 m x 26 m (1,479 m²)
- Site 3: 73 m x 23 m (1,705 m²)
Site 1 will consist of 12 transects, Site 2 Structures 1 and 2 will have 4 and 6 transects, respectively, and Site 3 will have 8. All transects will be sampled using visual-tactile searches by a diver using surface-supplied air or SCUBA. A diver will crawl along the bottom following the transect line, searching for mussels within arm lengths, disturbing substrates and searching for mussels to a depth of 5-10 cm. Homogenous substrates will be searched for 0.5 minutes/m² and heterogeneous substrates will be searched for 1 minute/m². All encountered mussels will be placed in mesh bags and brought to the surface for processing. Depending on total transect lengths, transects may be separated into 5 m increments to identify mussel bed boundaries.

Collected mussels will be identified to the species level and enumerated. Sexually dimorphic species will be identified as males or females and all mussels will be measured in length to the nearest millimeter. Representative photographs of all species collected will be taken. Any recovered dead valves will be classified as fresh dead, weathered dead, or subfossil. Live mussels will be returned along the transect from which they were taken. If no threatened or endangered species are found, Michigan protocols require additional semi-quantitative searches to develop a cumulative species-richness curve. For each construction area to which this applies, five-minute spot dives will be conducted in areas identified as mussel beds. After each spot dive, mussels will be identified and enumerated. Spot dives will continue until five consecutive searches yield no new species.

Based on the results of the survey, a relocation may be required. The Michigan mussel protocols state that a relocation is required if state or federal species are present or if a diverse mussel community is present (i.e., four or more species). This fee letter does not include any costs associated with relocation efforts. However, a potential relocation would include:

- Consultation with MDNR
- Identification of a suitable recipient site
- Salvage of mussels from one to all four construction sites
- Relocation of recovered mussels to a recipient site
- One post-relocation monitoring event if State Threatened or Endangered species are relocated. Monitoring to occur a minimum of 30 days after completion of relocation efforts and within the mussel survey season (June 1-October 15th)

Should a relocation be required, Stantec can work with MDNR on an approved plan and provide you with an amended fee letter that includes the methods and estimated cost for the scope under a change order.

Stantec will prepare a report detailing the methods and results of the surveys at each dock installation area. The reporting will follow the guidelines outlined in the Michigan protocols for rivers and streams, but will include species richness and abundance, morphometrics, sex, habitats and substrates present, a cumulative species curve, and representative photographs.

**Cost Estimate**

Stantec can provide the services listed in this scope on a time and materials basis not to exceed **$31,181** without prior authorization from Edgewater Resources. This scope assumes the following:

- The sizes of the dock installations and buffer zones do not exceed the listed areas in this scope;
Ambient conditions (e.g., river discharge, visibility, fog) are suitable for work for the duration of the field effort;
This work can be completed in one mobilization without weather related delays (e.g., lightning, high flow, low visibility);
Recreational and commercial watercraft will not delay or hinder surveyors from completing the work;
Surveys will commence once site conditions are favorable and allow for safe diving (after June 1 and before October 15); and
Notice to proceed is issued prior to May 15, 2023.

Stantec can begin planning and scheduling the field surveys following the notice to proceed. Thank you for giving Stantec the opportunity to submit this fee letter and please do not hesitate to contact me if you have any questions.

Regards,

Stantec Consulting Services Inc.

Tom Estrem
Environmental Scientist III
Phone: 219-786-5184
tom.estrem@stantec.com
February 8, 2023

Jade Bennett
Environmental Engineer
2001 North Federal Highway, Suite G204
Pompano Beach, Florida 33062

RE: Environmental Services
Grand River – Mill Point Park Mussel Survey
Ottawa County, Michigan

Ms. Bennett:

Holland Engineering, Inc. (HEI) is pleased to submit this proposal for mussel survey services for the Boardwalk and Dock Project in Spring Lake, Michigan. HEI’s expertise in mussel surveys and identification are included in this scope of work.

Scope of Work

Task 1. Sampling Plan, Mussel Survey, and Relocation
Prior to any mussel survey, coordination will be initiated with the MDNR Fisheries Division. HEI will draft a mussel survey plan for submittal and review by the MDNR Fisheries Division.

Upon approval of the survey plan, a mussel survey will be conducted. The Grand River will be searched for living mussels using tactile means during a diving survey. Shoreline visual methods will also be used if water depth and visibility permit. Substrates will be examined by passing hands through and over the surface layers of substrate to feel for buried mussels within predetermined transects.

As mussels are collected, they will be accumulated in mesh bags and kept submersed in water to prevent thermal shock and desiccation. Accumulated mussels will be sorted, counted, and identified. All live mussels will be photographed. State listed species will be tagged and/or marked. Live mussels will be relocated to a suitable area upstream of the project area.

If a federally listed mussel species is found, it will be put back in the substrate where it was found. It will not be relocated without permission of the US Fish & Wildlife Service (USFWS). In the event a federally listed species is identified, further efforts will be required by the USFWS and could include a Biological Assessment (BA).

Task 2. Mussel Survey Report
HEI will summarize the mussel survey findings and provide the final report. The final report will include data list, photographs, and GIS maps. The MDNR has 30 days to review the final report prior to authorizing construction.
The estimated costs provided below include completion of tasks and scope described above. Costs assume the presence of a state listed species but not a federally listed species. It should be noted that mussel surveys can be very difficult to estimate since the amount of time and effort spent is dependent on how many and what type of mussels are found. Since every state listed mussel found needs to be identified, tagged, and relocated, the time is dependent on how many individuals are found. This cost does not include a relocation follow-up survey and report which will be required if state listed species are identified.

Work will be conducted on a Time and Materials basis in accordance with the HEI schedule of Fees and Charges. You will only be charged for actual costs incurred.

### Costs

<table>
<thead>
<tr>
<th>TASKS</th>
<th>LABOR</th>
<th>EXPENSES</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1: Sampling Plan, Mussel Survey, &amp; Relocation</td>
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<td>$21,500.00</td>
<td>$30,200.00</td>
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<tr>
<td>Task 2: Mussel Survey Report</td>
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<td></td>
<td>$1,900.00</td>
</tr>
<tr>
<td>Task 3: Admin, Accounting, Copies, Mailings, QA/QC, and PM</td>
<td>$900.00</td>
<td></td>
<td>$900.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
<td><strong>$33,000.00</strong></td>
</tr>
</tbody>
</table>

### Assumptions

HEI assumes the following in preparing this cost estimate:

- Costs do not include work association with federally listed species. HEI has a permit to handle those species; however, additional permitting and relocation costs are associated with their presence.
- HEI will obtain and maintain the threatened and endangered species permits to complete the survey.
- HEI assumes the mussel survey plan will be approved by the DNR without additional conditions.
- It is likely a monitoring event will be required. That will be an additional cost.
- The client will provide land access for both the survey location and the potential relocation survey.
- Mussel surveys are reliant on weather, lake conditions, and ease of access. Every effort will be made to accommodate the client timeline but it is not guaranteed.
HEI appreciates the opportunity to submit this proposal for services. If you have any questions, please feel free to contact Larissa Herrera at 224-240-4141.

Sincerely,
Holland Engineering, Inc.

Larissa Herrera
Senior Biologist, Malacologist
ACCEPTANCE OF PROPOSAL AND AUTHORIZATION TO PROCEED

HEI is authorized to proceed with the scope of services described herein in our Grand River – Mill Point Park Mussel Survey proposal dated February 8, 2023 for the project in Spring Lake, Michigan.

**Estimated Cost: $33,000.00**

Proposal accepted by:

________________________________________
Company Name (if applicable)

________________________________________
Signature

________________________________________
Title

________________________________________
Printed or Typed Name

________________________________________
Date
Background: Brad & Alex Ashcraft, owners of Smoke N’ Ash’s, have purchased the former Mama Mia’s and are working on reopening at Mia’s Village Eats.

They have applied for the DDA’s Marketing Grant to go towards the creation of a new website and improve their signage. They are requesting the full $1,000 in matching dollars.

Issues & Questions Specified: Does the board want to approve this application at the next DDA meeting?

Alternatives: Do not approve.

Financial Impact: $1,000

Recommendation: Vote to approve the marketing grant at the 6/8/23 DDA meeting

Attachments: Marketing Grant Application, Website Quotes, and Signage Quote
Mia’s Village Eats  
Marketing Grant Application  
218 West Savidge  
Bradley and Alexandra Ashcraft  
smokenashscatering@gmail.com

ATTN: Stefanie Herder, Village of Spring Lake DDA

We are applying for the marketing grant to help get our new business, Mia’s Village Eats, noticed. Mama Mia’s has been a staple in The Village for years and we want to show that we are keeping that history and the recipes, but we are coming in with a refreshed version. With new graphics and branding for the slightly “new” name our goal is to keep the nostalgia that remains around Mama Mia’s but also let everyone know we are making some necessary changes and will have more to offer to the people in The Village. We will be bringing what Mia’s offers up to speed on the web design and online ordering and giving additional options on ways to order.

Scope of Marketing Project:  
-Signage  
-Web design

Signage: Vinyl graphics for exterior windows. Sign graphics redone on the back roof. There has been a blank sign on the back of the building for years and to be frank it is an eye sore. We want to redesign the idea to something fun that catches the eyes of people driving or walking down the alley or Exchange.

Web Design: We do not currently have a web page and feel that a web page will be crucial to our success in the very near future. Our website will include information such as address, menu, hours and weekly specials. We will also be implementing online ordering on our web page. Our goal is to team up with Stan's Bar and provide 2 iPads that will allow customers to order Mia’s from their bar stool and have their meal hand delivered.
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

Date: 5-11-23

Name: Bradley and Alexandra Ashcraft, Mia’s Village Eats (formally Mama Mia’s)

Property Address: 218 W Savidge

Home Address: 7134 Haney Rd

Phone Number: 616-843-6151 Email: smokenashscatering@gmail.com

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 $3500 Total Grant Funds Requested: $1000

Estimated Completion Time June 10th, 2023

* 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: / /
# MIA'S WEBSITE

**Design/Development**

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<th>ITEM BREAKDOWN</th>
<th>PRICE</th>
<th>HOURS</th>
<th>TOTAL</th>
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<tbody>
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<td><strong>Design</strong></td>
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<td>User Interface Design (UI)</td>
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<td>User Experience Design (UX)</td>
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<td>Responsive Design</td>
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<td><strong>Development</strong></td>
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<td>Standard static website that incorporates Clover ordering system. Modern responsive design principles, simple navigation, &amp; fast load times.</td>
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<td></td>
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</tr>
<tr>
<td>Cross browser testing ensuring content is responsive.</td>
<td>$100/ Hour</td>
<td>3</td>
<td>$300.00</td>
</tr>
<tr>
<td>Quality Assurance Testing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Testing on all devices.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub Total:** $1500.00

**Family/Friend Discount 10%:** -$150.00

**Grand Total:** $1350.00

---

Thanks Mia's!

Myles O. Bench
CEO/FOUNDER MOB DESIGNS
The restaurant industry is highly competitive, and it can be challenging for small businesses like Mia’s Village Eats to stand out in a crowded market. With the rise of digital marketing, having a professional website has become essential for restaurants to reach and engage with customers. A website provides an effective platform to showcase the restaurant’s brand, menu, and location, and enables customers to easily access information and book reservations. A well-designed website can help Mia’s Village Eats gain new customers, increase brand awareness, and enhance its online reputation.

In this proposal, we will outline the objectives, strategies, and cost structure of developing a new website for Mia’s Village Eats. We will work with the restaurant to create a modern, user-friendly website design that reflects its branding and values, and develop a responsive website that can be easily accessed from desktops, tablets, and smartphones. By incorporating search engine optimization (SEO) best practices, we will improve the website’s ranking on search engines, which will increase online visibility and reach a wider audience. With the integration of a blog section and customer feedback system, we will provide a seamless experience for customers and increase customer engagement. Our proposed cost structure is fair and reasonable, and we believe that the significant benefits that a website can provide make it a worthwhile investment for Mia’s Village Eats.

**OBJECTIVES:**

Our objectives for Mia’s Village Eats website are:

- Increase online visibility and reach a wider audience
- Provide customers with easy access to information about the restaurant, including menus, hours of operation, location, and contact information.
- Enhance the restaurant’s online reputation by showcasing positive reviews and customer experiences.

**STRATEGIES**

To achieve our objectives, we will implement the following strategies:

- Create a modern, user-friendly website design that reflects the restaurant’s branding and values.
- Develop a responsive website that can be easily accessed from desktops, tablets, and smartphones.
- Incorporate search engine optimization (SEO) best practices to improve the website’s ranking on search engines.
- Develop a blog section to share restaurant news, events, and promotions.
- Include a customer feedback system to collect and display customer reviews and ratings.
OUR TEAM

Our talented team has many years of first-hand experience working with clients who are part of the fabric of West Michigan.

**OUR TEAM**

**JOSH HERDER**
DIRECTOR OF BRAND STRATEGY
*Whiskey Aficionado | Golf Hack*
Brand Strategy, Client Communications, Social Media Strategy
Experience: 13 years

**JASON BURT**
DIRECTOR OF OPERATIONS
*Entrepreneur | Toyota Fanboy*
Business Management, Data Analysis, Growth Strategy
Experience: 19 years

**JUSTIN YOUNG**
SR. PROJECT MANAGER
*Nautical Nut | Culinarian*
Project Management, Brand Development, Quality Control
Experience: 18 years

**Michelle Merrill**
WEBSITE DEVELOPER
*Disorganization Enthusiast | Middle Earthling*
SEO, Website Development, HTML, CSS, Design.
Experience: 15 years

**KELLY BURKE**
GRAPHIC DESIGNER
*Foodie | Shutterbug*
Graphic Design, Illustration, Email Marketing
Experience: 3 years

**LARRY YOUNG**
SENIOR MARKETING SPECIALIST
*Paint Slinger | Trout Whisperer*
Public Relations, Marketing Strategy, Concept Development
Experience: 50+ years
Our marketing agency covers all disciplines in both traditional and new media under one roof including web development and marketing, social media, online and mobile advertising, search engine optimization (SEO), branding, traditional print, public relations, graphic design, photography and all aspects of video production. Simply put, we have the highest-quality team and tools to promote our clients’ companies and generate the crucial publicity needed to make long-lasting, personal connections with our clients’ target audiences.
Website Development - $2,000
- Development of a unique and streamlined website.
- Designed to look and fresh and new.
- Design to showcase clean/crisp photos, video, and information.
- User friendly / easy to navigate UX.
- Mobile-friendly responsive design.
- SEO fundamentals.

Monthly Hosting - $99/mo
- Secure SSL encryption.
- 20X Faster Hosting Speeds
- Unlimited text and image updates.
- Web Management (updating necessary plugins and website versions as needed.)

Timeline
- 6 - 12 weeks
YOU HAVE QUESTIONS.  
WE HAVE ANSWERS.

LET'S CHAT

DIRECTOR OF BRAND STRATEGY

josh@new.school

231.769.2642

new.school

200 Viridian Dr. Muskegon, MI 49440

Schedule an Appointment with Josh
**ESTIMATE #7425**  
**APRIL 20, 2023**  
**QUOTED TO** Mias Pizzeria  
Alex Ashcroft  
218 W Savidge St  
Spring Lake, MI 49456  
smokenashscatering@gmail.com  
**ACCOUNT REP** Amber Anderson/Acct Rep  
**PROJECT COORDINATOR** Amber Anderson  
**CAMPAIGN** Exterior Building Graphics

### ITEM 1 - Lexan Inserts

<table>
<thead>
<tr>
<th>NOTES</th>
<th>QUANTITY</th>
<th>PRICE EACH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lexan material with trans vinyl decal mounted</td>
<td>2</td>
<td>$75.00</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**SALES TAX** 9.00

### ITEM 2 - Window Vinyl Graphics

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<th>NOTES</th>
<th>QUANTITY</th>
<th>PRICE EACH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>3m (40 c with fleet laminate - toss cut and mask)</td>
<td>1</td>
<td>$550.00</td>
<td>$583.00</td>
</tr>
</tbody>
</table>

**SALES TAX** 33.00

### ITEM 3 - Back Parking Lot Sign

<table>
<thead>
<tr>
<th>NOTES</th>
<th>QUANTITY</th>
<th>PRICE EACH</th>
<th>TOTAL</th>
</tr>
</thead>
</table>
| 1/8" Alupanel with Fleet Decal  
& Fleet Lam mounted on one side  | 1  | $480.00 | $508.80 |

**SALES TAX** 28.80

### ITEM 4 - Installation

<table>
<thead>
<tr>
<th>NOTES</th>
<th>QUANTITY</th>
<th>PRICE EACH</th>
<th>TOTAL</th>
</tr>
</thead>
</table>
| Installation of all graphics  
EXCEPT Lexan face at:  
218 W Savidge St, Spring Lake, MI 49456  | 1  | $450.00 | $450.00 |

**GRAPHIC SERVICES - Graphic File Set-Up**

<table>
<thead>
<tr>
<th>NOTES</th>
<th>QUANTITY</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Design Services</td>
<td>1.00</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

### INSTALLATION SERVICES

<table>
<thead>
<tr>
<th>Installation Type</th>
<th>Installation Not Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE</td>
<td>TOTAL</td>
</tr>
<tr>
<td>$450.00</td>
<td>$450.00</td>
</tr>
</tbody>
</table>

**SALES TAX** 28.80

---

**Item Total** $1,630.00  
**Graphic Services** $100.00  
**Shipping** TBD  
**3% credit card convenience fee before shipping** $54.02  
**Tax** $70.00  
**Total Estimate** $1,854.82

---

Payment required prior to shipping. MasterCard, Visa and Discover accepted.

**TERMS AND CONDITIONS**

The above Quote is valid for 30 days from the date of quote, and is based upon specifications agreed upon by client and completion of the project from start to finish without interruption. Changes or modifications of specifications, descriptions, artwork, or production schedules, order verbally or in writing are subject to additional charges.

Projects will be estimated within 5 - 15 business days of first artwork approval. Rush charges to expedite production or shipping of project are additional as noted.

Source One Digital (SOD) shall not be liable for any claims or damages arising out of the installation of product by any third party installer or for any damages arising out of, or defects which occur in the installation process attributable to variables in installation surfaces, conditions under the application process. Damage and defective material must be reported within 72 hours and included photos and/or return of material for reprints and replacement. No credits or adjustments without prior management approval.

All applicable sales tax and shipping charges shall be billed to client as additional.

Source One Digital (SOD) shall not be liable for any claims or damages arising out of the installation of product by any third party installer or for any damages arising out of, or defects which occur in the installation process attributable to variables in installation surfaces, conditions under the application process. Damage and defective material must be reported within 72 hours and include photos and/or return of material for reprints and replacement. No credits or adjustments without prior management approval.

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---

**ACCEPTED BY:**  
Date: [signature]

**PURCHASE ORDER #:** [text]

---

Source One Digital (SOD) reserves the right to make changes in specifications, descriptions, artwork, or production schedules, order verbally or in writing are subject to additional charges.
Hi Stef,
I did get an additional quote back for exterior signage. If we are able to add that to the grant application!
Thank you,
Alex

Alex, Brad,

Thank you for thinking of us and letting me quote your signage. Below is the pricing for the windows at Mia’s. I estimated the size of the graphics based upon window size. If you have actual sizes I can price that out too for comparison. I just wanted to get some numbers to you to see if we are in the ballpark before we dig in deep.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>cut vinyl sign 2 color 30” x 40” (Mias Pizzeria-window)</td>
<td>$ 96.00</td>
</tr>
<tr>
<td>cut vinyl sign 2 color 12” x 108” (Pizza Subs etc-window)</td>
<td>$103.00</td>
</tr>
<tr>
<td>cut vinyl sign 2 color 18” x 20” (Hours, Mias-door)</td>
<td>$ 28.80</td>
</tr>
<tr>
<td>cut vinyl sign 2 color 12” x 20” (web, phone-door)</td>
<td>$ 19.20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$247.00</strong></td>
</tr>
</tbody>
</table>

Option:
1 installation including travel $120.00

Option:
1 printed sign on Coroplast 3/16” 48” x 96” estimated size $304.00
   (roof sign in back-corrugated plastic to screw on like what is there now now)

Note: I did not price out the hanging sign out front as I did not measure it. It would not be that much to do if you need that done too. I know it needs to be fixed up a bit.

Tom Tilton
Engineering Supply and Imaging
www.engineeringsupply.com
1.888.703.0334

On May 16, 2023, at 5:18 PM, Brad and Alex Ashcraft
<smokenashscatering@gmail.com> wrote:
Welp! That’s embarrassing, I must have had 2 copies saved. Attaching the correct one now. 
Thank you so much!
Alex

<DDA-Marketing-Grant-2022 Mia's.pdf>

On May 15, 2023, at 8:17 AM, Stefanie Herder <Stefanie@springlakevillage.org> wrote:

Hey Alex!

Thanks for sending! I can get this on the 5/25 Work Session Agenda and then they will vote on it on 6/8.

FYI – the application that was attached was blank. Can you resend that to me please? Thanks! -Stefanie

Stefanie Herder (she/her)
DDA Director, Village of Spring Lake
102 W. Savidge St., Spring Lake, MI 49456
P 616.842.1393  F 616.847.1393
stefanie@springlakevillage.org

<image001.png>

From: Brad and Alex Ashcraft <smokenashscatering@gmail.com>
Sent: Thursday, May 11, 2023 10:08 AM
To: Stefanie Herder <Stefanie@springlakevillage.org>
Subject: DDA Marketing Grant

Hi Stefanie,
I have the marketing grant finished and ready to submit! I have attached the application, a write up of our plan and quotes for the projects. Please let me know if you need anything else from us or if you would like this submitted in person.
I appreciate everything you do and look forward to hearing from you!
Thank you,
Alex and Brad
Background:
Since both Mill Point and Tanglefoot Park docks are now 75% transient, there have been a couple scenarios that have come up that staff would like to discuss with the board.

Reserved Transient Docks at Tanglefoot Park for Events
There has been a lot of booking activity for Tanglefoot Park for weddings, corporate events, and more. Some of the events were interested in reserving all of the Tanglefoot Park’s transient docks for their special events. Would the board be open to allowing dock rentals as part of the event bookings for an additional fee? It would be a guaranteed $10 per slip.

Mill Point Park & Tanglefoot – Transient Docks/Pontoon Rental
The Village received the attached email communication asking for more information about a couple who rents their pontoon for pick up/drop off at Mill Point and Tanglefoot’s transient docks. Is this something that DDA board has any issues with?

Issues & Questions Specified: Would the board be open to allowing dock rentals as part of the event bookings for an additional fee? Does the board have any issues with someone doing pick up/drop off pontoon rentals at Mill Point Park & Tanglefoot?

Alternatives: Tanglefoot: Leave docks as first-come, first-served basis regardless if the group has rented the pavilion. Mill Point/Tanglefoot: Find the contact of the mom and pop pontoon rental and tell them not to operate out of the transient docks.

Financial Impact: Tanglefoot: Guaranteed $10 per slip (up to $70).

Recommendation: Board’s discretion

Attachments: Email from Mark Huizen
Stef,

I’m not sure if the DDA cares – or not – if there is a business running out of TP. Can you please put this on the next work session agenda for discussion and see how they want to proceed?

Thanks,

Chris

---

Hello,

I am working on getting more information, but this is an email the communications inbox got this morning.

---

Name
Mark Huizen

Phone
(616) 844-8498

Email
ladamac@yahoo.com

Address
15664 grand point dr
Grand Haven, Michigan 49417
United States
Map It
Subject

Tanglefoot and mill point

Message

There is a couple renting their pontoon out of tanglefoot and mill point, they put posts on Facebook to message them to meet there if you want to rent it. I can't find their number do you know it? It's on all the local yard sales groups and the I Love Boating in grand Haven group but there isn't a phone number.
Background:
As the collection of public art in the Village grows, we’re becoming more and more known for our murals and sculptures. To help promote our current collection, staff has been working on a printable brochure and guide on the website.

The brochure so far is a draft while staff figures out the right design and more info about each work of art.

New signage will be created and posted at each work of art with a QR code for people to scan to learn more about the piece. The QR code will bring folks to the newly created listings on the website.

Issues & Questions Specified: Does the board have any feedback on the brochure and/or the website?

Alternatives: NA

Financial Impact: Minimal – cost to print have small signs made

Recommendation: NA

Attachments: Draft Art in the Park Brochure
How It All Started

These public works of art are the brainchild of Ottawa County Sheriff’s Office Deputy Cory Allard and retired Sgt. Jason Kik, who received Crime Prevention Through Environmental Design (CPTED) training.

Then, in 2018, the Village of Spring Lake launched a $35,000 crowdfunding campaign dubbed Art in the Park. The Michigan Economic Development Corp. matched the village with another $35,000.

Since then, the Village has raised more funds for additional projects and has worked with private businesses on how they can commission murals of their own.

How to Support

Join us in our efforts of adding more public art to the Village!

If you are interested in donating funds or commissioning a new work of art, reach out the Village of Spring Lake's Downtown Development Authority.

Stefanie Herder
DDA Director
stefanie@springlakevillage.org
Scan the QR Code at Each Location to Learn More About Each Piece

1. Barrett Boat Works by @oldgrowthcreative
2. Brooklyn Bagels by Jubenal Rodriguez
3. Fisheye View of Spring Lake by Joel Tanis-Schoon
4. My Grandmother’s Garden by Christi Dreese
5. Time Passages by Billy Mayer
6. 4 Murals by Liv Butler
7. Gary & Victoria Verplank Memorial Sculpture by Steve Anderson
8. Why the Fly? by Christina Hutton
9. Mural by Liv Butler
10. Moonsail by Jimmy Cobb
11. The Butterfly by Jack McLean

Learn more about the Village’s Public Art Program by scanning this QR Code.
Background: When I’ve had time, I’ve been working on the visitspringlakemi.com website to add more content, pages, and information.

Most recently, I’ve created a Weddings & Gatherings page to promote the Village’s venues, services, and more. You can view it here!

I am also working on a business resources section of the website. It will include info about DDA grants, design guidelines, downtown development plan, and links to marketing tools. These are draft pages so far and are not live: https://visitspringlakemi.com/do-business/

https://visitspringlakemi.com/resources-for-existing-businesses/

Issues & Questions Specified: Does the board have any feedback on the website changes/additions? Is there other information that should be on the website that isn’t already on there?

Alternatives: NA

Financial Impact: Staff time

Recommendation: NA

Attachments: None.
MAY

TO: Village President Mark Powers & Council Members
FROM: Stefanie Herder, DDA Director
DATE: May 10, 2023
RE: Department Report

Wayfinding Project

After much discussion amongst the board, the board will be voting to approve the low bid from Universal Signs at their May 11th board meeting. They would like to focus on the main gateway signs, North Bank Park sign, Tanglefoot Sign, and a couple others for the first part of the multi-year project.

Village Flower Planters & More

City Farmer has been selected to plant and manage the Village’s planters, tree surrounds, clocktower, and around the sign outside of Plantenga’s. They should start next week once DPW has the irrigation ready to go.

Spring Lake Spruce Up

The DDA scheduled and promoted a Spring Lake Spruce Up event for Saturday, May 6th from 10am - Noon. The goal was to have volunteers to sign up for specific areas of the Village like the Social District, West End, East End, Mill Point Park, Central Park, the bike trail, Lakeside Beach, and more. However, after much promotion 10 volunteers signed up and 9 of them showed up. There was a family of 5 that came from Grand Rapids and really wanted to focus on the beach. One volunteer walked the bike trail and picked up litter. The other 3 volunteers signed up for the Social District along with Stefanie and her husband. For the sake of time and prioritizing, the Social District volunteers focused on raking out the neglected plant beds on the corners of Jackson & Exchange. We filled over 10 bags of leaves and dead plants from those 3 corners and that took the majority of the 2 hours. There is still much work to be done at the corners of Jackson & Exchange to make them look nice. Also, there are lots of plants below the dirt in those areas that still haven’t sprouted yet.

Lakeshore Visual Arts Collective

Lakeshore Visual Arts Collective is a 501c3 organization and they partner with other non-profits and businesses in West Michigan to facilitate Pop Up Art shows creating new networking opportunities for their member artists. They hosted their very first show in Spring Lake on Sunday, May 7th in the parking lot behind Stan’s Bar from 1pm - 4pm. They successfully shut down the parking lot Saturday night for the lot to be cleared the next day for the event. They had 32 artists participate and had a large and steady flow of people throughout the event.
Stan’s & Smoke N Ash’s collaborated with the event to provide Social District drinks, a food truck, and even live music. The vibe was a perfect, sunny spring Sunday and everyone seemed to enjoy browsing the art. We hope to have more organizations like this hold events in the Village so this is a great example to share with the community.

**Spring Lake Social Chat**

Spring Lake Social Chat is a weekly segment on 92.1FM WGHN. I chat with WGHN afternoon host, John Roberts, about the latest happenings and upcoming events in Spring Lake. You can listen to Spring Lake Social Chat every Friday at 3:30pm by tuning in to 92.1FM WGHN or by streaming it on wghn.com. John also sends me the audio files so that I can add them to Spotify so that anyone can listen to the interviews anytime: [https://open.spotify.com/show/2UgwPBB4tT8ApXQManZ7P?si=0f01f66798424afe](https://open.spotify.com/show/2UgwPBB4tT8ApXQManZ7P?si=0f01f66798424afe)

**Parking Issues**

The DDA commissioned a parking study in 2020. The results from that study came back with the conclusion that the Village doesn’t have a parking problem. We have a time of day problem - specifically with the public parking lot that is shared by Dollar General, Well Adjusted, Core Computers, German & German, French Academy, and more. Parking between the hours of 9am - 5pm is difficult in this lot based on the hours of operation of the businesses that utilize this lot for employees, students, and clients. Over the last year, staff have received many complaints from business owners who use this lot. Staff has sent out parking reminders and has talked to the businesses whose employees use the lot. Staff has encouraged them to remind their staff and students to keep the premium spots open for their customers and their neighbor’s customers - with little success. Business owners in this block have suggested looking into 1-3 hour parking limits for some of the spots in the lot. While we don’t have parking enforcement, a case can be made for the effectiveness of limited time parking signs by looking at the lot behind Stan’s Bar. There is a 15 minute parking sign behind Fields and Stan’s that is fairly effective. Again, we can’t enforce it but people seem to follow the posted sign very well.

At a recent DDA board meeting, staff was given the go-ahead to try a parking pilot program with the purchase of some signage. Staff talked to the businesses that experience the most challenges with parking for their customers and asked for feedback. The signs have been ordered and should be installed soon.

**Spring Lake Sparkle**

Thanks again to Lilley Cares, Spring Lake Sparkle was back again for its 3rd year in the Village. The Santa House and kick-off event were a huge hit and a welcome addition to Sparkle. Lilley Cares was able to fundraise and secure around $20,000 for the installation of the lights. Staff had a post event meeting with Lilley Cares on Thursday, January 19th to review this year’s event and discuss how to improve 2023. During this year’s Sparkle, there were a lot of electrical issues due to age of electric boxes, lack of GFCIs at the correct levels, outlets and plugs being in the elements and more. This caused lights to go off A LOT this year. Between Lilley Cares volunteers and DPW, many hours were spent getting the lights back on. Updating and fixing these issues could fall within the allowable expenditures for the DDA. This would be something that Wally would investigate and get the DDA pricing/costs to consider. The overall consensus from Lilley Cares, residents, business owners, and visitors is that they would like to see Sparkle
continue and grow each year. Lilley Cares vision would be to have the whole M-104 corridor full of lights and decorations from the bridge to Fruitport Rd. It’s a hefty dream but if there are enough sponsors and buy in from the businesses, it could be done over time. The DDA’s current budget for holiday decorations is $5,000. Holiday decorations are an allowable expenditure. The DDA paid for the snowflakes installation on the light poles on M-104. The contractual cost for the snowflakes was $3,795. While the Village and DDA are not allowed to make monetary donations to non-profits, we are allowed to accept donations. During staff’s discussion with Lilley Cares, an example of how the DDA could help support the efforts of Sparkle, was by committing to spending X amount of our budget on holiday lights. For example, the DDA could commit to spending X amount to make sure all of the trees were lit from top to bottom. We could also support Sparkle by making the necessary repairs/replacements to the electric boxes. The DDA board agreed that a formal partnership agreement is the direction they want to go in and staff will work with Lilley Cares on the final agreement. Chris Burns has drafted an agreement and it is be reviewed by the Village’s legal counsel.

Barber School

On May 16, 2022 Village Council appointed a focus group to review the future needs of Barber School. They completed their findings and have submitted those findings for review. I have shared the recommendations with the DDA Board and they are waiting for more info on costs, etc for our budget.

Kayak Kiosks

Last year, the DDA entered into a 3 year agreement with Rent.Fun for a kayak rental kiosk at Tanglefoot Park for 2023, 2024, 2025. As of May 1st, the Kayak Kiosk is fully operational and ready for rentals. Stefanie wrote a press release and sent it to the DDA’s media contacts. On Saturday, May 6th Stefanie had an interview with WZZM about the new kiosks and it aired over the weekend. Staff is in the process of making a short video to help promote the kiosks but also to show how to use it.

Leadership Connect

My time with Leadership Connect has wrapped up. Our last session was in April and then we graduated from the program at the Chamber dinner on May 4th. Even though I’ve been involved in the community and consider myself someone who is pretty well informed, I’ve learned a lot of new things about our community and how it all works. I’ve been wanting to do Leadership Connect since I was 22 so I am thankful that I was finally given this opportunity.

RRC - Certified Status

Now that we are an RRC essential community, we are working towards a short list of items to get us approved for full certified status. The township is going through the process too so Elizabeth Butler from the Chamber is working with us both since it will kill two birds with one stone. Elizabeth and Stefanie met on Thursday, April 13th and went over the to-do list of items required for certified status. There is no timeline for this project so we have time to get everything done in bites. Stefanie has received some information on the to-do list from
Cassie and has forwarded it on to Elizabeth. We will have another meeting on Thursday, May 18th.

**Michigan’s Smallest Park**

This idea started out of a brainstorm of ideas for April Fool’s Day. However, the more that Stefanie looked into the idea, the more it became apparent that it could become real-life and very inexpensively. See the attached press release. The idea was put out on social media to much support and lots of media coverage. Dozens of people reached out with name ideas and even more ideas for the new park. Like the World’s Smallest Park - Mill End’s Park - in Portland, Oregon the vision is for it to be simple: Plants, seating, sign, etc. There are no rules to what makes a park a park. The proposed spot along South Jackson already has most this as well as a trash can and lighting. It even has a cornhole game and food trucks can conveniently pull up and park. Lilley Cares is providing the Village new Adirondack chairs to replace the broken ones and we could locate some of those at this location. The cost for a small park sign would be a few hundred dollars. This could be a fun little destination for people to visit and have their photo taken at “Michigan’s Smallest Park”. The new owners of the former Seven Steps Up have reached out and would love to be involved with upkeep etc. They suggested the name “Temple Park” as a nod to the former Masonic Temple. This is a destination we could add to our websites, Michigan.org, Visitgrandhaven.com, and even make a Google listing for the park. The media that covered the story have told us they would gladly come back for a ribbon cutting and more. Media coverage included Grand Haven Tribune, WGHN, WZZM, WoodTV, and even CBS.com. The DDA discussed the new park at the April 27th Work Session and is supportive of this project.

**Grant Opportunities**

A couple of grant opportunities have become available in the last few months that the DDA has qualified for:

- Consumers Energy Put Your Town On The Map - $10k - $25k
- Michigan Municipal League Foundation Bridge Builders Grant - $5k

Stefanie submitted the first round application for the Consumers grant. The proposed project was to create more seating and gathering area in the long, grassy, strip of land behind Mama Mia’s. Unfortunately, we did not make it to the next round but we knew that was possible since we had won this grant before.

Stefanie submitted the first round application for the Bridge Builders Grant. The project is to activate the alley between Mama Mia’s and Field’s Fabrics with art, seating, signage, lighting, and more. Both businesses owners have been involved with the discussion and are on board with the project if we are awarded. We could even have a naming contest for the new alley. Applications were due April 23rd. Finalists will be notified between May 22th - 26th. Online voting is from May 30th - June 11th. Winners will be contacted late June.
SLHS Work Based Learning Program

Earlier this year, Jennifer Boodt, a teacher at Spring Lake High School presented to the Spring Lake Rotary Club about the school bringing back more work-based learning opportunities. Currently, the Careerline Tech Center has a waiting list of over 1,000 students and the local schools are trying to address this issue by creating a new job shadow program. They are partnering with local businesses and organizations to provide job shadowing opportunities. Stefanie reached out to the school and was matched up with Emme who is a junior at SLHS. Emme is interested in photography and social media. Stefanie has been having Emme help take photos of the Art in the Park murals and more. She will be helping with the creation of an Artwalk brochure and map, putting that information on the website, and more. Emme comes once or twice a week for about an hour and a half. She will be shadowing until the end of May.

Memorial Day Parade

The Memorial Day Parade will take place Monday, May 29th at 10am. The Mass Gathering has been approved and marketing has began. The route will be the same as 2022: St. Mary’s Parking Lot, East on Exchange, South on Lake, East on River, and finish at the All Shore Wesleyan Church. New this year, the organizers are actively looking for entries to add to the parade.

Spring Lake Public Schools

I had coffee with the new Communications Director of Spring Lake Public Schools, David Thune, on April 13th. David reached out to us via our social media and then I connected with him to discuss things like the homecoming parade and other ways the DDA and SLPS can collaborate together.

Visitspringlakemi.com Website

I continue to update the website content and design as I have time. I recently built out a proper page for the Social District with the participating locations, map, and more. You can view it here: https://visitspringlakemi.com/socialdistrict/