

MAKE IT MT. PLEASANT PROGRAM GUIDELINES



PROGRAM OVERVIEW

The purpose of the Make It Mt. Pleasant Program is to create vibrancy and business success in downtown Mt. Pleasant by supporting new retail, restaurants, arts and entertainment business concepts. Additionally, there is also an opportunity for this program to assist existing businesses by subsidizing the expansion of their current space when offering new or additional products or services or if starting a new business in a new location within the downtown Tax Increment Finance Authority (TIFA) district. The program is available to and will focus on first floor commercial spaces.

The Make It Mt. Pleasant Program is not tied to a specific space. Prospective applicants may choose any location within the downtown TIFA district. The program is offered through the City of Mt. Pleasant's Downtown Development office and funded by Lake Trust Credit Union.

Up to two applicants may be approved per year by the Make It Mt. Pleasant committee. Applications will be reviewed in the order in which they are received and considered on a first-come, first-serve basis.

PROGRAM BENEFITS

Businesses that become part of the Make It Mt. Pleasant Program (hereinafter "Tenants") will receive the following benefits:

1. 12 months of subsidized rent not to exceed \$4,200 total per Tenant on the following schedule:
 - a. Month 1-3 40% subsidy or \$500/month maximum
 - b. Month 4-6 20% Subsidy or \$400/month maximum
 - c. Month 7-9 10% Subsidy or \$300/month maximum
 - d. Month 10-12 5% Subsidy or \$200/month maximum
2. Waiver of the following city fees and charges, not to exceed \$2,500 per Tenant, while in the program, such as building permits, sign permits, outdoor merchandise and outdoor dining permits. Please note this does not waive city water and sewer fees, which cannot be waived per the City of Mt. Pleasant Charter and Ordinances, special use permits, site plan and/or rezoning application fees, or fees required by the State of Michigan.

PROGRAM REQUIREMENTS

1. Tenants must engage with the Michigan Small Business Development Center (MI-SBDC), Central Michigan University Research Corporation (CMURC) or other professional small business start-up resource center, prior to opening or expanding the business to develop their business plan and to assist in determining the feasibility of the proposed business. Ongoing counseling, training and mentoring is strongly encouraged to continue learning small business best practices.
2. Tenants must be open a minimum of 6 days per week, including at least one evening until 7:00pm on Thursday night and during downtown, community and Chamber of Commerce events such as:
 - a. Max and Emily's Summer Concert Series;
 - b. Craft Beer Festival;
 - c. HBA Classic Car and Motorcycle Show;
 - d. Thrilling Thursdays when held downtown;
 - e. Pumpkin Promenade

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- f. Ladies Night Out;
 - g. Small Business Saturday;
 - h. Christmas Celebration;
 - i. Saturday Farmer's Market;
3. Tenants must attend monthly Mt. Pleasant Area Chamber of Commerce events, Business Over Breakfast and Business After Hours.
 4. Tenants must attend quarterly meetings with the Downtown Development Director to review business goals and confirm compliance with program requirements.
 5. All municipally applied taxes, special assessments, utility bills, or loans on the subject property (whether paid by the Tenant, the landlord or leasing agency) must be current at the time of application and remain current throughout the 12-month program period.
 6. Tenants must continuously operate the approved business on the leased premises and within the downtown TIFA district boundary for the entire 12-month program period.
 7. All building, property improvements and business operations must meet state and local building, fire, health codes and zoning requirements and have necessary municipal or governmental permits throughout the entire 12-month program period.

ADDITIONAL CRITERIA:

1. Priority shall be given to: first-time retailers or restaurateurs offering new or underrepresented products, existing downtown retailers or restaurateurs offering new or underrepresented products, and expansion of existing retail or restaurant operations inside the downtown TIFA district.
2. For this program, *retail* is defined as a business in which a majority of the floor space is dedicated to the display of products available for sale on the premises and *restaurant* is defined as a place where food is cooked, prepared, provided, or served for human consumption where sales of such food constitutes greater than 50% of gross receipts during any 90-day period.
3. Ineligible businesses include, but are not necessarily limited to: franchise and chain business establishments, thrift stores, second hand stores, dollar stores, pawn shops, non-profit agencies and entities (unless there is a retail component), currency exchanges including check cashing agencies and some non-bank financial retail outlets, bars (more than 50% of revenue generated by alcohol sales as compared to food), liquor stores, or marijuana/marihuana-related facilities.
4. The Make It Mt. Pleasant Program committee reserves the right to reject any application that in their opinion does not meet the criteria of the program.
5. The Make It Mt. Pleasant Program is subject to change at any time. Prior actions of the Make It Mt. Pleasant committee regarding this program do not set precedence.

GENERAL PROGRAM TERMS AND CONDITIONS

1. The City of Mt. Pleasant will process and mail the subsidized payment directly to the landlord or leasing agency on the due date specified on the lease agreement. The Tenant is required to submit to the City documentation certifying the partial payment of their rent for the period for which assistance has been provided. Failure to submit the required documentation within 30 days will result in delay of the following month's

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subsidy until the issue is corrected. Failure to submit rental payment documentation after 30 days will result in non-payment for the following month.

2. Payments will be made for no longer than 12 months.
3. Denied applicants may reapply after 6 months, subject to funding availability.
4. The rent subsidy shall not begin until the business receives a Certificate of Occupancy from the City of Mt. Pleasant.
5. The City shall not be a party to any lease agreement between the Tenant and the landlord or leasing agency and/or other required approvals.
6. Payments shall cease and repayment of prior payments may be required upon a finding by the City and/or Lake Trust Credit Union that any of the following has occurred:
 - a. Tenant has breached any of the program requirements or guidelines,
 - b. Tenant purchases the building and/or leased premises,
 - c. Tenant discontinues or drastically reduces its operations (i.e. hours of operations, products/food offered, etc),
 - d. Tenant defaults on its lease agreement with the landlord or leasing agency, or
 - e. Any of the statements made in the application are found to be false.
7. Tenant shall at all times indemnify and hold harmless the City of Mt. Pleasant and Lake Trust Credit Union, its employees and agents, from and against any and all manner of claims, losses, costs, charges, actions and other proceedings whatsoever made or brought against, suffered by, or imposed upon any person or property directly or indirectly arising out of, resulting from or sustained as a result of the Make It Mt. Pleasant Program.
8. The landlord and leasing agency shall at all times hold harmless the City of Mt. Pleasant and Lake Trust Credit Union, its employees and agents, from and against any and all manner of claims, losses, costs, charges, actions and other proceedings whatsoever made or brought against, suffered by, or imposed upon any person or property directly or indirectly arising out of, resulting from or sustained as a result of the Make It Mt. Pleasant Program.
9. No member of the governing body and no official, employee or agent of the City, nor any other person who exercises policy or decision-making responsibilities in connection with the planning and implementation of the Make It Mt. Pleasant Program shall directly or indirectly be eligible for or derive financial benefit from this program.

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APPLICATION AND APPROVAL PROCESS:

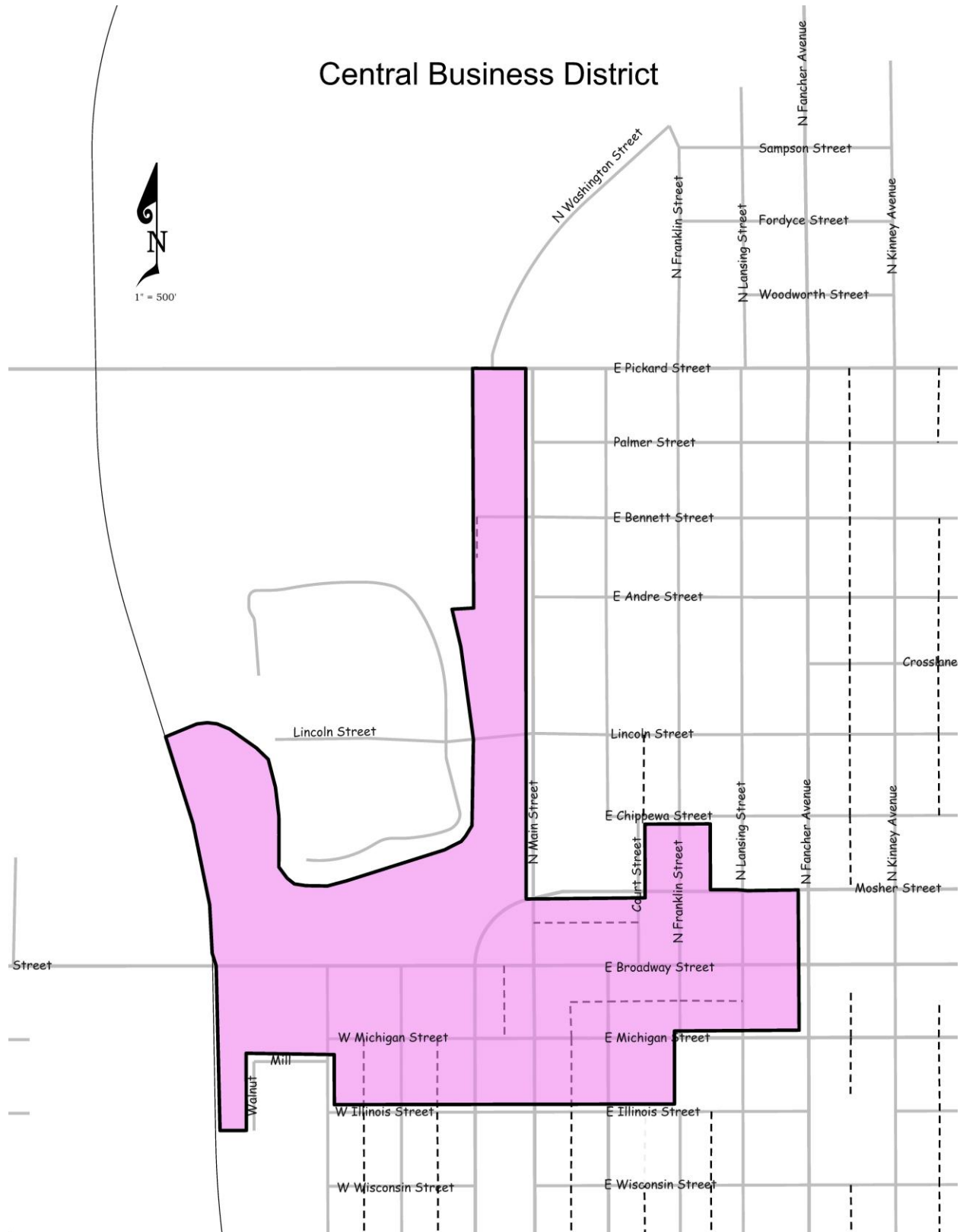
Interested parties must schedule a pre-application meeting with staff at (989) 779-5348 or mponseller@mt-pleasant.org prior to preparing any materials for submittal.

Applicant submits application, business plan and all necessary attachments to the Downtown Development Director, 320 West Broadway, Mt. Pleasant, Michigan 48858. Application can be found at: http://www.mt-pleasant.org/departments/division_of_community_services/downtown_development/

The Make It Mt. Pleasant Program committee, made up of the Downtown Development Director and staff of Lake Trust Credit Union, will meet to review the application within 30 days of receiving a completed application. The Make It Mt. Pleasant committee will meet on an “as-needed” basis to review applications.

1. The committee reviews the completed application and business plan and may request clarification.
2. The applicant will be notified in writing within five days of the committee’s decision of approval or denial.
3. If approved and the business opens, Tenant must complete and/or follow items under section “Program Requirements,” starting on page 1 of this document.

MAKE IT MT. PLEASANT PROGRAM AREA





City of Mt. Pleasant
 Department of Downtown Development
 320 W. Broadway, Mt. Pleasant MI 48858
 (989) 779-5348

FOR OFFICE USE ONLY
Date Received: _____
Received by: _____

APPLICATION: MAKE IT MT. PLEASANT PROGRAM

Please see the Make It Mt. Pleasant Program Guidelines for details.

BUSINESS OWNER INFORMATION					
Business Address:	<table border="0"> <tr> <td>New Business</td> <td>Expansion of Existing Business</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	New Business	Expansion of Existing Business	<input type="checkbox"/>	<input type="checkbox"/>
New Business	Expansion of Existing Business				
<input type="checkbox"/>	<input type="checkbox"/>				
Square Footage to be Leased:	Applicant Telephone:				
Applicant Address:	Mobile Phone:				
Applicant City:	Applicant State & Zip:				
Applicant E-mail Address:					
Estimated Opening Date:					
Brief description of new or expanding business:					
LANDLORD INFORMATION					
Landlord/Leasing Agent Name:					
Landlord /Leasing Agent Address: (including city/state/zip code)	Owner/Agent Telephone:				
Landlord /Leasing Agent E-mail Address:					
Will there be any physical improvements to the leased space, whether done by the landlord or by the applicant, prior to occupancy by the applicant? If yes, please provide a description.					
Does the owner or officer of the business leasing space have a business or family relationship to the landlord to be leased? If so, please explain.					
PLEASE REMEMBER TO EMAIL OR MAIL A COPY OF THE CORRESPONDING BUSINESS PLAN WITH YOUR APPLICATION.					

Applicant Signature	Date
Landlord/Leasing Agent Signature	Date

IMPORTANT INFORMATION TO APPLICANTS AND LANDLORDS/LEASING AGENTS:

PRE-APPLICATION MEETING

Interested parties must schedule a pre-application meeting. This can be done by calling or emailing the Downtown Development Director. Pre-application meetings often address circumstances that would otherwise result in an application being denied.

COMPLETE APPLICATION REQUIRED

The application will not be scheduled for review by the Downtown Development Director until it has been verified that the corresponding business plan has been provided with the application. Please email or mail a copy of the corresponding business plan to the Downtown Development Director. **Incomplete applications or applications missing required information will be returned.** Please carefully review the requested information above to verify a complete application.

VERIFICATION OF PLACEMENT IN MAKE IT MT. PLEASANT PROGRAM:

A letter and/or email will be sent to you after review of your application from the Downtown Development Director stating your application has been received for the Make It Mt. Pleasant Program. Applications will be reviewed within 30 days; approval or denial for the Make It Mt. Pleasant Program will be mailed and/or emailed to you upon the determination.

ACKNOWLEDGMENT

By signing this application, Applicant and Landlord /Leasing Agent acknowledge and agree that Landlord /Leasing Agent is not relying upon the rent subsidies that may be paid by the City of Mt. Pleasant through this program and that the City of Mt. Pleasant is not a party to any lease agreement between Applicant and Landlord /Leasing Agent. In the event that the Applicant defaults under the Applicant's and Landlord /Leasing Agent's lease agreement or the Make It Mt. Pleasant Program Guidelines, the City shall not be responsible for any additional payments on behalf of Applicant, including rent subsidy payments to Landlord/Leasing Agent.

CONTACT INFORMATION / QUESTIONS

Michelle Sponseller
Downtown Development Director
(989) 779-5348
msponseller@mt-pleasant.org

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