



CITY OF YPSILANTI
DDA SPECIAL GRANTS MEETING
Friday, April 5, 2024 @ 10:00 AM
Council Chambers
One South Huron, Ypsilanti, MI 48197
[Launch Meeting - Zoom](#)

1. CALL TO ORDER

A. YLONDIA PORTIS KAYIA HINTON
 DIETER OTTO (C) KORY SCHEIBER
 RICHARD MURPHY

2. ROLL CALL

3. AGENDA APPROVAL

4. APPROVAL OF MINUTES

A. June 13, 2023 Minutes

5. PUBLIC COMMENT (3 MINUTES)

6. NEW BUSINESS

A. Match on Main - Local Applications

7. PROPOSED BUSINESS

A. Next Meeting...

8. PUBLIC COMMENT (3 MINUTES)

9. ADJOURNMENT



MINUTES
 GRANTS COMMITTEE MEETING - Special Meeting
 8:30 AM - Tuesday, June 13th, 2023
 Freighthouse - 100 Market Pl.

1. CALL TO ORDER (8:41am)

2. ROLL CALL

YLONDIA PORTIS	P	KAYIA HINTON	A
DIETER OTTO (C)	P	KORY SCHEIBER	A
JEN EASTRIDGE	A	RICHARD MURPHY	A
JOE RITCHIE	P	PATTON DOYLE (ALTERNATE)	P
ANDY FRENCH (ALTERNATE)	P		

3. AGENDA APPROVAL

Patton Doyle motioned to approve the agenda and Andy French supported the motion. Motion Carried - unanimous.

4. PUBLIC COMMENT (3 MINUTES EACH) - none.

5. NEW BUSINESS

5.1. 10 N Washington

Bill Gleespen, owner of Gleehead Baking was present to answer questions about his project. This will be activating a space. Addition of cafe window service to the Go Ice Cream alleyway.

5.2. 17-21 E Cross Follett House

Freda Klaasen, owner of the building, was present to answer questions about her project. She was unaware of the funding pinch in Depot Town. She spoke about the tuckpointing and awnings being a part of a bigger project to bring the old ballroom back into public use.

5.3. 36 N Washington

Candy Hinton, tenant of the building, was present to answer questions about her project. The committee had denied funding in 2019, and they havent been able to replace the awnings. Lack of awnings has been causing interior issues and safety issues outside.

5.4. 118 W Michigan

The applicant was not present. The project is part of a large project to bring this vacant space into use. Issues with past contractor work have delayed their project tremendously.

Committee Discussion and scoring:

	10 N. Washington	17-21 E. Cross	36 N. Washington	188 W. Michigan
French	17	27	28	28
Doyle	37	28	30	33

Portis	37	22	34	27
Otto	26	26	25	34
Ritchie	27.5	25.5	27.5	27.5
Total:	144.5	128.5	144.5	149.5
Average:	28.9	25.7	28.9	29.9

25 and under is the threshold for not recommending funding. Because 17-21 E. Cross is over the threshold, the committee agreed to recommend funding of the Depot Town balance of \$3,000. Because the score wasn't much higher than 25, they did not wish to entertain reallocating funds in Depot Town

Andy French motioned to recommend approval of \$3,000 from the Depot Town budget for 17-21 E. Cross. Patton Doyle supported the motion. Motion passed - unanimous.

For the Downtown pool of funding, Ylondia Portis expressed concern with heavily funding a project that is funded. 10 N. Washington brings a new business, and 36 N. Washington is a project that has not been able to be completed without support.

Andy French replied that he cautions making an assumption. Cannabis industry has been going through rough times lately. Ylondia thanked Andy for his perspective.

Patton Doyle suggested splitting the fund 20k, 10k, 10k, but 10 N. Washington only asked for 7,500.

Patton Doyle motioned to recommend splitting the Downtown fund as follows: \$16,250 to 118 W. Michigan, and \$16,250 to 36 N. Washington, and \$7,500 to 10 N. Washington. Joe Ritchie supported the motion.

The committee hesitated giving the two lower scores full or almost full funding and giving the top scorer less than 50% of the ask.

Motion failed - unanimous.

Joe Ritchie motioned to recommend splitting the Downtown fund as follows: \$20,000 to 118 W. Michigan, and \$15,000 to 36 N. Washington, and \$5,000 to 10 N. Washington. Ylondia supported the motion. Motion passed - unanimous.

6. PROPOSED BUSINESS

7. AUDIENCE PARTICIPATION -none.

8. ADJOURNMENT

Motion to adjourn at 10:09am by Patton Doyle, supported by Ylondia Portis. Motion passed - unanimous.

Appendix A: Program Fact Sheet

Match on Main – Program Fact Sheet	
Overview	Match on Main is a reimbursement grant program that serves as a tool to support new or expanding place-based businesses by providing up to \$25,000 in funding to an eligible small business through an application submitted, administered, and managed by the local unit of government, downtown development authority, or other downtown management or community development organization where the business is located.
Maximum Grant Amount	Individual applicants can receive a maximum of up to \$25,000. The applicant may submit up to two separate applications on behalf of two eligible business.
Eligible Applicant	<ul style="list-style-type: none"> • Local units of government, downtown development authorities, or other downtown management or community development organization that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development. • Representing a community that is Essentials or Certified in the Redevelopment Ready Communities Program or is a select or master level Michigan Main Street Community.
Eligible Business	<ul style="list-style-type: none"> • The business is located within the boundaries of the community the applicant serves • The business is located within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development that contributes to a dense mixed-use area with multi-story elements • The business sells products and/or services face to face AND has a physical location within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development (Ex. The business has a storefront location downtown) • The business will have, or intends to have, control over the site for which they are applying prior to Match on Main application. Please note: changes in the proposed business location after grant selection may result in grant being forfeited. • The business may be operating as a for profit or non-profit • The business is headquartered in Michigan • The business has not received or been approved an MEDC Match on Main grant within the last 24 months.
Eligible Uses	Grants may be used by the business for eligible expenses that support technical assistance, interior building renovations, permanent or semi-permanent activation of an outdoor space, and other working capital needs such as marketing needs and inventory expenses. Additional needs identified by the business and supported by the local community will also be considered.

MEDC Match on Main

Eligible Use of Funds

- Eligible expenses may be reimbursed from the date that the Program application is submitted to the MEDC by the Eligible Applicant through 12 months after the grant agreement is executed. Expenses incurred must be paid by the Eligible Business to an independent third party. Any expense incurred prior to award announcement and an executed grant agreement is incurred at the sole risk of the Eligible Business. Program funds may be used for expenses related to technical assistance, interior building renovation, permanent or semi-permanent activation of outdoor space, or for general marketing, technology, operational changes, or inventory expenses related to retail goods.
- Examples of eligible expenses include:
 - Expenses for technical assistance items for design and layout of interior or exterior space, such as conceptual renderings of the interior or exterior floor plan, merchandise layout, other interior or exterior design concepts, and construction drawings, plans or specifications for interior or exterior space activation.
 - Expenses for interior building renovation items, including rehabilitation of floors, walls, ceiling, rooms, electrical improvements, lighting and lighting fixtures, furniture and display renovations, installation of permanent kitchen or other equipment, and/or fire suppression or other code compliance items.
 - Expenses for permanent or semi-permanent activation of an outdoor space, including a dining area, beer garden, or other place-based outdoor activation. Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger outdoor space activation project.
 - Expenses for general marketing, technology to assist in connecting with customers (example: website upgrades or e-Commerce integration), operational changes (example: shifting from dine in to carry out), the purchase of a point-of-sale system, or inventory expenses for retail goods.

Ineligible Expenses are exterior improvements that could be considered as general maintenance, repairs, landscaping; or other non-place-based outdoor activation; employee wages, salaries or benefits; rent, mortgage, land contract or building or land lease payments, utilities; leases for equipment, vehicle leases, vehicle payments; taxes, interest or insurance; professional fees; federal, state, or local application, licensing, permit or similar fees; bank or other lender financing, interest; inspection fees or costs; credit card processing fees; property acquisition; projects on residential property.

MEDC Match on Main Local Scoring Matrix

Committee Member _____

Business Scoring Matrix (Local)				
Name	Step 2: Local Consideration			
	Local Eligibility Criteria			
	Business has completed Local Business Worksheet AND has identified an eligible project	Local Priority #1 How does this project align with the goals/vision established in our Master Plan, DDA Development + TIF Plan, or other relevant planning/development plans?	Local Priority #2 How will this investment serve as a catalyst for the development and benefit of the district as a whole?	Local Priority #3 Equitable investment: Would this project be possible if not for this award? Do plan on completing this project if you do not receive this grant?
306 N. River	Y	___/10	___/10	___/10
312 N. River	Y	___/10	___/10	___/10
217 W. Michigan	Y	___/10	___/10	___/10

Ypsilanti Downtown Development Authority

To: Grants Committee

From: Elize Jekabson, Ypsilanti DDA

Subject: 306 N. River St. Ste. D - Match on Main Application

Date: April 3, 2024

YDDA Staff has received a Match on Main grant application for 306 N. River St. Ste D. The application was submitted by business owner Eric Mullins. The total cost for the proposed project is projected to be about \$45,600.

The proposed project: To increase exterior square footage by building a wood framed construction pergola on the back of their building occupying a roughly 30'x30' area. It is their long term goal to eventually build atop the pergola, solar panel decking to help offset the energy use and to become a more green business.

Additionally, if everything with this project works out, we have looked into getting a DDA Liquor license and would love to have this area as a part of our outdoor seating area in the evenings (extended hours) to serve and seat customers with an anticipated longer outdoor seating season due to protection from the elements .

Eligibility:

This applicant and this project meets all eligibility requirements of the MEDC Match on Main Grant.

Appendix C: Local Business Worksheet

Match on Main

Local Business Worksheet

Ypsilanti Downtown Development Authority

Local Business Worksheet	
Point of Contact	First and Last Name: Eric Mullins
	Email: EricM@hyperioncoffee.com
	Cell Number: xxxxxxxxxxxxxx Office Number: xxxxxxxx
	Best way to contact: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Cell Phone <input type="checkbox"/> Office Phone
	Business Role: <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Employee <input type="checkbox"/> Other: Please describe your role
Business Information	Legal Business Name: Hyperion Coffee Company LLC
	dba (if applicable):
	Street Address: 306 N. River St, Suite D City: Ypsilanti
	State: MI Zip Code: 48198
	Employer Identification Number (EIN): xxxxxxxx
	Date of Business Formation (filed with LARA): 11/10/2014 If sole proprietor, check here <input type="checkbox"/>
	Business Type: <input type="checkbox"/> Retail <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Service <input type="checkbox"/> Other
	Please select the 4-digit NAICS Code that best represents your industry:
	<input type="checkbox"/> 4421 Furniture Stores <input type="checkbox"/> 4422 Home Furnishings Stores <input type="checkbox"/> 4452 Specialty Food Stores <input type="checkbox"/> 4461 Health and Personal Care Stores <input type="checkbox"/> 4482 Shoe Stores <input type="checkbox"/> 4483 Jewelry, Luggage, and Leather Goods Stores <input type="checkbox"/> 4511 Sporting Goods, hobby, and Musical Instrument Stores <input type="checkbox"/> 4512 Book Stores and News Dealers <input type="checkbox"/> 4523 General Merchandise Stores, including warehouse clubs and supercenters <input type="checkbox"/> 4531 Florists <input type="checkbox"/> 4532 Office Supplies, Stationary, and Gift Stores <input type="checkbox"/> 4533 Used Merchandise Stores <input type="checkbox"/> 4539 Other Miscellaneous Store Retailers <input type="checkbox"/> 7223 Special Food Services <input type="checkbox"/> 7224 Drinking Places (alcoholic beverages) <input checked="" type="checkbox"/> 7225 Restaurant and other eating places <input type="checkbox"/> 8121 Personal Care Services <input type="checkbox"/> 8129 Other personal services <input type="checkbox"/> Other: Please identify 4-digit NAICS if not listed above. _____
	Is your business a for-profit entity? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Is your business headquartered in Michigan? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

	How many FULL-TIME employees does your business currently have? (If you are a sole proprietor, please say "1")	Full Time ____10____
	How many NEW jobs are going to be CREATED by your business as part of this project (full and part time)?	Full Time _____ Part Time ____ 2+ _____
For New Businesses (in operation 12 months or less)	Identify the total square footage of the space the business is/will occupy:	Exterior Square Footage: Interior Square Footage:
	How long had the space being activated been vacant or underutilized?	
	When did the business open? Or when does the business plan to open?	
For Existing Businesses (in operation more than 12 months)	Identify the total square footage of the interior space the business is occupying: 2000 sq ft	
	Identify the total square footage of any <u>NEW</u> (currently vacant or underutilized) space being activated?	Exterior Square Footage: 1000 Interior Square Footage:
	How long has the space being activated been vacant of underutilized? 9+ years	
Required Business Plan Submission	<ul style="list-style-type: none"> • New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. • Existing businesses (in operation more than 12 months) have the OPTION to provide a business plan as part of the project application. • Reference the Match on Main Program Guide for Business Plan elements that need to be included. 	
Business Location	Is your business a brick-and-mortar storefront with face-to-face operations located within your community's traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	Does the business lease the space it resides in? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what is the remaining lease term? We are in our last year of our current lease, but intend another 10+.	
	Does the business or business owners own the building it is located in? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
	What is the current taxable value of the property? \$208,426	

<p>Project Scope</p>	<p><i>Please describe the scope of the project, including specific activities or expenses, that you are seeking to fund through the Match on Main program. Explain how the project scope aligns with the budget and cost estimates provided within this application. Additionally, describe why the Match on Main funds are needed in order for this project to come to fruition.</i></p> <p>We are looking to build a wood framed construction pergola on the back of our building occupying a roughly 30'x30' area. Last summer (2023) we removed two rusty and hazardous trailers that were on the property to make way for turning the area into a patio. It is currently home to some picnic tables and planters, but is far from a completed patio area and a pergola would solidify the area of use and serve to protect customers from the elements and give drivers in the parking lot and alleyway a clear boundary for safe seating patio area and designated car area.</p> <p>We have gone to the HDC and have had tentative approval (need to submit plans for final approval, but the idea was given a non-official thumbs up) for a pergola build in this area. We are waiting for final drawings to be made up and the final list of costs to come through for this project, but our contractor estimates and tentatively quoted out in the \$40,000+ range for the completed project.</p> <p>It is our long term goal to eventually build atop the pergola, solar panel decking to help offset the energy use and to become a more green business. We have had meetings with SolarYpsi and multiple local solar contractors and the plans for the initial pergola build will satisfy the building codes for a solar installation as well.</p> <p>The Match on Main grant will make our long term goals of a safe, outdoor customer space possible and will provide additional function in part by reducing our long term cost of building a solar structure. The solar build in itself will cost in excess of \$55,000+ without the structure to support it. Having the pergola be a multi-purpose structure will be great for the environment, business and community.</p> <p>Additionally, if everything with this project works out, we have looked into getting a DDA Liquor license and would love to have this area as a part of our outdoor seating area in the evenings (extended hours) to serve and seat customers with an anticipated longer outdoor seating season due to protection from the elements .</p>
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	Proposed start date: 6/1/2024		
	Proposed completion date: 7/1/2024		
	Eligible Activities Being Considered as Part of the Project Scope (Check all that apply): <input type="checkbox"/> Technical Assistance <input type="checkbox"/> Interior Building Renovation <input checked="" type="checkbox"/> Permanent or semi-permanent activation of outdoor space <input type="checkbox"/> General marketing and/or technology <input type="checkbox"/> Other _____		
Project & Private Investment Totals Budget	TOTAL D: Grant Request	\$ 25,000	
	TOTAL A: Total Match on Main Project Cost: (a minimum 10% match is required)	\$ 40,000	
	Source(s) of matching funds: Business		
	Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will support a reimbursement request from the Match on Main dollars. Be specific by providing vendor, items and quantity, and cost.		
	Vendor	Item / Quantity	Cost
	MacInnis Millwork	Pergola Build	40,000
<i>Insert additional lines as needed.</i>			
REQUIRED: Attach project Cost Estimates from a Third-Party that reflect total private investment. Private investment includes any non-Match on Main funds that will be leveraged to implement the project within 6-months of an executed grant agreement. All costs associated with the proposed project should be reflected in the required third-party cost estimates.			

	REQUIRED: Provide a minimum of three photos that represent the scope of Match on Main request; this should include at least one exterior photo and at least one photo of the interior of the space.		
Private Investment	<i>Is your business meeting the required minimum cash match of 10% of the Match on Main grant request? Additionally, please describe any additional private investment - outside of the Match on Main grant request - that was or will be necessary for the completion of this project (i.e. any additional site improvements, furniture, fixtures, and equipment, or other business needs).</i>		
	Yes. We intend to move forward with the project as long as we can get assistance and line everything up with the city, contractors, HDC, and funding.		
	TOTAL B: Total amount of additional private investment for the project: (Excluding the Grant Request or Total Project Cost totals listed in the budget section).	\$ 0	
	Project & Private Investment Calculations These calculations will be included within the Match on Main application. For example calculations, please reference the Match on Main Program Guide under Section 3: Complete MEDC Match on Main Application.		
	Total Match on Main Project Cost	\$40,000	TOTAL A
	+ Total Additional Private Investment	+ \$ 0	TOTAL B
	= Total Project Cost	= \$40,000	TOTAL C
	- Match on Main Grant Request	- \$25,000	TOTAL D
	= Project Private Investment	=\$15,000	TOTAL E
Narrative Questions	<i>Please describe the anticipated impact Match on Main funds will have on your business.</i>		
	<i>For a small business imbedded in the local ypsilanti community, being able to use a \$25k grant would help in innumerable and immeasurable ways. It would be the intention to leverage the money saved to build a solar addition onto the cafe making it a more green cafe. Being able to essentially save \$25k equates to years and months of saving and investments. \$25k is months if not years of employee costs. We would anticipate to draw more folks during good weather months and would see the need to hire on more</i>		

	<p><i>employees to satisfy the increased demand. Having a covered pergola in the future (by a solar system) would help to lengthen our outdoor operating season by months providing a more stable and long term employment situation.</i></p>
	<p><i>Describe any other tools, activities, technical assistance, or financial resources investigated to support this project and/or business operations. This may include other funding programs, owner-led improvements, traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.?</i></p>
	<p>Nothing has been finalized yet, but our solar contractors have indicated that when we reach the phase of our project where we start to move on the solar aspect, that more grants and funding options from the federal, state and local will open up that may lead to a retroactive decrease in the final cost of the total end project. But I do not know of any immediately that would be applicable to the building of the initial pergola. We are not seeking private loans to accomplish this project as we do not like to take on debt as a business and operate debt free.</p>
	<p><i>Describe how the execution of the proposed project will result in business growth. Please provide specific examples.</i></p>
	<p>After the 2023 summer season where we used resources to remove trailers and improve our current “patio” we saw an immediate increase in customers coming to our cafe and spending more time in the community. If we are able to accomplish the full scope of our project, our hope would be to increase hours, increase operating outdoor season, increase our offerings and in the end employ more people in the community.</p>

Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples.

The space was virtually a hazard before we removed the trailers in the summer 2023 season and it has since been better activated, but during the hot months, rainy days and colder times the outdoor space is still not available in the ways that it could. Adding the pergola would help to double our seating area and offer customers a safe space to sit and enjoy depot town. We have personally seen that on normal days, every table, chair and standing area in our cafes are easily occupied. When the weather is good and outdoor seating is possible, the space is completely occupied as well. We have seen every table and chair occupied inside and outside when it is possible. Having the pergola provide this cover and safe space will increase these days and opportunity for customers to spend time in our cafe and community.

How is execution of this project anticipated to result in the creation and/or retention of jobs within your business? Please include at least the following information: number of jobs that will be retained and/or created (including owner/operator, if applicable), the type of jobs that will be retained and/or created, and whether the job(s) retained and/or created will be full or part time positions. Note that Match on Main is not evaluating projects based on the number of jobs created or retained, but simply would like to understand how projects will impact job creation and/or retention.

	<p>We can see the increased seating in a longer outdoor season requires more staff. We already have to staff more employees during good weather and increasing that potential I could easily see having to hire more people to accommodate the increased business. In the long term scope of our business, this could turn into increased hours of operation and in turn increased employment.</p>
	<p><i>Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? In your response, please be sure to include the total cost of the project, what sources of funds will be used to pay for all elements of the project PRIOR to Match on Main reimbursement, the amount of each funding source planned to be used and when funds will be available for each identified source.</i></p>
	<p>We intend to cover all the costs up front for the project from our business funds. If we were to receive this grant it would reduce the stress on operating business costs substantially.</p>
	<p>What is the timeline for starting and completing all project activities? Per the Match on Main Program Guide, projects must not begin prior to submitting a formal application for Match on Main funding and, if awarded, must be completed within 6 months of grant execution.</p>

	<p>Our contractor is waiting for good weather to complete the initial steps with all the governing bodies as outdoor building season is in good weather months. Our hope would be for the project to be completed by the end of summer at the latest.</p>	
<p>Additional MEDC Program Requirements</p>	<p>Match on Main Program: Match on Main is a grant program for small businesses and has awarded two previous funding rounds. (This does not include the Match on Main – COVID19 Response Program). Please verify that you HAVE NOT previously been awarded Match on Main funding. Find a list of previous grantees here: https://www.miplace.org/small-business/resources/.</p>	<p><input type="checkbox"/> Yes, I have received Match on Main funding previously.</p>
		<p><input checked="" type="checkbox"/> No, I have not received Match on Main funding previously.</p>
	<p>Ineligible Business Types: The Program Guidelines outline a number of ineligible business types including franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), “big box” retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.</p>	<p><input type="checkbox"/> I understand</p>
	<p>Program Guide: The Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: https://www.miplace.org/small-business/match-on-main/</p>	<p><input checked="" type="checkbox"/> I do not identify as an ineligible business</p>
	<p>Reimbursement Grant Program: Match on Main is a reimbursement grant program provided to local units of government, downtown development authorities, or other downtown management or community development organizations who administer funds to the small business that applicant applied on behalf of.</p>	<p><input checked="" type="checkbox"/> I have reviewed the MOM Program Guide</p> <p><input checked="" type="checkbox"/> I understand</p>

	Sub-grant Awards: Grantees will be required to enter into a sub-grant agreement with the small business being supported.	X I understand
	Compliance & Post-grant Reporting: If awarded, businesses will be required to complete compliance requirements and post-grant reporting.	X I understand
	Required Attachment – Third Party Cost Estimate: I have gathered and will submit a project cost estimate for proposed work that includes scope and total cost in a separate document.	X I have included these as part of my application submission
	Required Attachment – Photos: I have provided a minimum of three photos that represent the scope of Match on Main request (including at least one exterior photo and at least one photo of the interior of the space)	X I have included these as part of my application submission
Local Questions & Considerations	How does this project align with the goals/vision established in our Master Plan, DDA Development + TIF Plan, or other relevant planning/development plans?	
	We have grown from a staff of 2 people (Dan and Eric as owners) in 2015 when we opened to a local staff of 26 people with local, statewide, regional, and national recognition. We operate locally and invest locally. We would love to see our business continue to grow in ways that help to support our community with expanded hours, capabilities and capacities. I may be biased speaking as the business owners, but I dont know of many other local cafes & retail business like ours that have grown like ours and have done so while providing our staff benefits like insurance, 401k, PTO, etc. I think the long term goal of the DDA is to help businesses in the DDA succeed and to help provide great stable jobs to the area. This project is an extension of helping a business who is already helping to accomplish those goals.	
	How will this investment serve as a catalyst for the development and benefit of the district as a whole?	
	When we started in Depot Town in 2015 folks said we were crazy for putting a coffee shop in, in a location off of the street with no streetside signage. We have rehabbed a building (ada bathroom, ada entrance, replaced doors, windows, etc) and activated a space that was deemed “un-leasable for years” by our initial commercial real estate agent in 2014. We have always had faith in Ypsilanti and Depot town because it is our community where we live. We have seen a need for more outdoor spaces during the day	

	<p>and evening that are safe for everyone. During the pandemic when everyone was struggling, we were able to grow and expand and more deeply root ourselves into our community and in turn the Coop and other local Depot town businesses have done better.</p>
	<p>Equitable investment: Would this project be possible if not for this award? Do plan on completing this project if you do not receive this grant?</p>
	<p>We do intend to complete this project one way or another as far as the grant is concerned, but we would rather use our limited funds to operate more comfortably for the time being allocating them appropriately and to use the funds to help push the overall project forward with less stress over the next phase into solar panel territory.</p>

****Upon application completion, please submit to:**
Ypsilanti Downtown Development Authority
Elize Jakobson, elize@ypsilantidda.org







Ypsilanti Downtown Development Authority

To: Grants Committee
From: Elize Jekabson, Ypsilanti DDA
Subject: 312 N. River St. - Match on Main Application
Date: April 3, 2024

YDDA Staff has received a Match on Main grant application for 312 N. River St. The application was submitted by Rudy Alvarado, VP of the Ypsilanti Food Coop Board of Directors. The total cost for the proposed project is projected to be \$23,767.06.

The proposed project: The scope includes the installation of a 20' x 12' electric retractable awning on the north end of the building, accompanied by an essential electrical outlet and 400 square feet of brick pavers to ensure functionality and safety for a new outdoor venue. To complement this area, they will procure high-quality outdoor tables and chairs, creating a welcoming space for community gatherings, performances, and relaxation. Additionally, in anticipation of their golden anniversary, we seek to rejuvenate our cafe's indoor seating with new tables and chairs, aiming to elevate a patron's experience.

Eligibility:

This applicant and this project meets all eligibility requirements of the MEDC Match on Main Grant.

Appendix C: Local Business Worksheet

Link to apply online: <https://www.miplace.org/small-business/match-on-main/>

Match on Main

Local Business Worksheet

Ypsilanti Downtown Development Authority

Local Business Worksheet	
Point of Contact	First and Last Name: Corinne Sikorski
	Email: corinne@ypsifoodcoop.org
	Cell Number: [REDACTED] Office Number: [REDACTED]
	Best way to contact: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Cell Phone <input type="checkbox"/> Office Phone
	Business Role: <input checked="" type="checkbox"/> Owner <input checked="" type="checkbox"/> Employee <input checked="" type="checkbox"/> Other: Please describe your role A co-op member General Partner in ownership of building Manager
Business Information	Legal Business Name: Ypsilanti Food Cooperative
	dba (if applicable): Ypsi Food Co-op
	Street Address: 312 N. River City: Ypsilanti
	State: Michigan Zip Code: 48198
	Employer Identification Number (EIN): [REDACTED]
	Date of Business Formation (filed with LARA): 04/11/1975
	If sole proprietor, check here <input type="checkbox"/>
	Business Type: <input checked="" type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Service <input type="checkbox"/> Other
	Please select the 4-digit NAICS Code that best represents your industry:
	<input type="checkbox"/> 4421 Furniture Stores <input type="checkbox"/> 4422 Home Furnishings Stores <input checked="" type="checkbox"/> 4452 Specialty Food Stores <input type="checkbox"/> 4461 Health and Personal Care Stores <input type="checkbox"/> 4482 Shoe Stores <input type="checkbox"/> 4483 Jewelry, Luggage, and Leather Goods Stores <input type="checkbox"/> 4511 Sporting Goods, hobby, and Musical Instrument Stores <input type="checkbox"/> 4512 Book Stores and News Dealers <input type="checkbox"/> 4523 General Merchandise Stores, including warehouse clubs and supercenters <input type="checkbox"/> 4531 Florists <input type="checkbox"/> 4532 Office Supplies, Stationary, and Gift Stores <input type="checkbox"/> 4533 Used Merchandise Stores <input type="checkbox"/> 4539 Other Miscellaneous Store Retailers <input type="checkbox"/> 7223 Special Food Services <input type="checkbox"/> 7224 Drinking Places (alcoholic beverages) <input type="checkbox"/> 7225 Restaurant and other eating places <input type="checkbox"/> 8121 Personal Care Services <input type="checkbox"/> 8129 Other personal services <input type="checkbox"/> Other: Please identify 4-digit NAICS if not listed above. _____

	Is your business a for-profit entity? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
	Is your business headquartered in Michigan? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	How many FULL-TIME employees does your business currently have? (If you are a sole proprietor, please say "1")	Full Time <u>22</u>
	How many NEW jobs are going to be CREATED by your business as part of this project (full and part time)?	Full Time <u>3</u> Part Time <u>4</u>
For New Businesses (in operation 12 months or less)	Identify the total square footage of the space the business is/will occupy:	Exterior Square Footage: Interior Square Footage:
	How long had the space being activated been vacant or underutilized?	
	When did the business open? Or when does the business plan to open?	
For Existing Businesses (in operation more than 12 months)	Identify the total square footage of the interior space the business is occupying:	6,800 sq ft
	Identify the total square footage of any <u>NEW</u> (currently vacant or underutilized) space being activated?	Exterior Square Footage: 400 sq ft Interior Square Footage: 600 sq ft
	How long has the space being activated been vacant of underutilized? The space being activated has been underutilized for forty years	
Required Business Plan Submission	<ul style="list-style-type: none"> New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. Existing businesses (in operation more than 12 months) have the OPTION to provide a business plan as part of the project application. Reference the Match on Main Program Guide for Business Plan elements that need to be included. 	
Business Location	Is your business a brick-and-mortar storefront with face-to-face operations located within your community's traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	Does the business lease the space it resides in? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what is the remaining lease term? 2024	
	Does the business or business owners own the building it is located in? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	What is the current taxable value of the property? \$208.700	

Project Scope	<p><i>Please describe the scope of the project, including specific activities or expenses, that you are seeking to fund through the Match on Main program. Explain how the project scope aligns with the budget and cost estimates provided within this application. Additionally, describe why the Match on Main funds are needed in order for this project to come to fruition.</i></p>
	<p>As the Ypsilanti Food Co-op eagerly approaches its 50th anniversary in 2025, we envision a series of enhancements that will not only celebrate our storied history but also lay the groundwork for our future contributions to the community. This project ambitiously plans to enrich both the outdoor and indoor environments of our establishment, marking a significant milestone in our commitment to Ypsilanti and its residents. The scope includes the installation of a 20' x 12' electric retractable awning on the north end of our building, accompanied by an essential electrical outlet and 400 square feet of brick pavers to ensure functionality and safety for our new outdoor venue. To complement this area, we will procure high-quality outdoor tables and chairs, creating a welcoming space for community gatherings, performances, and relaxation. Additionally, in anticipation of our golden anniversary, we seek to rejuvenate our cafe's indoor seating with new tables and chairs, aiming to elevate a patron's experience.</p> <p>This comprehensive project is meticulously aligned with our budget and cost estimates, designed to leverage the Match on Main program's funding to its fullest potential. By enhancing both outdoor and indoor spaces, we aim to celebrate our 50 years of service with significant improvements that encourage community engagement and provide versatile venues for local culture and events. The integration of outdoor and indoor enhancements serves our broader goal of activating underutilized spaces, thereby fostering a vibrant, community-oriented atmosphere.</p> <p>The Match on Main funds are essential for the realization of this landmark project. As we prepare to celebrate half a century of dedication to sustainability, community service, and local sourcing, the grant represents a crucial support in bringing our vision to life. It bridges the financial gap necessary for these enhancements, allowing us to commemorate our anniversary with meaningful improvements that reflect our history and aspirations.</p> <p>Our project embodies the spirit of the Match on Main program's goals, supporting place-based initiatives and contributing to the economic and social vitality of Depot Town. By marking our 50th anniversary with both outdoor and indoor space improvements, we not only enhance the customer experience but also reinforce our role in the community. These enhancements will create a more inviting and functional environment, celebrating our legacy and inviting the community to partake in our continued journey.</p> <p>In essence, the Match on Main grant is pivotal in celebrating the Ypsilanti Food Co-op's 50th anniversary with projects that significantly enriches our community spaces. Through these enhancements, we honor our past, celebrate our present, and look forward to a future of continued engagement, growth, and service in Ypsilanti's vibrant community. This grant is not merely a financial contribution; it is an investment in the legacy and future of the Ypsilanti Food Co-op and the community we proudly serve.</p>
	<p>Proposed start date: As soon as grant is awarded will begin process of lining up purchases, contractors, and installations.</p>

	Proposed completion date: 4 months after grant is awarded (weather permitting)		
	Eligible Activities Being Considered as Part of the Project Scope (Check all that apply):		
	<input type="checkbox"/> Technical Assistance <input type="checkbox"/> Interior Building Renovation <input checked="" type="checkbox"/> Permanent or semi-permanent activation of outdoor space <input type="checkbox"/> General marketing and/or technology <input checked="" type="checkbox"/> Other --- Furnishings for Community Engagement Spaces		
Project & Private Investment Totals	TOTAL D: Grant Request	\$21,390.29	
	TOTAL A: Total Match on Main Project Cost: (a minimum 10% match is required)	\$23,767.06 (includes co-op's 10% match)	
	Source(s) of matching funds: General funds and Capital Improvement Reserves		
	Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will support a reimbursement request from the Match on Main dollars. Be specific by providing vendor, items and quantity, and cost.		
	Vendor	Item / Quantity	Cost
	Watson's	2 Outdoor/7 Indoor Tables 12 Outdoor/24 Indoor Chairs	\$13,268.06
	Marygrove Awning	12' x 20' Electrical Retraction Awning	\$6,899
	Marygrove Awning	Install	\$400
	Marygrove Awning	Electrical	\$400
	PREPS Contracting	Paver removal/surfacing/Install	\$2,800
	<i>Insert additional lines as needed.</i>		
	REQUIRED: Attach project Cost Estimates from a Third-Party that reflect total private investment. Private investment includes any non-Match on Main funds that will be leveraged to implement the project within 6-months of an executed grant agreement. All costs associated with the proposed project should be reflected in the required third-party cost estimates.		
	REQUIRED: Provide a minimum of three photos that represent the scope of Match on Main request; this should include at least one exterior photo and at least one photo of the interior of the space.		
Private Investment	<i>Is your business meeting the required minimum cash match of 10% of the Match on Main grant request? Additionally, please describe any additional private investment - outside of the Match on Main grant request - that was or will be necessary for the completion of this project (i.e. any additional site improvements, furniture, fixtures, and equipment, or other business needs).</i>		
	Yes, the YPSI Food Co-op is able to meet the required minimum cash match of 10%. Aside from the co-op's 10% match, there are no private investments related to this project outside of the Match on Main grant.		

	TOTAL B: Total amount of additional private investment for the project: (Excluding the Grant Request or Total Project Cost totals listed in the budget section).	\$0.00	
	Project & Private Investment Calculations These calculations will be included within the Match on Main application. For example calculations, please reference the Match on Main Program Guide under Section 3: Complete MEDC Match on Main Application.		
	Total Match on Main Project Cost	\$23,767.06	TOTAL A
	+ Total Additional Private Investment	\$0.00	TOTAL B
	= Total Project Cost	= \$23,767.06	TOTAL C
	- Match on Main Grant Request	- \$21,390.29	TOTAL D
	= Project Private Investment	=\$2,376.77	TOTAL E
Narrative Questions	<p><i>Please describe the anticipated impact Match on Main funds will have on your business.</i></p> <p>The Match on Main grant represents a pivotal opportunity for the Ypsilanti Food Co-op as we approach our 50th anniversary. By securing these funds, our co-op is poised to significantly enhance both our indoor and outdoor spaces, marking a milestone in our commitment to the community and our mission of sustainability and engagement. The anticipated impact of this grant on our business can be categorized into several key areas:</p> <p>Community Engagement and Activation The funding will enable us to install a state-of-the-art electric retractable awning and lay down brick pavers for an outdoor venue that invites community gatherings and local performances. This space will not only serve as a physical manifestation of our commitment to supporting local culture and engagement but will also attract a wider audience to our premises. By hosting events such as local musicians, poets, and school groups, we expect to see an increase in foot traffic, which will directly contribute to our revenue and local vendors' support.</p> <p>Enhanced Customer Experience The purchase of new tables and chairs for both the outdoor space and our cafe will significantly enhance the customer experience. Comfortable and inviting seating arrangements will encourage patrons to linger longer, increasing sales and fostering a welcoming atmosphere that aligns with our co-op's ethos. This improvement is particularly timely as we celebrate our 50th year, symbolizing a renewal of our commitment to providing an exceptional environment for community members to shop, eat, and gather.</p>		

Economic Vitality

By leveraging the Match on Main funds to activate underutilized spaces and upgrade our facilities, we anticipate a positive impact on our economic vitality. These enhancements will not only increase our sales through higher foot traffic and extended visits but will also position us as a key player in the on-going revitalization and economic development of Depot Town. We expect this project to contribute to job retention by sustaining our current workforce and potentially creating new job opportunities as our services expand.

Strengthening Local Economy

By attracting more visitors and extending the time spent in the area through our enhanced outdoor and indoor spaces, we anticipate a ripple effect that will benefit surrounding businesses. Increased foot traffic and community engagement at our co-op are expected to spill over into neighboring shops, restaurants, and services, boosting sales and visibility for the entire district.

Enhancing the District's Appeal

As per the current goals of Ypsilanti's Downtown and Depot Revitalization Plans, the aesthetic and functional improvements to our premises will contribute to the overall appeal and ambiance of Ypsilanti's historic business district. By investing in high-quality infrastructure and creating welcoming spaces for community interaction, we help to elevate the district's profile as a desirable destination for shopping, dining, and leisure, attracting visitors from beyond the local community.

Longstanding Commitment to Depot Town Revitalization

Since 1983, the Ypsilanti Food Co-op has been an integral part of the revitalization of Depot Town, beginning with the renovations of our now-vibrant building. At that time, similar to the then-dilapidated Thompson Building, our building was rundown and vacant, a shadow of its potential. Today, both stand as testaments to what sustained planning, investment, and commitment to the historic district can achieve. As the only grocery store within the community and the owner of our building, the co-op has not only driven patrons to the area but has also served as a cornerstone of Depot Town's resurgence. Our journey from occupying an empty, neglected structure to becoming a flourishing community hub underscores our dedication to the district's revitalization. This project, poised at the intersection of our historical commitment and future aspirations, aims to further energize Depot Town, drawing more visitors, supporting local businesses, and enhancing the district's appeal.

Sustainability and Long-Term Growth

The project aligns with our long-term goals of sustainability and growth. By investing in high-quality, durable infrastructure for outdoor and indoor spaces, we are laying the groundwork for future expansion and programming that can adapt to evolving community needs. This grant will support our efforts to remain a vibrant, sustainable fixture in Ypsilanti, ready to serve our community for another 50 years and beyond.

In conclusion, the Match on Main funds will catalyze significant positive changes for the Ypsilanti Food Co-op, deeply impacting our business operationally, financially, and communally. This grant will enable us to enhance our facility in ways that honor our past,

	<p>celebrate our present, continue our ongoing revitalization of Depot Town, and prepare us for a future where we continue to serve as one of the central hubs for community engagement, sustainability, and economic vitality in Ypsilanti.</p>
	<p><i>Describe any other tools, activities, technical assistance, or financial resources investigated to support this project and/or business operations. This may include other funding programs, owner-led improvements, traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.?</i></p>
	<p>In preparation for this significant enhancement project, the Ypsilanti Food Co-op embarked on a comprehensive exploration of various tools, activities, technical assistance, and financial resources to ensure its success and sustainability. Our investigation covered a wide range of potential support mechanisms, reflecting our commitment to making informed, strategic decisions to benefit our co-op and the broader community.</p> <p>Explored Avenues: Local Grants and Funding Programs: We closely examined local and state grant opportunities, including those focused on small businesses and community development. While some offered promising support, the Match on Main grant uniquely aligned with our project's community-focused objectives and the specific needs of our historic business district location.</p> <p>Owner-led Improvements: We considered investing in the project through direct financial contributions from co-op owners. While this option remains a supplementary funding source, we recognized the importance of preserving our financial stability for operational resilience and future initiatives.</p> <p>Traditional Financing: We explored bank loans and other traditional financing options. However, given the project's community and non-profit nature, we sought funding sources that would not impose significant financial burdens or high-interest rates on the co-op.</p> <p>Consultation with Local Small Business Resource Providers: Engaging with local small business associations and resource providers offered invaluable insights into best practices, potential pitfalls, and strategies for success. These consultations reinforced our approach to seeking grant funding and community-based support.</p> <p>Market Data and National Trends: Market Data and National Trends have played a pivotal role in shaping our strategic direction, particularly in the realm of creating multifunctional spaces that not only serve as community hubs but also drive business growth and profitability. This approach is validated by a study we commissioned in 2018, conducted by G to G Research Group, which projected a significant increase in sales following the expansion of our café and bakery. The study forecasted that within four years post-expansion, our sales would reach 2.4 million dollars. Remarkably, the co-op exceeded these expectations, achieving sales of 2.5 million dollars by the end of 2023, demonstrating the efficacy of activating underutilized spaces in catalyzing business</p>

growth. This empirical evidence underscores the profound impact that strategic enhancements can have on our operational success and financial health. As we seek the Match on Main grant to further activate and enhance our spaces, this study offers a compelling precedent for the potential growth and community benefit that can be realized.

Reasons for Pursuit or Non-Pursuit:

Our pursuit of the Match on Main grant over other avenues was guided by several key factors:

Alignment with Mission and Goals: The grant’s focus on place-based business enhancement and community engagement perfectly aligns with our mission and the project's objectives.

Financial Health and Sustainability: Opting for grant funding helps us maintain our financial health and ensures we can continue investing in our community-focused operations and programming.

Community Impact: This project is deeply rooted in enhancing the historic district's social fabric. We prioritized funding sources that recognize and support this impact, rather than purely financial or profit-driven metrics.

In summary, our investigation into various support mechanisms was thorough and deliberate, leading us to conclude that the Match on Main grant is the most fitting and beneficial avenue of support for our enhancement project. This choice reflects our commitment to community-driven development, financial sustainability, and the strategic growth of the Ypsilanti Food Co-op as we approach our 50th anniversary in the heart of Ypsilanti’s historic business district.

Describe how the execution of the proposed project will result in business growth. Please provide specific examples.

The proposed enhancements to the Ypsilanti Food Co-op, both outdoor and within our intimate cafe space, are strategically designed to catalyze business growth by enriching our community's experience and broadening our appeal. Here’s how the execution of our project will foster business growth, with specific examples tailored to our unique setting:

Boosting Foot Traffic Through Outdoor Engagement

The creation of an inviting outdoor space, equipped with a retractable awning and comfortable seating, aims to draw more visitors to our co-op. This space will not only attract customers looking to enjoy our offerings outdoors but also serve as a venue for community events, thereby increasing foot traffic. This boost in visitation is expected to translate into higher sales for our cafe counter, as more people discover and frequent our space for a quick bite or a coffee.

Enhancing the Cafe Counter's Appeal

Our indoor cafe space, envisioned as a cozy nook for patrons to enjoy a casual meal or a drink, will be revitalized with new tables and chairs, optimizing the area for comfort and

<p>functionality. By improving the ambiance and comfort of this space, we anticipate an increase in the frequency and duration of visits. Patrons are more likely to purchase additional items, such as a second cup of coffee or a snack, when they feel at ease and unhurried.</p>
<p>Strengthening Community Bonds and Customer Loyalty The cafe space and outdoor area will serve as integral parts of our strategy to cement the co-op as a community hub. Offering a welcoming environment for individuals to work, read, or engage in conversations, we foster a sense of belonging and community. This atmosphere will not only attract a diverse customer base but also enhance loyalty among existing patrons, contributing to sustained business growth.</p>
<p>Driving Revenue Through Diverse Use Cases By accommodating a variety of activities—ranging from remote work and reading to informal meetings and social gatherings—our spaces will cater to a wide audience. This versatility ensures steady patronage throughout the day, maximizing the usage of our facilities and driving consistent revenue streams from the cafe counter and event participation.</p>
<p>Leveraging Visibility for Growth The aesthetic and functional upgrades to our premises will elevate the co-op's visibility within Ypsilanti's historic business district, attracting attention and drawing in customers who value community-focused establishments. Increased brand visibility, coupled with word-of-mouth promotion from satisfied patrons, will contribute significantly to our growth.</p>
<p>Sustainable Practices for Long-term Success Investing in high-quality, sustainable enhancements for both our indoor and outdoor spaces not only reduces our long-term maintenance costs but also aligns with our values, appealing to a customer base that prioritizes environmental responsibility. This alignment enhances customer loyalty and attracts new patrons who share our commitment to sustainability.</p>
<p>In conclusion, the execution of our proposed project is a deliberate strategy aimed at nurturing business growth by enhancing our space's appeal and functionality. By creating a welcoming, versatile environment for eating, socializing, and individual pursuits, we not only enrich our patrons' experience but also ensure the Ypsilanti Food Co-op remains a vibrant, integral part of the community's fabric as we approach our 50th anniversary and beyond.</p>
<p><i>Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples.</i></p>
<p>The proposed project for the Ypsilanti Food Co-op, encompassing both outdoor and indoor enhancements, is meticulously designed to elevate operational efficiencies and breathe new life into spaces that are currently underutilized. Here are specific ways in which the project will achieve these goals:</p>

Streamlining Cafe Counter Operations

The revitalization of our cafe space, with the introduction of new, comfortable seating and a reimagined layout, is poised to streamline service operations. By optimizing the flow of traffic from the order counter to the seating area, we can reduce congestion and improve the customer experience. This efficient layout ensures patrons receive their selections swiftly and find seating with ease, encouraging higher turnover and increased sales.

Maximizing Use of Outdoor Space

Currently, the outdoor area adjacent to the co-op is underutilized, offering untapped potential for community engagement and revenue generation. By installing a retractable awning and durable, attractive seating, we transform this space into a versatile venue for dining, events, and gatherings. This activation not only expands our usable space but also introduces new revenue streams through event hosting and increased patronage during favorable weather conditions.

Expanding Culinary Offerings

A key component of our project involves broadening our co-op's food selection to include an increased variety of hot-bar options, complementing our existing array of cold sandwiches, soups, salads, and other entrées. This expansion is not merely about providing additional menu items; it's about offering our community alternative, fresh, and healthy food choices that are sustainably produced. By doing so, we directly respond to the growing consumer demand for meals that support a healthy lifestyle without compromising on convenience or taste.

Enhancing Energy Efficiency

The addition of the electric retractable awning contributes to our operational efficiencies by reducing the energy costs associated with heating and cooling. During warmer months, the awning provides shade, lowering the indoor temperature and reducing the need for air conditioning. Conversely, in cooler weather, retracting the awning allows for natural sunlight to warm the indoor space, minimizing heating requirements. This smart use of natural climate control supports our sustainability goals while optimizing operational costs.

Encouraging Multi-Use Functionality

Both the indoor cafe area and the outdoor space are designed to support a variety of uses, from casual short-stay eating and remote work to community meetings and private events. This multi-use functionality ensures that every square foot of the co-op is leveraged to its fullest potential, reducing idle time and maximizing the return on investment for these areas.

Fostering Operational Synergies

The project creates synergies between the co-op's various operational components. For example, events held in the outdoor space can be catered by the cafe, promoting our food and beverage offerings and simplifying logistics. This interconnectedness enhances overall operational efficiency and provides a seamless experience for our customers.

	<p>In conclusion, the execution of our proposed project is set to significantly increase operational efficiencies and activate underutilized spaces within the Ypsilanti Food Co-op. By thoughtful design, strategic investments, and the integration of technology, we are poised to not only improve our operational dynamics but also expand our capacity to serve the community, supporting our mission and ensuring our sustainability well into the future.</p>
	<p><i>How is execution of this project anticipated to result in the creation and/or retention of jobs within your business? Please include at least the following information: number of jobs that will be retained and/or created (including owner/operator, if applicable), the type of jobs that will be retained and/or created, and whether the job(s) retained and/or created will be full or part time positions. Note that Match on Main is not evaluating projects based on the number of jobs created or retained, but simply would like to understand how projects will impact job creation and/or retention.</i></p>
	<p>The execution of the proposed enhancement project at the Ypsilanti Food Co-op is anticipated to have a positive impact on both job creation and retention, contributing to the economic vitality of our community and supporting our cooperative's growth. Here's an overview of the anticipated job impact:</p> <p>Job Retention</p> <p>The project's immediate effect will be on job retention. By increasing foot traffic, sales, and community engagement through the outdoor and indoor space improvements, we anticipate maintaining our current staffing levels. This stability is crucial for our team of full-time and part-time employees, including roles such as cafe counter staff, event coordinators, and operational personnel. The enhanced environment and increased business activity will ensure that these existing jobs are retained, providing continued employment opportunities for our community members.</p> <p>Job Creation</p> <p>As the project drives increased business volume through enhanced venue use and event hosting, we anticipate the creation of new positions to meet the expanded operational needs. Specifically, we project the addition of:</p> <ul style="list-style-type: none"> • 2-3 new full-time positions and 2 part-time positions in the cafe area to accommodate increased customer service requirements, including order preparation and customer engagement. • 1 new part-time position focused on managing and coordinating events in the outdoor space, including setup, coordination with vendors, and guest services. • 1 new part-time position for facilities staff person to oversee the enhanced indoor and outdoor spaces, ensuring they are maintained and utilized effectively. <p>Types of Jobs Created</p> <p>The new roles will encompass a range of responsibilities critical to our expanded operations:</p>

- **Cafe Staff:** These full- and part-time positions will involve customer service, food preparation, and sales, directly supporting the increased activity in our cafe space.
- **Event Coordinators:** Part-time roles dedicated to organizing and managing events held in our new outdoor space, from planning through execution.
- **Facilities Staff Person:** A part-time position responsible for the overall maintenance, scheduling, and optimization of both the indoor and outdoor spaces, ensuring they are welcoming and functional for community use.

Impact on Community Employment

By creating these new roles, the Ypsilanti Food Co-op not only enhances its service offerings but also contributes to local employment opportunities. These positions, ranging from part-time roles offering flexibility suitable for students and individuals seeking entry-level experience, to full-time roles providing career development in facilities and event management, reflect our commitment to supporting the community’s economic well-being.

In summary, the execution of our proposed project is anticipated to significantly contribute to job retention and creation, underlining our role as a community anchor and economic stimulant in Ypsilanti’s historic business district. Through thoughtful planning and strategic investment in our co-op’s enhancement, we are poised to offer new employment opportunities, sustain existing jobs, and support the local economy as we move toward our 50th anniversary and beyond.

Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? In your response, please be sure to include the total cost of the project, what sources of funds will be used to pay for all elements of the project PRIOR to Match on Main reimbursement, the amount of each funding source planned to be used and when funds will be available for each identified source.

The Ypsilanti Food Co-op eagerly anticipates the transformative potential of our proposed enhancement project, which aims to significantly upgrade our outdoor and cafe spaces with a total estimated cost of \$23,767.06. However, the realization of this vision critically hinges on the support provided by the Match on Main grant. Without this vital funding, the scope and scale of the project could not be achieved within our current financial constraints. Here's how we plan to manage the project's financial aspects, contingent upon the grant's award:

Total Project Cost and Match Requirement

The total cost for the proposed enhancements is \$23,767.06. In alignment with the Match on Main grant requirements, the co-op is prepared to contribute a 10% match, amounting to \$2,376.77, demonstrating our commitment to the project and its alignment with our community-driven mission.

	<p>Funding Strategy Prior to Reimbursement</p> <p>The financial strategy to cover the project costs prior to receiving reimbursement from the Michigan Economic Development Corporation involves careful planning and resource allocation:</p> <ul style="list-style-type: none"> • General Funds and Cash Flow Management: Our operational budget, under normal circumstances, primarily supports day-to-day activities and minimal capital improvements. To contribute to this project, we will engage in stringent cash flow management, reallocating a limited portion of our general funds. However, this reallocation alone is insufficient to cover the full cost of the proposed enhancements without compromising our operational integrity. • Capital Improvement Reserve: A small reserve has been set aside for capital improvements, from which we can draw the \$2,376.77 matching funds. This reserve represents our maximum feasible contribution without jeopardizing the co-op's financial stability and its ability to respond to unforeseen challenges. <p>The Crucial Role of Match on Main Grant</p> <p>The Match on Main grant is not just a financial boost but a critical lifeline for this project. Without the grant's support, we face significant challenges:</p> <ul style="list-style-type: none"> • Limited Scope: Without the grant, any improvements would be drastically scaled back, focusing only on minor, incremental upgrades rather than the comprehensive enhancement envisioned. • Delayed Implementation: The absence of grant funding would necessitate a phased approach, significantly delaying the project's completion and the realization of its benefits for the co-op and the community. • Financial Strain: Attempting to proceed without the grant could stretch our finances thinly, risking the co-op's ability to maintain its operational standards and respond to community needs. <p>Conclusion</p> <p>The Match on Main grant is indispensable for the Ypsilanti Food Co-op to undertake the proposed project without compromising our service quality or financial health. It enables us to enhance our community space, fostering greater engagement and supporting the co-op's growth. This grant is the cornerstone of our project, ensuring that we can achieve our vision and continue serving the Ypsilanti community effectively, as we approach our 50th anniversary and beyond.</p>
	<p>What is the timeline for starting and completing all project activities? Per the Match on Main Program Guide, projects must not begin prior to submitting a formal application for Match on Main funding and, if awarded, must be completed within 6 months of grant execution.</p>

The Ypsilanti Food Co-op is committed to adhering strictly to the guidelines provided by the Match on Main Program, understanding the importance of timely and efficient project execution. In anticipation of receiving the grant, we have meticulously planned the timeline for our enhancement project, ensuring alignment with both program requirements and our operational capabilities.

Project Timeline

Grant Award Notification: Upon receiving notification of the grant award, we will immediately initiate the preliminary preparations for the project. This includes finalizing contracts with vendors and confirming the availability of materials and equipment.

Project/Process Start Date: This process is slated to begin within 2 weeks of the grant award notification. This brief interval allows us to ensure all logistics and resources are aligned for a smooth commencement of the project activities. Our start date is contingent upon the grant award; no activities will begin prior to formal notification to ensure compliance with Match on Main funding stipulations.

Execution Phase: Given the nature of the enhancements and the readiness of our suppliers, we anticipate the execution phase of the project—encompassing the installation of the retractable awning, the laying of brick pavers, the procurement and setup of outdoor and cafe furnishings—to be completed within 4 months from the awarding of the grant. This expedited timeline is feasible due to the availability of materials and the scheduling commitments from our contractors, all contingent on favorable weather conditions and the immediate availability of the chosen items.

Completion Date: Factoring in potential minor delays for weather and final adjustments, the entire project is anticipated to be completed within 4 months of the awarding of the grant. This puts our completion well ahead of the 6-month requirement set by the Match on Main Program, demonstrating our commitment to swift and effective project management.

Post-Completion: Following the project's completion, we will conduct a thorough review to ensure all enhancements meet our quality standards and functional requirements. Subsequently, we will compile and submit all necessary documentation and receipts to the Michigan Economic Development Corporation for reimbursement, in accordance with the grant's reimbursement procedures.

Conclusion

The Ypsilanti Food Co-op is fully prepared to undertake and complete the proposed enhancement project within a timeline that not only respects the Match on Main Program's stipulations but also optimizes our operational planning and community engagement objectives. Our readiness, coupled with the commitment of our contractors and suppliers, ensures that we can transform our space into a more inviting, functional area for our community, enhancing the co-op's service offerings and contributing to the vibrancy of Ypsilanti's historic business district.

Additional MEDC Program Requirements	Match on Main Program: Match on Main is a grant program for small businesses and has awarded two previous funding rounds. (This does not include the Match on Main – COVID19 Response Program). Please verify that you HAVE NOT previously been awarded Match on Main funding. Find a list of previous grantees here: https://www.miplace.org/small-business/resources/ .	<input type="checkbox"/> Yes, I have received Match on Main funding previously.
		<input checked="" type="checkbox"/> No, I have not received Match on Main funding previously.
	Ineligible Business Types: The Program Guidelines outline a number of ineligible business types including franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), “big box” retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.	<input checked="" type="checkbox"/> I understand
		<input type="checkbox"/> I do not identify as an ineligible business
	Program Guide: The Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: https://www.miplace.org/small-business/match-on-main/	<input checked="" type="checkbox"/> I have reviewed the MOM Program Guide
	Reimbursement Grant Program: Match on Main is a reimbursement grant program provided to local units of government, downtown development authorities, or other downtown management or community development organizations who administer funds to the small business that applicant applied on behalf of.	<input checked="" type="checkbox"/> I understand
	Sub-grant Awards: Grantees will be required to enter into a sub-grant agreement with the small business being supported.	<input checked="" type="checkbox"/> I understand
	Compliance & Post-grant Reporting: If awarded, businesses will be required to complete compliance requirements and post-grant reporting.	<input checked="" type="checkbox"/> I understand
	Required Attachment – Third Party Cost Estimate: I have gathered and will submit a project cost estimate for proposed work that includes scope and total cost in a separate document.	<input checked="" type="checkbox"/> I have included these as part of my application submission
Required Attachment – Photos: I have provided a minimum of three photos that represent the scope of Match on Main request (including at least one exterior photo and at least one photo of the interior of the space)	<input checked="" type="checkbox"/> I have included these as part of my application submission	

<p>Local Questions & Considerations</p>	<p>How does this project align with the goals/vision established in our Master Plan, DDA Development + TIF Plan, or other relevant planning/development plans?</p> <p>The Ypsilanti Food Co-op's proposed project to enhance both the outdoor and indoor spaces aligns closely with the goals and vision established in the City of Ypsilanti's Master Plan, DDA Development, TIF Plan, and other relevant planning documents. Leveraging the insights from the "Adopted MasterPlan2021" and the provided details on Depot Town's planning, here's how the project fits within the broader developmental framework:</p> <p>Alignment with Master Plan and DDA/TIF Goals:</p> <p>Enhancing Community Engagement and Connectivity: The Master Plan emphasizes the importance of fostering community engagement and creating vibrant public spaces. The co-op's project contributes directly to these goals by providing a versatile outdoor venue for community events and a welcoming indoor space for short-stay eating and social interactions. This aligns with efforts to revitalize downtown areas, including Depot Town, by enhancing public spaces and encouraging community activities.</p> <p>Strengthening Local Economy and Supporting Small Businesses: The Master Plan and related documents highlight the need for economic development that supports local businesses and attracts visitors. The co-op's enhancements will not only improve its own business operations but also contribute to the broader economic vitality of Depot Town. By drawing tourists and residents for events, health-conscious quick-stop meals, and shopping, the project supports the Main Street Program's goals of recruiting new businesses and enhancing the commercial appeal of the downtown area.</p> <p>Sustainability and Preservation of Historic Districts: The Master Plan outlines a commitment to sustainability and the preservation of Ypsilanti's historic character. The co-op's project, situated in the historic Depot Town, contributes to these objectives by sustainably enhancing and utilizing existing spaces, complementing ongoing facade renovation projects, and contributing to the area's historical and cultural preservation.</p> <p>Coordinated Development Efforts: The planning document for Depot Town discusses the importance of a coordinated effort for area revitalization. The co-op's project is an example of such coordination, aligning with public and private enterprise partnerships aimed at revitalizing downtown areas. By participating in this collective effort, the co-op demonstrates a commitment to the shared vision of a vibrant, economically prosperous, and community-focused downtown Ypsilanti.</p> <p>Project Prioritization and Impact:</p> <ul style="list-style-type: none"> • The co-op's project fits within the prioritized projects and programs designed to revitalize the downtown areas, emphasizing the synergy between public and private investments. • By enhancing outdoor and indoor spaces, the project contributes to a comprehensive redevelopment effort, aligning with planned improvements in Riverside Park, facade renovations, and efforts to attract new businesses and tourists.
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- The co-op's initiative supports the broader goal of developing Ypsilanti as a destination for recreation, special events, and shopping, reinforcing the positive impact of planned large-scale projects on the downtown area.

Conclusion:

In summary, the Ypsilanti Food Co-op's proposed enhancements are not only a testament to the cooperative's commitment to its community and sustainability but also a critical component of the broader vision for Ypsilanti's development. Through this project, the co-op actively participates in the collective effort to revitalize Depot Town and downtown Ypsilanti, embodying the principles of community engagement, economic vitality, sustainability, and historical preservation outlined in the city's planning documents.

How will this investment serve as a catalyst for the development and benefit of the district as a whole?

The investment in the Ypsilanti Food Co-op's proposed project to enhance both its outdoor and indoor spaces is poised to serve as a significant catalyst for the development and benefit of the Depot Town Historic District in several impactful ways:

Enhancing the District's Appeal

Visual and Functional Enhancement: The project will visibly enhance the aesthetic appeal of Depot Town, making it more inviting for residents and visitors alike. By improving the co-op's facade and creating a welcoming outdoor space, the project contributes to the overall charm and attractiveness of the historic district, aligning with the district's ongoing facade renovation efforts and enhancing the visual cohesion of the area.

Stimulating Economic Activity

Increased Foot Traffic: By offering a versatile venue for community events and a cozy indoor space for dining and social interactions, the co-op will attract more visitors to Depot Town. This increased foot traffic benefits neighboring businesses by providing additional exposure and opportunities for cross-promotion, ultimately stimulating economic activity within the district.

Support for Local Businesses: The project encourages a shop-local culture by creating a space that emphasizes community and sustainability. This ethos not only benefits the co-op but also aligns with the broader district's goal of supporting small businesses, artisans, and local producers, fostering a vibrant local economy.

Fostering Community Engagement

Community Hub: The enhanced spaces will serve as a community hub, hosting events, meetings, and gatherings that bring people together, fostering a sense of community and belonging. This role as a central community space contributes to the district's identity as a lively, engaging area where culture and commerce thrive together.

Collaborative Opportunities: The project opens up new opportunities for collaboration among businesses, local artists, and community organizations. By hosting events and activities, the co-op can partner with other district entities, promoting a collaborative district-wide effort to attract visitors and enhance community life.

Serving as a Model for Sustainable Development

- **Sustainability Practices:** By incorporating sustainable practices in its enhancement project, the co-op sets a precedent for environmentally conscious development within the district. This approach aligns with the broader community's values and interests in sustainability, encouraging other businesses and developments to adopt similar practices.
- **Preservation of Historic Character:** The project respects and enhances the historic character of Depot Town, serving as an example of how modern improvements can be harmoniously integrated into historic districts. This balance between preservation and progress is crucial for maintaining the unique charm of Depot Town while accommodating growth and modernization.

Conclusion

The investment in the Ypsilanti Food Co-op's proposed enhancements is more than just an improvement to a single business; it's a strategic initiative that supports the overall development and vitality of the Depot Town Historic District. By enhancing the district's appeal, stimulating economic activity, fostering community engagement, and serving as a model for sustainable and respectful development, the project promises to be a significant catalyst for positive change. This holistic benefit underscores the co-op's role not only as a business but as a committed community partner in the continued growth and prosperity of Depot Town.

Equitable investment: Would this project be possible if not for this award? Do plan on completing this project if you do not receive this grant?

Equitable Investment: The Necessity of the Match on Main Grant

The Ypsilanti Food Co-op's proposed project to enhance our outdoor space and cafe area is a vision deeply aligned with our commitment to community service, environmental sustainability, and the celebration of our upcoming 50th anniversary. However, the realization of this vision is contingent upon the support provided by the Match on Main grant. Without this critical funding, the project's ambitious scope, designed to significantly benefit the Depot Town Historic District and its community, would not be feasible in the near term.

Project Feasibility Without the Grant

If the co-op does not receive this grant, the immediate execution of the project as envisioned would not be possible. Our current resources would necessitate continuing to utilize our existing outdoor patio tables and chairs in the cafe and maintaining the current outdoor furniture in the proposed enhancement area. Unfortunately, this means enduring

the inadequacies of the current setup, including the lack of proper drainage for rainwater and the absence of an awning to provide cover and comfort for our patrons.

The implications of delaying the project are significant:

- **Community Engagement:** Without the grant, our capacity to host community events and gatherings in a comfortable and inviting outdoor space would be limited, affecting our role as a community hub during our pivotal 50th anniversary year and beyond.
- **Economic Impact:** The lack of enhanced facilities would also limit our ability to attract additional foot traffic and support from the community, thereby impacting the economic vitality of both the co-op and the surrounding Depot Town Historic District.
- **Limited Improvements in Cafe and Outdoor Patio Areas:** Despite prior investments in upgrading drainage, erosion control from the adjacent railroad, and planned drainage improvements for the parking area on the north side of the building, without the grant, further enhancements to the cafe seating and outdoor patio areas would not be feasible. This stagnation would not only affect the aesthetic and functional appeal of these spaces but also limit our ability to offer an enriched customer experience. The outdoor patio, in particular, which has seen substantial time and financial investment to mitigate environmental challenges, would remain underutilized, missing the opportunity to become a vibrant communal space reflective of our commitment to the community and sustainability.
- **Sustainability Goals:** Our goals for environmental sustainability and improved customer experience would also be compromised, as we would be unable to implement the necessary improvements to our physical space that align with these objectives.

Long-Term Planning and Commitment

Despite these challenges, the co-op remains committed to our long-term goals and the vision for these enhancements. Under our long-term planning, which extends five years into the future, we do envision eventually undertaking this project to fulfill our commitment to the community and our sustainability goals. However, the immediate benefits of executing the project in time for our 50th anniversary, and the compounded positive impact on the community and district, would be lost without the timely support of the Match on Main grant.

In summary, the Ypsilanti Food Co-op remains committed to our mission and to the ongoing enhancement of our facilities. The Match on Main grant offers an unparalleled opportunity to expedite these improvements, serving the interests of our members, the broader community, and the Depot Town Historic District as a whole. This grant transcends financial support, acting as a pivotal catalyst for substantial and timely change that aligns with our strategic objectives.

	<p>In conclusion, we express our sincere gratitude for considering our application for the Match on Main grant. We recognize the value and impact of this opportunity, especially as we approach the milestone of our co-op's 50th Anniversary. We look forward to the possibility of partnering in this endeavor, confident in the mutual benefits that our project promises for the community and beyond.</p>
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****Upon application completion, please submit to:**

Ypsilanti Downtown Development Authority

Elize Jakobson, elize@ypsilantidda.org

ANN ARBOR STORE
 3336 WASHTENAW AVE
 ANN ARBOR MI 48104
 734-677-3278



Sales Quote	
20339269	
Estimated Date	Document Date
03/23/24	03/22/24

Sold To
YPSILANTI FOOD CO-OP 312 N RIVER ST YPSILANTI, MI 48198 Cell: 734-972-5790 rudolphvalvarado@gmail.com

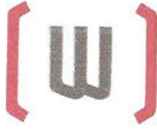
Deliver To
YPSILANTI FOOD CO-OP 312 N RIVER ST YPSILANTI, MI 48198

Terms	Salesperson	Customer #	Store
NO TERMS	MATH	20339269	20
Printed: 03/26/24 04:31PM			
D - Delivery			

Ln#	Model/Brand/Description	Order	Price	Amount
1	D Model: 707431 Brand: PATIOREN KEY LARGO 84" X 44" SLAT TABLE	2	\$1,034.00	\$2,068.00
2	D Model: 707433 Brand: PATIOREN KEY LARGO SLING DINING CHAIR	12	\$227.00	\$2,724.00
3	D Model: POLY-CUSTOM Brand: POLY POLYWOOD CUSTOM ORDER SKU: TLD100 FINISH: MA PRODUCT DESCRIPTION: LAKESIDE DINING CHAIR MAHOGANY	24	\$169.00	\$4,056.00
4	D Model: POLY-CUSTOM Brand: POLY POLYWOOD CUSTOM ORDER SKU: RT236 FINISH: MA PRODUCT DESCRIPTION: 36 ROUND FARMHOUSE MAHOGANY	6	\$429.00	\$2,574.00
5	D Model: POLY-CUSTOM Brand: POLY POLYWOOD CUSTOM ORDER SKU: PL81-T1L1 FINISH: MA PRODUCT DESCRIPTION: 37" SQUARE FARMHOUSE DINING TABLE MAHOGANY	1	\$529.00	\$529.00
Merchandise:				\$11,951.00

Thank You for your business. Have a Great Day!

ANN ARBOR STORE
 3336 WASHTENAW AVE
 ANN ARBOR MI 48104
 734-677-3278



	Sales Quote
	20339269
Estimated Date	Document Date
03/23/24	03/22/24

Sold To
YPSILANTI FOOD CO-OP 312 N RIVER ST YPSILANTI, MI 48198 Cell: 734-972-5790 rudolphvalvarado@gmail.com

Deliver To
YPSILANTI FOOD CO-OP 312 N RIVER ST YPSILANTI, MI 48198

Terms	Salesperson	Customer #	Store
NO TERMS	MATH	20339269	20
Printed: 03/26/24 04:31PM			
D - Delivery			

Delivery Charge: \$600.00
 Tax: \$717.06
 Total Sales Quote: \$13,268.06

Thank You for your business. Have a Great Day!

Professional Real Estate Preparation Services

Contractor Licence 2101204673

1193 Levona

Ypsilanti, Michigan 48198

ESTIMATE

PREPARED FOR

Ypsilanti Food Co-op

312 North River Street

Ypsilanti, MI 48198

PREPARED DATE

March 16, 2024

EXP. DATE

Open

ITEM	QTY	PRICE	TOTAL
Remove brick pavers (north side)			\$400
Prep area for paver install (north side; includes materials)			\$1,600
Reinstall brick pavers (north side)			\$800
			\$2,800

THIS QUOTATION IS SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS:

1. Half of the overall labor cost, including materials cost, is paid up front. The remaining labor balance upon completion of work.
2. Final invoice must be paid within 30 days of receipt.
3. An agreement specifying work to be done must be signed by both parties before work can begin.
4. A completion statement noting that PREPS has completed work to your satisfaction must be signed at the time final payment is made.

Thank you for your time and consideration! Please note that this estimate is open, which means the price will remain the same unless unknown circumstances cause the estimate to be higher or lower. In either case, you will be informed as soon as possible.



Retractable Awnings by

Sales Person: _____

Lead Source: _____

12700 Merriman Road
Livonia, MI 48150
1-800-44AWNING

NAME: Rudolph Alvarado
ADDRESS: 3/2 N. River St.
CITY/STATE/ZIP: Ypsilanti 48199
DATE: 3-20-24
ESTIMATED DATE OF INSTALL: ASAP

HOME PHONE: 734 972 5790
ALT PHONE: _____
EMAIL ADDRESS: _____
CUSTOMER PIN #: _____
You should receive this via Mail or e-mail with 72 hours of purchase

Dimensions Width Below Projection _____

Model MODERN EZ MODERN ELITE
MODERN UNLIMITED CLASSIC
CLASSIC UNLIMITED

Frame Color White Other: _____ Crank 3'11" 4'7" 5'11" 6'7"
Control Type Remote Control Manual WITH MANUAL OVERRIDE Plug in
Control from outside-in Junction Box YES NO Valance Style Seawave Straight Braid Color _____
 LT RT Electrician Needed
Installation Standard Roof Bay Pick Up Deliver
 YES NO Board Needed Brown / White
 YES NO Roof Brackets Qty _____ YES NO Siding Brackets
 YES NO Bay Brackets Qty _____ Size _____

Red lights \$ 800 n/c
Wind Sensor \$ 400 n/c
Front Screen \$ 400 n/c

Total Options = \$ _____
Awning Price \$ 6499
Electrical \$ 400
Total Accessories = \$ _____
Install 400
Tax \$ _____

RETRACTABLE ACCESSORIES

Lights \$ nk
 Front Shade Screen \$ _____ Black / Beige
 Side Screen \$ Awning Black / Beige
 Wind Poles \$ 20' x 10' 6499
 Protective Hood \$ 20 x 12' 6899
 Winter Fabric Cover \$ _____ Total: _____
 Telis 4 Remote \$ _____ \$ _____
 Cleaning Kit \$ _____

Total Price \$ _____
Deposit \$ _____
Check # _____ Cash \$ _____
Credit Card # NO UP CHARGE
Expiration FOR FOREST GREEN
BALANCE \$ _____

PAYMENT: Payment is due and payable in full upon the delivery of units as noted above. All warranties will be void unless all money due Marygrove The Awning Store & More is paid in full when due. The Products listed above are to be custom made for purchases and therefore in this agreement cannot be changed, cancelled, modified, or discharged in whole in part by the Purchaser except in accordance with the law or with the written consent of the Seller. Seller does not guarantee performance in case of strikes, floods, or other conditions beyond its control.
It is being agreed that, in the event of cancellation by the Purchaser prior to the commencement of manufacturing of the above goods, the Seller would suffer damages in an amount which would be substantial but would be uncertain and difficult of proof, it is agreed, and it is the intention of the parties hereto that in the event Purchaser breaches this contract prior to the commencement of manufacturing of the above goods, he shall pay, as liquidation damages and not as a penalty, to the Seller, the sum of thirty-three (33%) of the total cash price of this Contract. In the event Purchaser breaches thereafter, he shall be liable for the total cash price of this Contract.
Upon completion of the above work, the undersigned agrees to execute a note and completion certificate as requested by the Contractor.
It is mutually agreed that this contract may be assigned or sub-contracted by the Seller and that where the term "Seller" is used herein, it shall be construed to mean assigns, and that the terms and agreements herein contained shall bind, apply and inure the heir, assigns, successors, executors and administrators of the parties thereto.
The undersigned represents that he is (they are) the owners of the above mentioned premises and that the legal title thereto stands of record in his or their names. The undersigned acknowledges receipt of a true copy of the Contract. He further acknowledges that he has read and knows the contents thereof, understands that no other agreements, verbal or otherwise, are binding upon the parties hereto and that this Contract contains the full agreement between the parties and that this and no other agreement exists, and that all previous conversations are undesignated further acknowledges receipt of separate copies of notice of his right to cancel this agreement. The awning remains the property of Marygrove Awning until the invoice is paid in full.
*YOU THE BUYER, MAY CANCEL THIS TRANSACTION AT ANY TIME PRIOR TO MIDNIGHT OF THE THIRD BUSINESS DAY AFTER THE DATE OF THIS TRANSACTION. IN WITNESS WHEREOF the undersigned have hereunto subscribed their names the day and year first above written.
COLLECTION COSTS: Customer agrees to pay 1.5% service charge per month on any outstanding or late balance. Customer also agrees to pay all of Marygrove's collection cost reasonably related to Marygrove's efforts to collect payment for their services including: (1) attorney's fees; (2) cost of suit; (3) \$200.00 to cover Marygrove's internal collection overhead; (4) all other reasonable collection costs. You agree now that the above amounts are reasonable predictions of what Marygrove's actual costs and overhead will be and are not penalties.

SALES REPRESENTATIVE

PURCHASER'S SIGNATURE



UPPER FOOD COOP
consumer owned & governed

ICE
Upper City Ice





Michigan Strategic Fund Background Certification

Definitions:

Applicant: the entity that will receive the benefit from an incentive with the Michigan Strategic Fund or would receive the benefit of a contemplated incentive.

Key Owner: an owner of the Applicant, if applicable, that holds 20% or greater direct or indirect (intentionally distributed) pecuniary or beneficial interest in the Applicant.

Key Individual: the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, or the person in an equivalent role, of the Applicant, as well as the Person Responsible for Managing the Incentive. A Key Individual may serve the Applicant in more than one role.

Certifications:

If the answer to any of the following questions is “yes”, please submit a writing detailing the issue.

1. Have either the Applicant, its Key Owners (if applicable), or its Key Individuals, been convicted of a criminal offense for, or held liable in a civil proceeding, any of the following:

- A. embezzlement
- B. theft
- C. forgery
- D. bribery
- E. falsification or destruction of records
- F. receiving stolen property
- G. violation of state or federal antitrust statutes
- H. the application for or performance of a contract or subcontract with the State of Michigan

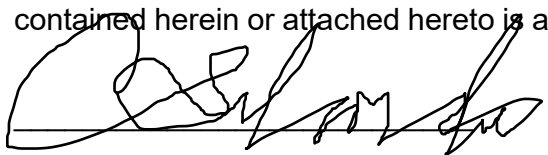
No Yes

2. Is the Applicant a corporation or an affiliate of a corporation that was incorporated in any of the following countries after September 11, 2001 while maintaining the United States as the principal market for the public trading of the corporation’s stock?

Barbados, Bermuda, British Virgin Islands, Cayman Islands, Commonwealth of the Bahamas, Cyprus, Gibraltar, Isle of Man, the principality of Liechtenstein, the principality of Monaco, the Republic of the Seychelles.

No Yes

I, _____, certify that I am an authorized agent of _____, the Applicant, and further certify that the information contained herein or attached hereto is accurate to the best of the knowledge of the Applicant.



Authorized Agent Signature

Date

Appendix C: Local Business Worksheet

Match on Main

Local Business Worksheet

Ypsilanti Downtown Development Authority

Local Business Worksheet	
Point of Contact	First and Last Name: Sierra Lambert
	Email: hello@bridgecommunity.cafe
	Cell Number: xxxxxxxxxxxxxxxxxxxx Office Number: xxxxxxxxxxxx
	Best way to contact: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Cell Phone <input type="checkbox"/> Office Phone
	Business Role: <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Employee <input type="checkbox"/> Other: Please describe your role
Business Information	Legal Business Name: Bridge Community Cafe LLC
	dba (if applicable):
	Street Address: 217 w michigan ave City: ypsilanti
	State: MI Zip Code: 48197
	Employer Identification Number (EIN):xxxxxxxxxxxxxxxxxxxxxx
	Date of Business Formation (filed with LARA): 06/15/2021
	If sole proprietor, check here <input type="checkbox"/>
	Business Type: <input type="checkbox"/> Retail <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Service <input type="checkbox"/> Other
	Please select the 4-digit NAICS Code that best represents your industry:
	<input type="checkbox"/> 4421 Furniture Stores <input type="checkbox"/> 4422 Home Furnishings Stores <input type="checkbox"/> 4452 Specialty Food Stores <input type="checkbox"/> 4461 Health and Personal Care Stores <input type="checkbox"/> 4482 Shoe Stores <input type="checkbox"/> 4483 Jewelry, Luggage, and Leather Goods Stores <input type="checkbox"/> 4511 Sporting Goods, hobby, and Musical Instrument Stores <input type="checkbox"/> 4512 Book Stores and News Dealers <input type="checkbox"/> 4523 General Merchandise Stores, including warehouse clubs and supercenters <input type="checkbox"/> 4531 Florists <input type="checkbox"/> 4532 Office Supplies, Stationary, and Gift Stores <input type="checkbox"/> 4533 Used Merchandise Stores <input type="checkbox"/> 4539 Other Miscellaneous Store Retailers <input type="checkbox"/> 7223 Special Food Services <input type="checkbox"/> 7224 Drinking Places (alcoholic beverages) <input type="checkbox"/> 7225 Restaurant and other eating places <input type="checkbox"/> 8121 Personal Care Services <input type="checkbox"/> 8129 Other personal services <input checked="" type="checkbox"/> Other: Please identify 4-digit NAICS if not listed above: 722515

	Is your business a for-profit entity? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	Is your business headquartered in Michigan? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	How many FULL-TIME employees does your business currently have? (If you are a sole proprietor, please say "1")	Full Time 1
	How many NEW jobs are going to be CREATED by your business as part of this project (full and part time)?	Full Time 0 Part Time 2
For New Businesses (in operation 12 months or less)	Identify the total square footage of the space the business is/will occupy:	Exterior Square Footage: Interior Square Footage:
	How long had the space being activated been vacant or underutilized?	
	When did the business open? Or when does the business plan to open?	
For Existing Businesses (in operation more than 12 months)	Identify the total square footage of the interior space the business is occupying: 2,600	
	Identify the total square footage of any <u>NEW</u> (currently vacant or underutilized) space being activated? 150	Exterior Square Footage: 150 Interior Square Footage:
	How long has the space being activated been vacant or underutilized? Underutilized: 4 years+	
Required Business Plan Submission	<ul style="list-style-type: none"> • New businesses (operating 12 months or less) are REQUIRED to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application. • Existing businesses (in operation more than 12 months) have the OPTION to provide a business plan as part of the project application. • Reference the Match on Main Program Guide for Business Plan elements that need to be included. 	
Business Location	Is your business a brick-and-mortar storefront with face-to-face operations located within your community's traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
	Does the business lease the space it resides in? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what is the remaining lease term? 2.5 years	
	Does the business or business owners own the building it is located in? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

	<p>What is the current taxable value of the property? \$300,000</p>
<p>Project Scope</p>	<p><i>Please describe the scope of the project, including specific activities or expenses, that you are seeking to fund through the Match on Main program. Explain how the project scope aligns with the budget and cost estimates provided within this application. Additionally, describe why the Match on Main funds are needed in order for this project to come to fruition.</i></p> <p>The proposed project for the Bridge Community Café encompasses several initiatives aimed at fostering business growth and enhancing community engagement.</p> <p>Firstly, establishing a website for the café serves as a crucial tool for expanding its digital presence and connecting with a wider audience. With a well-designed website, Bridge Community Café can convey its commitment to compassion, creativity, and quality service, while also providing essential information such as location, menu offerings, and upcoming events. By appearing in search engine results and showcasing special deals or themed nights, the website not only attracts new customers but also encourages repeat visits and strengthens community ties.</p> <p>Secondly, investing in quality signage enhances the café's visibility and brand recognition, serving as the first point of communication with potential customers. Eye-catching and informative signage not only guides patrons to the café but also conveys its character and offerings, distinguishing it from competitors and fostering customer loyalty. Moreover, the installation of an outdoor mural facing Michigan Avenue not only beautifies the surrounding area but also draws attention to the café, increasing foot traffic and attracting new customers.</p> <p>Additionally, implementing a loyalty program and introducing a coffee subscription service are strategic initiatives to enhance customer engagement, increase sales, and foster community awareness. By offering personalized experiences and incentives, such as curated product bundles and interactive marketing elements, Bridge Community Café aims to increase average order value, boost customer satisfaction, and cultivate long-term relationships with its patrons.</p> <p>The anticipated impact of Match on Main funds on the business is significant. These funds will enable Bridge Community Café to realize its vision of growth and community enrichment by supporting the execution of key initiatives outlined in the proposal. Specifically, the funds will facilitate the establishment of a website, acquisition of quality signage, creation of an outdoor mural, implementation of a loyalty program, and introduction of a coffee subscription service. With the support of Match on Main funds, Bridge Community Café will be better positioned to thrive in a competitive market, attract new customers, and strengthen its role as a vibrant hub for the local community.</p> <p>Proposed start date: 05/31/2024</p> <p>Proposed completion date: 09/28/2024</p>

	Eligible Activities Being Considered as Part of the Project Scope (Check all that apply): <input type="checkbox"/> Technical Assistance <input checked="" type="checkbox"/> Interior Building Renovation <input checked="" type="checkbox"/> Permanent or semi-permanent activation of outdoor space <input checked="" type="checkbox"/> General marketing and/or technology <input type="checkbox"/> Other _____		
Project & Private Investment Totals Budget	TOTAL D: Grant Request	\$25,000	
	TOTAL A: Total Match on Main Project Cost: (a minimum 10% match is required)	\$27,968	
	Source(s) of matching funds: Owner investment		
	Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will support a reimbursement request from the Match on Main dollars. Be specific by providing vendor, items and quantity, and cost.		
	Vendor	Item / Quantity	Cost
	Amanda Maymoore (MI)	Outdoor Mural	\$7,500
	Retro Rescuers (MI)	Outdoor dining furniture	\$800
	City Free Glass (MI)	Custom Signage	\$900
	SquareSpace	(Annual) Website Hosting Fee	\$588
	Your Friendly Neighborhood Handyman LLC (CO)	Outdoor Tile Installation 3'x15'	\$5774
Your Friendly Neighborhood Handyman LLC (CO)	Bathroom DIY Renovation	\$8806	
Square Loyalty Program	(12 Month) Monthly Subscription & Fees	\$3,600	
<i>Insert additional lines as needed.</i>			
REQUIRED: Attach project Cost Estimates from a Third-Party that reflect total private investment. Private investment includes any non-Match on Main funds that will be leveraged to implement the project within 6-months of an executed grant agreement. All costs associated with the proposed project should be reflected in the required third-party cost estimates.			
REQUIRED: Provide a minimum of three photos that represent the scope of Match on Main request; this should include at least one exterior photo and at least one photo of the interior of the space.			
Private Investment	<i>Is your business meeting the required minimum cash match of 10% of the Match on Main grant request? Additionally, please describe any additional private investment - outside of the Match on Main grant request - that was or will be necessary for the completion of this project (i.e. any additional site improvements, furniture, fixtures, and equipment, or other business needs).</i>		
	Yes. Additional investments include \$2,500 which will subsidize the cost of sourcing and shipping tile from Clay Imports, a natural tile producer based in Mexico.		

	TOTAL B: Total amount of additional private investment for the project: (Excluding the Grant Request or Total Project Cost totals listed in the budget section).	\$2,968	
	<p>Project & Private Investment Calculations These calculations will be included within the Match on Main application. For example calculations, please reference the Match on Main Program Guide under Section 3: Complete MEDC Match on Main Application.</p>		
	Total Match on Main Project Cost	\$25,000	TOTAL A
	+ Total Additional Private Investment	+ \$2,968	TOTAL B
	= Total Project Cost	= \$27,968	TOTAL C
	- Match on Main Grant Request	- \$25,000	TOTAL D
	= Project Private Investment	=\$2,968	TOTAL E
Narrative	<i>Please describe the anticipated impact Match on Main funds will have on your business.</i>		

Questions

- *Establishing a website for Bridge Community Café is a critical step in enhancing its digital footprint and connecting with a broader audience. A website acts as a digital storefront, not only showcasing the café's offerings but also embodying its core values of compassion, creativity, and commitment.*
- *For Bridge Community Café, effective signage is not just a basic requirement but a strategic investment. It plays a multifaceted role in defining the café's identity, guiding customers, enhancing brand recognition, promoting offers, and ultimately contributing to the café's growth and success in a competitive market.*
- *Similarly, the creation of a mural facing incoming traffic through Michigan Avenue will highlight the presence of the business and attract more visitors and customers.*
- *Implementing a loyalty program at Bridge Community Café is an effective strategy to enhance customer engagement, increase sales, and boost community awareness.*
- *Introducing a coffee subscription service at Bridge Community Café aligns with the growing global trend of recurring coffee purchases and presents a significant opportunity for revenue growth and customer engagement. This approach involves offering flexible subscription options, where customers can tailor their orders in terms of frequency, type, and quantity. A key component is a personalized customer portal, reflecting Bridge's brand identity, that enhances user experience and showcases loyalty program benefits. Additionally, curated and customizable product bundles can increase the average order value and customer satisfaction. Incorporating interactive elements in marketing, like quizzes, helps personalize the subscription experience, catering to individual preferences. Engagement with the local community and continuous monitoring of customer feedback are crucial for tailoring the service to meet evolving needs. This comprehensive strategy not only boosts revenue but also fosters long-term customer relationships and strengthens the overall brand experience at Bridge Community Café.*

Describe any other tools, activities, technical assistance, or financial resources investigated to support this project and/or business operations. This may include other funding programs, owner-led improvements, traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.?

- *Market Analysis and Consulting via Eastern Michigan University business school class; MGMT 499 taught by Dr. Kunal Benji during winter 2023. Much of this data and information was compiled with their expertise and knowledge acquired through 8 weeks of collaboration. This has been quoted and utilized various times throughout this application.*
- *Washtenaw Community College Entrepreneurship Center.*
- *Verizon Small Business Solutions*

Describe how the execution of the proposed project will result in business growth. Please provide specific examples.

- Having a website gives the impression of a well-established café. This builds trust and credibility among the community, who are more likely to patronize a café they perceive as established and reliable. A website ensures Bridge Community Café appears in search engine results, making it easier for new customers to find and learn about the café. The website can be used to advertise special deals, events, or themed nights at Bridge. This not only creates excitement but also encourages customer engagement and repeat visits.
- Signage is essential in telling people where Bridge is and what it offers. It's the first point of communication with potential customers, providing them with an understanding of the café's products and services. Well-designed signs can convey the café's character and offerings, helping customers decide if it aligns with their preferences. Quality signage not only informs but also encourages customers to choose Bridge over competitors.
- Additionally, curated and customizable product bundles can increase the average order value and customer satisfaction. This comprehensive strategy not only boosts revenue but also fosters long-term customer relationships and strengthens the overall brand experience at Bridge Community Café.
- Art that centers community fosters deeper community relationships and creates a brighter environment to live in and work in.

Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples.

Filling the outdoor seating space with bright, imported tiles will attract people walking, driving, and bicycling in our community. Replacing chipped unsafe tiles and wooden benches and replacing with specially sourced quality vintage outdoor furniture will create an inviting outdoor seating area that is underutilized. The benches have sat outside for 2 years of operations and rarely see customer or pedestrian use.

How is execution of this project anticipated to result in the creation and/or retention of jobs within your business? Please include at least the following information: number of jobs that will be retained and/or created (including owner/operator, if applicable), the type of jobs that will be retained and/or created, and whether the job(s) retained and/or created will be full or part time positions. Note that Match on Main is not evaluating projects based on the number of jobs created or retained, but simply would like to understand how projects will impact job creation and/or retention.

The execution of the proposed project is anticipated to result in the creation and retention of jobs within Bridge Community Café. Specifically, the following jobs are expected to be retained and/or created:

Owner/Operator (Full-Time): The owner/operator position will be retained, overseeing the overall management and operation of the café. This position plays a pivotal role in decision-making, customer service, and business development.

Baristas and Servers (Part-Time): The project will create new part-time positions for baristas and servers to accommodate increased customer traffic resulting from enhanced business visibility, improved amenities, and expanded offerings. These positions involve tasks such as preparing beverages, serving customers, and maintaining cleanliness and orderliness within the café.

Marketing and Website Management (Part-Time): The establishment of a website and implementation of marketing initiatives, including managing social media accounts and advertising special deals or events, will require the creation of part-time positions focused on marketing and website management. These roles involve content creation, online engagement, and digital marketing strategies to attract and retain customers.

Mural Artist (Contract/Part-Time): The creation of an outdoor mural will involve hiring a mural artist on a contract or part-time basis to design and execute the artwork. This temporary position contributes to the beautification of the café's surroundings and enhances its visual appeal to passersby.

While the exact number of jobs retained and created may vary depending on business needs and operational requirements, the execution of this project is expected to contribute to both job retention and creation within Bridge Community Café. These positions encompass a mix of full-time and part-time roles, reflecting the diverse staffing needs of the café and its growth trajectory. By enhancing the café's offerings, visibility, and customer experience, the project aims to support job stability and growth opportunities for existing staff while also creating new employment opportunities within the local community.

Recognizing that Match on Main is a grant reimbursement program, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? In your response, please be sure to include the total cost of the project, what sources of funds will be used to pay for all elements of the project PRIOR to Match on Main reimbursement, the amount of each funding source planned to be used and when funds will be available for each identified source.

	All funds will be funded through Bridge Community Café funds available via private investment contingent on reimbursement program.	
	What is the timeline for starting and completing all project activities? Per the Match on Main Program Guide, projects must not begin prior to submitting a formal application for Match on Main funding and, if awarded, must be completed within 6 months of grant execution.	
	The projects will begin May 31, 2024 and be completed no later than September 30, 2024.	
Additional MEDC Program Requirements	Match on Main Program: Match on Main is a grant program for small businesses and has awarded two previous funding rounds. (This does not include the Match on Main – COVID19 Response Program). Please verify that you HAVE NOT previously been awarded Match on Main funding. Find a list of previous grantees here: https://www.miplace.org/small-business/resources/ .	<input type="checkbox"/> Yes, I have received Match on Main funding previously. <input checked="" type="checkbox"/> No, I have not received Match on Main funding previously.
	Ineligible Business Types: The Program Guidelines outline a number of ineligible business types including franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), “big box” retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.	<input checked="" type="checkbox"/> I understand <input checked="" type="checkbox"/> I do not identify as an ineligible business
	Program Guide: The Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: https://www.miplace.org/small-business/match-on-main/	<input checked="" type="checkbox"/> I have reviewed the MOM Program Guide
	Reimbursement Grant Program: Match on Main is a reimbursement grant program provided to local units of government, downtown development authorities, or other downtown management or community development organizations who administer funds to the small business that applicant applied on behalf of.	<input checked="" type="checkbox"/> I understand
	Sub-grant Awards: Grantees will be required to enter into a sub-grant agreement with the small business being supported.	<input checked="" type="checkbox"/> I understand
	Compliance & Post-grant Reporting: If awarded, businesses will be required to complete compliance requirements and post-grant reporting.	<input checked="" type="checkbox"/> I understand

	<p>Required Attachment – Third Party Cost Estimate: I have gathered and will submit a project cost estimate for proposed work that includes scope and total cost in a separate document.</p>	<p>I have included these as part of my application submission</p>
	<p>Required Attachment – Photos: I have provided a minimum of three photos that represent the scope of Match on Main request (including at least one exterior photo and at least one photo of the interior of the space)</p>	<p>I have included these as part of my application submission</p>
<p>Local Questions & Considerations</p>	<p>How does this project align with the goals/vision established in our Master Plan, DDA Development + TIF Plan, or other relevant planning/development plans?</p> <p>This project aligns closely with the goals and vision outlined in the Master Plan, DDA Development + TIF Plan, and other relevant planning/development plans in several key ways:</p> <div style="background-color: #f0f0f0; padding: 10px; margin: 10px 0;"> <p>Economic Development: The project contributes to the economic development objectives outlined in the plans by enhancing the commercial vitality of the district through investments in local businesses. By improving amenities, attracting visitors, and stimulating spending, the project supports the goals of creating a thriving and sustainable economic environment within the district.</p> <p>Community Revitalization: The enhancements made to Bridge Community Café, including the installation of an outdoor mural, acquisition of quality signage, and introduction of outdoor dining furniture, align with the plans' objectives of revitalizing public spaces and enhancing the overall aesthetics of the district. These improvements create a more attractive and welcoming environment for residents and visitors, contributing to the district's overall appeal and livability.</p> <p>Stakeholder Engagement: The project engages stakeholders, such as local businesses, residents, and community organizations, in the planning and implementation process, aligning with the plans' goals of fostering collaboration and community involvement. By incorporating community-centered themes in the café's offerings and hosting events that bring people together, the project strengthens social connections and promotes a sense of ownership and pride in the district.</p> </div> <p>Overall, this project aligns with the overarching goals and vision established in the Master Plan, DDA Development + TIF Plan, and other relevant planning/development plans by promoting economic development, community revitalization, and stakeholder engagement within the district.</p> <p>How will this investment serve as a catalyst for the development and benefit of the district as a whole?</p> <p>The investment in Bridge Community Café serves as a catalyst for the district's development by stimulating economic activity and fostering community engagement through enhanced amenities and marketing initiatives. These efforts contribute to the</p>	

	<p>district's branding and identity, attracting visitors and residents alike, while also enriching cultural experiences through an art installation. This would ideally bring more foot traffic and visitors to the area and district as a whole, and entice visitors from the Michigan Medicine/HQ development to explore the community and other local businesses. Overall, the project enhances the district's vibrancy and vitality, creating a positive impact on the entire community.</p>
	<p>Equitable investment: Would this project be possible if not for this award? Do you plan on completing this project if you do not receive this grant?</p>
	<p>No, this would not be possible. Any funds utilized for this project in anticipation of reimbursement would have otherwise not been available for a project of this nature. Our website has been out of service for nearly a year due to lack of funding to support various expenses, especially since the impact of the water shut-offs and construction beginning in May 2023. Signage, a mural, and replacing the outdoor areas has been an idea since 2021, and has not been possible up until this time. This investment from the city has been thought-out and created in a manner that will hopefully benefit local creators, vendors, business owners, artists, and community members in a ripple-effect deeper than one business alone. Michigan Avenue is a beautiful, traditional road that has been utilized for thousands of years and is full of history, the highlight of this project may be the creation of a mural to the entrance into downtown Ypsilanti right next to the library and a bright business entryway.</p>

****Upon application completion, please submit to:**
Ypsilanti Downtown Development Authority
Elize Jakobson, elize@ypsilantidda.org







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IT IS OUR *duty* TO fight
FOR *freedom*.
IT IS OUR *duty* TO win.
WE MUST love AND support
EACH OTHER.
WE HAVE nothing TO lose
BUT OUR chains.
~ Assata
Se Habla español

Bridge
community
cafe

FROM
ALL OUR WINDS
WARE HERE