

MEETING AGENDA
July 16, 2024 at 7:30 am
Tax Increment Finance Authority
City of Hillsdale
97 N Broad Street

I. Consent Agenda - Action

- A. Minutes from Meeting 5/21/2023
- B. Minutes from the Dawn Theater Governance Board Meeting 6/6/2024
- C. Minutes from the Program Review Committee Meeting 6/11/2024 & 7/9/2024
- D. Minutes from the Targeted Development Committee Meeting 7/9/2024
- E. Financial Reports

II. Public Comment

Agenda items only – 3 min.

III. Committee Reports

- A. Program Committee – Cindy Bieszk, Chair
 - 1. General Report
 - 2. Budget Amendment
 - 3. Grant Applications – 62 Waldron & 63 N Howell
- B. Targeted Development Committee – Chris Bahash, Chair.
 - 1. General Report
 - 2. 2025 Development Plan – public hearing
- C. Beautification Committee – Margaret Braman, Chair
 - 1. General Report
- D. Dawn Theater Governance Committee – Mary Wolfram, Chair
 - 1. General Report
 - 2. Committee appointments

IV. Old Business

- A. Dawn Theater Maintenance – update

V. New Business

- A. District Weed Control – update

VI. Economic Development Update/Board Round Table

VII. Public Comment

TIFA item – 3 min.

VIII. Adjournment

Next Meeting: Information Meeting August 20, 2024 at 6:00 pm.



CITY OF HILLSDALE

Tax Increment Finance Authority TIFA Regular Meeting May 21, 2024

Minutes

I. Call to Order at 7:30 a m

- A. Members Present: Chair Andrew Gelzer, Cindy Bieszk, Felicia Finch, Margaret Braman, Kevin Conant, Darin Spieth, David Hambleton, Mike Clark
- B. Others present: Alan Beeker
- C. Members Absent: John Spiteri, Chris Bahash, Councilman Greg Stuchell, Tim Dixon, Mary Spiteri

- #### **II. Consent Agenda** – Chair Gelzer moved to amend the consent agenda to move the Beautification report to be first of the committee reports, Kevin Conant seconded. Motion passed. Margaret Braman moved to accept the amended agenda, David Hambleton supported. Motion passed.

III. Public Comment

No public comment.

IV. Committee Reports

- A. Beautification Committee – Margaret Braman, Chair
 - 1. General Report – See attached report.
- B. Program Committee – Cindy Bieszk, Chair
 - 1. General Report – No new applications.
- C. Targeted Development Committee – Chris Bahash, Chair.
 - 1. General Report – looking at renovating Ferris St. parking lot. Will be updating the TIFA Development plan
- D. Dawn Theater Governance Board – Margaret Braman, Liaison
 - 1. General Report – Chair referenced the report submitted for the packet by Mary Wolfram, Chair.

V. Old Business

- A. Dawn Theater Maintenance.
 - There are some maintenance issues that have developed. Alan Beeker is working through the items. The primary issue is moisture in the building. A foundation

contractor is scheduled to do an inspection in June. Mr. Beeker will let the Board know the results.

- Another issues is the extension of the front downspout to the storm drain. Mr. Beeker received a quote from “The Gutterman”. Margaret Braman volunteered to contact Braman Roofing to see if they had any downspout warehoused.

VI. New Business

A. District Weed Control

- Hoop Lawn and Snow submitted a quote to apply weed control to the TIFA Business District. The quote included 5 applications for \$2500. Cindy Bieszk asked if Alan Beeker would ask Hoop to amend the quote to remove the courthouse block and reduce it to 4 applications since it is late in the season. Cindy moved to approve the amended quote if it was \$1800 or less. David Hambleton supported, motion passed.

B. 2025 TIFA Development Plan

- The development plan must be updated every ten years. The last update was in 2015. Alan Beeker asked the Targeted Development Committee to be the group to work on the update prior to bringing it to the Board and Council for final adoption. The plan was submitted to the Board so that they could include their input to the Targeted Development Committee during the process.
- David Hambleton would like to add Ground Water Management to the list.
- Andrew Gelzer requested a map showing city parking lots in the district for the next meeting.

VII. Economic Development Roundtable

- Ethan’s Donut Factory has opened.
- 55 N Broad Street Party Store has been sold to Hillsdale Renaissance
- New Yoga Studio opening in old Hillsdale Insurance Agency building.

VIII. Public Comment

No public comment.

Adjournment – David Hambleton moved to adjourn, Darin Spieth seconded. Meeting adjourned at 8:30 am.

Next regular meeting on July 16, 2024 at 7:30 am.

BEAUTIFICATION REPORT

May 21, 2024

PROGRESS ON DOWNTOWN LIGHTING:

- **Waiting to hear on the cost of completing the project and what is our balance for this project.**

Downtown Decorating

- **Jason hung our Train Banners and had to make some changes**
- **Will supply Jason with new map as to where they should be hung.**
- **Heather Tritchka, Felicia and myself completed planting flowers in our existing pots, at existing location. Big Thank you to Raker's Areas for donating the flowers. Will send them a Thank You card.**
- **City wanted \$526.00 to move pots throughout downtown so we decided to wait to next year and purchase new pots since our are pretty bad shape.**
- **We hope to be able to place the news ourselves downtown.**

No new projects for the future other than completing the lights and new pots.

Respectively,

Margaret Braman



CITY OF HILLSDALE

Tax Increment Finance Authority TIFA Dawn Theater Governance Board June 6, 2024 Dawn Theater

Minutes

I. Call to Order at 12:00 pm

- A. Members Present: Chair Mary Wolfram, James Brandon, Margaret Braman, Tim Sullivan, Andrew Gelzer
- B. Others present: Alan Beeker, Gianna Green
- C. Members absent:

James motioned to amend the agenda order by moving the Leadership discussion in front of the Events discussion, Tim supported and Committee approved the agenda amendment. James moved to approve the amended agenda, Tim supported, Committee approved.

II. Public Comment

No public comment

III. New Business

A. Future Leadership Discussion

- The Friends membership and board is losing several key people.
- Mary is considering leaving DTGB and moving to the Friends.
- James is willing to consider the Chair of the DTGB
- Andrew commented positively on Mary's fundraising skills
- Chair Peggy Youngs is considering stepping down as Chairman of the Friends' board. Ron Scholl is moving to Holland, so will be dropping off the Board of the Friends of the Dawn. Peggy will take his position as Treasurer of the Board. Pam Thomas is the current Friends Vice Chair and would be willing to be Chair. OR, Mary Wolfram will drop off of the Dawn Theater Governance Board to become Chair of the Friends. If so, there will need to be an appointment made by TIFA to the Friends of the Dawn Governance Board.
- Gianna struggles with the inactivity of the Friends committee. Several key members of the Friends are moving out of the area.
- Mary indicated that Greg Stuchell is considering joining the Friends and could be the liaison with DTGB and Friends.
- James suggested seeing if Trinity Bird might be interested in either.
- James suggested having an ex-officio member from the Friends on DTGB.

B. Community Events Approval

- Art Works of Hillsdale – October 19, 2024

- River Raisin Ragtime Revue – July 20,2024
- Paul Keller Orchestra, Masked Ball – October 26, 2024
 - Keefer House management approved all of the Saturday dates

Andrew moved to approve all three as a community event at the new community rate and with the date approved by Keefer House Hotel LLC, James supported. Motion passed unanimously.

IV. Old Business

A. Building Issues: water/moisture/odor

- Foundation inspection on June 11
- Electrical repairs made

B. Organ Installation

- Mary asked if the organ installation was approved officially by the Board.
- The specifics of the organ location have not been confirmed.
- The other primary decision is whether the console will be on the existing floor or build a new pit for the console.

V. Theater Update

- Organ Capital Campaign
 - The campaign still needs to raise approx. \$100,000

VI. Public Comment

No public comment

VII. Committee Members' Comments

No committee member comments

VIII. Adjournment – James moved to adjourn, Tim seconded. Meeting adjourned at 1:00 pm.



**TIFA PROGRAM REVIEW COMMITTEE MEETING MINUTES
CITY HALL, 97 N. BROAD ST., 2nd Floor Conference Room
June 11, 2024 at 7:30 am**

I. Call to Order 7:30 am

Members Present: Mike Clark, Cindy Bieszk, Darin Spieth

Member Absent:

Others Present: Alan Beeker, Megan Laser

II. New Business

- A. Façade Grant – “Abundant Rock” Yoga Studio located at 62 Waldron is requesting a grant to offset signage costs. The grant would be for \$566, 50% of the total projected cost of \$1132.

- Cindy asked if the owner.
- Megan Laser could supply a better example of what the signage would look like. Megan showed the Committee a photo on her phone.
- Cindy asked if the “Yoga” sign would be permanent.
- Megan affirmed that it would be permanent.

Mike moved to approve and recommend the \$566 façade grant to the TIFA Board for final approval, Darin supported, motion passed unanimously.

- B. Business Attraction Grant – “Abundant Rock” Yoga Studio located at 62 Waldron is requesting a business attraction grant. The proposed project is to do interior renovations, grinding and epoxying the existing concrete floor and installing custom wall mirrors. The grant would be for \$4429, 50% of the total projected cost of \$8858.

- Megan presented an overview of her new business and the grant request.

Darin moved to approve and recommend the \$4429 business attraction grant to the TIFA Board for final approval, Mike supported, motion passed unanimously.

III. Old Business

No old business

IV. Public Comment

No public comment

- V. Adjournment at 7:45 am** – Darin moved to adjourn, Mike seconded, motion passed.



**TIFA PROGRAM REVIEW COMMITTEE MEETING MINUTES
CITY HALL, 97 N. BROAD ST., 2nd Floor Conference Room
July 9, 2024 at 7:30 am**

I. Call to Order 7:30 am

Members Present: Mike Clark, Cindy Bieszk
Member Absent: Darin Spieth
Others Present: Alan Beeker

II. Consent Agenda

Cindy moved to approve the agenda and minutes from the 6/11/2024 meeting. Mike supported. Motion passed.

III. Old Business

No old business

IV. New Business

A. Façade Grant – 63 N Howell is requesting a grant to offset costs associated with the replacement of the existing aluminum and glass storefront. The grant would be for \$6000, 50% of the total projected cost of \$12,000.

- Mike Clark asked about the extent of the project.
- Alan told him that the existing glass was compromised and replaced by OSB. The OSB is failing and must be replaced by new glass.
- Alan mentioned that the previous grants approved for this fiscal year totals \$4995 which is just under 50% of the amount \$10,000 budgeted for the year. If the \$6000 grant were to be approved, a budget amendment would be necessary.
- Cindy asked if there would be enough TIFA funds to increase the grant allotment to \$15,000.
- Alan told her there would be enough surplus in the budget to allow the adjustment.

Cindy moved to recommend a \$5000 budget increase to the grant fund to the TIFA Board for final approval, Mike supported, motion passed unanimously.

Cindy moved to recommend, if the budget amendment passes, the \$6000 façade grant to the owner of 63 N Howell for the replacement of the aluminum and glass storefront. Mike supported, motion passed.

V. Public Comment

No public comment

VI. Adjournment at 7:57 am – Cindy moved to adjourn, Mike seconded, motion passed.

CITY OF HILLSDALE
Tax Increment Finance Authority TIFA
Targeted Development Committee
July 9, 2024

Minutes

I. Call to Order at 3:02 pm

- Members Present: Chris Bahash (Chair), Andrew Gelzer, Tim Dixon, Kevin Conant
- Other Present: Alan Beeker, Jack McLain
- Members Absent:

II. Consent Agenda

Andrew moved to approve the agenda, Tim seconded, motion passed.

III. Old Business

A. Ferris Street Parking Lot Improvements

- The committee reviewed estimates from the City to improve the parking lot.
- The City offered to do the project together with TIFA, splitting the cost 50/50.
- The Committee suggested the project may be viable in 2026.
- Andrew asked if the City would supply an estimate to redo the Great Wall parking lot.

Andrew moved to have Alan contact DPS for an estimate to remove and replace the pavement in the Great Wall parking lot. Kevin supported, motion passed.

IV. New Business

A. TIFA Development Plan

- The Committee reviewed the submitted preliminary plan.
- Multiple items were discussed.
- Drew requested that storm water control and mitigation design be added to the plan

Drew moved to have the revised TIFA Development Plan presented to the TIFA Board. Kevin supported, motion passed.

V. Commissioner Comment

- Drew discussed the potential need of a fund for legal fees to cover litigation in the event of fallacious property tax exemptions.
- Drew has resigned from the DTGB to avoid the potential for COI.
- The wood-fired pizza restaurant is supposed to open in August.
- Drew will be walking through the Keefer Hotel with Nick Fox next week.

VI. Public Comment

- No Public Comment.

VII. Adjournment – Drew moved to adjourn, Tim seconded. Meeting adjourned at 6:40 pm.

GL NUMBER	DESCRIPTION	BALANCE		2023-24 AMENDED BUDGET	END BALANCE 06/30/2024
		NORMAL	(ABNORMAL)		
Fund 247 - TAX INCREMENT FINANCE ATH.					
Assets					
Function: Unclassified					
247-000.000-001.000	CHECKING ACCOUNT - COMMON	14,359.81			59,111.91
247-000.000-001.002	CHECKING ACCOUNT - ACCTS PAYAB	0.01			0.01
247-000.000-017.700	INVESTMENTS - MICHIGAN CLASS	47,428.94			65,450.61
247-000.000-040.001	ACCOUNTS RECEIVABLE - M/R	0.00			625.00
247-000.000-041.000	PROVISION FOR BAD DEBTS	(265,000.00)			(265,000.00)
247-000.000-082.001	DUE FROM OTHERS - BRIDGE LOANS	265,000.00			265,000.00
247-000.000-123.000	PREPAID EXPENSES	0.00			1,694.63
247-000.000-130.000	LAND	65,000.00			65,000.00
247-000.000-136.000	PLANT & EQUIPMENT	2,468,124.48			2,468,124.48
247-000.000-137.000	ACCUMULATED DEPRECIATION-EQUI	(450,605.12)			(450,605.12)
247-000.000-159.000	INFRASTRUCTURE	381,672.00			381,672.00
247-000.000-189.000	LEASE RECEIVABLE-LONG-TERM	98,943.00			93,858.00
Total - Function Unclassified		2,624,923.12			2,684,931.52
TOTAL ASSETS		2,624,923.12			2,684,931.52
Liabilities					
Function: Unclassified					
247-000.000-214.582	DUE TO ELECTRIC	120,000.00			80,000.00
247-000.000-250.000	BONDS PAYABLE - CURRENT	40,000.00			40,000.00
247-000.000-251.000	ACCRUED INTEREST	2,950.33			2,057.00
247-000.000-300.000	BONDS PAYABLE - LONG TERM	260,000.00			220,000.00
247-000.000-360.100	DEFERRED INFLOW-LEASES	89,317.00			79,009.00
Total - Function Unclassified		512,267.33			421,066.00
TOTAL LIABILITIES		512,267.33			421,066.00
Fund Equity					
Function: Unclassified					
247-000.000-381.247	RESTRICTED FUND BALANCE-TIFA	1,494,058.00			1,494,058.00
247-000.000-390.000	FUND BALANCE	531,697.86			618,597.79
Total - Function Unclassified		2,025,755.86			2,112,655.79
TOTAL FUND EQUITY		2,025,755.86			2,112,655.79
Revenues					
Function: Unclassified					
247-000.000-402.000	CURRENT TAXES	95,787.92		108,000.00	140,077.18
247-000.000-573.000	LOCAL COMMUNITY STABILIZATION	34,284.51		16,000.00	14,916.97
247-000.000-665.000	INTEREST	2,030.15		0.00	4,352.26
247-000.000-665.100	INTEREST INCOME-LEASES (GASB 8	2,526.00		0.00	2,415.00
247-000.000-667.002	RENTS - DAWN THEATER	9,475.04		5,000.00	11,557.99
Total - Function Unclassified		144,103.62		129,000.00	173,319.40
TOTAL REVENUES		144,103.62		129,000.00	173,319.40
Expenditures					
Function: Unclassified					
247-175.000-702.000-215039	WAGES - FERRIS STREET PARKING	0.00		0.00	385.79
247-175.000-716.000-215039	RETIREMENT - FERRIS STREET PAR	0.00		0.00	14.15
247-175.000-720.000-215039	EMPLOYER'S FICA - FERRIS STREE	0.00		0.00	28.58
247-175.000-801.000	CONTRACTUAL SERVICES	0.00		0.00	154.61
247-175.000-818.000	INSURANCE	0.00		0.00	1,326.65
247-900.000-801.000	CONTRACTUAL SERVICES	0.00		6,000.00	3,057.67
247-900.000-801.000-215004	CONTRACTUAL SERVICES - BEAUTIF	918.00		0.00	809.43
247-900.000-801.005	CONTRACTUAL SERVICES - DAWN TH	0.00		80,000.00	0.00
247-900.000-801.007	CONTRACTUAL SERVICES - TIFA GR	0.00		0.00	2,380.00
247-900.000-801.247	CONTRACTUAL SERVICES - FACADE	0.00		6,000.00	6,000.00
247-900.000-806.000	LEGAL SERVICES	0.00		1,000.00	0.00
247-900.000-817.000	ECONOMIC DEVELOPMENT GRANT EX	0.00		1,000.00	0.00
247-900.000-818.000	INSURANCE	0.00		1,800.00	0.00
247-900.000-920.000	UTILITIES	0.00		0.00	533.93
247-900.000-930.000	REPAIRS & MAINTENANCE	846.69		0.00	1,402.19
247-900.000-964.000	REFUNDS AND REBATES	0.00		0.00	1,300.00
247-900.000-968.000	DEPRECIATION	49,362.00		0.00	0.00

PERIOD ENDING 06/30/2024

GL NUMBER	DESCRIPTION	BALANCE		2023-24 AMENDED BUDGET	END BALANCE
		NORMAL	(ABNORMAL)		06/30/2024 NORMAL (ABNORMAL)
Fund 247 - TAX INCREMENT FINANCE ATH.					
Expenditures					
247-900.000-993.000	INTEREST EXPENSE		6,077.00	5,610.00	4,716.67
Total - Function Unclassified			57,203.69	101,410.00	22,109.67
TOTAL EXPENDITURES			57,203.69	101,410.00	22,109.67
Total Fund 247 - TAX INCREMENT FINANCE ATH.					
TOTAL ASSETS			2,624,923.12		2,684,931.52
BEG. FUND BALANCE			2,025,755.86		2,112,655.79
+ NET OF REVENUES & EXPENDITURES			86,899.93	27,590.00	151,209.73
= ENDING FUND BALANCE			2,112,655.79		2,263,865.52
+ LIABILITIES			512,267.33		421,066.00
= TOTAL LIABILITIES AND FUND BALANCE			2,624,923.12		2,684,931.52

User: abecker

DB: Hillsdale

PERIOD ENDING 07/31/2024

GL NUMBER	DESCRIPTION	BALANCE		2024-25 AMENDED BUDGET	END BALANCE 07/31/2024
		NORMAL	(ABNORMAL)		
Fund 247 - TAX INCREMENT FINANCE ATH.					
Assets					
Function: Unclassified					
247-000.000-001.000	CHECKING ACCOUNT - COMMON	15,852.87			59,736.91
247-000.000-001.002	CHECKING ACCOUNT - ACCTS PAYAB	0.01			0.01
247-000.000-017.700	INVESTMENTS - MICHIGAN CLASS	47,791.87			65,450.61
247-000.000-040.001	ACCOUNTS RECEIVABLE - M/R	0.00			625.00
247-000.000-041.000	PROVISION FOR BAD DEBTS	(265,000.00)			(265,000.00)
247-000.000-082.001	DUE FROM OTHERS - BRIDGE LOANS	265,000.00			265,000.00
247-000.000-130.000	LAND	65,000.00			65,000.00
247-000.000-136.000	PLANT & EQUIPMENT	2,468,124.48			2,468,124.48
247-000.000-137.000	ACCUMULATED DEPRECIATION-EQUI	(450,605.12)			(450,605.12)
247-000.000-159.000	INFRASTRUCTURE	381,672.00			381,672.00
247-000.000-189.000	LEASE RECEIVABLE-LONG-TERM	98,943.00			93,858.00
Total - Function Unclassified		2,626,779.11			2,683,861.89
TOTAL ASSETS		2,626,779.11			2,683,861.89
Liabilities					
Function: Unclassified					
247-000.000-202.000	ACCOUNTS PAYABLE	241.00			0.00
247-000.000-214.582	DUE TO ELECTRIC	120,000.00			80,000.00
247-000.000-250.000	BONDS PAYABLE - CURRENT	40,000.00			40,000.00
247-000.000-251.000	ACCRUED INTEREST	2,950.33			2,057.00
247-000.000-300.000	BONDS PAYABLE - LONG TERM	260,000.00			220,000.00
247-000.000-360.100	DEFERRED INFLOW-LEASES	89,317.00			79,009.00
Total - Function Unclassified		512,508.33			421,066.00
TOTAL LIABILITIES		512,508.33			421,066.00
Fund Equity					
Function: Unclassified					
247-000.000-381.247	RESTRICTED FUND BALANCE-TIFA	1,494,058.00			1,494,058.00
247-000.000-390.000	FUND BALANCE	618,597.79			618,597.79
Total - Function Unclassified		2,112,655.79			2,112,655.79
TOTAL FUND EQUITY		2,112,655.79			2,112,655.79
Revenues					
Function: Unclassified					
247-000.000-402.000	CURRENT TAXES	0.00		152,194.00	0.00
247-000.000-573.000	LOCAL COMMUNITY STABILIZATION	0.00		35,000.00	0.00
247-000.000-665.000	INTEREST	397.66		3,000.00	0.00
247-000.000-667.002	RENTS - DAWN THEATER	1,458.33		7,500.00	625.00
Total - Function Unclassified		1,855.99		197,694.00	625.00
TOTAL REVENUES		1,855.99		197,694.00	625.00
Expenditures					
Function: Unclassified					
247-175.000-801.000	CONTRACTUAL SERVICES	0.00		0.00	216.46
247-175.000-818.000	INSURANCE	0.00		0.00	1,478.17
247-900.000-801.000-215004	CONTRACTUAL SERVICES - BEAUTIF	0.00		1,000.00	0.00
247-900.000-801.247	CONTRACTUAL SERVICES - FACADE	0.00		10,000.00	0.00
247-900.000-806.000	LEGAL SERVICES	0.00		1,000.00	0.00
247-900.000-930.000	REPAIRS & MAINTENANCE	241.00		0.00	0.00
247-900.000-993.000	INTEREST EXPENSE	0.00		4,250.00	0.00
Total - Function Unclassified		241.00		16,250.00	1,694.63
TOTAL EXPENDITURES		241.00		16,250.00	1,694.63
Total Fund 247 - TAX INCREMENT FINANCE ATH.					
TOTAL ASSETS		2,626,779.11			2,683,861.89

PERIOD ENDING 07/31/2024

GL NUMBER	DESCRIPTION	BALANCE		2024-25 AMENDED BUDGET	END BALANCE
		NORMAL	(ABNORMAL)		07/31/2024 NORMAL (ABNORMAL)
Fund 247 - TAX INCREMENT FINANCE ATH.					
	BEG. FUND BALANCE - 2023-24	2,112,655.79			2,112,655.79
	+ NET OF REVENUES & EXPENDITURES	1,614.99		181,444.00	(1,069.63)
	= ENDING FUND BALANCE	2,114,270.78			2,111,586.16
	+ LIABILITIES	512,508.33			421,066.00
	= TOTAL LIABILITIES AND FUND BALANCE	2,626,779.11			2,532,652.16
	OUT OF BALANCE	0.00			151,209.73

TIFA \$10,000 Business Attraction Program Application



Applicant Information:

Name	Megan Laser
Mailing Address	62 Waldron St Hillsdale, MI 49242
Phone Number	(312) 505-8787
E-Mail Address	megan.j.laser@gmail.com
Business Name	Abundant Rock Yoga
Project Address	62 Waldron St Hillsdale, MI 49242
Property Owner Name	Megan Laser

Description of Proposed Improvements: (including design and/or architectural elements to be used)

Polished concrete Floors - \$7,800

Mirrors - \$1,058

(Attach additional pages as necessary).

Estimated Total Cost of Proposed Improvements: \$ 8,858

Agreement and Signature

Megan Laser

By submitting this application, I (we):

- Affirm that the information provided herein is true and accurate to the best of my (our) knowledge and
- Acknowledge that I (we) have read and understood the terms and conditions of the City of Hillsdale TIFA \$10,000 Business Attraction Grant.
- Understand that no work performed prior to TIFA approval may be included in the project application.
- Understand that if my (our) application is approved that I (we) will be required to sign a Business Attraction Grant Agreement prior to commencement of work on proposed project.
- Allow any photos, renderings, or descriptions of the work to be performed on said project to be used by the City of Hillsdale TIFA for promotional purposes.
- Understand that this application and all supporting documentation are subject to the Freedom of Information Act (FOIA).

Name (printed)	Megan Laser
Signature	<u>Megan Laser</u>
Date	5/31/24
Name (printed)	
Signature	
Date	

Please attach the following items:

- 1) Brief narrative explaining the scope of the project.
- 2) Detailed cost estimate(s) from licensed contractor(s).
- 3) Proposed project timeline.
- 4) Letter of permission from property owner stating their approval of the application for assistance and proposed improvements (if applicable).
- 5) Three (3) year business plan.
- 6) Three (3) year lease agreement, (if applicable).
- 7) Engineered drawings of the project (if applicable).

Floors will be polished concrete throughout the studio. Once we are given approval, we need about 2-3 weeks for the contractor to schedule this project. Once begun, the project will take no longer than a week.

Mirrors for the yoga studio will be installed on two of the back walls. We will be installing these after the floors are completed and will be done all in one day once scheduled.

Please see estimates/quotes for further information.

I am the owner of the building at 62 Waldron st Hillsdale, MI 49242



RE: New Quote Submission from MeganLaser

7/11/2024, 10:00 AM

Info@TMC <info@themirrorcompany.com>
To: "megan.j.laser@gmail.com" <megan.j.laser@gmail.com>

Thu, May 30, 2024 at 9:14 AM

Megan,

Thanks for visiting TheMirrorCompany.com!

TWO 6'X8' MIRRORS WITH BASIC INSTALLATION AND DELIVERY IS \$998, PLUS TAX

To complete the order process, please review and answer the questions below to help ensure the accuracy of your order.

-

Mirror Orientation

Mirror to be installed:

Landscape- 8' Wide x 6' High

Or

Portrait- 6' Wide x 8' High

Electrical Outlets & Light Switches

Typically, we install the mirror in landscape orientation, just above standard height electrical outlets. But, if you're planning on having the mirror installed in a portrait orientation, we might need to drill holes in the mirror for the electrical outlets/light switches. We can make these cuts, but we need at least 12" of mirror around the outlet/switch, to keep the integrity of the mirror. If there is not 12" of mirror around that cut-out or you don't need the outlets, we can simply install the mirror over them. We charge an additional \$45 per single gang electrical outlet or single gang light switch cut-out.

Obstructions on wall

Will there be any fire alarms, TV brackets, ballet barre or anything else on the wall where the mirror will be going?

-

Access

Are there stairs, elevators or 90 degree turns to navigate? If the installers cannot make it up/down the steps, turn safely or fit in an elevator, they will cut the mirror in half and seam it on the wall at no additional charge. Rest assured if the mirror can be carried in safely in one piece, they will as it is a lot less work for them.

Delivery

The current estimated wait time for your area is 2-6 weeks.

How our delivery works: We will call you the week prior to our arrival with an installation date and time. Sometimes it does take us a little longer to get to your area than it would be if you went with your local glass company, BUT we can save you about half the price.

Payment

We accept cash or credit cards only.

Orders over \$1,200

50% down payment is collected the week prior to your installation date. Balance is due at time of installation and your card on file will be charged.

Orders under \$1,200

Payment in full is due at time of installation in cash or credit card.

To place your order

Simply reply back with your Installation address and a billing address, if different.

or

Call us at 800-473-0619



THE MIRRORCOMPANY.COM

Phone

Fax

Highlandville, MO 65669

www.themirrorcompany.com

From: MeganLaser <noreply@mirrorinstallers.us>
Sent: Wednesday, May 29, 2024 4:47 PM
To: Info@TMC <info@themirrorcompany.com>
Subject: New Quote Submission from MeganLaser

Name

Megan Laser

Business/Organization Name

Abundant Rock

Email

megan.j.laser@gmail.com

Phone Number

(312) 505-8787

Delivery Location

Hillsdale, Michigan 49242
United States
[Map It](#)

Mirror Orientation

Landscape (8'w x 6'h)

Comments or Requests:

We would like two walls with these dimensions.

Executive Summary

Business Overview

We are Abundant Rock Yoga, an upcoming Yoga and Meditation Studio located in Hillsdale, Michigan. Our business will operate both online and through a physical location, offering a range of yoga classes and guided meditation sessions to cater to different customer needs.

Business Origins

Abundant Rock Yoga was founded with a passion for promoting health and wellness through the practice of yoga and meditation. Our small team of dedicated professionals is committed to providing personalized attention and high-quality service to our customers. We believe in creating a serene and welcoming environment where individuals can find inner peace and relaxation.

Competitive Advantage

Our competitive advantage lies in the variety of yoga classes we offer, catering to different customer needs. From beginners to enthusiasts, we have something for everyone. Additionally, our small team ensures that each customer receives personalized attention and high-quality service. Our guided meditation sessions provide a unique and calming experience for individuals of all experience levels.

Financial Summary

With an expected revenue of \$108,000 and a projected future growth rate of 10%, Abundant Rock Yoga is poised for success in the health and wellness industry. Our focus on customer satisfaction, high-quality service, and serene environment sets us apart from the competition and positions us for long-term growth and success.

Situation Analysis

Industry Overview

Welcome to Abundant Rock Yoga, a forthcoming haven for yoga and meditation enthusiasts in Hillsdale, Michigan. As a yoga and meditation studio, we are dedicated to providing a serene and welcoming space for individuals to cultivate mindfulness, inner peace, and physical wellness. Our offerings include a range of yoga classes tailored to various experience levels, as well as guided meditation sessions designed to promote relaxation and spiritual growth.

In the yoga and meditation industry, there is a growing trend towards holistic wellness and self-care practices. More people are recognizing the benefits of incorporating these practices into their daily routines to reduce stress, improve flexibility, and enhance overall well-being. As a result, the demand for yoga and meditation studios is on the rise, with an increasing number of individuals seeking out opportunities to prioritize their mental and physical health.

Key Market Trends

- Rising interest in mindfulness practices among individuals of all ages

- Growing awareness of the health benefits of yoga and meditation
- Incorporation of yoga and meditation into corporate wellness programs
- Increased focus on mental health and stress management in society
- Expansion of online yoga and meditation classes to reach a wider audience

SWOT Analysis

Strengths

1. We offer a variety of yoga classes to cater to different customer needs, providing a diverse range of options for our clients.
2. Our small team ensures personalized attention and high-quality service for our customers, creating a sense of community and individualized care.
3. We provide a serene and welcoming environment for our meditation sessions, promoting relaxation and inner peace for our clients.
4. Our location in Hillsdale, Michigan offers a unique market opportunity with potential for growth and expansion in the local community.
5. Utilizing both online and physical distribution channels allows us to reach a wider audience and cater to different customer preferences.

Weaknesses

1. We are bringing a new service to our community, which may require additional marketing efforts to educate potential customers about the benefits of yoga and meditation.
2. Our revenue stream is reliant on a small customer base, but we can mitigate this by implementing targeted marketing strategies to attract new clients and retain existing ones.

Opportunities

1. Expanding our services to include workshops and retreats can attract new customers and generate additional revenue streams.
2. Partnering with local businesses or schools to offer wellness programs can increase our visibility in the community and attract new clients.
3. Utilizing social media and online advertising can help us reach a wider audience and attract customers beyond our local area.
4. Offering virtual classes or on-demand sessions can cater to customers who prefer to practice yoga or meditation from the comfort of their own homes.

Threats

1. Competition from existing yoga studios or wellness centers in the area may pose a challenge, but we can differentiate ourselves by highlighting our unique services and personalized approach.

2. Economic downturns or unforeseen events could impact consumer spending on wellness services, but we can adapt by offering promotions or discounts to attract customers during difficult times.

Marketing

Business Objectives

Short-term Objectives

- Within the next year, we will increase our customer base by 20% through targeted online marketing campaigns and local community partnerships.
- Within the next two years, we aim to establish Abundant Rock Yoga as the go-to destination for yoga and meditation in Hillsdale, Michigan, by consistently delivering high-quality classes and exceptional customer service.

Medium-term Objectives

- Over the next three to five years, we will expand our offerings to include specialized workshops and retreats to cater to a wider range of customer interests and enhance our revenue streams.
- Within the next five years, we plan to develop a strong online presence by launching a user-friendly website and offering virtual yoga classes to reach a broader audience beyond our physical location.

Long-term Objectives

- In the long term, our goal is to open additional Abundant Rock Yoga studios in neighboring towns and cities, establishing a regional presence and becoming a leading provider of yoga and meditation services in the area.
- Within the next seven years, we aim to achieve a net profit margin of 15% by optimizing our operational efficiency, increasing customer retention rates, and expanding our product offerings.

These objectives are designed to guide our business growth and success over the coming years, ensuring that we continue to meet the evolving needs of our customers and maintain a competitive edge in the yoga and meditation industry.

STP

Segmentation

- Segment 1: Yoga Beginners
 - Customer Needs: Looking for introductory yoga classes to start their wellness journey
 - Demographics: Low- to Medium-income individuals aged 17-75
 - Purchasing Behavior: Willing to invest in beginner-friendly yoga packages
- Segment 2: Health and Wellness Seekers
 - Customer Needs: Seeking affordable ways to improve their physical and mental well-being

- Demographics: Low- to Medium- income individuals aged 17-75
- Purchasing Behavior: Value-oriented, looking for cost-effective wellness solutions
- Segment 3: Yoga Enthusiasts
 - Customer Needs: Advanced yoga classes to deepen their practice and enhance flexibility
 - Demographics: Medium-income individuals aged 20-45
 - Purchasing Behavior: Willing to pay premium prices for specialized yoga sessions
- Segment 4: Busy Professionals
 - Customer Needs: Convenient class timings and online access for on-the-go relaxation
 - Demographics: High-income individuals aged 30-50
 - Purchasing Behavior: Willing to pay extra for flexibility and convenience
- Segment 5: Seniors
 - Customer Needs: Gentle yoga classes for improved mobility and relaxation
 - Demographics: Retired individuals aged 55+
 - Purchasing Behavior: Value quality over price, looking for tailored senior packages

Targeting

We have chosen to target the Yoga Beginners, Health and Wellness Seekers, and Yoga Enthusiasts segments. These segments align with our business goal of providing accessible and tailored yoga and meditation services to individuals at varying income levels and experience.

Positioning

For Yoga Beginners, we position Abundant Rock Yoga as the perfect starting point for their wellness journey, offering affordable and beginner-friendly classes to kickstart their practice. For Health and Wellness Seekers, we emphasize our cost-effective solutions and focus on improving overall well-being. Lastly, for Yoga Enthusiasts, we position ourselves as a premium studio with specialized classes and experienced instructors to enhance their practice and flexibility. Our pricing and packages cater to the income levels of each targeted segment, ensuring accessibility and value for all.

Customer Decision Process

Recognition of Need

At Abundant Rock Yoga, we understand that our customers come to us with different needs. For our Yoga Beginners, the need often arises from a desire to improve their physical health and flexibility. They may have been advised by a health professional or influenced by friends and family to take up yoga. Our Health and Wellness Seekers, often have a need to find a holistic approach to their health and wellness. They may be dealing with stress, anxiety, or

other health issues and are seeking a natural and holistic approach to improve their wellbeing. Our Yoga Enthusiasts, on the other hand, are looking to deepen their practice and knowledge of yoga. They may be seeking advanced classes, workshops, and retreats.

Information Search

Once the need is recognized, our customers embark on an information search. They may look for information online, asking friends or family, or visiting our physical location in Hillsdale, Michigan. We aim to provide comprehensive and easily accessible information through our website and social media platforms. We also have knowledgeable staff at our physical location who can provide information and answer any queries.

Evaluation of Alternatives

During the evaluation stage, customers compare the offerings of different yoga studios. Factors such as location, price, class schedules, and the qualifications of the instructors are considered. At Abundant Rock Yoga, we strive to provide competitive pricing, flexible schedules, and highly qualified instructors to ensure that we are a preferred choice for our customers. We also offer both online and physical classes to cater to the different preferences and needs of our customers.

Purchase Decision

The purchase decision is made once the customer has evaluated all alternatives and decided that Abundant Rock Yoga best meets their needs. This could be a decision to sign up for a class, purchase a membership, or even enroll in a retreat. We aim to make this process as easy and seamless as possible, with options to sign up and make payments both online and at our physical location.

Post-Purchase Behavior

The post-purchase behavior is crucial in determining customer satisfaction and loyalty. At Abundant Rock Yoga, we value our customers' feedback and strive to ensure that they are satisfied with their purchase. We provide follow-up services such as email reminders for upcoming classes, newsletters with yoga tips and information, and a customer service team ready to handle any issues or concerns. We believe that a satisfied customer is a loyal customer, and we aim to build a community of loyal customers who will continue to choose Abundant Rock Yoga for their yoga and meditation needs.

4P

Product Strategy

Product Description

- Our yoga classes are designed to cater to all levels of practitioners. We offer a variety of styles, including Hatha, Vinyasa, and Restorative yoga. Each class is led by experienced instructors who guide participants through a series of postures designed to enhance flexibility, strength, and balance. We also incorporate breathing exercises to promote relaxation and mindfulness.
- Our meditation sessions are a unique offering at Abundant Rock Yoga. These guided sessions aim to help individuals find inner peace and relaxation. Each session is led by a skilled facilitator who guides participants through various meditation techniques.

These sessions are designed to help reduce stress, improve focus, and promote a sense of well-being.

Product Differentiation

- Our yoga classes stand out for their inclusivity and adaptability. We offer classes for beginners, intermediate, and advanced practitioners, ensuring everyone can find a class that suits their needs and abilities. Our instructors are trained to offer modifications and adjustments, making our classes accessible to all.
- Our meditation sessions are differentiated by our focus on individualized guidance. We understand that meditation can be a deeply personal practice, and our facilitators are trained to offer personalized guidance and support. We also offer a variety of meditation styles, allowing individuals to explore different techniques and find what works best for them.

Product Development

- We are committed to continuously improving and expanding our yoga class offerings. We regularly solicit feedback from our customers to understand what they enjoy about our classes and where we can improve. We also stay updated on the latest trends and research in yoga practice to ensure our classes are current and beneficial.
- For our meditation sessions, we are always exploring new techniques and styles. We aim to offer a diverse range of sessions to cater to different preferences and needs. We also plan to introduce special workshops and events focused on meditation and mindfulness.

Product Branding

- Our yoga classes are branded as accessible, inclusive, and beneficial for overall well-being. We want to be known as the go-to place for yoga in Hillsdale, Michigan, offering classes that cater to everyone, regardless of their experience or fitness level.
- Our meditation sessions are branded as a unique and valuable addition to our services. We aim to position these sessions as an essential tool for stress management and mental well-being. Our branding emphasizes the personal guidance and variety of techniques offered in our sessions.

Our product strategy aligns with our positioning data. For Yoga Beginners, our yoga classes and meditation sessions offer an accessible and affordable starting point. For Health and Wellness Seekers, our offerings provide cost-effective solutions for improving overall well-being. For Yoga Enthusiasts, our specialized classes and experienced instructors offer an opportunity to deepen their practice. Our branding and product development efforts are focused on ensuring we deliver on these promises to our customers.

Pricing Strategy

We have chosen a value-based pricing strategy for Abundant Rock Yoga. This strategy is chosen because it aligns with our business model and targeted customer segments. Value-based pricing allows us to set prices based on the perceived value of our services to our customers. This strategy is suitable for our business as it allows us to price our services according to the benefits we provide to our customers, rather than basing it on the costs of providing the services or what the competition is charging.

Our value-based pricing strategy will be implemented by first understanding the value that our yoga classes and meditation sessions bring to our customers. We will conduct market research and customer surveys to understand what our customers value the most about our services and how much they are willing to pay for them. Based on this information, we will set our prices in a way that reflects the value our services provide to our customers, while also ensuring that our business remains profitable.

For Yoga Beginners, we will offer affordable introductory packages to encourage them to start their yoga journey with us. For Health and Wellness Seekers, we will provide cost-effective monthly memberships that offer unlimited access to our yoga classes and meditation sessions. For Yoga Enthusiasts, we will offer premium packages that include specialized classes and personal training sessions with our experienced instructors. This tiered pricing structure allows us to cater to the different income levels and needs of our targeted customer segments, while also reflecting the value and benefits that our services provide to them.

Service Strategy

To ensure maximum customer satisfaction and loyalty, our service strategy involves providing exceptional customer service at every touchpoint. This starts from the moment our customers first interact with us, whether it's on our website, social media, over the phone, or in person at our studio. We will ensure that our customers receive prompt, friendly, and helpful service at all times.

We will also provide personalized service to our customers. We understand that each customer is unique and has different needs and goals when it comes to their yoga and meditation practice. Therefore, our instructors will take the time to get to know each customer and tailor their instruction to meet the customer's individual needs. This personalized approach will not only enhance the customer's experience but also help them achieve their wellness goals more effectively.

Furthermore, we will continuously seek feedback from our customers and use it to improve our services. We believe that our customers are our best source of learning and improvement. We will regularly ask for their feedback and take their suggestions seriously. We will also use their feedback to identify any issues or areas of dissatisfaction and take immediate action to address them. This commitment to continuous improvement will ensure that our services always meet or exceed our customers' expectations.

Lastly, we will cultivate a community atmosphere in our studio. We believe that yoga and meditation are not just physical practices, but also social and community activities. Therefore, we will organize regular events and activities to bring our customers together and foster a sense of community. This will not only enhance the customer's experience but also encourage loyalty and long-term relationships with our customers.

Advertising Strategy

- **Tactic: Social Media Advertising**

Objective:

We aim to create a strong and engaging social media presence to reach our target segments, build a community around our brand, and keep our audience updated on our offerings and events.

Activities:

We will create and manage profiles on platforms such as Instagram, Facebook, and LinkedIn. Our content will include class highlights, instructor profiles, wellness articles, and customer testimonials. We will also use these platforms for advertising, leveraging their targeting options to reach our specific audience segments.

Implementation:

We will start by setting up our profiles, then develop a content plan and schedule. Next, we will begin posting regularly, and engage with our followers through comments and messages. We will start paid advertising after building a significant following. This process should take about three months.

- **Tactic: SEO and Content Marketing**

Objective:

Our goal is to increase our visibility in search engine results, attracting organic traffic to our website and converting visitors into customers.

Activities:

We will create quality content related to yoga and meditation, optimizing it with relevant keywords. We will also ensure our website is SEO-friendly, with a good user experience and fast loading times.

Implementation:

We will start by conducting keyword research to understand what our potential customers are searching for online. Then, we will create a content calendar and start producing and publishing articles regularly. This process should take about six months to start showing significant results.

- **Tactic: Email Marketing**

Objective:

We aim to build a direct line of communication with our customers, keeping them engaged with our brand and encouraging repeat business.

Activities:

We will collect email addresses from our customers and website visitors, and send them regular newsletters with updates, special offers, and useful content.

Implementation:

We will set up an email marketing platform, create a sign-up form for our website, and start building our email list. We will then design and send our first newsletter, and continue to do so on a monthly basis. This process should take about one month.

- **Tactic: Local Advertising**

Objective:

We aim to increase our visibility within Hillsdale, Michigan, attracting local customers to our physical studio.

Activities:

We will use traditional advertising methods such as flyers, local newspapers, and community events. We will also collaborate with local businesses and organizations for mutual promotion.

Implementation:

We will start by designing and printing our promotional materials, then distribute them in high-traffic areas. We will also reach out to local businesses and organizations to discuss potential collaborations. This process should take about two months.

two months.

Operations

Key Activities

- **Curating Yoga Classes:** The first key activity is the development and curating of the yoga classes. We research and plan the classes to cater to different skill levels and specific needs. Our team develops routines that can help in stress relief, improving flexibility, and boosting overall health. Each class is designed to provide a unique and enriching experience to our clients.
- **Guided Meditation Sessions:** At Abundant Rock Yoga, we also offer guided meditation sessions. These sessions are designed to help individuals find inner peace and relaxation. Our team of experienced meditation guides crafts each session to cater to different individual needs, such as stress management, mindfulness, and achieving a balanced lifestyle.
- **Online Platform Management:** As we operate both online and offline, managing our online platform is a crucial activity. This includes updating class schedules, providing online booking facilities, and ensuring the smooth running of online classes. We also engage with our customers online to answer their queries and receive feedback.
- **Studio Management:** This involves maintaining the cleanliness and ambiance of our physical location in Hillsdale, Michigan. We ensure that our studio is a peaceful and welcoming environment that encourages relaxation and mindfulness.
- **Promotion and Marketing:** To reach our target audience, we undertake various promotional and marketing activities. These include social media marketing, email newsletters, and local advertising. We also participate in local events and workshops to promote our services.

Key Performance Indicators (KPIs)

- **Customer Satisfaction:**
 - **Definition:** This KPI measures the satisfaction level of our customers based on their feedback and reviews.
 - **Importance:** Customer satisfaction is crucial as it helps us understand if our services are meeting the expectations of our clients and where improvements are needed.

- **Data Collection:** We collect this data through customer surveys, online reviews, and direct feedback.
- **Online Engagement:**
 - **Definition:** This KPI tracks the engagement on our online platforms, including website visits, social media interactions, and online bookings.
 - **Importance:** As we operate online, this KPI helps us understand our online presence and effectiveness of our digital marketing strategies.
 - **Data Collection:** We use analytics tools to collect this data.
- **Class Attendance:**
 - **Definition:** This KPI measures the number of attendees in each yoga class and meditation session.
 - **Importance:** This helps us understand the popularity of our classes and sessions and plan them accordingly.
 - **Data Collection:** We collect this data through our booking system and attendance records.
- **New Customer Acquisition:**
 - **Definition:** This KPI tracks the number of new customers we acquire over a specific period.
 - **Importance:** This helps us understand the effectiveness of our marketing efforts and growth of our customer base.
 - **Data Collection:** We collect this data through our customer database and booking records.
- **Customer Retention:**
 - **Definition:** This KPI measures the number of customers who continue to use our services over a specific period.
 - **Importance:** Customer retention indicates the value we are providing to our customers and their loyalty towards our services.
 - **Data Collection:** We track this data through our customer database and booking records.

Quality Control

At Abundant Rock Yoga, we understand the importance of maintaining the highest quality in our services. We believe that the quality of our yoga classes and meditation sessions directly impacts the wellbeing of our clients. Therefore, we have developed a comprehensive quality control system to ensure that we deliver nothing but the best.

Our yoga instructors are all certified and have years of experience in teaching yoga. They are required to undergo regular training and development sessions to keep up with the latest trends and techniques in the yoga industry. This ensures that they are equipped with the necessary skills and knowledge to provide high-quality yoga classes.

For our meditation sessions, we have developed a unique program that combines traditional meditation techniques with modern approaches. Our meditation instructors are also certified and have a deep understanding of the human mind and how it responds to meditation. They are trained to guide individuals of all experience levels to find inner peace and relaxation.

We also understand the importance of having a comfortable and serene environment for practicing yoga and meditation. Therefore, we are committed to maintaining a clean and peaceful studio. We have a strict cleaning schedule and use eco-friendly cleaning products to ensure that our studio is always clean and safe for our clients.

Implementation Plan

Our implementation plan focuses on how we will utilize our initial investment to set up our yoga and meditation studio. The following are the key steps in our implementation plan:

- We will start by constructing our physical location in Hillsdale, Michigan. This will involve hiring a contractor, purchasing construction materials, and overseeing the construction process to ensure that the studio is built according to our specifications. This is expected to cost about \$40,000.
- Next, we will purchase the necessary yoga equipment. This includes yoga mats, blocks, straps, blankets, and other essential items. We will source high-quality equipment to ensure the comfort and safety of our clients. This is expected to cost about \$15,000.
- Finally, we will develop our online platform. This will involve hiring a web developer, designing the website, and setting up online booking and payment systems. This will allow our clients to book classes and sessions online and access our services from the comfort of their homes. This is expected to cost about \$500.

By following this implementation plan, we believe that we can successfully launch Abundant Rock Yoga and provide high-quality yoga classes and meditation sessions to our clients.

Technology Strategy

Technology Selection

- **Website and Mobile Application:** A user-friendly, intuitive website and mobile application are essential for our yoga and meditation studio. It will serve as a platform for class bookings, information dissemination, and virtual classes.
- **Booking System:** An online booking system will allow customers to schedule their classes conveniently. It will also help us manage our class schedules and track attendance.
- **CRM Software:** Customer Relationship Management (CRM) software will help us manage our customer base, track their progress, and communicate effectively with them.
- **Cloud Storage:** To securely store our data, we will use cloud storage services. This will allow us to access our data from anywhere and provide a backup in case of data loss.

- **Payment Gateway:** A secure online payment gateway will allow customers to pay for their classes online, providing convenience and security.
- **Social Media Platforms:** We will utilize various social media platforms for marketing, customer engagement, and brand awareness.

Expected Technology Contribution

- **Website and Mobile Application:** These platforms will serve as our primary touchpoints with customers, providing information, facilitating bookings, and offering virtual classes.
- **Booking System:** This system will streamline our operations, reduce administrative workload, and enhance customer experience through easy scheduling and reminders.
- **CRM Software:** This will allow us to maintain a personalized relationship with our customers, leading to increased customer retention and satisfaction.
- **Cloud Storage:** This will ensure the security and accessibility of our data, facilitating smooth business operations.
- **Payment Gateway:** This will provide a seamless and secure payment experience for our customers, encouraging more bookings.
- **Social Media Platforms:** These platforms will help us reach a wider audience, engage with customers, and build our brand image.

Technology Requirements

- **Website and Mobile Application:** We will need a reliable hosting service, a domain name, and a team of web developers to design and maintain the website and app. We will also need smartphones or tablets to manage the mobile app.
- **Booking System:** This requires a subscription to a reliable online booking system. It should be integrated with our website and mobile app.
- **CRM Software:** We will need to purchase a CRM software package suitable for small businesses. It should also be compatible with our existing systems.
- **Cloud Storage:** We will need a subscription to a secure cloud storage service. All our devices should have internet connectivity to access the cloud storage.
- **Payment Gateway:** We will need to integrate a secure payment gateway with our website and mobile app. This requires a merchant account with a bank.
- **Social Media Platforms:** We will need devices with internet connectivity to manage our social media accounts. We may also need to hire a social media manager to handle our online presence.

Technology Implementation

- Identify the technology needs of our business and the resources available.
- Select vendors based on their reputation, reliability, cost, and customer support.
- Contract a web development team to design our website and mobile app.

- Integrate the booking system, CRM software, and payment gateway with our website and mobile app.
- Train our staff on how to use the new technologies.
- Test the systems thoroughly before launching to the public.
- Continually monitor and evaluate the performance of the technologies to ensure they are meeting our business needs.

Technology Management

- **Maintenance:** Regularly update and maintain our website, mobile app, and other systems to ensure they are running smoothly and securely.
- **Upgrades:** Keep our technologies up-to-date with the latest features and security updates.
- **Data Management:** Regularly backup our data to the cloud storage and ensure it is organized and easily accessible.
- **Security:** Implement strong security measures to protect our systems and customer data from cyber threats. This includes using secure payment gateways, encrypting sensitive data, and regularly updating our security software.

Digital Strategy

As Abundant Rock Yoga, we understand the importance of establishing a strong digital presence. Our digital strategy is designed to reach our target audience, engage them effectively, and convert them into loyal customers.

- **Website Development:** Our primary digital asset will be our website. We will create a user-friendly website that showcases our yoga classes and meditation sessions. The website will feature class schedules, instructor profiles, and detailed descriptions of our sessions. It will also have a booking system for customers to reserve their spots online. We'll ensure that our website is fully optimized for search engines (SEO) to increase our visibility on platforms like Google.
- **Content Marketing:** We will use our website as a platform to share valuable content. This may include blog posts about the benefits of yoga and meditation, tips for beginners, and insights into different yoga styles. This content will not only provide value to our visitors but also help improve our SEO ranking. We'll also include customer testimonials to build trust with potential customers.
- **Social Media Presence:** We will establish a strong presence on various social media platforms. We'll use Facebook, Instagram, and YouTube to share engaging content such as yoga tutorials, meditation guides, and behind-the-scenes glimpses of our studio. We'll also use these platforms to interact with our audience, answer their queries, and build a community around our brand.
- **Email Marketing:** We will implement an email marketing strategy to keep our customers informed about upcoming classes, special offers, and events. We'll encourage website visitors to subscribe to our newsletter by offering a free introductory yoga class. This will not only help us build our email list but also attract potential customers to our studio.

- **Online Advertising:** To reach a wider audience, we will invest in online advertising. We'll use Google Ads to appear in search results for relevant keywords and Facebook Ads to target potential customers based on their interests and demographics. We'll also consider partnering with local businesses for cross-promotion.
- **Online Classes:** Considering the increasing demand for online fitness classes, we will offer live-streamed yoga and meditation sessions. We'll use platforms like Zoom for live classes and upload recorded sessions on our website for on-demand access. This will allow us to reach customers who may not be able to visit our physical location in Hillsdale, Michigan.
- **Analytics and Optimization:** We will regularly track and analyze our digital marketing efforts using tools like Google Analytics. This will help us understand what works and what doesn't, allowing us to optimize our strategy for better results. We'll also conduct A/B testing to improve our website's conversion rate.
- **Customer Reviews and Ratings:** We will encourage our customers to leave reviews and ratings on our website and Google My Business profile. Positive reviews can significantly improve our online reputation and attract more customers. We'll also respond to all reviews, showing our commitment to customer satisfaction.
- **Online Community Building:** We plan to build an online community where our members can interact, share their experiences, and support each other on their wellness journeys. We'll facilitate this through social media groups and forums on our website.

Through this multi-faceted digital strategy, we aim to establish Abundant Rock Yoga as a leading yoga and meditation studio in the digital space. We're confident that our digital presence will complement our physical location, allowing us to reach more customers and achieve success.

Management

Management Structure

Organizational Hierarchy

Abundant Rock Yoga, being an upcoming business, has a streamlined organizational hierarchy to ensure efficient operations. The structure comprises of two main positions: the Business Owner/Lead Yoga Instructor and the Assistant Yoga Instructor/Studio Manager. The Business Owner/Lead Yoga Instructor is at the top of the hierarchy, responsible for making strategic decisions, managing the yoga instruction, and overall business direction. The Assistant Yoga Instructor/Studio Manager reports directly to the Business Owner and is responsible for the day-to-day operations of the studio, including managing the online platform.

Decision-Making Process

The decision-making process at Abundant Rock Yoga is collaborative yet decisive. The Business Owner/Lead Yoga Instructor makes the majority of strategic decisions, such as the selection of yoga and meditation programs, marketing strategies, and business expansion plans. However, the Assistant Yoga Instructor/Studio Manager plays a crucial role in

providing feedback, sharing insights from daily operations, and executing the decisions. This process ensures that all decisions are well-informed and consider the practical aspects of the studio's operations.

Employee Roster

- **Position: Business Owner/Lead Yoga Instructor**

The Business Owner/Lead Yoga Instructor is responsible for leading yoga classes, creating yoga programs, and making strategic decisions for the business. They are also in charge of marketing, customer relationship management, and ensuring the studio's adherence to safety and health regulations. This position requires a deep understanding of yoga, excellent communication skills, and a strong business acumen. The candidate must have a Yoga Teacher Certification, experience in teaching yoga, and basic knowledge of business management.

- **Position: Assistant Yoga Instructor/Studio Manager**

The Assistant Yoga Instructor/Studio Manager is responsible for assisting in yoga classes, managing the studio's day-to-day operations, and maintaining the online platform. They handle administrative tasks such as scheduling classes, managing bookings, customer service, and maintaining the studio's cleanliness and ambiance. They also assist in marketing efforts and social media management. The candidate for this position must have a basic Yoga Instructor Certification, experience in studio management or similar roles, and strong organizational and customer service skills. Knowledge in digital marketing and basic IT skills for managing the online platform is also required.

Both positions demand a passion for yoga and meditation, a commitment to promoting health and wellness, and a dedication to providing a positive and serene environment for clients. They must also be able to adapt to the dynamic needs of the business and the customers, and maintain the highest standards of professionalism and service.

Overall, the management structure and employee roster of Abundant Rock Yoga are designed to ensure the smooth operation of the studio, the delivery of high-quality yoga and meditation services, and the achievement of business goals.

Recruitment

Abundant Rock Yoga will adopt a strategic and proactive approach to recruitment. We will prioritize sourcing candidates who not only possess the necessary technical skills and qualifications but also align with our company's mission, values, and culture. Our recruitment process will be transparent, non-discriminatory, and focused on attracting diverse talent.

We will advertise job openings on our online platforms, local job boards, and yoga industry publications. Additionally, we will leverage social media and networking events to reach a wider audience. To ensure we attract the right talent, our job descriptions will clearly outline the roles, responsibilities, necessary qualifications, and the company's expectations.

Candidates will be screened based on their applications and resumes, followed by an initial phone interview. Shortlisted candidates will then undergo a face-to-face interview and a practical assessment, where they will demonstrate their yoga teaching skills and interact with potential colleagues. This process will help us assess their technical skills, interpersonal skills, and cultural fit.

Successful candidates will be offered a competitive compensation package, opportunities for professional development, and a supportive work environment. We will also provide a comprehensive orientation to help new hires understand our business operations, culture, and expectations.

Training and Development

At Abundant Rock Yoga, we believe that continuous learning and development are crucial for maintaining high-quality services and staying ahead in the yoga industry. We will provide regular training and development opportunities for our employees, aligned with their roles and career aspirations.

The Business Owner/Lead Yoga Instructor will have opportunities to attend advanced yoga workshops, leadership training, and business management seminars. This will help them stay updated with the latest yoga techniques, teaching methods, and business strategies, and apply them to improve our services and business performance.

The Assistant Yoga Instructor/Studio Manager will receive training on customer service, studio management, marketing, and digital platform management. We will also provide them with opportunities to attend basic and intermediate yoga workshops to enhance their teaching skills. They will be encouraged to pursue further yoga certifications and take on more teaching responsibilities as they progress in their career.

Additionally, we will conduct regular performance reviews to identify areas of improvement and tailor individual development plans. We will also encourage peer learning and knowledge sharing, and create a culture that values continuous improvement and personal growth.

CSR Policy

Abundant Rock Yoga is committed to conducting business in a socially responsible and ethical manner. We believe that our success is intertwined with the well-being of our community, and we aim to make a positive impact through our business practices. We will engage in local community initiatives, promote health and wellness, and strive to make yoga and meditation accessible to all, regardless of their socio-economic status.

We are also committed to minimizing our environmental footprint. We will adopt sustainable practices in our studio operations, such as using eco-friendly yoga mats and cleaning products, reducing energy consumption, and promoting recycling. We will also leverage our online platform to raise awareness about environmental sustainability and encourage our clients to adopt eco-friendly practices in their daily lives.

Growth Strategy

Market Development

As the founders of Abundant Rock Yoga, we understand the importance of our business's visibility both online and physically. To grow our business, we intend to invest in a comprehensive market development strategy that will take advantage of both our online and physical presence. Our primary goal is to establish Abundant Rock Yoga as a leading Yoga and Meditation Studio in Hillsdale, Michigan, and subsequently expand to other locations.

Our strategy involves a robust online presence, where we will provide virtual classes, workshops, and resources for those unable to attend in person. We will utilize social media platforms, our business website, and other relevant online channels to reach a broader audience. We will also offer special promotions and discounts to attract new customers and retain our existing ones.

For our physical location, we will focus on creating a serene and inviting environment that promotes peace and tranquility. As we expand, we will look for locations that align with our brand's values and ethos. We will also participate in local events and collaborate with other businesses in the area to increase our visibility.

Product Development

As a Yoga and Meditation Studio, we are committed to providing a diverse range of services that cater to different needs and preferences. We will continually refine our offerings based on customer feedback and industry trends. Our services will range from beginner yoga classes to advanced meditation sessions, ensuring we cater to all skill levels.

We will also develop a range of online resources, including instructional videos, guided meditation audio, and informative blog posts. Our aim is to create a comprehensive online platform that provides value to our customers beyond our physical classes. We believe this will not only attract new customers but also add value to our existing ones.

Additionally, we will introduce a line of branded products, such as yoga mats, clothing, and accessories. These products will be available for purchase at our physical location and through our online platform. Offering high-quality, branded products will not only provide an additional revenue stream but also enhance our brand's visibility and recognition.

Partnerships

Collaborating with like-minded businesses and organizations is a crucial part of our growth strategy. We aim to build partnerships with wellness centers, health clubs, and other relevant businesses to offer joint promotions and events. This will allow us to reach a wider audience and strengthen our position in the market.

We also plan to work with local schools and community organizations to promote the benefits of yoga and meditation. By offering workshops and classes tailored to these groups, we can foster a sense of community and increase our visibility in the local area.

Finally, we will seek partnerships with online influencers and bloggers in the wellness space. Collaborating with these individuals will allow us to reach their followers and increase our online presence. We believe that these partnerships, combined with our market development and product development strategies, will position Abundant Rock Yoga for successful growth and expansion.

Finance

Initial Investment (\$ usd)

Investment Item	Cost
yoga equipment	15,000
construction	40,000
online platform development	500
	0
	0
	0
	0
	0
	0
	0
Total	55,500

First Year Income Statement (\$ usd)

First Year Income Statement Jan - Jun (\$ usd)

	Jan	Feb	Mar	Apr	May	Jun
Revenue	5,400	5,880	6,402	6,971	7,590	8,264
Cost of Goods Sold	2,160	2,352	2,561	2,788	3,036	3,306
Gross Margin	3,240	3,528	3,841	4,183	4,554	4,958
Operating Expenses						
Wages and Benefits	324	353	384	418	455	496
Marketing	270	294	320	349	380	413
Rent	0	0	0	0	0	0
General Administrative	54	59	64	70	76	83
Depreciation	108	118	128	139	152	165
Utilities	0	0	0	0	0	0
Other Expenses	54	59	64	70	76	83
Total Expenses	810	883	960	1,046	1,139	1,240

	Jan	Feb	Mar	Apr	May	Jun
Earnings Before Interest and Taxes	2,430	2,645	2,881	3,137	3,415	3,718
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	2,430	2,645	2,881	3,137	3,415	3,718
Income Taxes	486	529	576	627	683	744
Net Income	1,944	2,116	2,305	2,510	2,732	2,974

First Year Income Statement Jul - Dec (\$ usd)

	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	8,998	9,797	10,667	11,615	12,647	13,770
Cost of Goods Sold	3,599	3,919	4,267	4,646	5,059	5,508
Gross Margin	5,399	5,878	6,400	6,969	7,588	8,262
Operating Expenses						
Wages and Benefits	540	588	640	697	759	826
Marketing	450	490	533	581	632	689
Rent	0	0	0	0	0	0
General Administrative	90	98	107	116	126	138
Depreciation	180	196	213	232	253	275
Utilities	0	0	0	0	0	0
Other Expenses	90	98	107	116	126	138
Total Expenses	1,350	1,470	1,600	1,742	1,896	2,066
Earnings Before Interest and Taxes	4,049	4,408	4,800	5,227	5,692	6,196
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	4,049	4,408	4,800	5,227	5,692	6,196
Income Taxes	810	882	960	1,045	1,138	1,239
Net Income	3,239	3,526	3,840	4,182	4,554	4,957

Income Statement Year 1 - 5 (\$ usd)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	108,000	118,800	130,680	143,748	158,123
Cost of Goods Sold	43,200	47,520	52,272	57,499	63,249
Gross Margin	64,800	71,280	78,408	86,249	94,874
Operating Expenses					
Wages and Benefits	6,480	7,128	7,841	8,625	9,487
Marketing	5,400	5,940	6,534	7,187	7,906
Rent	0	0	0	0	0
General Administrative	1,080	1,188	1,307	1,437	1,581
Depreciation	2,160	2,376	2,614	2,875	3,162
Utilities	0	0	0	0	0
Other Expenses	1,080	1,188	1,307	1,437	1,581
Total Expenses	16,200	17,820	19,603	21,561	23,717
Earnings Before Interest and Taxes	48,600	53,460	58,805	64,688	71,157
Interest Expense	0	0	0	0	0
Earnings Before Taxes	48,600	53,460	58,805	64,688	71,157
Income Taxes	9,720	10,692	11,761	12,938	14,231
Net Income	38,880	42,768	47,044	51,750	56,926

Risk and Mitigation

- **Risk 1: Limited Clientele**

As an unlaunched business, one of the biggest risks we face is the potential of having a limited clientele. Being based in Hillsdale, Michigan, we might not have a large pool of potential customers interested in yoga and meditation. This could limit our revenue and growth potential.

Mitigation:

We plan to counter this risk by offering both online and in-person services. This way, we can reach a larger audience beyond our physical location. We will also invest in

effective marketing strategies, targeting social media platforms and local community events to increase awareness about our services.

- **Risk 2: Staffing Constraints**

With only two employees, we may face challenges in meeting customer demand, especially during peak hours or if one employee is unavailable. This could lead to reduced customer satisfaction and potential loss of business.

Mitigation:

We will ensure that our employees are cross-trained to handle all aspects of the business. We will also consider hiring part-time staff or contractors during peak times or as our customer base grows. Additionally, we will leverage technology to automate certain processes where possible, such as online booking and payment systems.

- **Risk 3: Market Competition**

The yoga and meditation industry is highly competitive. There may be other established studios in Hillsdale, Michigan that already have a loyal customer base. This could make it difficult for us to attract customers.

Mitigation:

To differentiate Abundant Rock Yoga from competitors, we will focus on providing unique, high-quality services. This includes offering a variety of yoga classes and meditation sessions suitable for all experience levels. We will also foster a welcoming and inclusive environment, and prioritize customer feedback to continually improve our services.

- **Risk 4: Financial Instability**

As an upcoming business, we may face financial instability, especially in the early stages when we are trying to attract customers and cover our initial investment. This could affect our ability to sustain operations.

Mitigation:

We will implement strict financial management practices from the start. This includes setting realistic budgets, closely monitoring expenses, and establishing an emergency fund. We will also seek out additional sources of revenue, such as selling yoga-related merchandise or hosting special events.

- **Risk 5: Health and Safety Concerns**

In the current global health climate, potential customers may be hesitant to attend in-person classes due to health and safety concerns. This could significantly impact our business model.

Mitigation:

We will prioritize the health and safety of our customers and staff. This includes implementing strict sanitization procedures, enforcing social distancing measures, and offering online classes for those who prefer to practice from home. We will also stay updated on local health guidelines and adjust our operations as necessary.

Grind and Seal Proposal

5/23//2024

Megan Laser
62 Waldron St
Hillsdale, MI 49242

Scope of Work

Locke Epoxy will provide labor, equipment, and materials necessary for preparation and installation of a grind and seal on up to 1300 total square feet. Starting and ending with our 3 component high wear urethane. The installed flooring system proposed will follow the existing elevation of the floor. No leveling will be included at this price point. Locke Epoxy will install key ways where/if necessary. Resinous grind and seal systems provide elegance, durability and curb appeal to your space while protecting your concrete for years to come.

- Said proposal is based on receiving complete and exclusive access to the entire floor area scheduled to receive this resinous grind and seal system. This proposal assumes that the rooms and areas are free and clear of debris, construction equipment and other products or materials; as well as other tradesmen until the completion of the process.
- Preparation of the work area WILL produce dust. Our vacuum equipment will keep dust contained to a minimum, however, our proposed bid does NOT include the usage of air scrubber(s) or protection of ceilings/walls from settling dust. We are able to provide these services at an additional cost.
- Locke Epoxy intends to complete work in a single mobilization/ consecutive work days until the project is complete. Additional fees/ added cost will be enforced if

work needs to be stopped, or resumed at a later date for whatever the reason may be.

- The proposal assumes adequate site access, lighting, power, dumpster for trash, and approved disposal areas for fluids and other waste should be provided by the owner or general of the project.

Base Bid + Notes

\$7,800.00 - Grind and Seal

- **Remove all existing glue**
- **Floor to be profiled with planetary grinder, and hand grinder/ multitools where not accessible, post removal.**
- **Spalls, cracks and joints will be filled on a time and material basis.**
- **This price reflects glue removal and up to 2 (two) passes with the diamond grinder to hone the floor back to a 100 profile prior to sealing the floor.**

Payment Terms:

Prior to embarking on the job site, a non-refundable ½ down deposit is required. The last ½ of the bill is due upon job completion. All work performed unless otherwise stated, will be due, and payable within or before 30 days. Any work not paid for in this time frame will be referred to collections, and all legal expenses will be paid by the customer. A delinquency charge of 10% per month may be added to any amount 60 days in arrears from the date of this contract, and thereafter until paid in full.

Proposal Notes

- The required ½ down deposit prior to starting the job locks the project into Locke Epoxy's Schedule at the proposed price with no price fluctuations.
- This proposal includes work completed during regular business hours.
- Proposal excludes moving any sort of furniture, fixtures or leftover job equipment from homeowners, or other contractors.
- Locke Epoxy is not responsible for providing any sort of lighting, heating, protective coverings, furnishing or installing anything otherwise outlined in the above schedule.
- Each additional mobilization will be billed at a minimum of \$2500.00 minimum cost.
- Locke Epoxy must review and accept existing conditions prior to contract agreement.

Owner Acceptance

ACCEPTANCE OF PROPOSAL: By signing below, the signer acknowledges that this is a notice to proceed and shall be deemed as an acceptance of all terms and conditions (exclusions, prices, etc.) specified in ALL pages of the proposal. Payment is to be made as outlined above.

Proposal Accepted By

Date

Locke Epoxy Approved By

Date

General Exclusions

- Access to adequate water, lighting, electricity, sanitary drain, and dumpster by others (unless otherwise noted) is required. Proper access to a loading dock with levelers to accommodate loading/ unloading the box truck is required (Please state otherwise if not available).
- Locke Epoxy is not responsible for any unknown or unforeseen conditions including, but not limited to: randomized bubbling, pests in coatings, leaks or spills, foot traffic on coating prior to accepting foot traffic, excess moisture etc.
- Client will pick colors. Once colors are picked, there is no changing. If the desired look of the color picked, or design is not up to par with customers' likings, it is their responsibility to buy materials, pigments and liquids while paying Locke Epoxy a minimum \$1.50/ SF in labor to reinstall.
- Products are temperature restrictive to 50 degrees fahrenheit and above. Air, slab and material temperature must be maintained at a minimum of 2 days prior to coating installation and no less than one week after to insure prime curing conditions. Supplying of heat is NOT included in this scope of work unless agreed upon (in writing) prior to the start of the project.
- Prices provided on this proposal are valid for 30 days from the above date.
- Locke Epoxy reserves the right to submit progress billing for projects lasting more than 10 days.

- Moisture Vapor Barrier Epoxy is utilized to minimize any possible moisture issues with epoxy systems, enhancing the ability for the coating to withstand up to 6x the moisture content than a regular 100% solids epoxy will provide. It is not the responsibility of Locke Epoxy to core drill, or test for moisture prior to coating the floor. If a floor falls victim to excessive moisture, or hydrostatic pressure, this is the assumed responsibility of the client, not Locke Epoxy.
- Full Broadcast Epoxy Floors are warranted with an adhesion warranty. We guarantee our topcoat will not come unbound from the broadcasted flake. Topcoat delamination falls under the manufacturers warranty in which said supplier will pay for removal, and reinstallation fees to correct any faulty product.
- Coatings are only as good as the substrate it is bonded to; concrete failure is not the responsibility of Locke Epoxy. Only what lies atop the concrete is the assumed responsibility of Locke Epoxy.
- When grinding and or polishing is performed, there may be aggregate exposed that you or our company is not aware of due to the strength and age of the existing concrete.
- When applying dyes or stains, the color and overall look may vary based on the pour/ finish of the concrete.
- When applying hardeners/ densifiers, dyes/stains, and sealers, all uneven finishes are based on the original pour and finish conditions of the concrete.
- Stains, existing or created during the construction process, will show through transparent systems and sealers.
- Repairs of cracks, joints, bolt holes, spalls, popouts, or any other substrate defects are not included in the floor unless otherwise agreed upon, and have potential to ghost through the floors coatings. Such work will be done on a time and material basis.
- Time and Material Basis is \$175/ Hr with up to two men, and access to all diamond grinders, hepa vacuums, diamond wheels, cut off wheels, dust collection contraptions, multi functional tools etc. Not included in this rate is any liquid including but not limited to epoxy, polyaspartic, urethane, tint, MMA, densifier or degreaser, microbials and or excess diamond usage.
- Extras will be billed accordingly and are the assumed responsibility of the customer, general or contractor who hired Locke Epoxy.
- Drains need to be set at appropriate elevation and sealed by others.
- Unless otherwise agreed to, Locke Epoxy is not responsible for any transition strips or cove base.
- Epoxy does yellow over time with exposure to UV rays and natural light; lighter colors will show the yellowing process more than darker colors. While our topcoats are UV resistant, it is the customers responsibility to understand the properties of epoxy and the risk at hand with epoxy systems.

- Tape should NOT be applied to finishes/ finished surfaces. It is not the responsibility of Locke Epoxy for any damage created by tape.
- Preparation of filling of slab joints, existing or new, are not included unless noted in base quote.
- On existing repairs/ restorations projects, removal of existing fixtures/contents/items are to be removed by others.
- Protections of finished work are not included unless specified.
- Three (3) to four (4) weeks' notice is required prior to any mobilization unless agreed upon in writing.
- ½ up front payment is required prior to first mobilization to the job site.
- All hazardous material, or materials that cannot be disposed of onsite will require removal by others, and is not included in this scope of work, unless agreed upon in writing.
- Generator is not supplied or included otherwise in this proposal.
- Close out documents, including warranties, will not be issued until final payment, minus retainage has been received.
- Adequate substrate cure time is required prior to start.
- A 30 day minimum cure time will be required for installation on new concrete.
- If additional grinding is necessary due to improper trowelling or improper application of cure and seal(s), additional costs may apply.

POWER REQUIREMENT NOTE: If necessary, OWNER/GC to provide panel hookup. Provided will be the whips needed for hookup. Owner is liable for breaker specificity and labor to hook up. Power source must be no more than 150' away from the work area. If power requirements cannot be met, it is the assumed responsibility of the GC or owner to provide a generator and obtain permits if necessary.

The following could result in additional cost if necessary, and will be applied pending a final site visit to determine the existing conditions unless otherwise noted in the proposal:

- Substrate repairs will be additional cost added to the base bid unless specifically agreed to in writing or prior to the start of the job. Locke Epoxy will advise appropriate personnel when/ if such areas are discovered for approval.

-
- Drywallers/Painters leaving the floor unclean with mud and debris attached to the floor in excessive matters.

EXCLUDES: All substrate and finished surface testing, unless otherwise specified and agreed upon in writing, to be done by others.

Excludes: Certified P&P Bonding, GC Provided Insurance, Payroll Program, or any other additional cost not listed in our proposal.

Locke Epoxy appreciates this opportunity to work together. We look forward to hearing from you and providing "Quality you can stand on!"

Please contact Kyle directly @ 517-677-5509 or LockEpoxyUSA@gmail.com with any questions you may have.

TIFA \$10,000 Façade Improvement Grant Application



Applicant Information:

Name	Megan Laser
Mailing Address	62 Waldron St Hillsdale, MI 49242
Phone Number	(312) 505 - 8787
E-Mail Address	megan.j.laser@gmail.com
Business Name	Abundant Rock Yoga
Project Address	62 Waldron St Hillsdale, MI 49242
Property Owner Name	Megan Laser

Description of Proposed Improvements: (including design and/or architectural elements to be used)

Signage - "ABUNDANT ROCK" metal letters

Signage - "YOGA" neon

(Attach additional pages as necessary).

Estimated Total Cost of Proposed Improvements: \$1,132

Agreement and Signature

Megan Laser

By submitting this application, I (we):

- Affirm that the information provided herein is true and accurate to the best of my (our) knowledge and
- Acknowledge that I (we) have read and understood the terms and conditions of the City of Hillsdale TIFA Façade Improvement Program.
- Understand that if my (our) application is approved that I (we) will be required to sign a Façade Improvement Grant Agreement prior to commencement of work on proposed project.
- Understand that all project work must be pre-approved by TIFA before funding.
- Allow any photos, renderings, or descriptions of the work to be performed on said project to be used by the City of Hillsdale TIFA for promotional purposes.
- Understand that this application and all supporting documentation are subject to the Freedom of Information Act (FOIA).

Name (printed)	Megan Laser
Signature	<u>Megan Laser</u>
Date	6/4/24
Name (printed)	
Signature	
Date	

Please attach the following items:

- 1) Brief narrative explaining the scope of the project.
- 2) Color photos or renderings of the existing façade.
- 3) Color photos or renderings showing the location of the proposed façade improvements.
- 4) Samples of proposed paint colors.
- 5) Detailed cost estimate(s) from licensed contractor(s).
- 6) Proposed project timeline.
- 7) Letter of permission from property owner stating their approval of the application for assistance and proposed improvements (if applicable).

The first picture is what the building looks like before any signage. We would like to add a sign above the black awning that says "ABUNDANT ROCK" in metal letters (see below). We will also be adding a neon sign that says "YOGA" (see below) in the front window. Once we are approved for this grant, we will make the order and it is expected we will receive the signs in 2-3 weeks upon which we will install immediately.



PRODUCT TOTAL



Custom Neon: \$344.76
YOGA

Text: YOGA

Font: Portico

Color: RGB

Size: 75cm X 18cm / 29in X 7in

Backboard: Cut To Letter (+\$25 USD)

Backboard Color: Clear - Transparent

Mounting: Chain Hanging Kit (+\$19 USD)

ADD AN ICON (+5%): No Add On

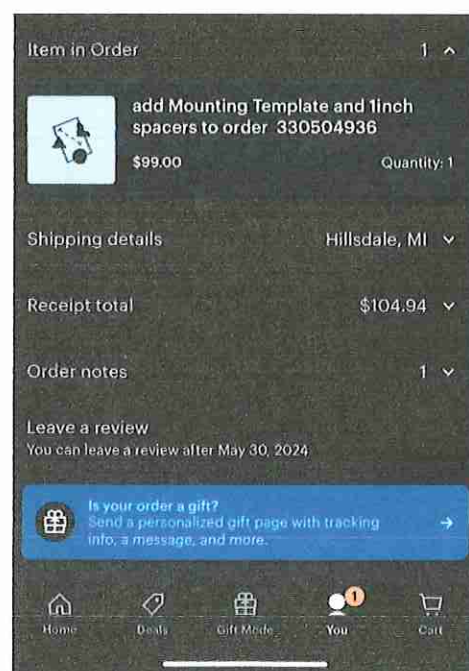
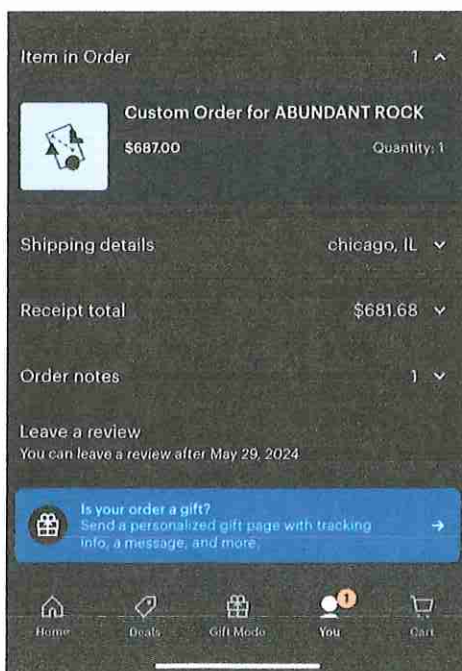
FREE REMOTE DIMMER (Worth \$15 USD): Remote Dimmer Selected

PLACEMENT: Indoor

RUSH PRODUCTION (+5%): false



crazyneon.com



TIFA \$10,000 Façade Improvement Grant Application



Applicant Information:

Name	Kipp Williams
Mailing Address	3321 Gregory Street, San Diego, CA 92104
Phone Number	619-518-1802
E-Mail Address	Kwilliams@bkf.law.com
Business Name	-
Project Address	63 N. Howell Street, Hillsdale, Michigan 49242
Property Owner Name	Kipp Williams

Description of Proposed Improvements: (including design and/or architectural elements to be used)

Replace two large windows (on each side of door), replace door, reframe windows with bronze trim.

(Attach additional pages as necessary).

Estimated Total Cost of Proposed Improvements: \$ 12,000 (per b+b glass proposal)

Agreement and Signature

By submitting this application, I (we):

- Affirm that the information provided herein is true and accurate to the best of my (our) knowledge and
- Acknowledge that I (we) have read and understood the terms and conditions of the City of Hillsdale TIFA Façade Improvement Program.
- Understand that if my (our) application is approved that I (we) will be required to sign a Façade Improvement Grant Agreement prior to commencement of work on proposed project.
- Understand that all project work must be pre-approved by TIFA before funding.
- Allow any photos, renderings, or descriptions of the work to be performed on said project to be used by the City of Hillsdale TIFA for promotional purposes.
- Understand that this application and all supporting documentation are subject to the Freedom of Information Act (FOIA).

Name (printed)	Kipp Williams
Signature	
Date	6-25-2024
Name (printed)	
Signature	
Date	

Please attach the following items:

- 1) Brief narrative explaining the scope of the project.
- 2) Color photos or renderings of the existing façade.
- 3) Color photos or renderings showing the location of the proposed façade improvements.
- 4) Samples of proposed paint colors.
- 5) Detailed cost estimate(s) from licensed contractor(s).
- 6) Proposed project timeline.
- 7) Letter of permission from property owner stating their approval of the application for assistance and proposed improvements (if applicable).



1. Scope of Project: Replace all glass windows and door on N. Howell Street.
2. Existing Façade: Picture attached.
3. Proposed Rendering: The new windows and doors will replace the existing windows and doors. Bronze trim. On the G&G proposal is a sketch of how the new windows will be laid out. There will be two large windows on either side of the door. The transom window will remain above the door and then smaller windows above the large windows. The overall size will not change at all.
4. Paint colors: Bronze trim will be used.
5. G&G fully signed proposal is attached.
6. G&G has told me they will be able to do the work in mid-August. One day to complete.
7. I am the property owner.

**SEVENTH AMENDMENT TO CITY OF HILLSDALE
TAX INCREMENT FINANCE AND
DEVELOPMENT PLAN**

INTRODUCTION:

This document amends the tax increment financing and development plan which was prepared pursuant to the provisions of Public Act 450 of 1980, as amended. That plan was prepared on May 5, 1986 and was subsequently amended on November 29, 1989, December 23, 1991, March 13, 1997, December 17, 2001, October 20, 2008 and December 21, 2015 for the purpose of establishing a Tax Increment Finance Authority whose Board may perform any of its powers generally under Section 7 of said Act, and capture tax dollars for the purpose of financing improvements in the central business district. The original plan and amendments shall remain in effect with the following changes:

1. Boundaries of the Development Area [Sec. 16 (2)(a) and (b)]:
No change.
2. Location of Streets and Public Facilities [Sec. 16 (2)(c)]:
No change.
3. Description of Improvements [Sec. 16 (2)(d)]:

The following is a list of public improvements which have been completed in the development area and the dates by which such improvements were completed:

Improvement	Completion Date
Develop parking lot in Block 285	12/31/86
Place overhead utilities underground in main alley Block 285	12/31/87
Repair and replace sidewalk, curbs and gutter Block 285	12/31/89
Install period street lighting, street furniture, trash receptacles Block 285	12/31/88
Plant additional street trees Block 285	12/31/89
Repair and replacement of storm sewers in Block 282	12/31/90
Place overhead utilities underground in Block 282	12/31/90
Develop parking lot in Block 282	12/31/91

Repair and replace sidewalk, curbs, and gutters Block 282	12/31/91
Install period street lighting in Block 282	12/31/91
Improvement to alley adjacent to parking lot in Block 282	12/31/92
Plant additional street trees Block 282	12/31/92
Install street furniture, trash receptacles in Block 282	12/31/92
Improvements to street in Block 428, 285, 429 and 301	12/31/93
Repair and replace sidewalk, curb, and gutter Block 428, 285,429 and 301	12/31/93
Install period street lighting in Block 428, 285, 429 and 301	12/31/93
Improvement to storm drainage in Block 428, 285, 429 and 301	12/31/93
Improvement to storm drainage in alley adjacent to parking lot in Block 428	12/31/94
Redevelopment of parking lot in Block 428	12/31/94
Install curb and gutter in alley Block 428	12/31/94
Install street furniture, trash receptacles in Block 428	12/31/94
Relocation of utilities as needed within Block 428	12/31/94
Planting of additional street trees and shrubs in a newly developed greenbelt area in alley R.O.W. and parking lot Block 428	12/31/94
Redevelopment of parking lot in Block 302	12/31/95
Repair and replacement of sidewalk, curb and gutter in Block 302	12/31/95
Placement of overhead utilities underground in Block 429, 301 and 302	12/31/95

Planting of additional street trees and shrubs in parking lot and development of greenbelt area in alley R. O. W. Block 302	12/31/95
Install period street lighting Block 302	12/31/95
Repair or replacement storm sewers in Block 302	12/31/95
Parking lot, plants, curbs, gutters, sidewalks in Block 278	08/31/96
Acquisition of land for parking lot in Block 160	03/31/97
Installation of greenbelt area in Block 160	09/30/97
Install Period street lighting in Block 160	09/30/97
Maintenance of parking lot in Block 281	12/31/06
Demolition of buildings, site work, environmental work, curbs and gutters, relocation of intersection in Block 156	12/31/07
Purchase and demolition of 25 N Broad St.	05/23/19
Purchase of Keefer Hotel and sale to CL Real Estate for development	10/25/15
Purchase and renovation of the Dawn Theater	02/01/22
New Wayfinding signage	2022-2023

Plans for the development area under this amendment shall include maintenance of the projects planned in this amendment as well as the projects listed above.

Improvement	Projected Completion Date
Acquisition/sale/lease of real estate, especially as it pertains to eliminating blight, and occupying vacant and abandoned buildings in the TIFA district.	December 31, 2035

Replacement of curbs, gutters and sidewalks in Blocks as needed.	December 31, 2035
Redesign and Reconstruction of the Ferris Street parking lot including improved access from Ferris St. lot to Broad St.	December 31, 2035
Redesign and Reconstruction of the S. Manning Street/Wilson Hall parking lot	December 31, 2035
Projects to develop a comprehensive plan for the overall design, beautification and infrastructure in the TIFA district.	December 31, 2035
Projects to support efforts for beautification, pedestrian and bicycle accessibility and efficient functioning of the TIFA district	December 31, 2035
Support projects to enable private investment in rehabilitation and redevelopment	December 31, 2035
Support projects that encourage and enable neighborhood revitalization and historic preservation	December 31, 2035
Support incentive programs that encourage business attraction and retention, economic development, and activity	December 31, 2035
Encourage projects that market downtown Hillsdale as a destination for locals and visitors.	December 31, 2035
Storm water control and mitigation design and improvement	December 31, 2035

4. Location and Cost of Improvements [(Sec. 16 (2)(e)]:

The proposed improvements will be made in various Blocks throughout the TIFA District and include acquisition/sale/lease of real estate, demolition of buildings, site repair, installation of curbs, gutters, drainage, sidewalks, greenbelts, lighting, landscaping and environmental

work, as well as installation, repair or replacement of alleys, repair or replacement and maintenance of parking lots. The estimated cost for such improvements is \$700,000 and these improvements will be completed on or before December 31, 2035.

5. Construction Planned [Sec. 16 (2)(f)]:

See Item 3 above.

6. Planned Open Space [Sec. 16(2)(g)]:

Not applicable

7. Land to be Sold [Sec. 16 (2)(h)]:

Not applicable

8. Zoning change and changes in streets and utilities [Sec. 16(2)(i)]:

No zoning changes are planned for the development area. A Traffic Calming planned in conjunction with MDOT (Michigan Department of Transportation) will include the vacation of Cook Street. The right to make any changes is hereby retained.

9. Cost of the Development [Sec. 16(2)(j)]:

The improvements planned for the development are anticipated to cost approximately \$700,000 plus an unknown amount for maintenance of previous projects. All of the anticipated cost will be raised through tax increment financing or other methods allowed by the Act.

10. Person to Whom Development will be Sold [Sec. 16(2)(k)]:

It is possible portions of this project may be sold/leased/conveyed to the City or County of Hillsdale as well as private individuals (natural or corporate).

11. Bidding Procedures for Sale or Lease upon Completion [Sec. 16(2)(l)]:

Bidding procedure will be a RFP (Request for Proposal) process as required by the rules and procedures of the Hillsdale TIFA.

12. Persons to be displaced [Sec. 16 (2)(m)]:

None

13. Relocation Plan [Sec. 16 (2)(n)]:

Not applicable

14. Relocation cost [Sec. 16 (2)(o)]:

Not applicable

15. Compliance Plan [Sec. 16 (2)(p)]:

Not applicable

16. Benefits of the Plan [Sec. 13 (1) (a)]:

The investment of public monies and activity of TIFA is reasonably expected to stimulate economic activity leading to revitalization of the TIFA District including the historic

downtown and National Historic District. Encouraging new businesses and business investment is essential to bring about renewed interest in the downtown as the visible key to economic development within the city as a whole.

17. Captured Assessed Value [Sec. 13(1) (b)]:

For the ten years which the development plan is expected to remain in effect, the following assessed values are expected to be captured above the initial assessed value of \$5,160,201 (3.86% change per year based on 10 year average):

<u>Year</u>	<u>Captured Assessed Value</u>
2025	\$5,942,551
2026	\$6,171,766
2027	\$6,409,822
2028	\$6,657,061
2029	\$6,913,836
2030	\$7,180,515
2031	\$7,457,481
2032	\$7,745,129
2033	\$8,043,873
2034	\$8,354,140

18. Estimated Tax Increment Revenues [Sec. 13(1)(c)]:

<u>Year</u>	<u>TIFA Revenues</u>
2025	\$155,231
2026	\$161,218
2027	\$167,437
2028	\$173,895
2029	\$180,602
2030	\$187,568
2031	\$194,804
2032	\$202,318
2033	\$210,121
2034	\$218,226

19. Tax Increment Procedure [Sec. 13 (1)(d)]:

The tax increment financing procedure is a method by which a local unit of government can capture tax dollars to apply toward a specific public improvement project. The first step in the procedure is to determine the base year for the purpose of establishing the initial assessed value. Once established, any increases in assessments above this assessed value are "captured". The taxes levied on the increases by all taxing jurisdictions have the authority to levy property taxes within the development area are used to finance designated projects. Once the purpose of the plan has been accomplished, the taxing jurisdictions will then tax on the total assessed value. This procedure is already in place inasmuch as this is an amendment to the original plan.

20. Bonded Indebtedness [Sec. 13 (1)(e)]:

It is anticipated at this time that there will be no bond indebtedness incurred. However, the right to use that funding mechanism as needed is hereby retained.

21. Operating and Planning Expenditures [Sec. 13 (1)(f)]:

It is expected that no funds will be spent by the tax increment finance authority on operating and planning. No advances are anticipated.

22. Cost to Be Paid Through Tax Increment Financing [Sec. 13 (1)(g)]:

It is anticipated that tax increment financing will be used to fully fund all projects provided for in this development plan.

23. Duration of the Plan [Sec. 13 (1)(h)]:

It is anticipated that to finance the development noted in 22 above, the plan will remain in effect for ten (10) years from the date of this amendment.

24. Impact on the Taxing Jurisdictions [Sec. 13 (1) (i)]:

The financial impact on the various taxing jurisdictions per year based on projections for 2025 (first year following amendment) is as follows:

Jurisdiction	Projected Total Taxable Value	Amount	As % of Total Taxes	(Total Taxes)
City of Hillsdale	\$179,690,260	\$107,850	3.31	\$3,261,157
Hillsdale County	\$1,954,854,379	\$47,382	.30	\$15,586,367

Alan Beeker

From: Andrew Gelzer <adgelzer@gmail.com>
Sent: Wednesday, July 3, 2024 10:43 AM
To: Mary
Cc: James Brandon; Alan Beeker; Margaret Braman; Tim Sullivan; Tim Sullivan
Subject: Re: Governance Board changes

Hello all,

As Mary prefaced, I am officially resigning my position on the Dawn Theatre Governance Board. Please consider this e-mail as my letter of resignation.

Thank you, and Happy Fourth to you all!

Andrew Gelzer
HJ Gelzer & Son Inc.
115 East Carleton Road
Hillsdale, MI, 49242
517-437-7439

On Wed, Jul 3, 2024 at 8:30 AM Mary <marybwolfram@gmail.com> wrote:

Dear Dawn Theater Governance Board,

I write to you today as the new Chair of the Friends of the Dawn Theater. In light of the many resignations from that Board, there needed to be a realignment of Board positions. By a vote of the current Friends' Board, I am now Chair, and as such, I would like you to consider this my letter of resignation from the Dawn Theater Governance Board. This will necessitate an appointment of another member to the Governance Board by TIFA.

Ron Scholl has offered to fill my position. As many of you know, Ron was a member of the original Dawn Theater Governance Board, and has previously been the Chair and Treasurer of the Friends of the Dawn Theater. Ron has a long institutional history and wants to continue to serve in some capacity to promote the Dawn Theater.

At the same time, Andrew Gelzer will be resigning from the Dawn Theater Governance Board. You should be receiving his letter of resignation shortly. He has asked Felicia Finch, owner of Hillsdale Brewing Company and a member of TIFA to fill his position. This too will require an official appointment to this TIFA committee.

With your approval, we'd like to ask TIFA to make these appointments at their next meeting on July 16, 2024. We have discussed the Chairmanship of the Governance Board. I'm hoping, and asking Dr. James Brandon to accept this position.

We have also discussed what might be a slightly different arrangement with the Friends of the Dawn Theater. There really should be a liaison position between the Friends Board and the Dawn Theater Governance Board who attends both meetings, but votes on just one of those Boards. It could be a member of either Board.

So, I will ask if any of the remaining Governance Board wants to be the liaison to the Friends and attend those Board meetings on the second Tuesday of each month.

Alternatively, a Friend Board member could be the liaison and attend the Governance Board meetings. So, for instance, that could be me, Peggy Yoiungs, or another Friend of the Dawn Board member.

Please let me know what you think about all this, especially if you have questions or concerns.
James, are you up for being Chair of the Governance Board....I hope.
Thanks to all,
Mary

Mary B. Wolfram
Friend of the Dawn Theater
Dawn Theater Governance Board
City of Hillsdale, TIFA
(Tax Increment Finance Authority)
517-914-1248

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