Back (https://nationalmainstreetcenter.submittable.com/submit)

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Made possible by General Motors, this grant program prioritized applications that were place-making focsted, innovative, inclusive, feasible, and replicable or easily scalable for other Main Street programs. et-

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HOW TO APPLY

Review the eligibility and grant criteria to ensure your community meets application requirements. All eligible communities can submit their proposals by completing this application form and reviewing the program terms and conditions. The grant application period will close on Wednesday, December 13, 2023 at 12 p.m. CT. 202

Eligible counties were selected based on their proximity to GM facilities, so only certain counties in Georgia, Indiana, Kansas, Kentucky, Michigan, Missouri, Ohio, Tennessee, and Texas will be eligible for the program. <u>Click here for a full list of</u> <u>eligible counties (https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-</u>4) <u>81b53974430d/UploadedImages/GM On Main Street Grant Program 2023-2024 Eligible Counties 11 3 2023.pdf</u>).

CRITERIA

- **Placemaking-focused:** Proposed idea must be a local placemaking initiative located in a publicly accessible location in the downtown or commercial district. What we mean when we say placemaking.
- Innovation: Proposed idea represents innovative, experimental, creative and/ or entrepreneurial approaches to placemaking on Main Street.
- Inclusive: Main Street America believes that Main Streets are for everyone. Proposed idea must be considerate and intentionally inclusive of the whole of the local community, regardless of race, age, ability, gender, religion, socioeconomic status etc., in both its design and execution.
- Feasibility: Proposed idea is feasible given grant amount.
- Replicability: Proposed idea is something that could be modeled and/ or scaled for other Main Street programs to adopt and implement.
- Project must be able to be completed by August 31, 2024.

ELIGIBILITY

Applicants must be:

- A 501(c)(3) or 501(c)(6) organization or a municipal government entity; and
- Located near a General Motors facility. <u>See the list of eligible counties here.</u> (<u>https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/GM On Main Street Grant Program 2023-2024_Eligible Counties 11 3 2023.pdf</u>)

TIMELINE

- Application period: Monday, November 13 Monday, December 13 at 12:00 p.m. CT.
- Project award: January 2024
- Project implementation period: February August 2024

INFORMATIONAL WEBINAR

Learn more about the GM on Main Street Grant Program application process, eligibility requirements, and other criteria in an informational webinar taking place on Tuesday, November 14, 2023, at 11 a.m. CT. <u>Click here to register now.</u> (<u>https://savingplaces-org.zoom.us/webinar/register/WN_ewvyDSerQraHRmbqNzXYMg#/registration</u>)

Program Terms & Conditions

Grantee will be required to:

- Report periodically to MSA on the implementation of the projects and their local impact. Note: report format and
- further instructions will be provided after grantees are selected.
- Monthly, Grantee will report program progress status.
- For the Final Report, Grantee will report: Local dollars raised or leveraged as a result of the GM On Main Street Grant Program; new partnerships created as a result of the GM On Main Street Grant Program; any replication of their grantwinning ideas in other communities

Non-performance:

- Grantees will have until August 31, 2024 to complete their respective projects.
- The GM On Main Street Grant Program will be paid to Grantees up front and in full upon award.
- If a Grantee does not complete its project by August 31, 2024, the completion date may be extended at the sole discretion of Main Street America, or Main Street America may request that the Grantee return funds.

Manage Collaborators

The GM On Main Street grant program will award five (5) \$50,000 grants to nonprofit organizations and municipal government entities to implement innovative placemaking initiatives in their local commercial districts. Applicants must be located near a General Motors facility to be eligible. <u>See the list of eligible counties here. (https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/GM On Main Street Grant Program 2023-2024 Eligible Counties 11 3 2023.pdf)</u>

Made possible by General Motors, this grant program prioritized applications that were place-making focused, innovative, inclusive, feasible, and replicable or easily scalable for other Main Street programs.

The application period will be open through **Monday**, **December 11**, **2023** at **10:00** a.m. **CT**. This application form cannot be saved nor changed once submitted, so we recommend that you **draft your responses separately**, and then copy and paste your responses into this form to ensure that materials are not lost.

Questions? Contact the GM on Main Street Grant Program team at GMonMain@mainstreet.org (mailto:GMonMain@mainstreet.org).

We look forward to reading your application!

Applicant Details

Project Title *

Mill Street, Clarkston, Michigan

First Name *	
Jonathan	
Last Name *	
Smith	
Title/Position *	~
City Manager	
Email Address *	
smithj@villageofclarkston.org	
Phone Number *	
Organization Name *	
City of the Village of Clarkston	

Organization's Street Address Line 1*

375 Depot Road

Example: 123 Main Street

Organization's Street Address Line 2

Example: Suite 35

Organization's City *

Clarkston

Organization's State: *

Michigan

× ×

Your Organization's County *

Oakland, MI

Don't see your state or county listed? This grant program is only open to eligible counties selected based on their proximity to GM facilities; only certain counties in Georgia, Indiana, Kansas, Kentucky, Michigan, Missouri, Ohio, Tennessee, and Texas will be eligible for the program. (<u>https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-</u>

<u>81b53974430d/UploadedImages/Eligible Counties Final.pdf)Click here for a full list of eligible counties.</u> (<u>https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-</u> <u>81b53974430d/UploadedImages/GM_On_Main_Street_Grant_Program_2023-2024_Eligible_Counties_11_3_2023.pdf</u>)</u>

Your Organization's ZIP Code *

48346

Please provide five digit ZIP Code.

Which best describes your organization: *

- Main Street America (MSA) Member Organization
- 501(c)(3) nonprofit organization (other than MSA Member Organization)
- 501(c)(6) nonprofit organization (other than MSA Member Organization)
- O Municipal government entity (other than MSA Member Organization)
- Other

Organization Details

How many staff (full-time and part-time) does your organization have? *

One (1) full-time, five (5) part-time employees.

Has your organization led a local placemaking initiative before? *

Yes

If no, please describe your capacity/expertise to manage such an initiative. *

I worked 35 years at Chrysler Corporation (now Stellantis) as a Senior Project Manager in Supply Chain Management, responsible for managing all aspects of the implementation of new initiatives and installations, ensuring that projects are completed on-time and onbudget. For many years I was also a licensed builder in Michigan, overseeing home construction and renovation projects. More recently, I served as the General Contractor for a large City Hall renovation and addition as well as construction of my personal home here in the City of the Village of Clarkston, working directly with multiple trade professionals as well as our City and Township building officials and inspectors.

Now, as the City Manager for the past 7 years, I work daily with Building Officials (Code Enforcement Services), our City Planner (Carlisle-Wortman Associates), our City Engineer (Hubbell, Roth and Clark), our City Attorney (Thomas Ryan) as well as our City Council, DPW Department, Planning Commission, and Historic District Commission on all types of construction projects, from sidewalks and roadways to home and business construction. I routinely use Excel spreadsheets and Project Management software to effectively manage the cost and timing of these City projects. My City Manager position requires that I personally manage or oversee a wide variety of projects.

In summary, I feel I have both the capacity and expertise to manage this important initiative in Clarkston.

225 / 250 words

How many years has the project lead been in their current position? *

Seven (7) years.

If the project lead were to leave their current position, what steps would be taken to ensure that this project would continue uninterrupted and be completed by the August 31, 2024 deadline? *

Our DPW (Department of Public Works) Director is an extremely capable individual, with both construction and mechanical experiences. We also have immediate access to engineers and project managers through our City Engineering firm, Hubbell, Roth and Clark of nearby Bloomfield Hills, Michigan.

Does your organization currently have any relationships or other partnerships with the GM facility in your area? *

- O Yes
-) No

Please provide a brief description of your current relationship or partnership with the GM facility in your area. *

We are currently partnering with General Motors and local dealership Bowman Chevrolet to procure and install three (3) EV Charging Stations in our City parking lots. Each station is capable of charging two (2) electric vehicle simultaneously. One of the stations is now in operation while the other two are awaiting installation of a transformer by electricity supplier Detroit Edison.

Project Details

Tell us about your project idea. Be sure to describe how your idea represents innovative, experimental, creative and/or entrepreneurial approaches to local, place-based placemaking. *

The City of the Village of Clarkston is a small community (450 homes, 928 residents) in southeast Michigan. Founded as a Village in 1832, we became a City in 1992 as a means of protecting the many historic resources in the community when discussions of widening the state roadway (Main Street/M-15) that travels through the City were initiated. We have a federally recognized Historic District encompassing about half of the properties (both residential and commercial) in the City, which is managed by our Historic District Commission (HDC), under the guidance of the State Historic Preservation Office (SHPO).

Our downtown commercial district is just over two blocks long with four popular and award-winning restaurants (soon to be five) alongside other retail and office businesses. During COVID, we were one of first communities in the area to design and implement a Social District, allowing patrons to visit their favorite restaurants for a drink and then walk about downtown while safely maintaining the recommended distancing. While the Social District was an immediate success for our businesses, use is now somewhat waning due to the lack of a "common area" where patrons can sit.

The City prepared and adopted a Master Plan in 2019, with significant recognition given to the need for Placemaking in our downtown. While we have a beautiful City Park (Depot Park) that attracts people of all ages year-round, we have not addressed the need for Placemaking in our downtown area, missing a huge opportunity to attract and encourage people to not just come for dinner, but to come early and stay after, enjoying this beautiful, historic City. Many other communities in Michigan have launched Placemaking initiatives, but we have not.

Please include:

- A description of your placemaking initiative
- A description of how you will use the grant funds
- Which partners, if any, you will be working with

At which stage are your plans for this project as of now? *

-) Pre-planning
- Community engagement and planning
 - Concept development and design
 - Construction and implementation

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Physical Address of Project Site *

Country	*	
United States		× ~
Address		
9 S. Main Street		
Address Line 2 (optional)		
×		
City		
City of the Village of Clarkston		
State, Province, or Region	Zip or Postal Code	
MI	48346-1418	

Briefly describe the public space where this project proposal would be implemented. (Please include its current size, location within the surriounding area, amenities, and any existing programming.) *

The public space proposed for our Placemaking initiative is a City-owned one-way street (Mill Street) located between 9 S. Main and 15 S. Main (it does not have an address of its own). This east-west roadway extends from Main Street (M-15) at the east end to West Alley at the west end. The space measures 36.5' wide x 100' long, with an elevation that currently falls two feet from the east end to the west end, where storm drains are available for drainage. A Site Plan drawing is attached in the "other documents" portion of this application. Mill Street is currently an asphalt road that would be taken up and replaced with a decorative concrete base.

The driveway cut and approach on Main Street would be removed and replaced with a sidewalk and curb to match the existing adjacent surfaces. Decorative steel bollards would be installed at both ends of Mill Street to ensure vehicles do not enter the Placemaking space. There are seven (7) parking spaces currently on Mill Street that would be lost under this proposal, but three (3) new parking spaces would be added on Main Street after the driveway/approach is removed (net loss of 4 spaces).

The owners of the businesses directly adjacent to Mill Street (The Fed to the south and Rudy's Market to the north) have given their full support for this initiative.

Please upload 2-3 photos of the project space as it currently exists. *



Mill_Street_as_of_May-2023.jpg



Mill_Street_as_of_Nov-2023_a.png

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No more files may be attached here.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Does your organization own the site? *

- O Yes
-) No

Which type of public space is this site? *



Please briefly describe the community in which your project would be implemented, including community demographics (racial, socioeconomic, age, etc.), population size, primary employers, etc. *

As reported by the 2020 U.S. Census, The City of the Village of Clarkston has 928 residents, of which 859 are white, 8 African American, 9 Asian, 2 American Indian, and 50 other. Males make up 48.5% of the population, females 51.5%. Exactly 50% of our population is under the age of 50. Median annual income ranges from \$76,250 for the 25-44 age group, \$132,955 for the 45-64 age group, and \$75,833 for 65 and older. No information is known on primary employers.

Main Street America believes Main Streets are for everyone. Please describe how your project design (including community engagement) and project execution plan actively takes into consideration the lived experiences and abilities of all of your community members such as race, age, gender, ability, religion, socioeconomic status, etc. *

At the time of this application submittal, community engagement sessions are still in process, but the feedback received so far indicates that our younger and middle-aged residents (60 and under), regardless of race or gender, are seeking ways to socialize in the City and have responded positively to our Mill Street Placemaking Proposal. It has been commented that the proposed seating area would dovetail nicely with our Social District, which lacks seating. The "Common Area" of our Social District is currently comprised of just the downtown City sidewalks, with no place to gather or sit.

Representatives from our Historic District Commission have commented that it will be important to educate visitors on the history of Mill Street, a roadway that was the primary access to the Clarkston (grist) Mill. Our installation plans include wayfinding signage to assist with this education.

140 / 250 words

Please provide three (3) specific ways in which you intend for this project to benefit your community. Additionally, how could this project be modeled and/or scaled for other Main Street programs. * 1. It is our feeling that our Mill Street Placemaking project will contribute to the health, happiness and well-being of the patrons of our downtown businesses by providing them with a space that they can connect with and enjoy, time after time. They can use it as a quiet space for reflection or a landmark for meeting family or friends.

2. By addressing the needs of the patrons, we also anticipate that customer loyalty to our downtown businesses will gradually increase, thereby strengthening the City's relationship with our business owners and Main Street Oakland County program.
3. The above two benefits will improve the overall strength of our business district and, presumably, make us more resilient in an economic downturn relative to other communities not focused on Placemaking.

Our Placemaking proposal can easily be modeled in other communities as well as scaled upward or downward in size provided the municipality owns or can purchase land central to the business district. The plan could be scaled down by simply adding benches, bike racks, or artwork along a sidewalk near businesses. In a larger business district, the municipality could develop over time several Placemaking spaces with a common theme.

Please consider:

- How could this project be modeled and/or scaled for other Main Street programs to adopt and implement?
- How might this project be leveraged for additional funding support for your organization's Main Street revitalization efforts?
- How will the project continue to contribute to and impact your community after its initial implementation/launch?
- How might this project help your organization build relationships with new partners and community members?

If this project lends itself to a volunteer day, please describe how volunteers from the nearest GM Facility could be involved.

Removing the existing asphalt roadway and pouring a new decorative concrete floor is something that will require specialized tools and skills, but assembly and setup of purchased benches and planters will be work conducive to a team of volunteers, something we will pursue.

Please provide a timeline for your project. Note when the different stages/elements of your project will be executed, if selected. *

A Gantt Chart has been included in the Budget attachment section below, identifying the ten (10) stages/steps of the project and the associated timing, starting in January 2024 and completing in August 2024.

Grant announcements will be made late January 2024. Grant funds, if selected, will be disbursed in February 2024. Projects must be completed by August 31, 2024.

Does your project need more than \$50,000 to be completed? *

O) Yes

) No

If your project needs more than \$50,000 to be completed, please describe how you will cover the remainder of the budget. *

As shown in the budget document attached below, the cost of removing the existing asphalt and pouring the new decorative concrete will be the largest cost of our Mill Street proposal. The City plans to make every effort to utilize a concrete contractor willing to partially donate their services as a Community Project, something we did two years ago when renovating and expanding our City Hall building. If this is possible - and we feel it is - the project could be completed within the \$50,000 funding.

If it is not possible to identify a contractor to partially donate their services, the project would still proceed forward with the \$50,000 funding primarily used to complete the asphalt removal & concrete placement work in the 36.5' x 100' project area. The cost of benches, planters, lighting and bollards (\$13,300) would then need to be covered by City operational funds and/or donated funds.

Please provide an itemized budget (.pdf, .xlx, .jpg, or .doc) showing how the grant funds would be used. Make sure to include labor costs in your budget. *



No more files may be attached here.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Letters of support can come from local Main Street organizations, Main Street Coordinating Programs, departments of local government, volunteers, community members, and local key partners.

Please upload any other items you would like us to consider as a part of your application. For instance, copies of project renderings, photos of the space in which the project would be implemented, artist biographies, etc.

 n	Clarkston_Mill_Street_Placemaking_Site_Plan_Drawing.pdf	•	۵



Clarkston_Mill_Street_Placemaking_VISION.jpg



Mill_Street_as_of_May-2023.jpg

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Mill_Street_as_of_Nov-2023_b.png

No more files may be attached here.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff, .3gp, .avi, .flv, .m4v, .mkv, .mov, .mp4, .mpg, .webm, .wmv, .ppt, .pptx

Financial Information

If your organization is selected to receive this grant, you may be asked to provide more detailed business and financial information. Will you be able to provide these documents? *

) Yes

 $(\cap$



? Technical Help (https://www.submittable.com/help/submitter?orgId=10786) | Privacy Policy (http://www.submittable.com/privacy)

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City of the Village of Clarkston - - Budget for the Mill Street Placemaking Proposal

Task	Performed By	Buc	lget	Actual Cost to-Date	Over / (Under Budget to-Dat		
		\$	%	\$	\$		
Engineering *	Hubbell, Roth & Clark	\$0	0.0%	\$0	\$0		
Asphalt Removal	TBD	\$4,500	9.0%	\$0	\$4,500		
Pouring of Decorative Concrete #	TBD	\$32,000	64.3%	\$0	\$32,000		
Purchased Benches (8)	Barco Products	\$4,000	8.0%	\$0	\$4,000		
Purchased Planters (6)	Barco Products	\$2,600	5.2%	\$0	\$2,600		
Purchased Lighting (700')	TBD	\$1,800	3.6%	\$0	\$1,800		
Purchased Bollards (6)	TBD	\$3,400	6.8%	\$0	\$3,400		
Bench Installations *	City DPW	\$0	0.0%	\$0	\$0		
Planter Installations *	City DPW	\$0	0.0%	\$0	\$0		
Lighting Installations	City DPW	\$500	1.0%	\$0	\$500		
Bollard Installations *	City DPW	\$400	0.8%	\$0	\$400		
Other Costs		\$600	1.2%	\$0	\$600		
Total		\$49,800	100.0%	\$0	\$49,800		

* Cost covered by City Operations Budget

Assumes Community Project Discount

Revised 12/11/23

City of the Village of Clarkston - - Key Tasks and Timing for the Mill Street Placemaking Proposal

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Task	Task Description	Due Date	Status (R/Y/G)	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2 2/19	9 2/20	6 3/4	3/11	3/18	3/25	5 4/1	4/8	4/15	5 4/2	2 4/2	9 5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26
1.1 Community Engagement Sessions	Schedule and hold sessions, document feedback	1/18/24	In Process																																			
2.1 Project Design & Material Selection	Identify project details, material selections	2/9/24	Not Started																																			
3.1 Engineering & infrastructure Evaluation	City Engineer conducts road core analysis, establishes grades for drainage, ADA compliance	2/24/24	Not Started																															~				
4.1 Cost Analysis, RFQ's	Issue RFQ's, Summarize Material Cost Estimates	3/15/24	Not Started					<i>x</i>																														
5.1 Contractor / Supplier Selections	For Asphalt, Concrete, Benches, Planters, Lighting, Bollards	4/4/24	Not Started										1 1 M 1																									
6.1 Material Ordering	Benches, Planters, Lighting, Bollards	5/1/24	Not Started																															0				
7.1 Contractor Scheduling	Asphalt removal, Concrete placement	6/21/24	Not Started																																			
8.1 Installations	Bollards, Benches, Planters, Lighting	8/15/24	Not Started														8							*														
9.1 Site Cleanup	Continuous cleanup	8/25/24	Not Started													-																						
10.1 Grand Opening	Planning & scheduling	8/31/24	Not Started																																			

Revised 12/10/23

Rudy's Market



9 S Main Street Clarkston, MI 48362 (248) 224-4442 robert@rudysmarket.com

Dec 12, 2023

To Whom It May Concern,

I am writing this letter in support of the City of the Village of Clarkston application for the GM on Main Street Placemaking Grant.

As the owner of two historical and iconic buildings downtown, we strongly support this initiative and hope that we can make this happen. The one thing we are missing downtown is a gathering space that we can socialize and bring people together. To take this from a parking lot to a green space would be a major upgrade to our downtown and the entire community would benefit from it.

We look forward to hearing from you and hopefully working with you in the future to make this a reality. Thank you for your consideration!

Sincerely,

Robert Esshaki

From:	Sarah Schneider
To:	Jonathan Smith
Subject:	Placemaking
Date:	Wednesday, December 13, 2023 10:39:24 AM

To whom it may concern,

In recent years, the importance of community green spaces has become increasingly evident. These areas not only provide a breath of fresh air and a natural escape from the concrete jungle, but they also foster a sense of community pride and well-being. The City of Clarkston's application for the GM on Main Street Placemaking Grant aligns perfectly with these ideals.

A placemaking venue in Clarkston would be important to me as it would create a haven where residents and visitors could come together, connect, and engage with nature. Green spaces have proven to enhance mental and physical health, while also promoting environmental sustainability. Such a venue would not only benefit individuals, but it would also contribute to fostering a vibrant and thriving community.

Supporting the City of Clarkston's application for the GM on Main Street Placemaking Grant is a step towards creating a welcoming environment that encourages socialization, happiness, and overall well-being. Let us work together to make Clarkston a place where people can enjoy the benefits of a community green space and forge meaningful connections.

As a business owner, I wholeheartedly support this initiative and sincerely hope that you will give strong consideration to supporting our community with this very important effort on Mill Street. A placemaking venue in our town would not only benefit residents and visitors, but it would also create opportunities for local businesses to thrive and flourish. By providing a beautiful and welcoming environment, we can attract more customers, boost economic growth, and contribute to the overall success of our community. I believe that investing in this project is a worthwhile endeavor that will have long-lasting positive impacts. Thank you for your thoughtful consideration.

Sincerely, Sarah Schneider

Owner The Fed {community} December 13, 2023

To Whom It May Concern:

The City of the Village of Clarkston is preparing an application for the GM on Main Street Placemaking Grant. As the Mayor of Clarkston, and previously a long time member of the Clarkston City Council, I strongly support the initiative.

Clarkston is an historic mill town and is recognized as such by the National Register of Historic Places. My hope is that the Placemaking on Mill Street will restore the social aspects to this exceptional area of Clarkston. In the late 19th and early 20th centuries, Mill Street was the road that farmers used to bring their grains to the mill. As the growers waited, Mill Street would be an area where they and the village inhabitants had opportunities to mix and share personal and local news. This would be vital for important social functions in the regions. My hope is that Placemaking on Mill Street in the 21st Century can continue to be a vital area for important social functions. It will provide a similar space for people to congregate and seek out old friends, to make new ones, and to share personal and local news. I hope that Placemaking in our village will enhance the historic aspects of our quaint town, plus bring people together for socialization and enlightenment regarding our community.

In conclusion, please give thoughtful consideration to our application for the GM on Main Street Placemaking Grant.

Sincerely,

Sue Wylie

Mayor of the City of the Village of Clarkston









