CITY OF HART

Economic Development & TIFA

2020- 2025 ACTIVITY REPORT

FIVE-YEAR SNAP SHOT

NEW BUSINESSES

- West Shore Community College
- Oceana Community Foundation
- Dollar Tree
- Ace 1 Porta Potties
- Charlie's II
- Birch & Blossom
- Morningside Pallet Merchandise
- Great Lakes Pet Fencing
- Stellas Coffee House
- Dogwood Community Development
- 5-Star Realty
- Lakeside Bagel & Smoothie Bar
- Tractor Supply
- Auto Zone
- Biggby
- Pixel Grafix Studio

BUSINESS EXPANSIONS

- Pink Elephant
- Gray & Co Expansion
- Lakeside Family Fitness

SPECIAL PROJECTS

- Sidewalk Replacements in TIFA District
- Downtown Streetscape Plans & Funding Plan
- Congregational Church Pitch Competition
- Partnership with WSCC | Oceana Campus
- Added Annual Artwalk & Hartprize Event
- Tin Man Sculpture & Wall Mural
- Main Street Market | Pop-up Shop Chalets
- Wayfinding Directional Signs
- Downtown Beautification/Annual Flowers
- Social District Implementation
- The Creeks Development
- Walkers Demo & New Parking Lot
- Ceres Acquisition & Development Plan
- New TIFA Development Plan
- Discover Oceana
- Expanded Summer Music Series from 6 to 12 Concerts, Added a Makers Market
- Certified Redevelopment Ready Community

INCOME GENERATED

LEO Grant - West Shore College (IGA)	$1,000,000
TIFA Property Improvement Grant	$147,450
Oceana Community Foundation	$18,000
MEDC RRC & Brownfield Ceres Grants	$51,000
MI Arts & Cultural Council Grant (mural)	$12,500
Match on Main Grant ('20,'21,'22,'23,'24)	$125,000
USDA Grant (Walker Demo/Pop-ups)	$98,337
Optimize Main Grant ('22, '23)	$10,000
Consumers Put Your Town on The Map	$10,000
Great Lakes People Fund	$3,500
SHPO Lakeshore Heritage Grant	$33,000
Gift Card Incentive ('20, '21)	$82,800
MACC Grants for Music on Commons	$11,500
HEART, John Gurney Park, Historic District, NAF Websites	$40,000
Shop Local Video reaching over 41,000	$5,000
First Impression Tourism Grant	$4,000
Donations & Sponsorships	$97,000
TOTAL	**$1,749,087**

ASSETS

Ceres | 3 E Main St (value)	$350,000
Congregational United Church (value)	$485,000
TOTAL	**$835,000**

COST SAVINGS (5 YEAR TOTAL)

Downtown Office Rent & Utilities Savings	$ 32,500
Reduced Wages (Part-Time Director)	$ 60,000
Corrected TIFA Annual Capture	$750,000
TOTAL	**$842,500**

$1.7M
Income generated since March 2020

$835K
In assets

19
New/expanded businesses