



Afflicted Business Relief Grant Program Highlights

The Michigan Department of Treasury is administering a \$409 million business grant relief program designed to help certain Michigan businesses that have experienced a financial hardship due to the COVID-19 public health emergency. Under the **Afflicted Business Relief Grant Program**, eligible businesses in operation before October 1, 2019, may receive a percentage of their loss in total state sales through a grant. Eligible businesses that began operating between October 1, 2019, and June 1, 2020, may receive a grant equal to 25 percent of certain specified costs. Businesses must submit an online application no later than 11:59 p.m. EST Thursday, March 31. Businesses interested in applying are encouraged to attend the **informational webinar** hosted by the state Treasury Department **March 7**. **A two page fact sheet is included within this newsletter.**

Ionia Free Fair Sponsor Opportunities

With the Ionia Free Fair just around the corner, this is the perfect time to work with their Sponsorship Team to create a package that fits your budget needs while showcasing your business to a preferred target audience. Varied levels of involvement allow for maximum return on your investment with a data driven sponsorship strategy - each designed to meet and maximize your goals. Areas of interest may include general fair, grandstand events, EPark entertainment, day sponsors, agri-science activities, building restoration, and more. To set an appointment, contact the DDA at (616) 527-1420 or lcourtis@ci.ionia.mi.us. The IFF Board of Directors is pleased to announce expanded opportunities for performance equine events to be held within the Covered Arena. A new banner program is being presented offering sponsors the opportunity to be marketed throughout the spring, summer and fall to attendees and competitors. For more information on this unique program, contact the DDA office for details.

Design and Build Scenario Projects Announced

The Design and Build Scenario project is a pre-development planning service intended to empower property owners with a clear vision for redevelopment. Renderings for façade improvements, options for redeveloping space along with complete cost estimates are included in the package for the property owner. Proposals were submitted in October 2021 with in-person presentations following. Each proposal was then directed to the Michigan Economic Development Corporation Design and Build Scenario Team for the final determination. The DDA is proud to announce that two Ionia properties were chosen to work with the official Design and Build Team - Ionia Barber Shop AND Izzy'z Barber Shop. Only certified Redevelopment Ready Communities were provided the opportunity for this program.

Ionia Downtown Development Authority

2022 Board of Directors

Mike Kirgis, Chairperson
John Krueger, Vice Chairperson
Margot Cook, Secretary
Tim Hemenway, Treasurer
Dave Cook
Cathy Hoppough
Paul Lentz
Ryan Wilson
Mayor Daniel Balice, ex-officio

Contact Information

Director: Linda Curtis
Office: 203 W Main Street
(east of Ionia Theatre)
Mail: P.O. Box 496
Ionia, MI 48846
Phone: (616) 527-1420
Fax: (616) 527-0810
lcurtis@ci.ionia.mi.us
www.ci.ionia.mi.us



2022 Meeting Schedule

Regularly scheduled meetings of the DDA are held on the third Wednesday of each month at 8:00AM at City Hall located at 114 North Kidd Street. The public is welcome to attend. COVID 19 guidelines will be maintained.

March 16

April 20

May 18

June 15

July 20

August 17

September 21

October 19

DDA Committees

The DDA welcomes new members to their respective committees. If you have an interest in special events, promotion and marketing or business development, please contact us by calling 527-1420.

Upcoming Special Events

Log Cabin Inn Banquet Center Spring Expo

6484 E Bluewater Hwy, Muir

Saturday, March 12th

Memorial Day Parade

Monday, May 30th

Ionia Cruisin' Classic Car Show

Saturday, June 4th

Cow Pie Classic

MI Gravel Series Bike Race

Saturday, June 11th

Ionia Fireworks Display

June 30th

rain date of July 8th

Ionia Free Fair

July 15 - 23, 2022

Michigan Wizard of Oz Festival

Dates to be announced soon!

NOTE: Events, dates and times are subject to change.

Sidewalk Snow Removal

With the colder months upon us, please keep the sidewalk areas along your business storefront and exits clear of snow and ice. **All** entrances and exits must be clear of snow for easy access. Shoppers may avoid your business if an icy sidewalk restricts their safety. When clearing your parking areas, please do not pile snow in front of the dumpster enclosures or any drive entrances / exits.

Street Closure Requests

If you have an upcoming event or special activity that may require street closures, use of barricades or planned use of the Fred Meijer Grand River Valley Trail system, you must complete the proper application forms and receive prior approval. If you are planning a construction project that includes placing equipment, trailers or dumpsters in the downtown district, a permit must be submitted for the same. Each require a certificate of liability insurance. We also request all applications / permits be submitted 60 days in advance of the actual event or start of project. For more information, contact the DDA office at (616) 527-1420.

YCD Electronics Provides WIFI For Market Vendors

To assist Ionia Harvest Market vendors with on-site sales, YCD Electronics now provides WIFI to the pavilion area. The IHM Board of Directors recently placed signage on building recognizing this generous contribution. The Ionia Harvest Market is open June through October. If you are interested in becoming a vendor, please contact Market Master Elizabeth by calling (616) 302-4615.



David Huhn VFW Post 12082 Building Restoration Project

Our local VFW Post is currently requesting donations to assist them with building restoration and upgrades. Several raffles will be announced soon offering patrons a chance to win while supporting special projects. For more information, please contact Fred Bishop by calling (616) 902-0393.

Ionia Theatre Available for Special Rentals

The Ionia Theatre is available for rental occasions including weddings, birthday parties, corporate trainings / meetings and more. For additional information and rental fees, call (616) 527-3860. As always, the Ionia Theatre features first run movies, family friendly pricing and the best popcorn around!

DDA Welcomes Businesses to the Shopping District

The DDA is happy to announce the addition of two businesses to Ionia's shopping district. Riverside Realty recently relocated to Main Street at 327 W Main Street. Agents specialize in family homes, commercial properties, vacant land and more. To speak with an agent, contact the office at (616) 522-6006.

Mine & Yours will be opening soon featuring consignment furniture, antiques, home décor and more. Owners Aimie Knudson and Darleen Reed are currently seeking vendors to join them at 327 W Main Street. For more information, contact Aimie at Riverside Realty by calling (616) 522-6006 or at mineyours327@gmail.com.

Memorial Day Parade Committee Plans For Holiday Activities



A newly created committee is busy planning a lineup of special activities for Memorial Day. This year's parade will be host to added entries including marching bands, walking units, classic cars, and more. Kicking off at 10:00AM, the procession will begin on Main Street at Dexter and continue to the Courthouse for a special ceremony with guest speakers. Other activities will include a feature film at the Ionia Theatre, music and more.

Ionia Fireworks Display

The annual Ionia Fireworks Display is scheduled for Thursday, June 30th with a 10:10pm launch from the Fairgrounds. Mark your calendars now so not to miss this spectacular pyrotechnic display noted as one of the largest in mid-Michigan. If you are interested in becoming a sponsor of the fireworks, contact the DDA office at (616) 527-1420. A rain date of July 8th has been reserved if needed.

Special Thanks for Continued Support

The DDA would like to express our sincere appreciation to the community for their continued support of special projects. Thank you to all!

Michigan Afflicted Business Relief (ABR) Grant Program Fact Sheet

The State of Michigan is launching a grant program to distribute up to \$409 Million of its American Rescue Plan Act funds. The program will support “Afflicted Businesses” – as defined by Public Act 132 of 2021 – that have experienced financial hardship as a result of the COVID-19 Pandemic.

Application Opens

Tuesday, March 1
at 8 a.m. EST

March 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Application Closes

Thursday, March 31
at 11:59 p.m. EDT

March 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Informational Webinars

- February 17, 2022,
9 a.m. - 10 a.m.
- February 22, 2022,
10 a.m. - 11 a.m.
- March 7, 2022,
1 p.m. - 2 p.m.

All webinars will be recorded and can be located at www.michigan.gov/abr

Eligible Businesses

In order to be eligible to apply for an ABR grant you must be one of the following business types listed below **and** not tax exempt, **and** not a government entity.

- ✓ **Entertainment Venue***, here are subcategories:
 - Auditorium
 - Arena
 - Banquet hall
 - Cinema
 - Concert hall
 - Conference center
 - Performance venue
 - Sporting venue
 - Stadium
 - Theater
- ✓ **Recreational Facility or Public Place of Amusement***, here are subcategories:
 - Amusement park
 - Arcade
 - Bingo hall
 - Bowling alley
 - Casino
 - Nightclub
 - Skating rink
 - Water park
 - Trampoline park
- ✓ **Cosmetology or Barber Services***
- ✓ **Exercise Facility/Gym***
- ✓ **Food Service Establishment***
- ✓ **Nursery Dealer or Grower***
- ✓ **Athletic Trainer***
- ✓ **Body Art Facility***
- ✓ **Hotel or Bed & Breakfast***



*Detailed definitions related to all eligible business categories and additional eligibility requirements can be found at www.michigan.gov/abr

Information Requirements

Businesses will need to complete an online application, provide supporting documents and make a series of certifications. Eligible businesses will also need to submit electronically the following:

- **Financial Documentation and Information** to verify their decline in Michigan total sales from calendar year 2019 to calendar year 2020 for businesses that were in operation on October 1, 2019.
- **Financial Documentation and Information** to verify their fixed costs for calendar year 2020 for businesses that were not in operation on October 1, 2019, but started before June 1, 2020.
- **Beneficiary Agreement** with terms and conditions that has been electronically signed.

Award Methodology

- ❑ **Eligible Businesses that were in operation on October 1, 2019**, may receive a grant based on the % decline in year-to-year total sales in Michigan (2020 from 2019) up to a cap that is the lesser of the amount of “financial hardship” or \$5 Million. Businesses must add into total sales any forgiven Paycheck Protection loan(s), a percentage of any federal Restaurant Revitalization receipts, and any other state or local awards received.

Percent Decline in Total Sales		Grant Award
20% or more	=	100% of financial hardship*
≥ 15% but < 20%	=	75% of financial hardship*
≥ 10% but < 15%	=	50% of financial hardship*
≥ 5% but < 10%	=	25% of financial hardship*

- ❑ **Eligible businesses that were not in operation on October 1, 2019, but started before June 1, 2020**, may receive a grant of 25% of their “financial hardship,” which represents their calendar year 2020 fixed costs. Financial hardship is calculated in the same manner for all eligible businesses.

If the ABR program becomes oversubscribed, awards will be prorated on an equal basis among all eligible businesses as defined by PA 132.

***Financial Hardship** is calculated as the following:

Base Hardship	(i) For an eligible business that pays property taxes, the amount of Michigan (non-residential) property taxes paid for calendar year (CY) 2020	OR	(i) For an eligible business that leases business premises, 17% of the lease costs in 2020
+			
% of SUI Paid	(ii) 50% of the state unemployment insurance (SUI) taxes paid for CY 2020		
+			
Select Fees Paid	(iii) Any on-premise liquor license fee during CY 2020		
	(iv) Any license or food inspection fee paid in CY 2020 under the Michigan Food law		
	(v) Any license or inspection fee paid in CY 2020 (not including any on-premise liquor or food establishment license fee)		

How Do Businesses Apply?

An online application is available at: Michigan.gov/abr. The application will open on Tuesday, March 1, 2022. Grants will not be based on a first-come, first-service basis. All applications must be submitted no later than 11:59 p.m. EDT on March 31, 2022. Paper applications will not be accepted. Applications must be submitted online only.

For assistance, please reach out to our ABR Assistance email address at Treas-abr@michigan.gov. The call center is available Monday through Friday from 8 a.m. – 5 p.m. EST beginning February 17, 2022.

For More Information

Michigan Department of Treasury ABR Website

www.michigan.gov/abr

Report Fraud

If you suspect fraud by an individual or a business seeking an Afflicted Business Relief grant email Treas-ABRFraudReporting@michigan.gov safely, easily and anonymously (if you wish).

ABR Assistance Help Line

[\(866\) 507-8462](tel:(866)507-8462)

ABR Assistance Email Address

Treas-abr@michigan.gov



Telephone assistance is available using TTY through the Michigan Relay Service by calling 711