



2021

**DOWNTOWN BAY CITY
FAÇADE IMPROVEMENT GRANT**

SUMMARY

The Façade Improvement Grant was designed to incentivize property owners to undertake exterior property improvements which would then lead to a better utilization of properties within Downtown Bay City, Michigan. The intent was to support building projects that will help move the needle forward to a more aesthetically vibrant Downtown.

The 2021 Façade Improvement Grant was a competitive, reimbursement, grant program. Applicants were scored and awarded on identified metrics. The Façade Improvement Grant Committee, Downtown Management Board (DMB) and Downtown Development Authority (DDA) boards felt an obligation to Downtown Bay City property owners to invest in good, stable and financially feasible projects with an end goal of raising the property values of the entire district. Together in these efforts, the 4 awardees have constructed over \$60,000 in façade investments.



What does improving a façade do?

- Sustain a building for years to come
- Increase number of first-time customers
- Other building improvements often put in place simultaneously
- Nearby businesses initiate their own improvements
- Raise property values
- Increase community pride
- Act as the first stepping-stone in building redevelopment
- Historic preservation and civic legacy are celebrated

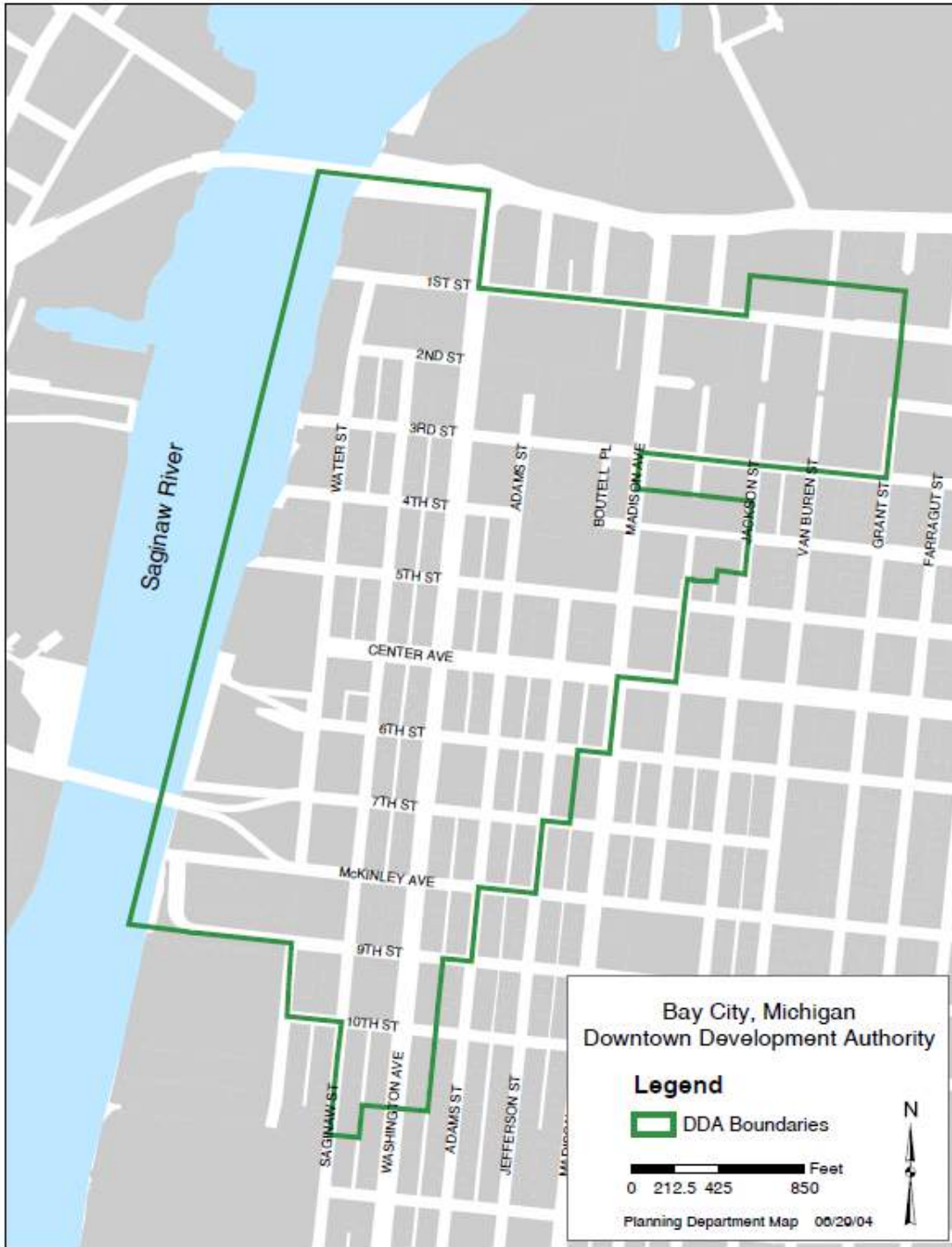
PROGRAM DETAILS

Property owners and/or tenants were able to apply for up to 50% of their total exterior project cost, to a maximum award of \$10,000. Total funds awarded were \$25,000.

Eligibility requirements were as follows:

- Property must be located within the Downtown Development Authority District (following page)
- The applicant must own or have a commitment to purchase the real estate.
- All exterior improvements must be permitted and approved by the City of Bay City Building Department.
- Projects cannot be started prior to grant approval.
- Funds are to be used for labor or materials associated with exterior renovations.
- Grant funds are only applicable for permanent building structural improvements.
- Design fees and design assistance are allowed as an eligible, reimbursable, expense not to exceed 10% of the total project cost.
- All work must be completed by a professional licensed contractor with appropriate permits.







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This project was funded in part by
Downtown Bay City and The Bay County Growth Alliance





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AWARDEES

700 WASHINGTON AVENUE



Complete removal of a 1960's-era metal facade covering the second story of the historic building at 700 Washington Avenue.



Company Name:

Platinum Bay Properties, LLC.

Business Type:

First Floor: each space with own unique outdoor entrance: 2,000 sq ft (100 ft x 20 ft) office space, 4,000 sq ft (100 ft x 40 ft) retail, convenience/party store space, 3,200 sq ft, and 3,225 sq ft restaurant space.

Second Floor: 4,100 sq ft open space (ball room), additional 936 sq ft attached foyer

Date of Improvement:

September 2021

Amount Awarded:

\$9,616.85

Total Facade Investment:

\$19,233.70

The building occupying 700 Washington Avenue is a prominent and historic one located in Downtown Bay City. The removal of the metal facade has transformed the corner of 6th Street and Washington Avenue and will create a more inviting space for future residents and tenants while also restoring the historic charm of this building. Not only will removing this façade add an improved street view, but will also serve as a catalyst in the transformation of the 700 block, as a whole.

109 CENTER AVENUE



Replacement of awnings on Tanner Building



Company Name:
Genco Properties

Business Type:
Home to Uptown Girl, Women's Fashion Boutique
Home to Mulligan's Pub, Restaurant & Bar Establishment
3+ Airbnbs located in upper floors

Date of Improvement:
July 2021

Amount Awarded:
\$2,942.00

Total Facade Investment:
\$5,884.00

The Tanner Building at 109 Center Avenue is located in the heart of Downtown Bay City and could be considered Downtown's "front porch" The face of the Tanner Building is visible from the DoubleTree Hotel, Wenonah Park, The Delta College Planetarium as well as the Center Avenue social district and Retro Rock's patio. The transformation of the awnings has improved the buildings look to a more aesthetically pleasing and welcoming façade for the Downtown.

1019 NORTH WATER STREET



Removal of brown wooden facade transforming to white painted brick, converting the exterior space of Drift Beer Garden.



Company Name:

3 Mission and Downtown Restaurants Investments (DRI)

Business Type:

Home to Drift Beer Garden

Date of Improvement:

June 2021

Amount Awarded:

\$5,558.00

Total Facade Investment:

\$19,900.00

The building at 1019 N. Water Street is home to Drift Beer Garden, an upcoming lively atmosphere in Downtown Bay City for patrons to visit, gather and celebrate. This establishment will serve alcoholic and non-alcoholic beverages indoors with the addition of mobile food trailers out front to supply food and snacks. The remodel of this façade will create a light, inviting establishment supply for friends, families, and boaters alike.

207 CENTER AVENUE



Transforming 207 Center Avenue from American Kitchen to M2 BBQ.



Company Name:

M2 BBQ/Downtown Restaurant Investments (DRI)

Business Type:

Home to M2 BBQ Restaurant

Date of Improvement:

September 2021

Amount Awarded:

\$6,500.00

Total Facade Investment:

\$15,744.36

207 Center Avenue is home to DRI's M2 BBQ. This is DRI's third location in Downtown Bay City, in addition to Tavern 101 and Old City Hall, formerly known as American Kitchen Restaurant. The ultimate goal DRI had of transforming American Kitchen to M2 BBQ is to attract more people to Downtown and the social districts, in addition to adding variety in dining options. The façade remodel given the restaurant a modern smokehouse look and revival.