



## Highland Downtown Development Authority Rental Subsidy Grant Program 2024

The Highland Downtown Development Authority (HDDA) values our role that our downtown plays in making Highland a unique place to live, work, dine and shop. A strong Downtown enhances the quality of life for Highland residents while helping attract visitors to our community.

The HDDA Rental Subsidy Program is designed to provide assistance for (1) new key business activities (retail/dining/arts/entertainment) that choose to locate in our Downtown Main Street area. Additionally, there is also an opportunity for this program to assist existing businesses who require financial assistance (must have been within the HDDA district for 5 years or less). A total of (1) selected applicant will receive a (6) month rental subsidy, along with a one year membership with the Highland White Lake Business Association, (HWLBA).

In addition to completing this application, interested applicants are required to:

- Utilize the Michigan Small Business Development Center (MI-SBDC) <https://michigansbdc.org/> to develop a business plan prior to acceptance into the program.
- Provide financial information related to the startup and operation of the business.
- Attend training/workshop opportunities that deal with a variety of topics including merchandise management, marketing, HR, finance, customer service, etc.
- Have regular established hours and participate in HDDA as well as HWLBA Events. (See list on next page)

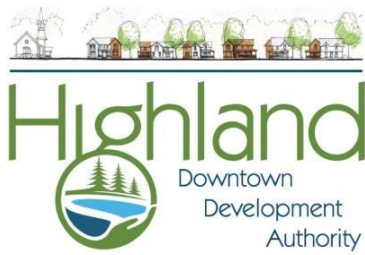
Complete application packages must be submitted to the HDDA by the first day of each calendar month in order to be considered by the ER committee and HDDA Board Members.

***To be considered for this program, the applicant must apply and submit the proposed location or existing location along with lease agreement. The applicant must also be in good standing with Highland Township, having all required permits and inspections. Not all applicants will be accepted into the program.***

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The applicant will be required to complete the following prior to the decision to award the grant and the initial disbursement to the landlord:

- Meet with and review business plan with MI-SBDC
- Arrange a meeting with the ER Committee that will involve an application presentation.
- Provide a business plan and proposed budget, financials (for presentation only) and marketing plan (including social media marketing strategy).
- Have initial permits and inspections completed with Highland Township and Oakland County.
- Arrange a meeting with HDDA in first 3 months to review performance and set quarterly goals.



## **PROGRAM CONDITIONS:**

1. Applicant must work with the Michigan Small Business Development Center (MI-SBDC) <https://michigansbdc.org/> to develop a business plan.
2. Applicant will be open for business a minimum of 5 days per week and will participate in AND will be open for designated HDDA and Highland White Lake Business Association Events. (This includes extended hours as necessary).  
Major events/activities required include:
  - Ladies Night Out
  - Summer Sidewalk Sales
  - Founders Day Festival
  - Retail Business Team
  - Attend at least one monthly HWLBA Event/Mixer, etc.
3. Applicant will obtain the services of a bookkeeper/CPA acceptable to the HDDA Board.
4. If during the duration of the program the applicant fails to meet program requirements, the rent subsidy will not be applied.
5. Must be a new business within the HDDA district or must have been within the HDDA district for 5 years or less.

## **SUBSIDY DETAILS:**

Applicants are eligible for a 6 month rental subsidy that is as follows.

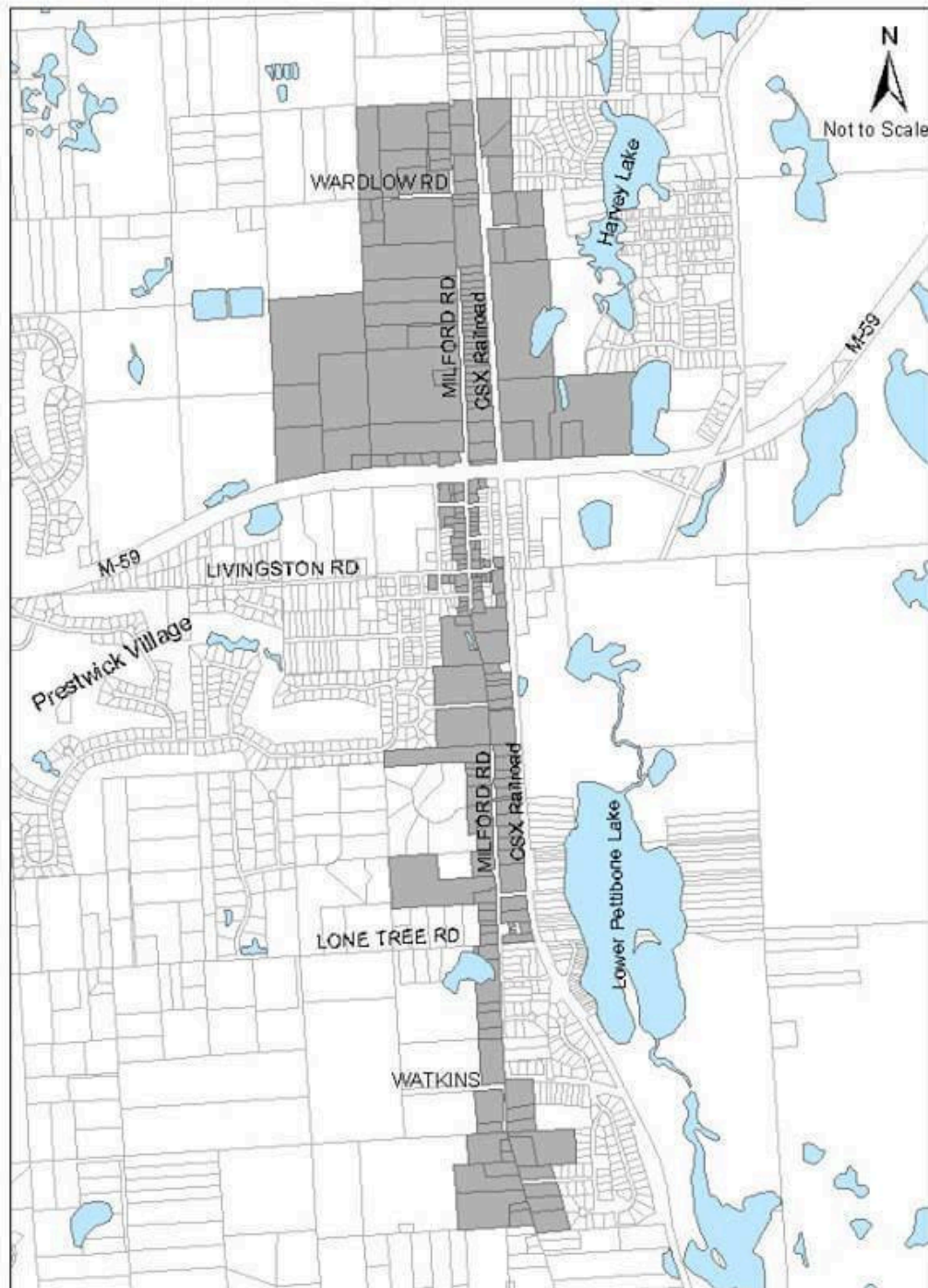
\$400.00 per month plus a (1) year membership to the HWLBA

**TOTAL: \$2,500/ over a 6 month period**

Priority will be given to:

1. Retail/dining/attraction businesses located within the DDA district that benefit downtown Highland as a unique destination, and are Michigan based. No chains will be considered.
2. Retail oriented businesses that are underrepresented within the current downtown business inventory.
3. Businesses that will be located in critical vacancies as determined by the ER Committee.
4. Must be located in the HDDA District. See map on next page for details.

## Highland Downtown Development Authority District Map



DDA boundaries are up & down Milford Road starting at Wardlow to the North and ending just before Rowe to the South. It also includes the Library to Save- A-Lot along M 59 and on Livingston from the railroad tracks to the Fire Hall.



## Highland Downtown Development Authority Rent Subsidy Program

Applicant: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Applicant Phone: \_\_\_\_\_

Applicant Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Tax ID #: \_\_\_\_\_

Proposed Location: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Property Owner Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Estimated Open Date: \_\_\_\_\_ Useable Square Feet: \_\_\_\_\_

Rental Amount: \_\_\_\_\_

Anticipated Hours of Operation:  
M: \_\_\_\_\_ Tue: \_\_\_\_\_ Wed: \_\_\_\_\_ Thurs: \_\_\_\_\_ Fri: \_\_\_\_\_ Sat: \_\_\_\_\_ Sun: \_\_\_\_\_

Approximate Cost to Open Business: \_\_\_\_\_

Personal Investment: \_\_\_\_\_

Bank or other financial commitment: \_\_\_\_\_

Building Rehabilitation Cost: \_\_\_\_\_

Major Capital Expenditure Cost: \_\_\_\_\_

Attached:

- \_\_\_\_\_ Business Plan
- \_\_\_\_\_ Letter from MI-SBDC
- \_\_\_\_\_ Copy of draft lease agreement that includes lease amounts and term of lease

Business Description:

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Please list the names of the persons your business will be working with in the capacities of:

**Attorney:** \_\_\_\_\_

**CPA:** \_\_\_\_\_

**And/or Bookkeeper:** \_\_\_\_\_

*Does the owner or officer of the business leasing the space have a business or familiar Relationship to the property being leased? Yes or No*

If yes, please explain: \_\_\_\_\_

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**Please initial:**

Applicant Acknowledges and agrees that completing an application does not guarantee acceptance into the program and retailer shall not rely on acceptance into the program when making business decisions, including the lease of the rental property. Purchase of merchandise, hiring of staff, etc.

\_\_\_\_\_

Applicant acknowledges that rental assistance payments will be sent monthly directly to the Landlord and not to the applicant. \_\_\_\_\_

I have read and understand the guidelines for this program. I understand that an application for funding is not a guarantee of funding and disbursement of funds will be made in compliance with the terms of this program. I understand that approval is subject to the discretion of the HDDA Board of Directors. Further, I affirm that the information I have provided is true and accurate.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit the application and all available supporting documents to:

Highland Downtown Development Authority  
Melissa Dashevich-Executive Director  
205 West Livingston Road  
Highland, MI 48357  
[highlanddda@gmail.com](mailto:highlanddda@gmail.com)

This program is proudly presented by:

