

Pitch for the Parcel

Final Call for Development Proposals:

The Hart Tax Increment Finance Authority (TIFA) is extending a final invitation to all interested parties to submit an application outlining their development vision for the property located at 408 S. State Street in Hart, Michigan. This site includes a church, residential home, and former nursery building, offering a unique opportunity for revitalization.

Following a review of all submissions, three applicants will be selected to present their proposals before the TIFA Board. One proposal will be chosen, and the selected applicant will be granted the opportunity to acquire the full property for \$1, contingent upon a commitment to meaningful redevelopment.

This is a rare opportunity to contribute to the next chapter of a historic property in the heart of Hart. Interested individuals or organizations are encouraged to **apply by April 10, 2025**.

BASIC INFO

Full Name

Main Street Spa, LLC - Tim & Patty Kersjes

Phone

231-742-0390

Email *

tkkersjes@yahoo.com

Business or Organization Name (if applicable)

Main Street Spa, LLC

Website or Social Media Links

www.mainstreetmedicalspa.org

VISION & PROPOSAL

Describe your idea or project in 1–2 paragraphs. (What would you do with the property if you win?) *

The wellness retreat industry has experienced remarkable growth in recent years, reflecting a shift towards health and well-being. More people are turning to wellness retreats as a proactive approach to health. Rather than seeking medical treatment after illness, people are focusing on preventative care. Wellness retreats are catering to a wide variety of interests and needs, from yoga and meditation retreats to weight loss, detox, and adventure-based wellness experiences. This diversification ensures there is something for everyone, regardless of their personal health goals.

Main Street Spa would like to expand our business to offer such retreats. The extra space will allow us to attract those seeking such retreats.

Which of the three buildings do you plan to use, and how? (Home, Church, Third Structure) *

Main Street Spa is interested in all three buildings. The church along with the middle building will be used for classes and retreats for up to 25 people. The house (along with the middle building) will be used as an Airbnb for our retreat instructors and retreat participants. Our focus will be to schedule the bulk of the retreats in the "off-season", September through April.

What is the potential community impact of your idea? (Who benefits? Does it provide a service, meet a need, or build a connection?) *

By offering a relaxing and wellness focused destination, Main Street Spa will encourage visitors to explore Hart during the off-season months. This influx of visitors will benefit not only the spa but all local businesses, as those visitors seek lodging, dining, and shopping opportunities.

The spa will create new job opportunities for residents, providing employment in a key industry that thrives during times of the year when other sectors may be slower.

ECONOMIC POTENTIAL

How would your project create jobs or support local employment? *

Main Street Spa has plans in place to hire local contractors, plumbers, electricians and painters for the remodel phases.

Once remodel is completed there will be a need to hire additional staff. At minimum, we would need to hire an event coordinator, additional therapists and a cleaning staff.

Would your project generate local tax revenue? If so, how? (E.g., as a business, rental property, venue, etc.) *

We are asking for a 10-year tax abatement. After that period of time, the renovations will be completed and the business should be making money.

How much will you need to invest to get the building(s) ready for your intended use? *
Church (amount & explanation), House (amount & explanation), 3rd Building (amount & explanation)

The first phase of the project would be to renovate the middle building. Renovations include adding two bedrooms, remodeling the bath and adding a shower along with flooring, paint and curtains (shades) for the windows.

The second phase of the project would be to renovate the house. Renovations to include flooring, paint, appliance upgrades along with a new water heater.

The church would be the third phase of the project. Renovations to include updates to paint, electronics and kitchen enhancements.

The last and final phase would be to resurface the parking lots.

Based on bids from local contractors the estimated total is approximately \$200K.

Do you have a financial plan or source of funding to support this idea? (If yes, briefly explain) *

Yes, we are working with Kayla Dennert from Shelby State Bank

(Optional) would you like to offer the TIFA an additional amount to acquire the property? If so, how much?

No. We would prefer to reinvest into the property.

FEASIBILITY & READINESS

What is your timeline for starting and completing the project? *

Depending upon the timing of a decision, ideally we'd like to attack the project in this order:

- Phase 1 -2025 Renovation of the middle building
- Phase 2-2026 Renovation of the house
- Phase 3-2027 Renovation of the church and parking lots

What experience, skills, or team members do you have to bring this idea to life?

Patty has 30+ years experience in the alternative health and wellness field and has numerous connections. Many of these connections have expressed interest in conducting classes. A few of these individuals include:

- Clinton Zimmerman, ND Big Rapids, MI
 - Heather Dexter, ND Grand Rapids, MI
 - Jackie Featherlee, ND Lakeview, MI
 - Suzanne Rasmusen-Kormos Stanton, MI
- and many others as well.

PITCH READINESS

Are you available to present a live, 5-minute pitch on April 15, 2025 at 1:00 PM? *

☒ Yes

☐ No

Do you have any presentation needs (AV, props, accessibility accommodations)? *

No

FINAL QUESTION

Why do you want to be part of this competition, and why does this property matter to you? *

Hart is home to us and we are excited to be part of something special. We feel that this is a wonderful opportunity to make Hart a wellness destination! It's also important to us to maintain and respect the history of these buildings. Our plan is to honor that history and breathe new life into them!