

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

Vanessa Schattenberg

Phone

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Email *

Lunafloral.vs@gmail.com

Business or Organization Name (if applicable)

Luna Floral & Design

Website or Social Media Links

Luna Floral on Facebook

VISION & PROPOSAL

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

I would renovate the spaces to be used as a home base for my business. I would move into the home with my family - revive the greenhouse and work closely with the community and schools to start a FFA program or after school program to grow and sell outdoor plants/flowers and houseplants. The church I would turn into a local marketplace of local artists to sell their items and be a location for my flower/plant shop which would host workshops

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

I would love to utilize all 3- if only one is available I would use my ideas above for whichever space I won.

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

Biggest benefit would be the youth of our community. Having a hands on learning center to integrate with a ffa program would be my main goal.

ECONOMIC POTENTIAL

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

All aspects of a greenhouse, working with youth and running a storefront requires additional help and will create jobs.

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

A business and a venue - church would probably be turned into a beautiful venue

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)

This is a hard question to answer without doing a full walkthrough to see what and how much is needed to transform it.

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

I would apply for a business loan, grants and hopefully some local investors to help create the funding

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

FEASIBILITY & READINESS

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

6 months to a year

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

I have owned my own floral/plant/retail business for the last 4 years, I have a staff that has worked along side me. As well as support from the Montague FFA I have mentored and continued to teach at.

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? *

I grew up in Shelby and graduated there. Oceana county holds such a special place in my heart. I would love to raise my growing family in the area.

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