

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

Tarra Perez

Phone

231-430-0222

Email *

Pereztarra@outlook.com

Business or Organization Name (if applicable)

Website or Social Media Links

VISION & PROPOSAL

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

Violet Revolution Healing Sanctuary- To transform this historic property in downtown Hart into a vibrant, inclusive, and healing community hub—uniting art, wellness, education, and entrepreneurship. This multi-use sanctuary will uplift the heart of Hart through sober-centered entertainment, spiritual wellness services, creative expression, and family support.

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

All 3

1. Mystic Dreams Tea House (Located in the Church Sanctuary)

A whimsical tea and elixir bar offering a magical experience including:

Locally-sourced teas, herbal blends, kombucha, matcha, and mushroom-based drinks

Pastries and snacks from local bakers

Evening mocktails for sober nightlife

Daytime healing events: tea ceremonies, sound baths, guided meditations

2. Planetary Roots Metaphysical Store (Also in Church Sanctuary)

Crystals, books, prayer tools, and holistic wellness items

Copper healing triangle, reiki sessions, spiritual coaching, rhythm & movement classes

Guest healers and rotating practitioners

3. Community Arts & Expression Hub (Nursery Building)

Teen-focused creative center for music, visual arts, and self-expression

Open studio space for rotating teachers and workshops

A safe and affirming space for artistic youth

4. Childcare & Residential Use (Two-Story House)

Licensed daycare prioritizing employees' children, then opening to public

Option to offer sliding scale and scholarship access

Living quarters for owner/operator

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

This plan benefits the entire community offering something for everyone in a safe and inclusive space. We can't ignore the ongoing struggles of community in Oceana County with addiction to substances. Addiction affects everyone and with a lack of mental health services and recovery services it is time to start thinking outside the box. What can we as a community do to fight the ever growing problem affecting so many individuals, and families? Build connection. The core of addiction is pain and trauma. By providing an all inclusive space for support with individuals and family's we are showing our community that while it seems nobody cares, somebody does. Sobriety isn't just for people who have struggled with addiction, it's a conscientious choice of many individuals. There are few options for community activities for adults that do provide alcohol at the center. There are few programs for teens with creative minds that need outlets to create. Violet Revolution Sanctuary is committed to uplifting the community with love, grace, understanding, compassion, art, music, and using the natural elements of earth to build long lasting connections with the community.

Sober Entertainment Alternative: Open mic nights, poetry readings, live music, community choir, and theater.

Support for Recovery: Weekly support groups and addiction healing circles

Economic Growth: Subcontracting with local healers, artists, and farmers; sourcing regional goods

Youth Enrichment: Free creative outlets for teens in an underserved population. Daycare to help with childcare needs of employees, and groups supports.

Cultural Vitality: Hosting seasonal festivals, fairs, and spiritual events

ECONOMIC POTENTIAL

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

Estimated Job Creation

1 General Manager

1 Tea House Supervisor

2-8 Baristas/Servers

1 Retail Store Manager (Planetary Roots)

2-4 retail clerks

2-4 Wellness Subcontractors/Healers (rotating)

2 Daycare Providers

1 Arts Coordinator (Teen Studio)

1 Maintenance & Property Support

Total: 10-20+ jobs, with potential for growth

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

Revenue Streams:

Retail sales (teas, crystals, wellness goods)

Events and class fees

Daycare tuition

Community memberships and support

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)

Initial Startup Costs (Estimated): \$35,000–\$50,000

Renovations, licensing, commercial kitchen updates, ADA compliance

Inventory and furnishing

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

Funding Sources: Microloans, crowdfunding, local grants, partnerships, private investors, community fund raising events, and collaborations with local churches, and organizations.

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

Possibly

FEASIBILITY & READINESS

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

The goal would be to complete renovations within 1 year with a goal of opening the sanctuary by Spring of 2026. The daycare center to be opened sooner to help contribute to renovation cost of sanctuary and opened within 1-3 months of licensing approval.

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

The team so far for this vision includes myself as the program operator, a committed daycare director, and several individuals committed to providing healing services.

I, Tarra Perez am a certified spiritual life coach and ordained minister with many years of experience. I also work as a cna activities aide at OCMCF. I have 25 year experience in special needs care.

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)? *

I don't believe so at this time.

FINAL QUESTION

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

This has been my dream. I have buried way too many people I grew up with to drug overdoses and suicide. My friendship with these individuals including my brother has helped me understand addiction in a way most don't. I understand their needs and how addiction begins. I previously ran an impromptu healing center out of my home. I converted a guest room to what I called the friend room providing detox support and ongoing sobriety support. I have watched many people who were otherwise written off by their family's and community then their lives around as a result. I know providing this center gives me the opportunity to help even more people on a larger scale while providing much needed community entertainments and resources to things like art and music lessons. America is one of the only countries that uses medications for mental health support, but most countries use spiritual practices to strengthen the mind which show to be 100 times more effective when combatting. Using healing elements and teas is helpful not just to people with addiction but anyone struggling with grief, mental illness, depression, and more. I aspire to be a leader in my community inspiring people through my own life journey that healing is not only possible, it's available. This center has a focus on healing while providing entertainment and services to all.