

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

Nick and Kerry Knitter

Phone

231-578-8896

Email *

nkknit84@gmail.com

Business or Organization Name (if applicable)

The Last Resort Motel

Website or Social Media Links

Thelastresortmotel.com

VISION & PROPOSAL

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

Address the urgent need for affordable housing through modern flexible living in a hotel setting. As owners of The Last Resort Motel, we recognize the need for affordable housing in Oceana County. In addition, Hart and surrounding areas bring millions of people each year, seeking fun, relaxing and memorable experiences with family and friends. A combination of short-term, mid-term and long-term housing will offer a variety of options.

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

All three buildings would be utilized. We propose merging with The Last Resort Motel for an opportunity to create hotel rooms, short-term, mid-term and long-term living spaces, as well as event rooms for residents, guests and the community. Fitness classes, organized gatherings, church groups and art/painting classes, to name a few, will enhance resident and community engagement, and create revenue. In addition, the third structure would be a retail shop, which will also create revenue and follow the master plan.

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

The entire community would benefit, because we may not be helping you, but we may be helping your family member or close friend. In addition, by offering space to individuals or groups within the community, we are also creating an inviting environment for gatherings.

ECONOMIC POTENTIAL

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

We believe, in the early stages of development, our idea will create 11 new jobs for front desk, housekeeping, grounds keeping and maintenance. Going forward, we hope to increase this number. Affordable housing located in the heart of Hart, will also allow residents without vehicles to easily walk to work or ride-share. Residents of the community will not be hindered from applying for or securing a job based on transportation issues.

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

Rental property (housing, events)
Sales tax from the third building

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)

\$1,000,000.00 for all 3 properties for renovations

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

We have a commercial lending relationship with West Shore Bank. In addition, we will also pursue grants.

(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? *

Start time would be immediate. We would focus on getting the house in livable conditions, in order to begin creating revenue. The completion of the entire project, including all 3 building, would realistically be 2-3 years.

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

We have 13 years of experience offering lodging accommodations, daily management for bookings/reservations, bookkeeping, construction, maintenance and housekeeping in Pentwater and Mears (Silver Lake), we have not only established a large customer base but a long and trusting relationship with property owners. Over the years, we have built a network with others in a shared interest in the hospitality industry, grant writers, property management companies, contractors and entrepreneurs.

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? *

It is all about people. Let’s give people the opportunity to better themselves and their families and allow their children to grow up knowing success is not beyond their grasp. This can be accomplished all while offering the same opportunity for tourists, who return year after year.

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