

# 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

Daniel Gutierrez

Phone

2313011792

Email \*

DanVibeKreationz@yahoo.com

Business or Organization Name (if applicable)

DanVibe Kreationz

## Website or Social Media Links

<https://danvibekreationzphotography7.mypixieset.com/>

## VISION & PROPOSAL

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

I plan to transform the space into a professional photo studio and custom apparel storefront

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

I intend to fully maximize the potential of all three spaces. The church will be converted into a photo studio and storefront for custom apparel, while the greenhouse area will be transformed into a waiting and play area for customers, providing a comfortable space for those waiting for their significant others or for their shopping or photo sessions to be completed. Additionally, the home will be lived in for convenience, allowing easy access to the shop.

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

This initiative would have a positive impact on the community, as, to my knowledge, there has never been a photo studio in this small town where individuals could easily walk in for senior photos, family photos. Additionally, there has been a lack of access to custom apparel for schools, businesses, or special events. By introducing these services, this project would not only fulfill unmet needs but also strengthen the community's connection to this historic building

## ECONOMIC POTENTIAL

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

This initiative would create valuable job opportunities within the community, as operating a business of this scale requires a dedicated team to manage and support its operations

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

Yes, this business would contribute to local tax revenue, similar to any other business operating in the area.

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)

#### Financial Plan for Property Renovation

##### 1. Church Renovation

Objective: Convert into a photo studio and custom apparel storefront.

Renovation Needs:

Open floor plan design for both the photo studio and apparel area.

Installation of display cases, shelving, and lighting.

Estimated Cost:

Open Floor Plan Design & Layout: \$2,500

Display Cases & Shelving: \$5,000

Lighting & Electrical Work: \$3,500

Total Church Renovation Estimate: \$11,000

##### 2. House Renovation

Objective: Livable space for personal use with minimal renovations.

Renovation Needs:

Painting and flooring (depending on condition, only if needed).

This area is lower priority as it's primarily for living.

Estimated Cost:

Painting & Basic Repairs (if required): \$2,000

Flooring (if required): \$3,000

Total House Renovation Estimate: \$5,000 (only if needed)

##### 3. Greenhouse Renovation

Objective: Convert into a waiting/play area for customers.

Renovation Needs:

General cleanup and conversion into a comfortable, functional space.

Furnishings, seating, and child-friendly features.

Estimated Cost:

Renovation & Conversion: \$3,000

Furnishings (seating, tables, etc.): \$1,500

Lighting & Electrical: \$500

Total Greenhouse Renovation Estimate: \$5,000

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

1. Personal Savings

Using my own savings to fund this project. This could involve liquidating a portion of my savings to cover initial costs.

Estimated Contribution:[\$13,000]

2. Small Business Loan

Estimated Loan Amount: [\$20k if need be]

3. Investor Funding

Seeking investors who are interested in funding the project in exchange for equity or a share in future profits could be another option. This would allow me to retain ownership while gaining financial support.

Potential Investors: Local investors, friends, family, or venture capitalists.

4. Grants or Incentive Programs

There may be local or federal grants available for businesses that are focusing on community development, historical preservation, or local job creation. Researching and applying for such grants could supplement funding of this project

5. Crowdfunding

GoFundMe can be a way to raise money, especially if you are promoting a business that would positively impact the community.

6. Revenue from Pre-Sales

Offering pre-sale packages for photo sessions or custom apparel could generate upfront cash to help with renovation costs. This could involve offering discounts or packages for customers who commit before the studio officially opens.

(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? \*

My goal is to be open within the first month or two of securing the property. Since starting my small business in 2020, I've consistently generated around \$25k a year, and I have continued to evolve and adapt. For years, I've been searching for the right storefront since returning to the area, but nothing has seemed to fit. This space is ideal, with plenty of room and character, exactly what I've been looking for. I already have most of the resources necessary to launch this new business venture, requiring minimal external assistance

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

I have built a strong support system since starting my platform in 2020, having had the privilege of working with notable organizations such as Double JJ Resort, Shelby Public Schools, Hart Public Schools, Michigan Adventures, Morningside Pallet Store, Kelly's Animal Rescue, Merten Farms, and many others. I am excited about the opportunity to grow alongside my community. My family and friends have been integral in supporting my business ventures, and I know I would have a strong network backing me. Whenever I doubt myself, my family is always there to remind me of my accomplishments and encourage me to keep moving forward

## 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? \*

This property holds great significance to me as it represents the heart of Hart. The location is ideal, offering both character and the opportunity to preserve a piece of Oceana County's historic architecture in its natural state. My father, one of my greatest supporters, always encouraged me to aim high, even though he had many business ideas but was never financially able to pursue them while raising seven children. I know he would be incredibly proud of me simply submitting this application. I firmly believe that when the time is right, I will own something that will make a lasting impact on this community. This property meets all of my needs adequate parking, prime location, and unique character and I would be honored to be considered for this incredible opportunity

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