



## Internal Memo

July 9, 2020

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator *MEM*

SUBJECT: July 2020 Information Update

1. July Planning Commission Meeting – The July 14, 2020 Planning Commission meeting is cancelled for lack of business.
2. July Board of Review – Typically the July Board of Review (BOR) involves correcting things, such as clerical errors, related to the assessment of property. However, under the current circumstances Governor Whitmer is requiring that local governments hear appeals similarly to those that occurred during the March BOR. The logic is that property owners may have been concerned about the pandemic and, therefore, did not attend in March. In our case, the BOR held regular hours the day before, the day the state of emergency was proclaimed and the day after. Staff does not believe the pandemic kept any property owners away. Nevertheless, the Finance Department and County Equalization staff will hold a Board of Review on Thursday, July 23 from 3 to 7 pm. A few things should be noted. First, tax payers may not appeal a decision made by the March BOR. Only new appeals may be heard. Also, local units are not required to send out new notices to tax payers prior to the July BOR. Further, there are no specific notice requirements other than the standard Open Meetings Act notices.
3. Communications and Marketing Plan – Revel recently provided a look at a draft Communications and Marketing Plan to me and Administrative Services Director Anthony Chandler. Staff has arranged an in-person meeting with Revel and the City Council to review three alternative plans and two alternative budgets. Due to limits on gatherings indoors this meeting will be held with one Revel staff member, the Mayor and City Council members on Tuesday, July 14 at 2 pm in the large conference room at City Hall. Mr. Chandler and I will then review the plans separately with department directors. I believe City Council will like what Revel has developed.
4. COVID Funding – The State of Michigan has been working on its Fiscal Year 2021 budget and, also, legislation to assist local governments with the additional costs and economic fallout caused by the pandemic. Senate Bill 690 was signed by the Governor last week and includes three areas of funding that local governments may apply for. The first includes reimbursement for public safety expenses such as additional staffing and overtime. The second provides for reimbursement of first-responder hazard pay. The third includes reimbursement to water utilities for arrearages, late fees and a 25% discount for eligible customers through the end of December 2020. Staff will be vetting

all three of these areas and applying for reimbursement of eligible expenses. Further, the Governor and legislature have reached a budget deal for Fiscal Year 2021. The budget includes additional funding for Fiscal Year 2020 statutory revenue sharing shortfalls. The State will eliminate this year's August statutory revenue sharing payment for all cities, villages, townships and counties saving the State approximately \$97 million. Then the State will provide a new allocation of Federal CARES Act funding worth \$150 million to be distributed to local units impacted by the revenue sharing budget cut. The City's August Statutory Revenue Sharing payment was approximately \$14,400. Therefore, the City should receive an additional \$7,200.

5. Muskegon Area First Report and Update – Attached is the latest Muskegon Area First (MAF) COVID-19 Economic Indicator Dashboard. Based on the data, economic activity is improving. MAF staff also informed the Board that the organization received another round of grant funds from the Michigan Economic Development Corporation (MEDC) for small businesses. Under round two of the Michigan Small Business Relief Program, small businesses may apply for grants up to \$20,000 each. The program is anticipated to run from July 15 to September 30. Staff also noted that they're talking to three new prospects for the Muskegon County Wastewater System. Also, there are six active expansion/attraction projects involving up to \$140 million in new investment and the creation of over 600 new jobs. Total pipeline projects represent a potential for 1,000 new jobs and investment of \$326 million in the Muskegon area.
6. Lake Harbor Road Bridge – The rehabilitation of the Lake Harbor Road Bridge is complete. The last element of the project included new pedestrian railing underneath the north abutment. Attached are photos.
7. Norton Branch Library Re-opening – The Norton Shores Branch of the Muskegon Area District Library (MADL) is finishing up the re-carpeting and main desk remodel project. Curbside service should begin this week. MADL plans to open to the public on Monday with limited capacity. It will be an unpublicized soft opening while library staff works out the bugs of opening the largest branch during COVID-19.
8. Chick-Fil-A Status – At Tuesday's Council meeting Council Member Flanders inquired as to the status of the Chick-Fil-A restaurant opening on Harvey Street. Staff reports that the project will start anytime from the end of this week to the end of month. The most recent communication with the company's engineering firm included revising the site plan to add two individual drive-thru lanes for ordering. Also, after talking to staff, an Mlive article popped up which is attached.
9. Road Brining – The second road brining application will be completed by next week.

/th

Attachments

# COVID-19 Economic Indicator Dashboard

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MUSKEGON COUNTY

JULY 1, 2020



Muskegon Area First

*Driving Economic Growth Along the  
Lakeshore*

# Muskegon County COVID-19 Indicator Dashboard

Auto sector production increased by 4,380,000 Thousands of units from April 2020 to May 2020.  
New durable goods orders increased by 15.8% from April 2020 to May 2020.

## Monthly Domestic Auto Production

March 2019 to May 2020



## Durable Goods Manufacturing

March 2020 to May 2020



Source: Federal Reserve Bank of St. Louis

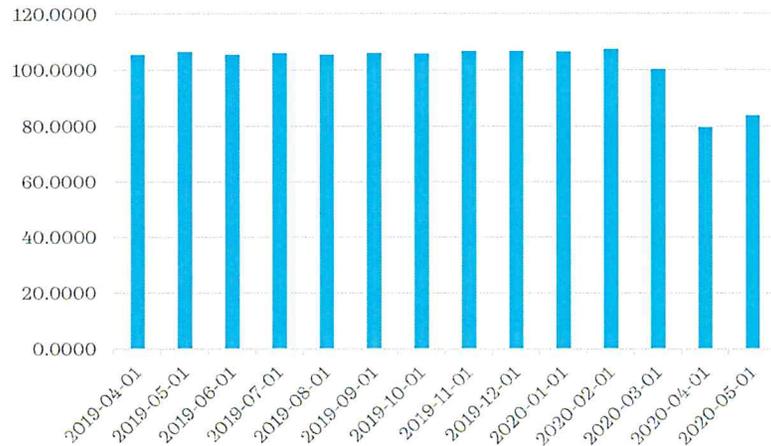
Source: US Census

# Muskegon County COVID-19 Indicator Dashboard

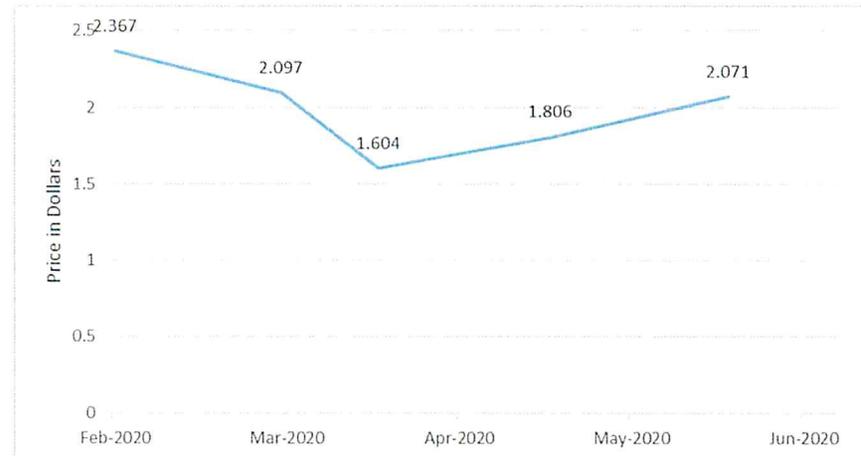
Domestic gasoline prices increased by 12.8% from May 2020 to June 2020.

Domestic furniture production increased by 5% from April 2020 to May 2020.

**Domestic Furniture Production**  
May 2019 - May 2020  
2012=100



**Domestic Gasoline Prices**  
February 2020-June 2020



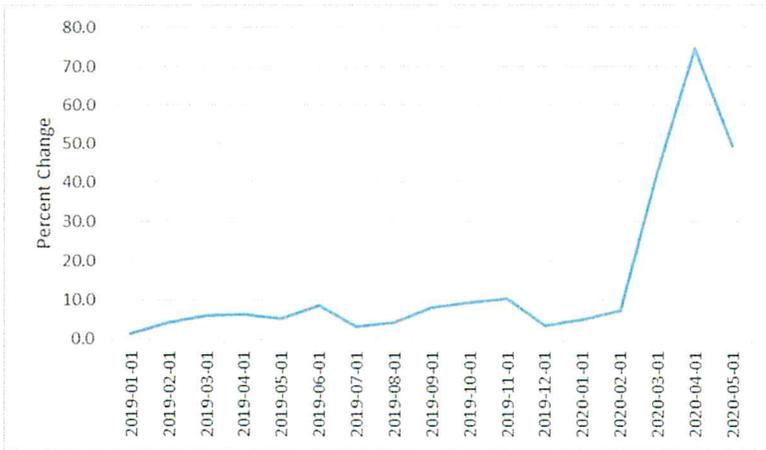
Source: Federal Reserve Bank of St. Louis

Source: U.S. Energy Information Administration •  Muskegon Area First

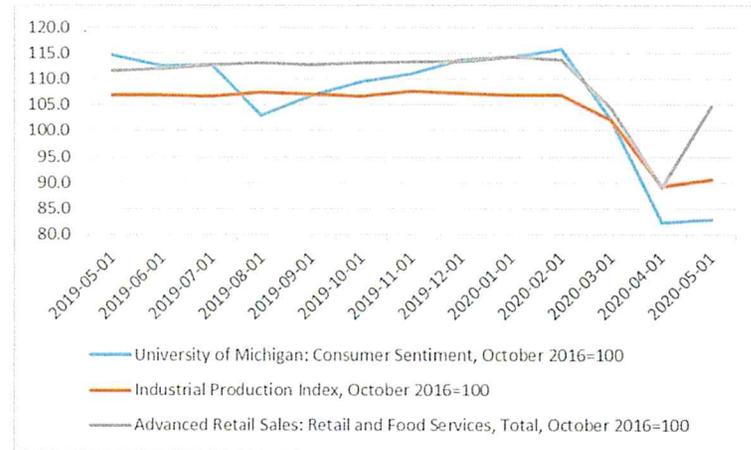
# Muskegon County COVID-19 Indicator Dashboard

US bank deposits increased by 93.1% from January 2020-April 2020.

**US Bank Deposits – Monthly Change**  
January 2019 - May 2020



**Indexes: Retail, Consumer, and Industrial**  
May 2019 - May 2020



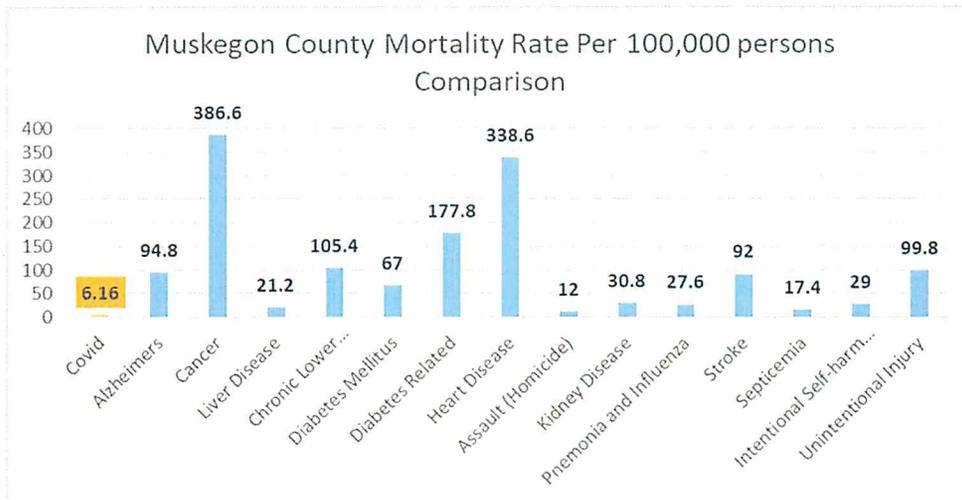
Source: Federal Reserve Bank of St. Louis

# Muskegon County COVID-19 Indicator Dashboard

County case and mortality statistics.

County	COVID Cases	Cases/100k	COVID Deaths	Mortality Rate	Mortality/100k
Muskegon	796	458.62	49	6.16	28.23
State	63,870	639.53	5,947	9.31	59.55

Source: Michigan Department of Health and Human Services, June 30, 2020



Source: Muskegon County Health Department, June 30, 2020 – All but COVID, 2014-2018 – 5 year moving average

# Muskegon County COVID-19 Indicator Dashboard

With loosening of restrictions our activities are changing.

On June 27<sup>th</sup> we spent more time at work and grocery stores and less time in retail compared to June 14<sup>th</sup>.

## June 27, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	-4%	18%	103%	-	-5%	-2%
State	-10%	6%	305%	2%	-8%	1%

## June 14, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	6%	10%	103%	-	-10%	-2%
State	-5%	4%	314%	-9%	-9%	0%

Source: Google Mobility Change Report, June 27, 2020 and June 14, 2020

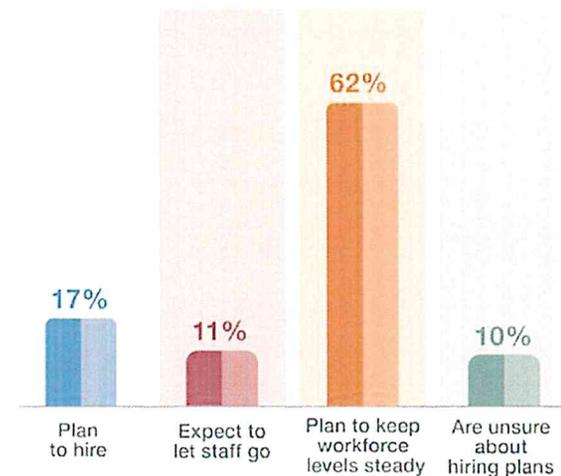


# Muskegon County COVID-19 Indicator Dashboard

## Local and National Employment Updates

- 35% of employees working from home, want to stay home
- 20.5 million people continue to receive unemployment benefits
- 22% of small business owners are no longer in business
- National employers in the U.S report significant declines in hiring plans for Q3 according to the ManpowerGroup Employment Outlook Survey of more than 7,700 employers. Those surveyed were also asked when they expect hiring to return to pre-COVID-19 levels; 66% said by April 2021, 42% within three months, by July 2020
- Grand Rapids-Wyoming, MI MSA employers plan to hire at a hopeful pace in Q3 2020 with an Employment Outlook of 11%, according to the ManpowerGroup Employment Outlook Survey (NYSE: MAN)

7,700+ U.S. employers shared their hiring plans for Q3 2020



Source: Fit Small Business and ManpowerGroup

**Mark Meyers**

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**From:** Jim Edmonson <jedmonson@muskegonareafirst.org>  
**Sent:** Friday, July 3, 2020 9:28 AM  
**To:** Aerts, Linda; Armstrong, Brian; Ben Cross; Beth Dick; Charles Schmitigal; Chris Hall; Doug Kadzban; Eisenbarth, Mark; Frank Peterson; Gordon Lydens; Heather Jarvis; Heidi K. Tice; Holter, John; Jared Olson; Jeff Auch; Jeff King; Jennifer Hernandez; Jerry Bartoszek; Jerry Sanders; Jim Lemmen; Johnson, Dave; Jonathan Wilson; June Lydens; Kelly Gerard; Kim Arter; Leo Evans; Mark Disselkoen; Mark Meyers; Mary Gray; Matthew Farrar; Mayor Debi Hillebrand; Melissa Beegle; Michael Homier; Michael Ortega; Ron Langlois; Sam Janson; Scott Huebler; Steve Biesiada; Steve Hammond; Susan Franklin; Tammy Stephenson; Tina Nash; Tony M. Barnes  
**Subject:** MAF Updated COVID-19 Economic Indicator Dashboard  
**Attachments:** Muskegon County COVID Dashboard July 1 2020.pdf

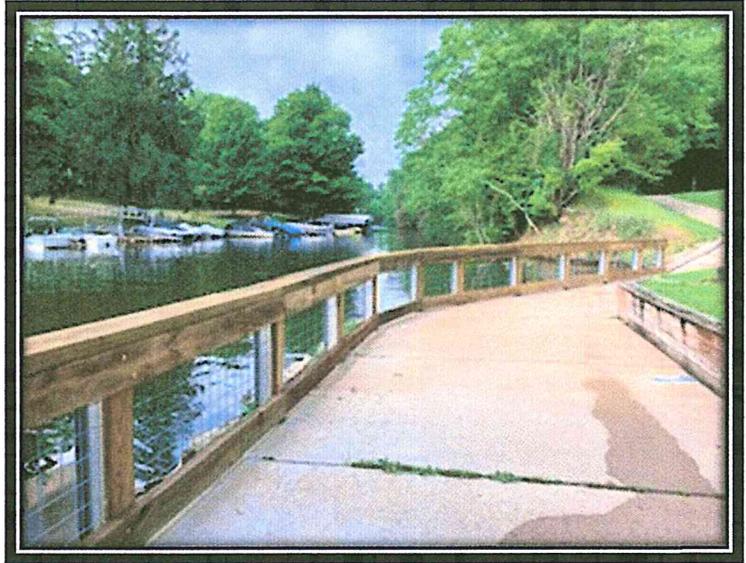
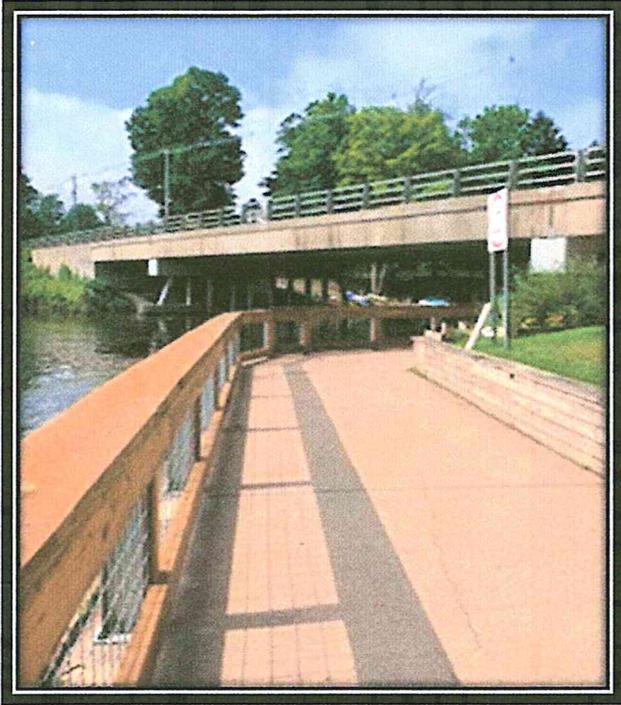
All,  
Please find attached the July Dashboard.

We learned this week that MAF will receive another round of grant funds from MEDC for small businesses. Under round 2 of the Michigan Small Business Relief Program, grant up to \$20,000 each to small businesses. Please let small businesses in your city or township know. We anticipate the program will run from July 15<sup>th</sup> to September 30<sup>th</sup>.

Over the past several weeks we have talked to 3 new prospects interested in the County wastewater system. We are working on 6 active expansion/attraction projects that will invest up to \$140 million in new or expanded facilities and create over 600 new jobs. Our total pipeline of projects represents the potential to create 1,000 new jobs and total investments of \$326 million.

Enjoy the holiday weekend!  
Jim

# Lake Harbor Bridge Rehabilitation Project 2020





By [Anya van Wagtendonk | avanwagtendonk@mlive.com](mailto:avanwagtendonk@mlive.com) Updated Jul 08, 2020; Posted Jul 08, 2020



NORTON SHORES, MI – Construction has begun on a long-awaited Chick-Fil-A restaurant in Muskegon County. Ground broke Monday, July 8, on a local franchise of the national chain, at 5607 S. Harvey St., according to its project manager, John Downing, of Buffalo Construction, a Louisville, Ky., building company contracted for the build. The start of construction was delayed by several months because of coronavirus, Downing said. All told, it is expected to take about 20 weeks, he added.

An opening date is not yet certain, but eager locals have already questioned on social media whether its arrival in the community will be greeted with long lines and snarled traffic, as happened when a new location opened in Novi in June.

The fast-food restaurant, famous for its chicken sandwiches and conservative politics, will be on a 1.8 acre parcel across from the Lakes Mall. The lot once held a Johnny Carino's Italian Restaurant, which sat empty from 2012 until it was demolished this spring. It is situated by the Lakes Crossing Shopping Center, anchored by a Kohl's, and will stand between two chain sit-down restaurants, Logan's Roadhouse and Red Robin.

Site plans for the Muskegon-area location were first reported on last spring. Progressive AE, which has offices in Muskegon, is acting as the civil engineers on the project, and Chipman Design Architecture, in Chicago, is its architect.

Chick-fil-A is among the fastest-growing fast-food chains in the country. When the Norton Shores restaurant opens, it will join other West Michigan locations in Holland, Grand Rapids and Wyoming. Four locations are slated to open throughout the year in metro Detroit, starting with the Novi location.

Headquartered in Georgia, the company expanded into Michigan in 2016, and currently has 17 locations across the state, according to the company's website. The company has also been criticized by some LGBTQ groups because its associated charity, the Chick-fil-A Foundation, has supported groups that have expressed anti-LGBTQ positions and policies. Some municipalities have barred the restaurant from opening franchises in their airports, and lawmakers in Kalamazoo and Ypsilanti have expressed concerns about locations coming to their towns.