



Internal Memo

October 7, 2020

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator 

SUBJECT: October 2020 Information Update

1. Fire Prevention Parade – The annual Fire Prevention Parade is scheduled for Sunday, October 11th. The parade will begin at 2 pm from Fire Station #3 near Norton Center Drive, travel in a loop routed along the edge of the City and end on East Broadway Avenue at Getty Street. Attached is a route description.
2. Commercial Sites Marketing Update – The City's chosen broker, CBRE, has developed a marketing piece for the city-owned units in the Eastowne of Norton Shores development. Attached is the printed piece and the properties are now being professionally marketed. You will note that the remaining five vacant units under private ownership are also included in the effort. The broker has worked with these owners to collaborate with the City to better market the entire site and avoid conflicts.
3. Street Improvement Update – The last two streets to be improved during this construction season included milling and resurfacing of Grand Haven Road from North Gateway Blvd to Sternberg Road and Lake Harbor Road from Ridgeview Drive to Sunset Point and also the s-curve through Lake Harbor Park. The top course of asphalt was placed on these two roadways by last weekend and they have now been striped. Attached are photos.
4. Marketing and Communications Plan Update – Revel continues to work on the marketing and communications (MARCOM) plan. To date, professional photos have been taken and elements including brand story, brand promise and unique value proposition are developed (please see attached). Also, the campaign to gather emails was launched three days ago. Thus far, 251 emails have been collected. Over two-thirds of the people that click on the social media ad opt in to emails. The campaign will run for another 27 days. Additional efforts to market the campaign including signage at City Hall is forthcoming. Lastly, a logo for the marketing campaign is currently being created and I hope to share it with City Council soon.
5. Fire Department SCBA Replacement – Attached is a memo from Fire Chief Bob Gagnon requesting that City Council consider amending the Capital Improvement Program to replace firefighter SCBA units in the current FY2021 budget as opposed to next year's budget. This request is being made in an effort to save approximately \$99,000 on the

total purchase price. While this is a large expenditure and I, typically, would not recommend a mid-year budget adjustment, keep in mind that the current air packs are three years beyond their replacements schedule, funds for replacement have been accumulated in the CIP under reserved fund balance per the Fire Department Equipment Schedule and, of course, this would provide for significant overall savings. Please review the Chief's recommendation and you will see the request on the October 20 City Council meeting agenda for consideration. The SCBA discount expires this month and prices will increase on November 1st.

6. COVID Grant Fund for Police Department – The Police Department was recently awarded approximately \$7,100 in Coronavirus Emergency Supplemental Funding through the Michigan State Police. The grant award will reimburse the City for the purchase of laptops used by detectives and lieutenants for remote work during COVID and also to outfit remote grant detectives out of the County Prosecutor's Office for the Safe Seniors and Crimes Against Women programs. Attached is the grant award letter.
7. MAF COVID Economic Report – Attached is the October 2020 COVID-19 Indicator Dashboard from Muskegon Area First. All indications are that September showed modest employment gains over August and unemployment continues to decline.

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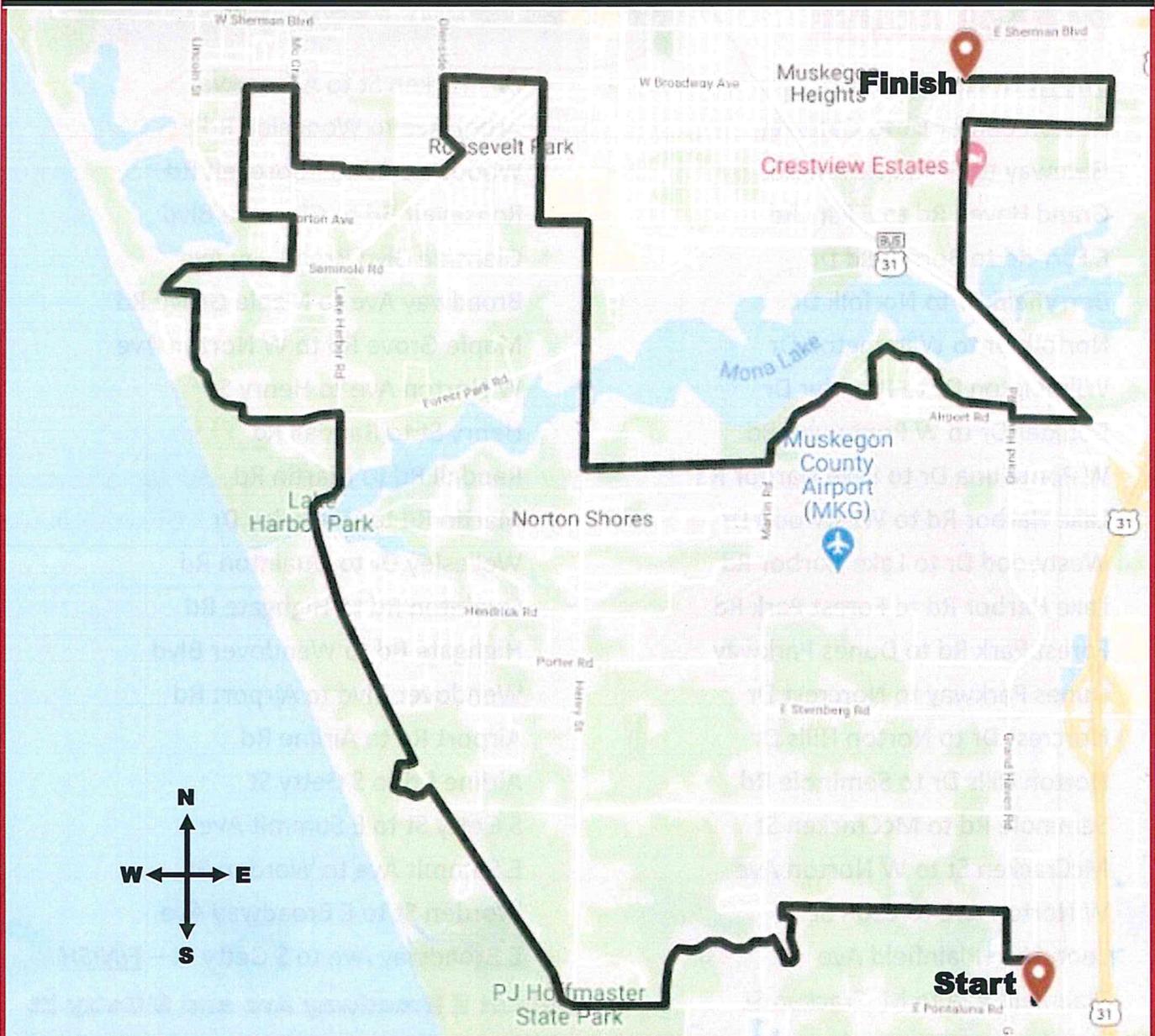
Attachments

Fire Prevention Parade



**Sunday, October 11th, 2020
2—3:30 PM**

STARTS AT 1100 E. Pontaluna Fire Station #3



THERE WILL BE NO CIDER AND DONUTS THIS YEAR DUE TO COVID-19

Fire Prevention Parade

**Sunday,
October 11th, 2020
2—3:30 PM**

**STARTS AT
1100 E. Pontaluna Rd.
Fire Station #3**



PARADE ROUTE

START: Norton Center Dr
Norton Center Dr to Gateway
Gateway to Grand Haven Rd
Grand Haven Rd to E Farr Rd
E Farr Rd to Berryfield Dr
Berryfield Dr to Norfolk Dr
Norfolk Dr to Wilmington Dr
Wilmington Dr to Boulder Dr
Boulder Dr to W Pontaluna Rd
W Pontaluna Dr to Lake Harbor Rd
Lake Harbor Rd to Westwood Dr
Westwood Dr to Lake Harbor Rd
Lake Harbor Rd to Forest Park Rd
Forest Park Rd to Dunes Parkway
Dunes Parkway to Norcrest Dr
Norcrest Dr to Norton Hills Dr
Norton Hills Dr to Seminole Rd
Seminole Rd to McCracken St
McCracken St to W Norton Ave
W Norton Ave to Leon St
Leon St to Plainfield Ave
Plainfield Ave to McCracken St

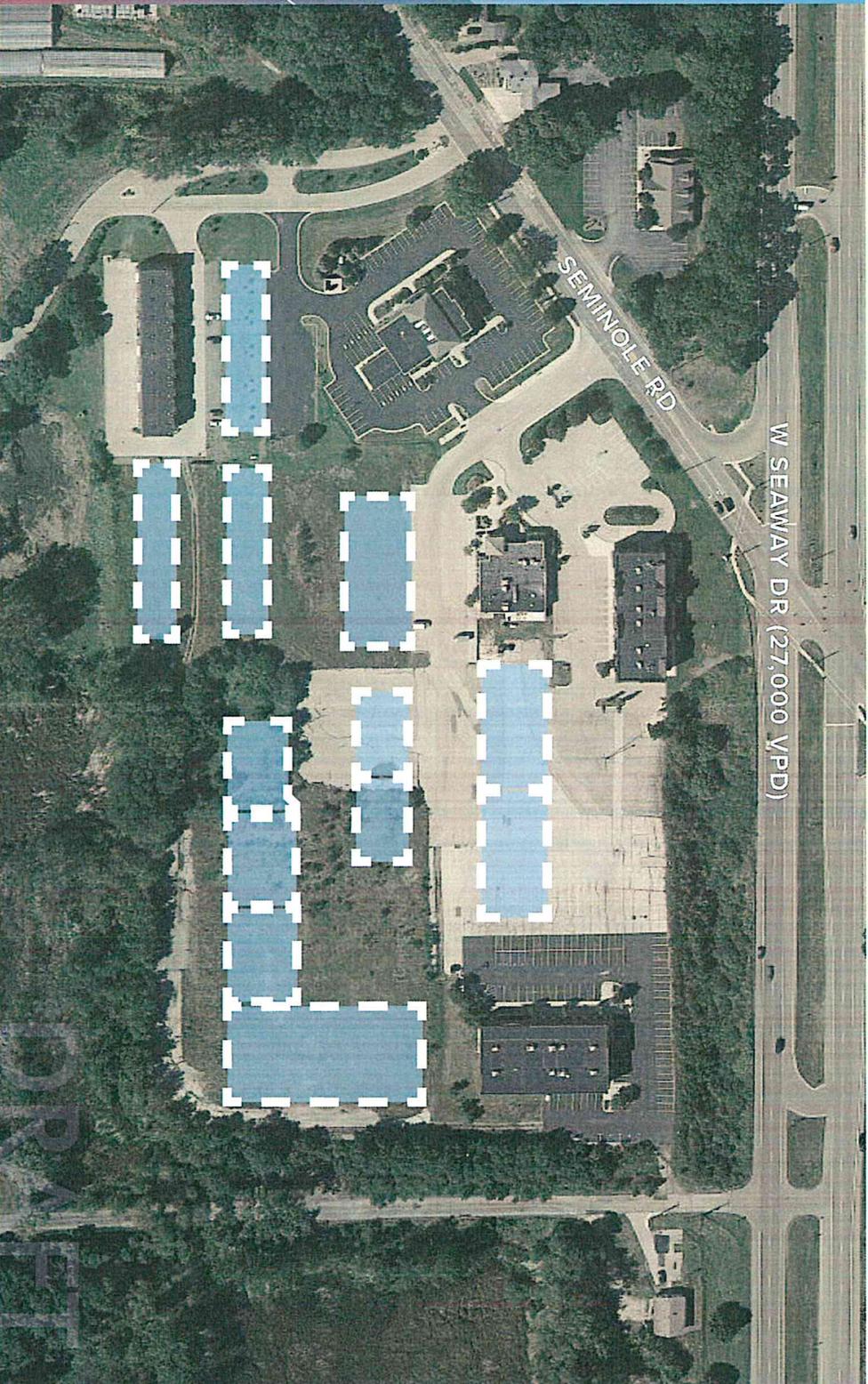
McCracken St to Arbor Ave
Arbor Ave to Woodside Rd
Woodside Rd to Roosevelt Rd
Roosevelt Rd to Glenside Blvd
Glenside Blvd Broadway Ave
Broadway Ave to Maple Grove Rd
Maple Grove Rd to W Norton Ave
W Norton Ave to Henry St
Henry St to Randall Rd
Randall Rd to Martin Rd
Martin Rd to Wellesley Dr
Wellesley Dr to Quainton Rd
Quainton Rd to Highgate Rd
Highgate Rd to Wendover Blvd
Wendover Blvd to Airport Rd
Airport Rd to Airline Rd
Airline Rd to S Getty St
S Getty St to E Summit Ave
E Summit Ave to Worden St
Worden St to E Broadway Ave
E Broadway Ave to S Getty St – ***FINISH***

Ends at E Broadway Ave and S Getty St

THERE WILL BE NO CIDER AND DONUTS THIS YEAR DUE TO COVID-19

FOR SALE

*EAST TOWN DEVELOPMENT
OPPORTUNITY*
NORTON SHORES, MICHIGAN



www.cbre.us

CBRE

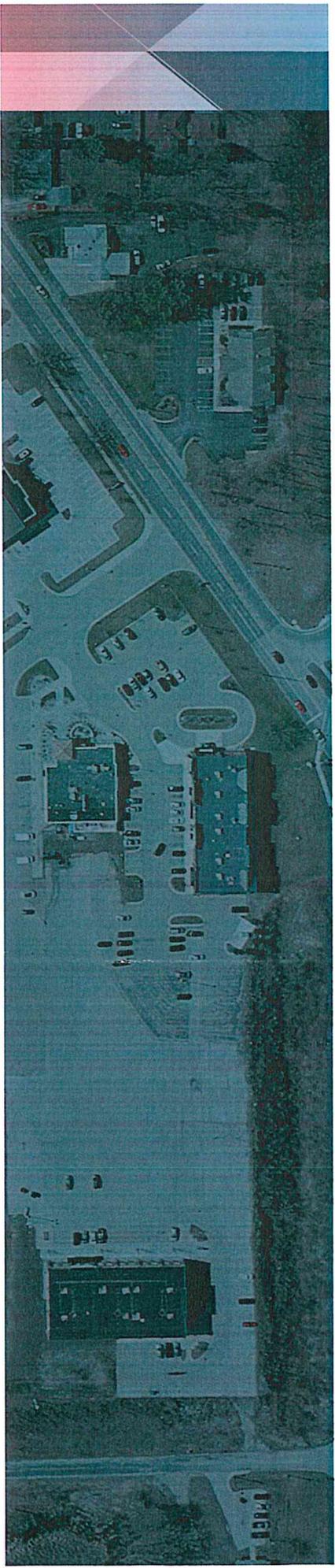
THE OFFERING

CBRE is pleased to present the opportunity to acquire the fee simple interest in 3.05 acres ("Property") in the City of Norton Shores, Muskegon County, Michigan. The Property is comprised of twelve land parcels zoned as Planned Unit Development and improved with utilities. The Property is located within the Eastowne of Norton Shores Site Condominium Development. The Development, which is home to multi-tenant retail and office buildings, a restaurant, a bank and single family residential condominiums offers potential investors flexible investment opportunities. Only two miles from I-96, the Property offers connectivity to nearby cities such as Muskegon and Grand Rapids.

PRICING		ACRES
PRICE		
229 N Eastowne (1 Lot)	\$60,000	.33
Central Eastowne (4 Lots)	\$250,000	1.18
City of Norton Shores (7 Lots)	\$215,000	1.54
TOTAL	\$525,000	3.05 <small>(plus ±9.0 acres of common area)</small>

2020 DEMOGRAPHICS			
	1 MILE	3 MILES	5 MILES
Population	6,520	55,525	96,395
Households - Current Year Estimate	2,782	22,244	37,676
Average Household Income	\$50,124	\$61,431	\$62,242
Daytime Population	7,019	58,027	99,124





PROPERTY HIGHLIGHTS



3.05 Total Acres plus ±9.0 acres of common area



Close Proximity to Mona Lake and Lake Michigan



Excellent visibility from Bus US 31 (Seaway Dr)



Variety of uses – Office, Retail, Hospitality, Multi-family, Storage



Easy access



Zoned PUD



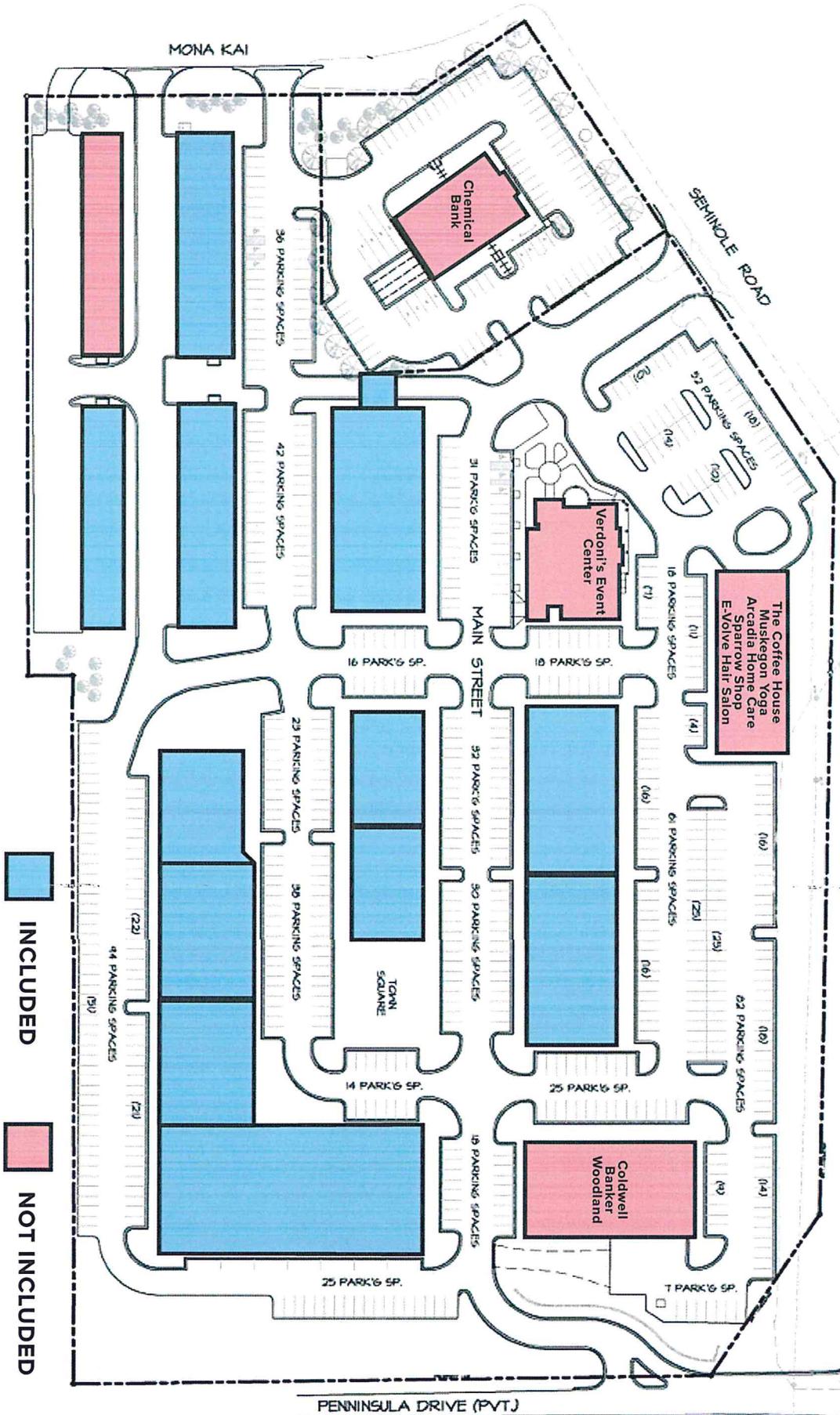
27k Cars per day



Available utilities include natural gas, electric water, sanitary sewer and storm sewer



Nearby amenities



EAST TOWN DEVELOPMENT OPPORTUNITY

PLEASE CONTACT:

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RUSS BONO, CCIM

Senior Associate

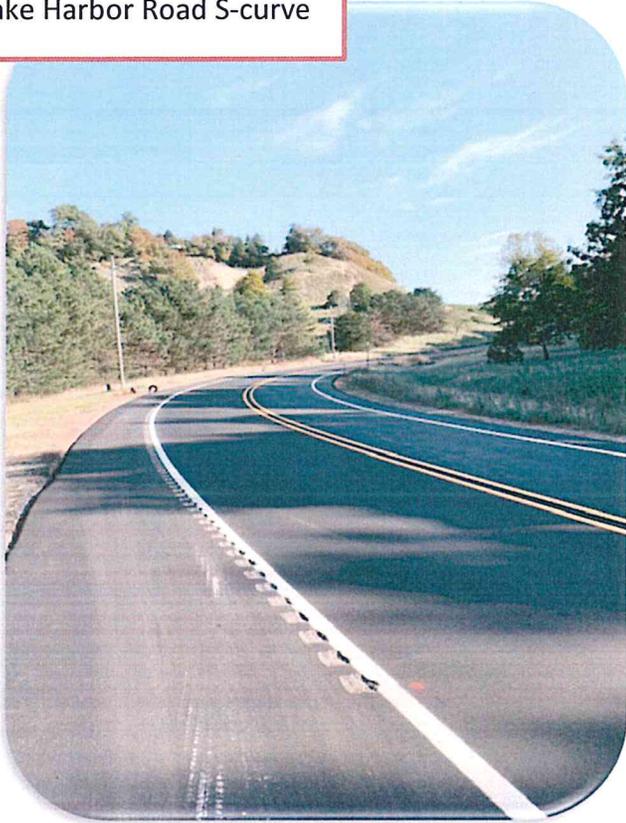
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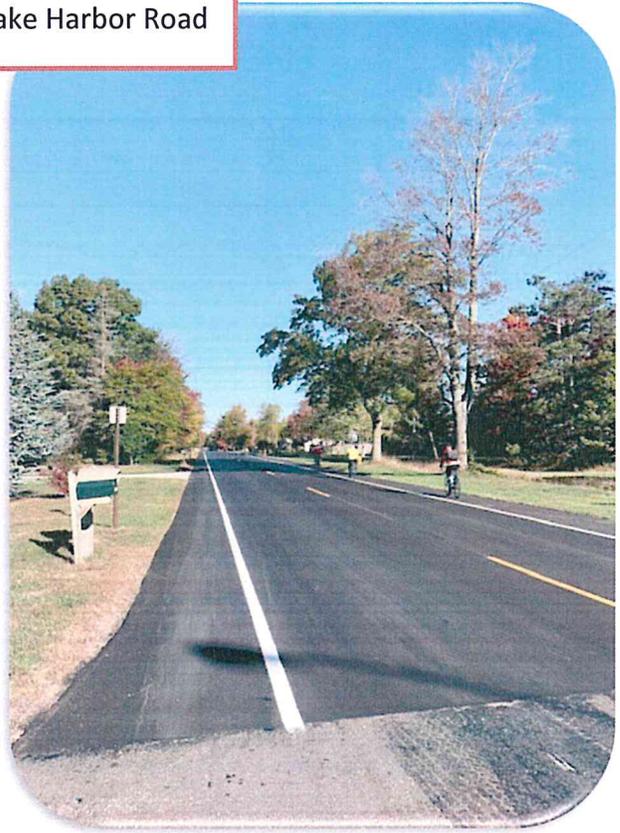
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NORTON SHORES, MICHIGAN

Lake Harbor Road S-curve



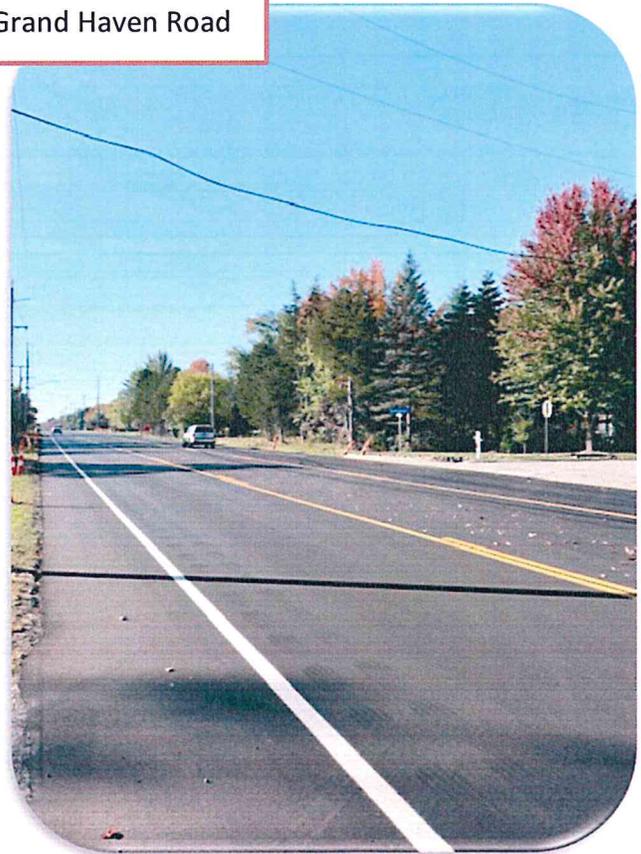
Lake Harbor Road



Grand Haven Road



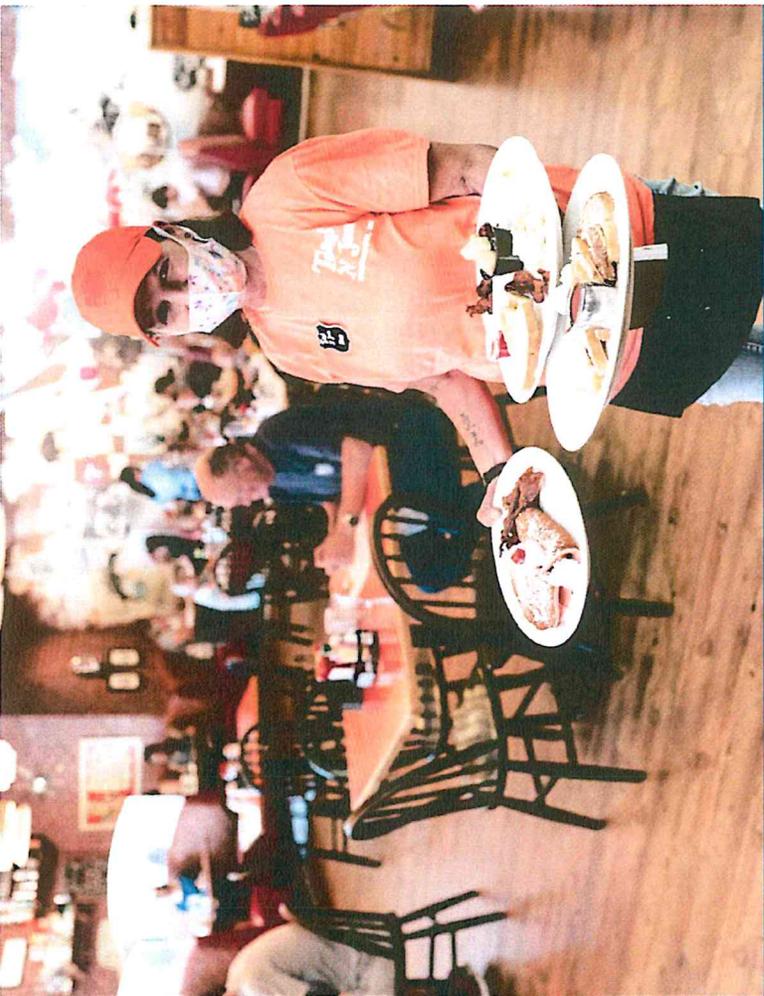
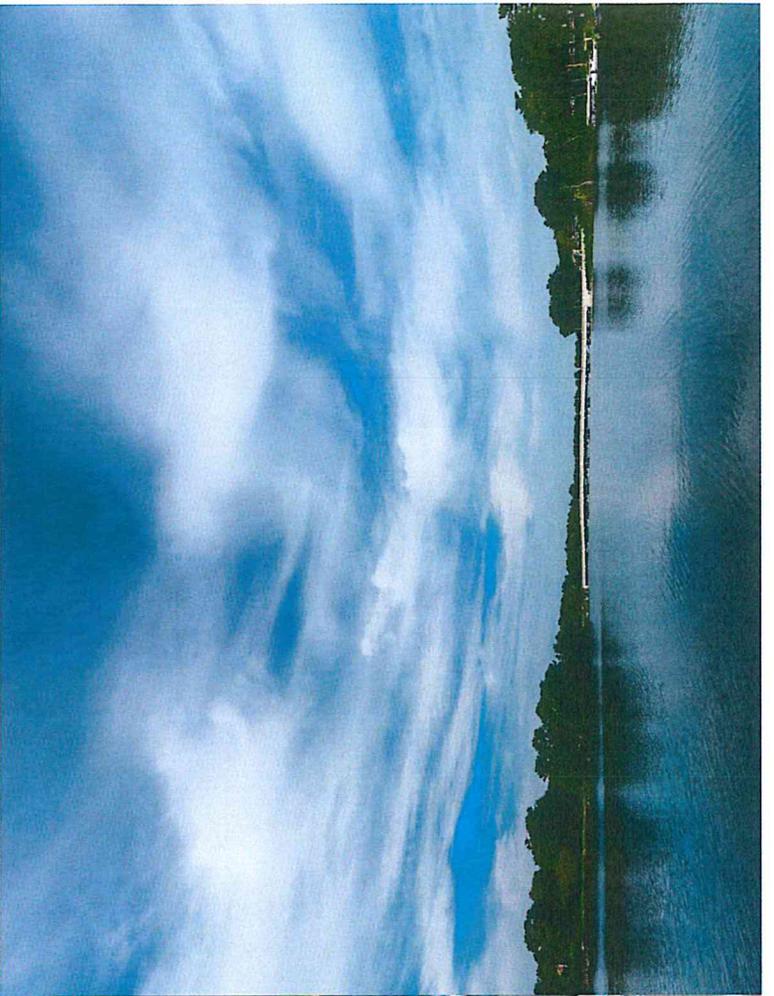
Grand Haven Road



revel 

City of Norton Shores

Brand Messaging // 09.02.2020



What is a brand story?

A brand story is a narrative that encompasses the facts and feelings that are created by your brand.

Brand Story

Norton Shores is a city located along the coast of Lake Michigan. Some would call us a bedroom community, a suburb that people come home to after work, or a place that you drive through on your way to somewhere else.

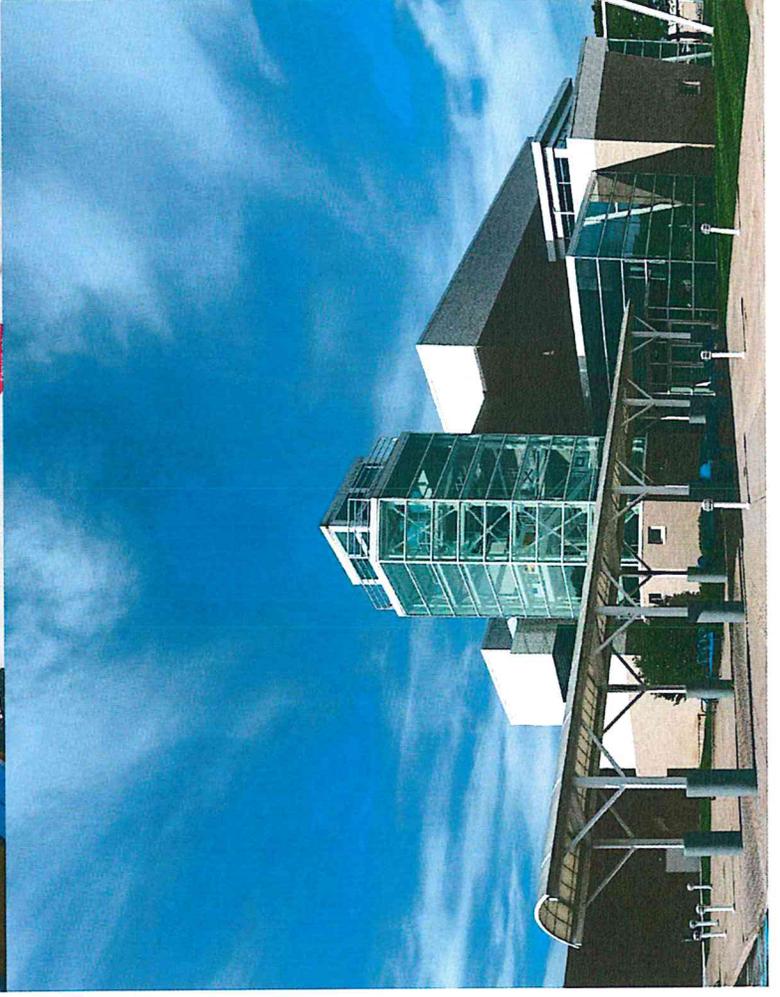
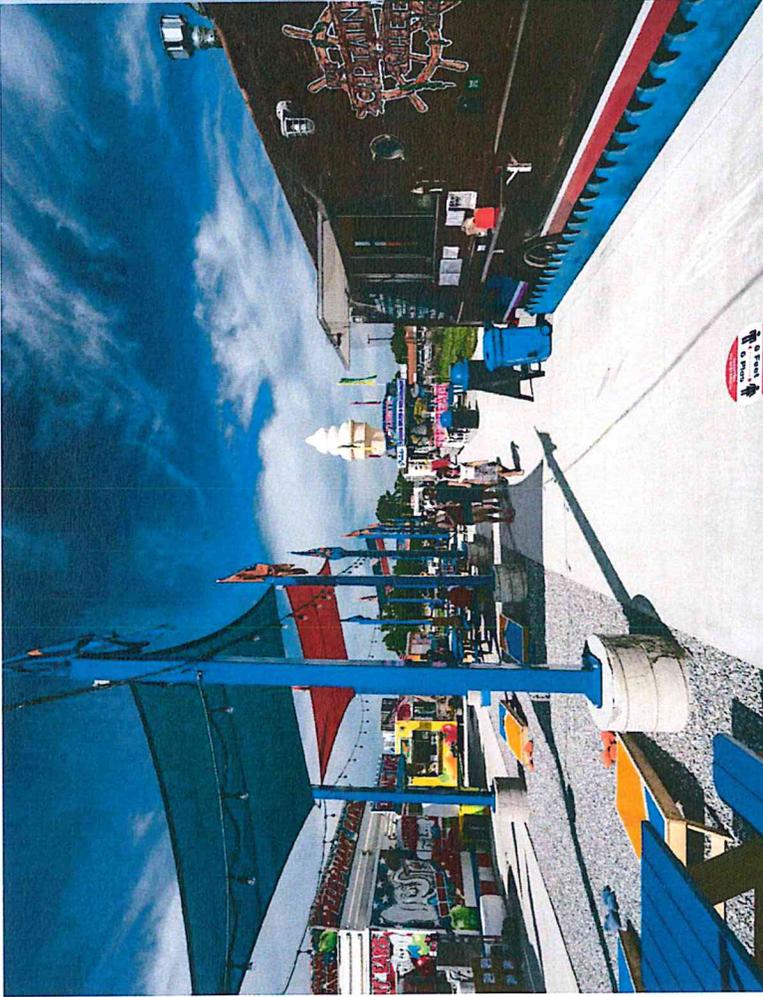
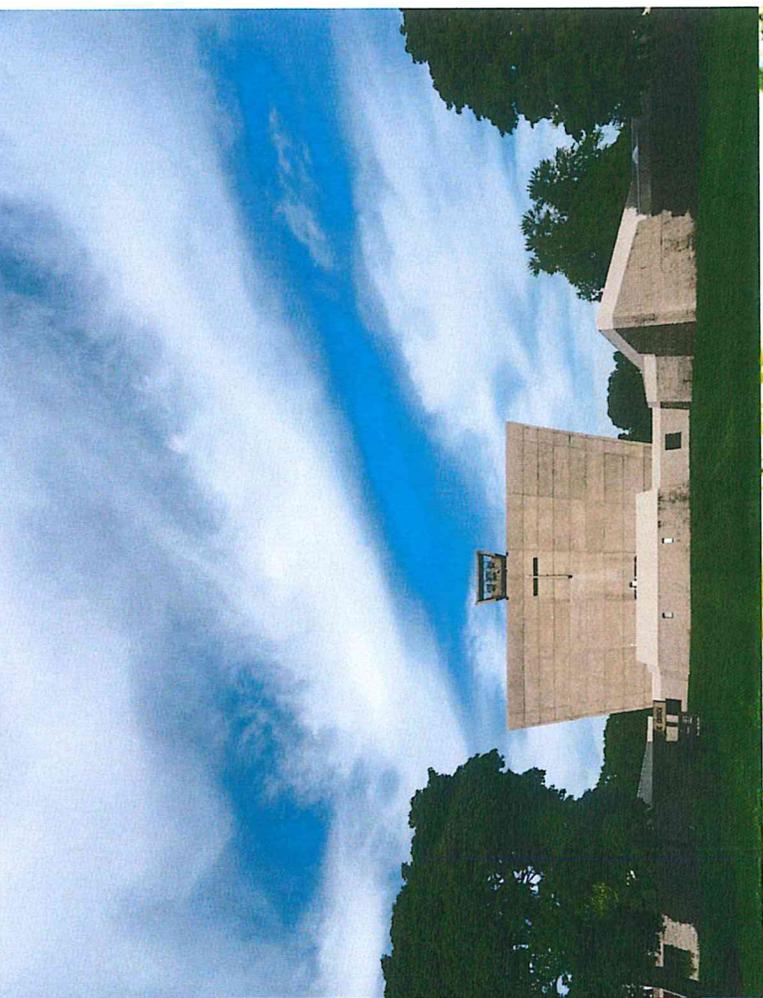
But look a little closer and you'll find that Norton Shores is a truly unique place.

We're home to some of West Michigan's most stunning parks and beaches. Sugary sand shorelines perfect for a swim, a paddle, a stroll and a sunset, and wooded paths and trails perfect for unplugging and reconnecting with the outdoors.

We're home to homes. Big homes, small homes, and in-between homes. Norton Shores is a place where people and families can relax and enjoy life, enjoy safe neighborhoods, friendly neighbors, first-rate schools, and a wealth of employment opportunities from retail to manufacturing and everything in-between, all within a short drive to an abundance of shopping and great places to eat and be entertained.

Norton Shores isn't a big city, and we're okay with that. What we are is a city that cares for its residents and takes pride in providing a wonderful quality of life, a city full of natural beauty and recreation, a city that's open for business and for welcoming new businesses.

Beautiful, safe, comfortable, and convenient.
Norton Shores is the good life—it's in our nature.

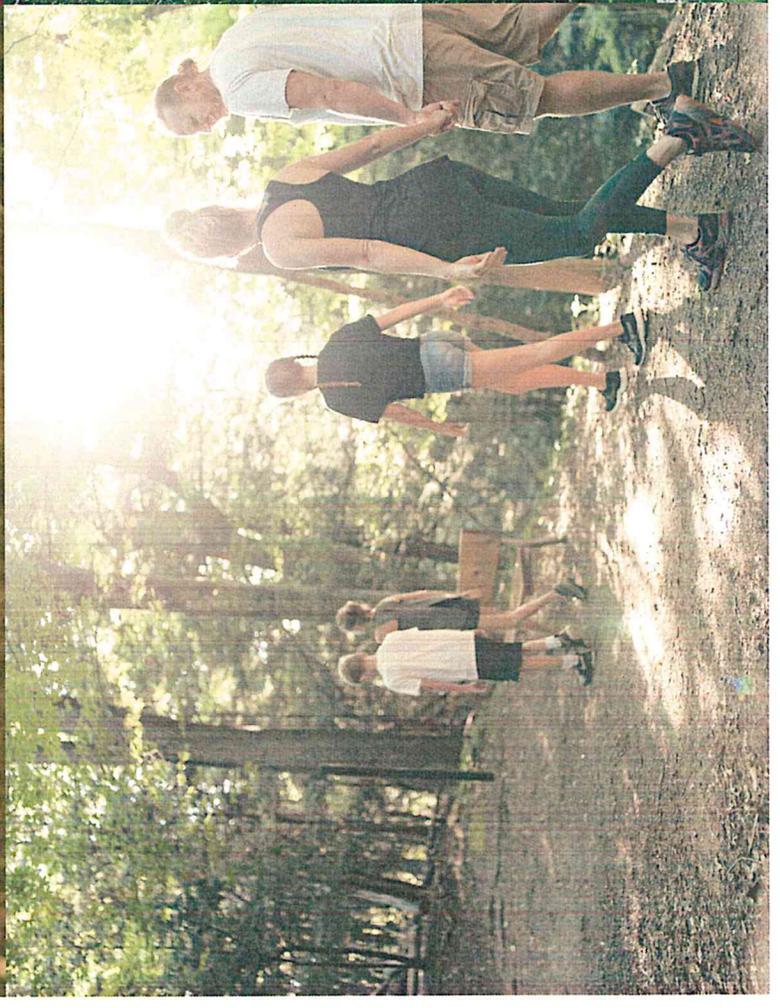
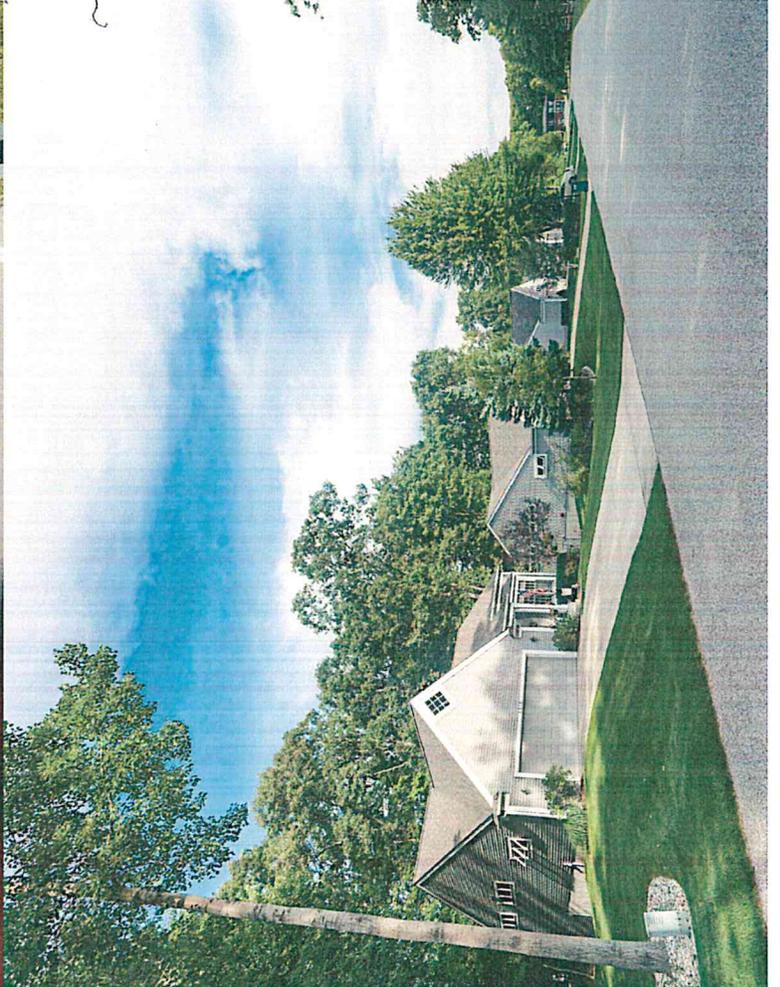
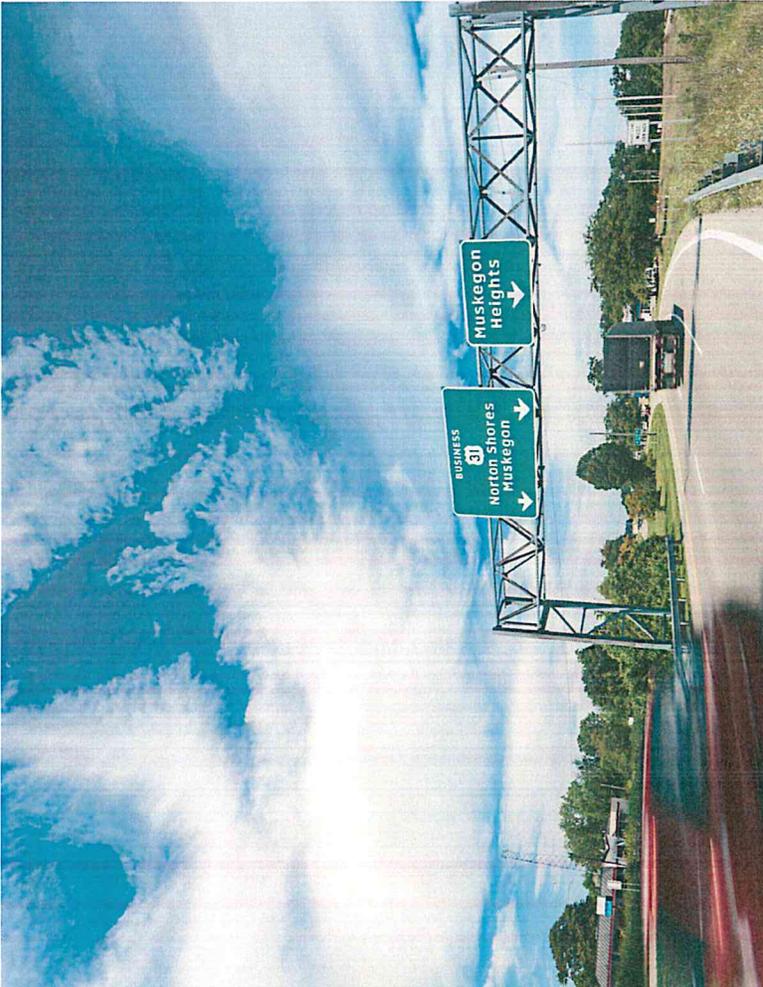


What is a brand promise?

A brand promise summarizes your commitment to what one can expect when living in, or visiting Norton Shores. It's a brief statement – no more than a paragraph – that summarizes the key points of your brand story.

Brand Promise

The quality of life that we offer in Norton Shores is second-to-none. Located along the picturesque shores of Lake Michigan, our beaches and parks offer a wealth of recreation and relaxation options year-round. When coupled with our safe, friendly, and affordable neighborhoods, great schools, employment opportunities, and our dining, shopping, and entertainment choices there's nothing quite like it. Take a closer look at Norton Shores, and you'll find that it's a pretty special place. Welcoming, relaxing, and enjoyable—it's in our nature.



What is a UVP?

Your Unique Value Proposition (UVP) is a clear statement that describes what distinguishes you from the competition. It clearly communicates what is unique about Norton Shores

UVP

Norton Shores is a city nestled along the shoreline of Lake Michigan. Our mix of natural beauty, an recreation along with safe, affordable, and welcoming neighborhoods provide an outstanding quality of life for our residents and an enjoyable experience for our visitors.

What is a tagline?

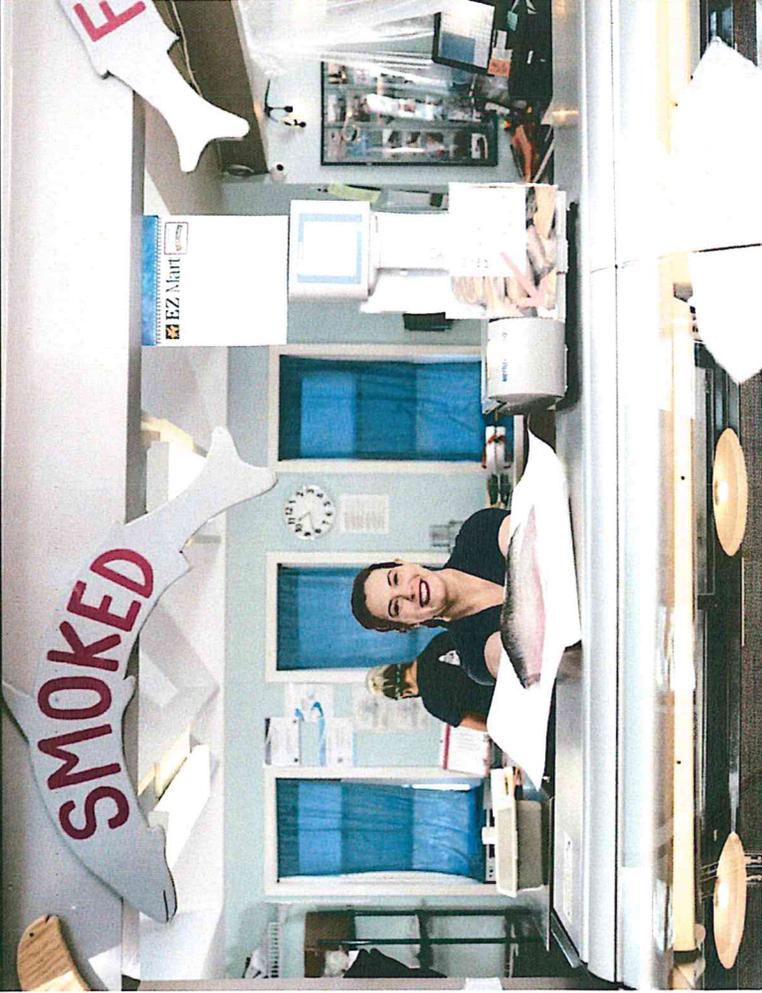
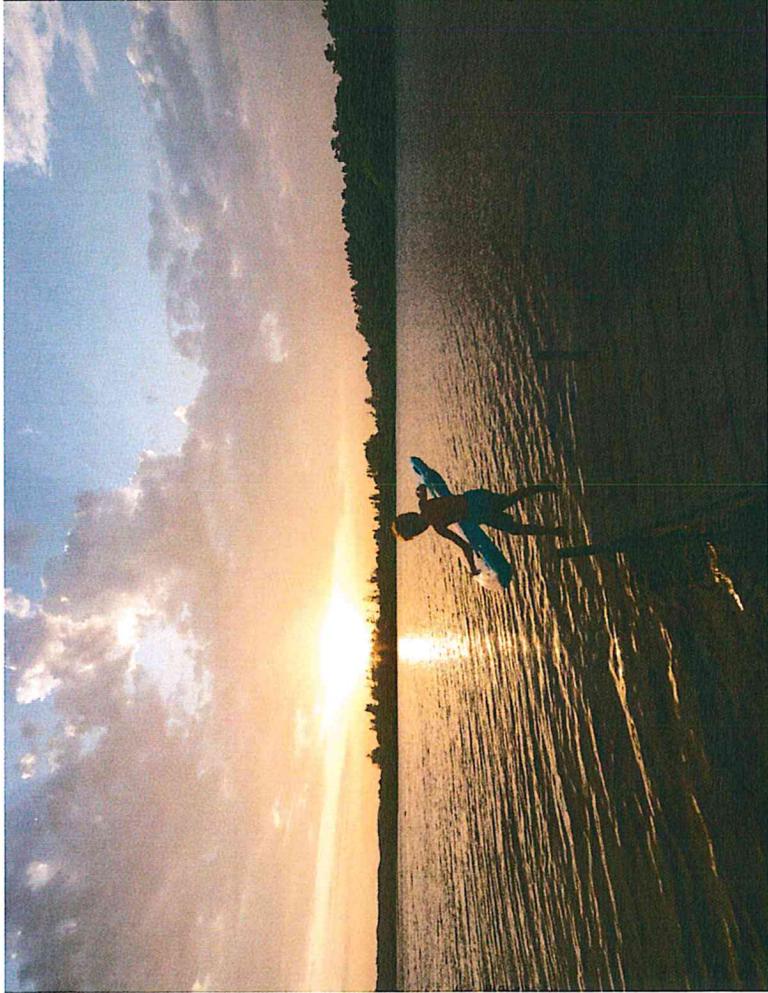
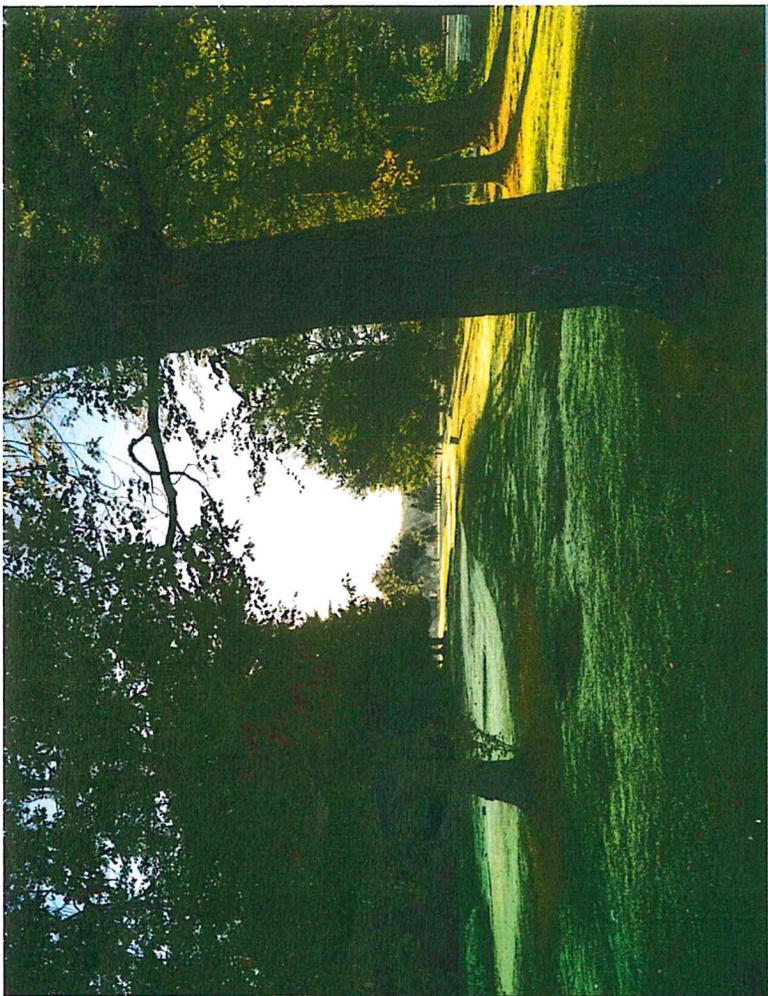
Your Unique Value Proposition (UVP) is a clear statement that describes what distinguishes you from the competition. It clearly communicates what is unique about Norton Shores

Tagline

It's in our nature.

It's clear that one of Norton Shores' greatest assets is its natural beauty, parks, and outdoor recreation opportunities. When asked what makes Norton Shores a wonderful place to live and work, the answer is "It's in our nature." This tagline takes on a double meaning when paired with other traits that make Norton Shores unique and highlights the personality and values of the city and its residents. For example:

Friendliness. It's in our nature.
Neighborhoodly. It's in our nature.
Hard working. It's in our nature.
Adventurous. It's in our nature.





Internal Memo

September 30, 2020

To: Mark Meyers, City Administrator
From: Robert Gagnon, Fire Chief
Subject: SCBA Sole Source Purchase

The fire departments SCBAs have historically been on a 5-year replacement plan and built into the department's equipment revolving fund. The current SCBAs have been in service for approximately 8 years, due to a 6 year rebuild, completed in FY 2018, of key components recommended by the manufacturer. A replacement of the SCBAs was planned to be presented at the upcoming FY2022 budget process.

An SCBA committee was established and consists of members from other departments who are also in need of SCBAs. The committee members met and are in the process of reviewing 3 different manufacturers style of air packs. Per Lt. Chartier, who sits on the committee as the NSFD representative, a majority of the group, including Lt. Chartier, are leaning towards the manufacturer providing MSA air packs. Reason being, the air packs meet all needed specifications and could be interchangeable with departments to our south in northern Ottawa County.

While the committee is still awaiting feedback from the other departments wishing to be part of the joint purchase, it has been brought to my attention that the manufacturer MSA is offering a special buy one air bottle get the 2nd for free limited time offer expiring in October 2020. This offer would result in a savings of \$55,000 as we plan to purchase 50 air packs with 50 spare bottles. With the savings above the total cost to purchase is \$374,894, and the County, per the ARFF agreement will reimburse us for three (3) packs at a cost of \$21,867.

In addition, we were notified of a scheduled price increase on various components of the air packs, including bottles, beginning November 1st. The overall saving to be realized if we choose to purchase SCBAs now, ahead of the FY 2022 budget cycle would be \$98,953.

With the recommendation from Lt. Chartier that MSA is the preferred air pack that meets all of NSFD's specifications, I would recommend we consider purchasing the MSA air packs now, ahead of the FY2022 budget process, taking full advantage of the \$98,953 savings. I am recommending a sole source purchase be made through 5 Alarm out of Delafield, WI. The department has had great success using 5 Alarm in the past for various other department purchases.

Please let me know if you have any questions or would like to discuss further.



STATE OF MICHIGAN
DEPARTMENT OF STATE POLICE
LANSING

GRETCHEN WHITMER
GOVERNOR

COL. JOSEPH M. GASPER
DIRECTOR

September 16, 2020

Mr. Mark Meyers
City of Norton Shores
4814 Henry Street
Norton Shores, Michigan 49441

RE: Coronavirus Emergency Supplemental Funding

Dear Mr. Meyers:

I am pleased to inform you that the Norton Shores Police Department has been selected to receive an award from the Coronavirus Emergency Supplemental Funding (CESF) grant received by the Michigan State Police (MSP), Grants and Community Services Division, from the U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance. The efforts made by your agency to maintain public safety through prevention, preparation, and response during the coronavirus pandemic are valued and appreciated. **The award for your project, pending the finalization of the Grant Agreement (contract), is \$7,096.75.** This funding is specifically for coronavirus-related expenses, as outlined in your application and contract.

It is crucial that you read through the entire contract to be sure you and your financial officer are aware of and able to abide by the grant requirements. Contract requirements will be enforced. Non-compliance of contract requirements may result in grant suspension and/or financial penalties. **The deadline for returning your signed contract is November 30, 2020.** Remember, this is a reimbursement-only grant, and reimbursements will not be approved for previous expenditures until our office receives your signed contract.

If you have any questions or concerns about your award, please contact Ms. Leslie Wagner at WagnerL2@michigan.gov. We look forward to working with you.

Sincerely,

Ms. Nancy Becker Bennett, Division Director
Grants and Community Services Division

Enclosure

COVID-19 Economic Indicator Dashboard

MUSKEGON COUNTY

OCTOBER, 2020



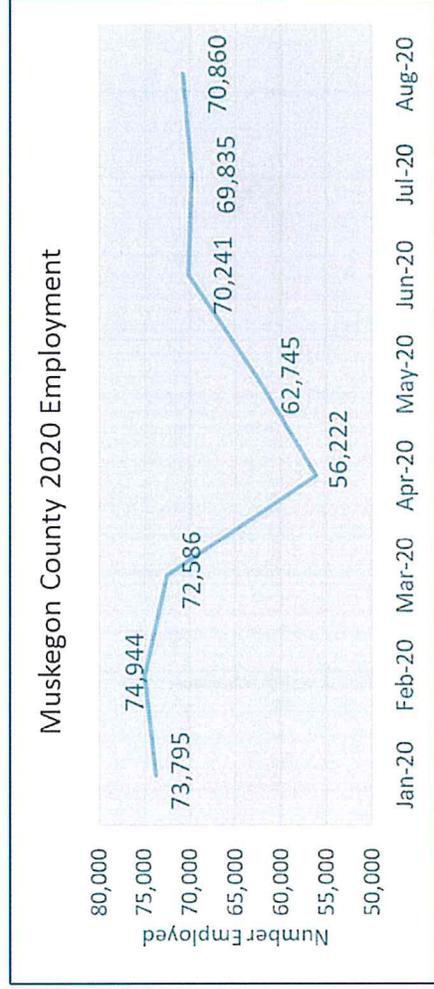
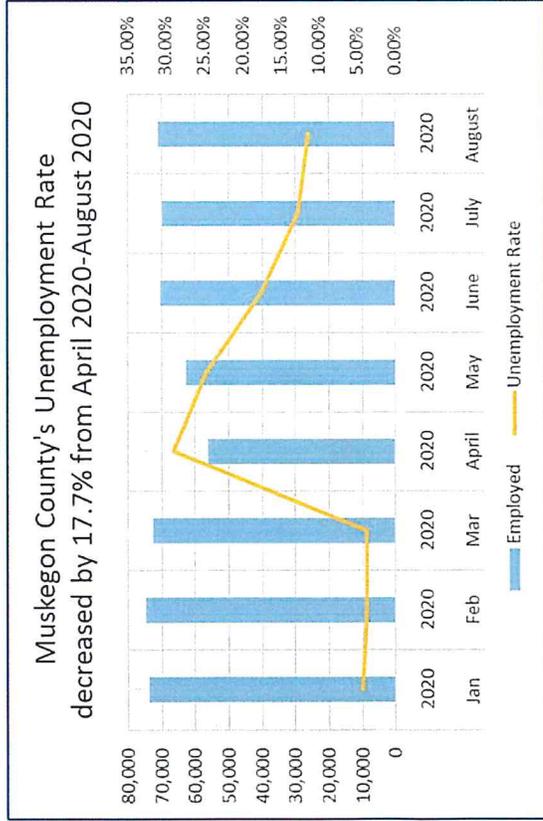
Muskegon Area First

*Driving Economic Growth Along the
Lakeshore*



Muskegon County COVID-19 Indicator Dashboard

Muskegon County's employment increased by 26% from April 2020 – August 2020.



Source: Michigan Department of Technology, Management, and Budget

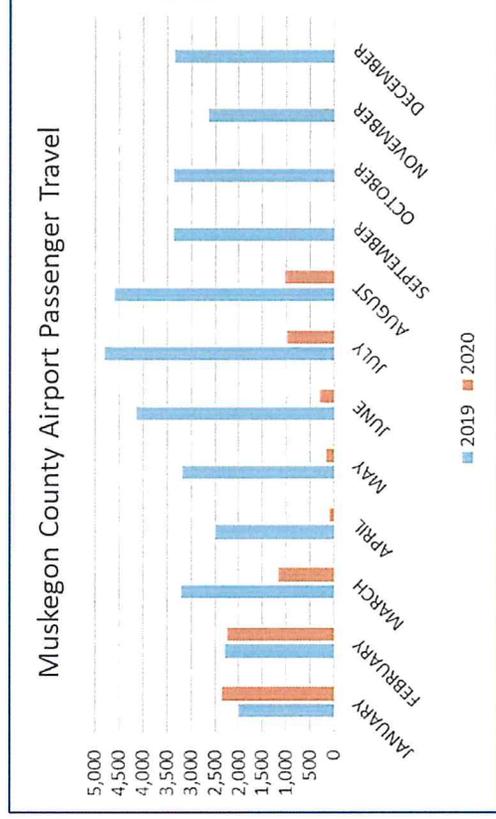


Muskegon County COVID-19 Indicator Dashboard

There were 5,301 unique Job Postings in Muskegon County in September 2020. Muskegon County air passenger travel increased by 945% from April 2020 – August 2020.

September Report of Job Postings	
Top Industry Sectors	
Sector	Unique Job Postings
Retail	1,248
Admin. Support & Waste Mgmt	1,136
Accommodation & Food Serv	654
Health Care and Social Assistan	635
Transportation & Warehousing	529
Manufacturing	383
Prof., Scientific, Technical	282
Real Estate, Rental, Leasing	174
Other Services	160
Public Administration	100

Source: West Michigan Works!



Source: Muskegon County

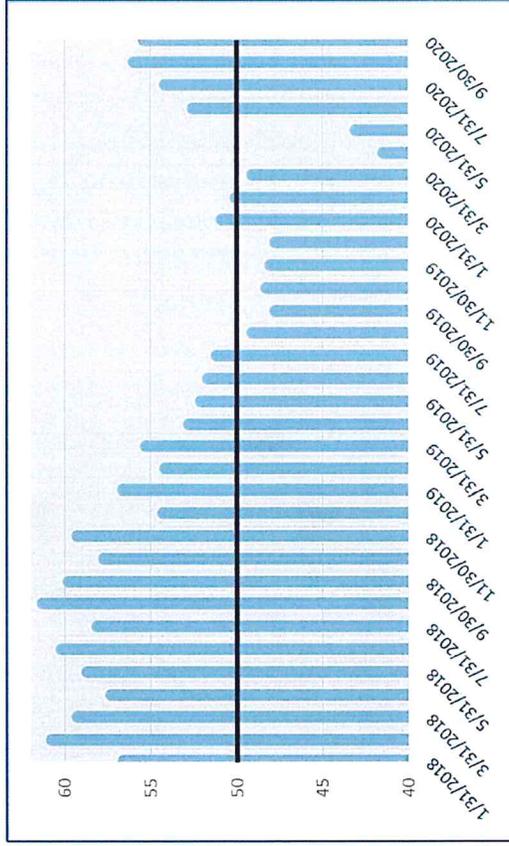


Muskegon County COVID-19 Indicator Dashboard

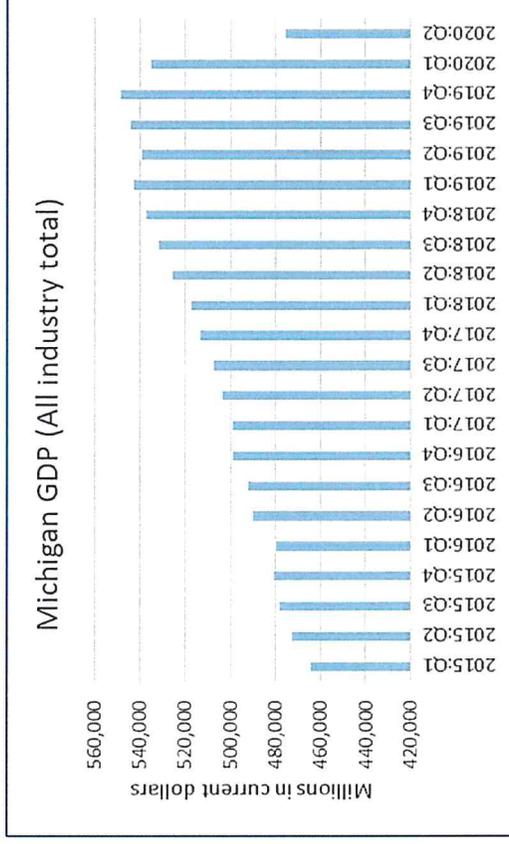
Michigan GDP decreased by 11% from Q1 2020 – Q2 2020.

PMI decreased by .6 points from August 2020 – September 2020.

Purchasing Managers Index



Source: Institute for Supply Management



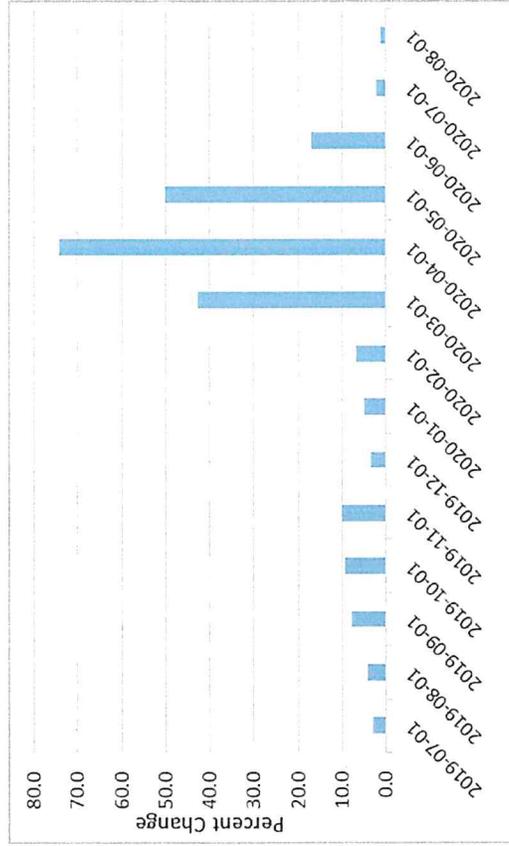
Source: BEA



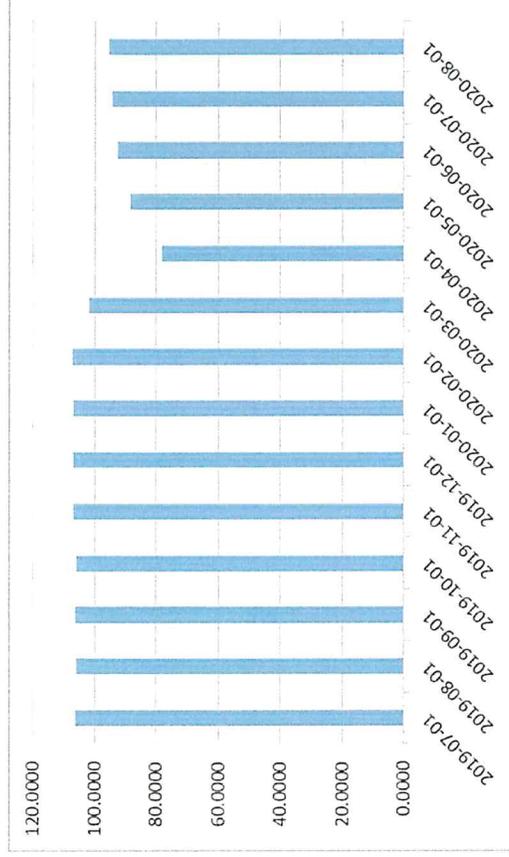
Muskegon County COVID-19 Indicator Dashboard

US Deposits decreased by 50% July 2020 – August 2020 signaling that spending continues to increase. Early indications are the consumer spending in September declined. Domestic Furniture Production increased by 1% July 2020 – August 2020.

US Deposits, All Commercial Banks, Percent Change at Annual Rate



Domestic Furniture Production



Source: St. Louis FED



Muskegon County COVID-19 Indicator Dashboard

With loosening of restrictions our activities are changing.

On September 27th we spent less time at work and more time at home compared to September 4th.

September 27, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	12%	11%	103%	-	-8%	-2%
State	-4%	1%	334%	-3%	-7%	-1%

September 4, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	11%	12%	103%	-	-4%	-3%
State	0%	3%	363%	-4%	-8%	-1%

Source: Google Mobility Change Report, September 27, 2020 and September 4, 2020



Muskegon Area First

Muskegon County COVID-19 Indicator Dashboard

State of Michigan Statistics

Confirmed Cases	Deaths	Total Tested	Testing Positivity
139,012	7,102	3,683,581	3.77%

TESTING OVERVIEW

New Daily Cases



Daily Tests



Daily % Positive (7-day moving average)



Muskegon Area First

Muskegon County COVID-19 Indicator Dashboard

