



Holland SmartZone Local Development Authority
Board of Directors Meeting
Agenda

Holland City Hall, 270 South River Avenue
March 23, 2022, 12:00 p.m. - 1:00 p.m.

A. Informational Meeting Agenda

- 1 Update on goals, priorities, and projects
- 2 Public Comments/Questions

B. Board of Directors Meeting

- 1 Call to Order
- 2 Public Comments
- 3 Minute Review/Approval
- 4 SmartZone Financial Report
- 5 FY2023 Budget Presentation
- 6 Service Agreement renewal for City and Township
- 7 Service Agreement renewal for DDA Services
- 8 Lakeshore Advantage Update
- 9 Adjourn
- 10 Next Meeting June 22, 2022 City of Holland City Hall

Holland SmartZone LDFA

Board of Directors Meeting
March 2022



Holland
MICHIGAN



LAKESHORE
ADVANTAGE

SURGE

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Executive Director's Report

Amanda Chocko, Director of Entrepreneurship

SURGE

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SURGE Update



23/62

Entrepreneurs Navigated
2022

2021 Metrics

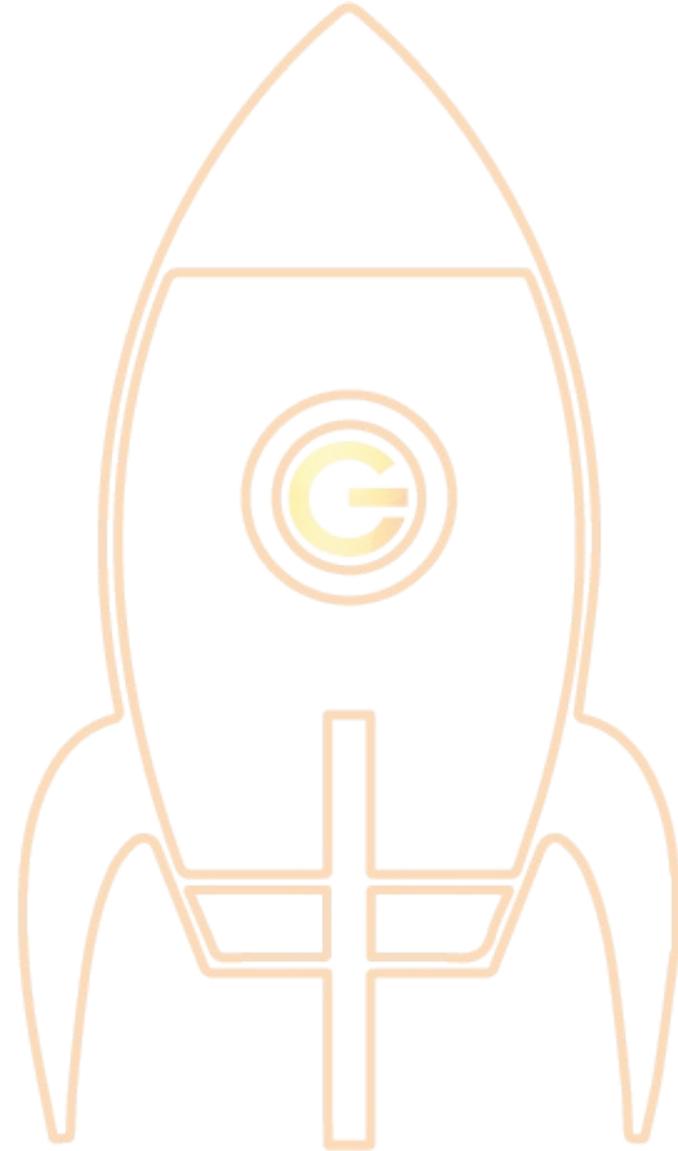
- 62 Entrepreneurs Navigated
- Capital Raised: \$16.5 M
- Jobs Created/Retained: 67
- Salaries Avg: \$64,715
- Commercialized Products: 15

Updated Report for 2022 at June Meeting

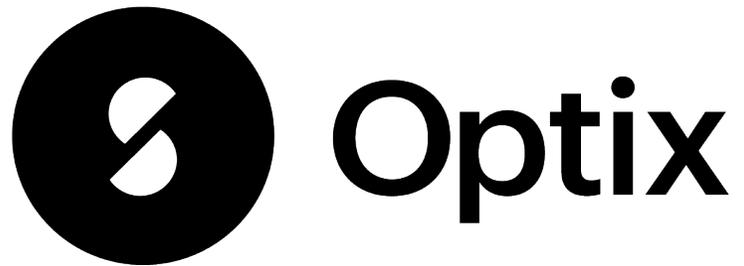
SURGE Update

New Startups

- Audio Radar
- Quint Workspaces
- Creative Calculus
- Core Planning Solutions
- Rebel Cultures



SURGE Center

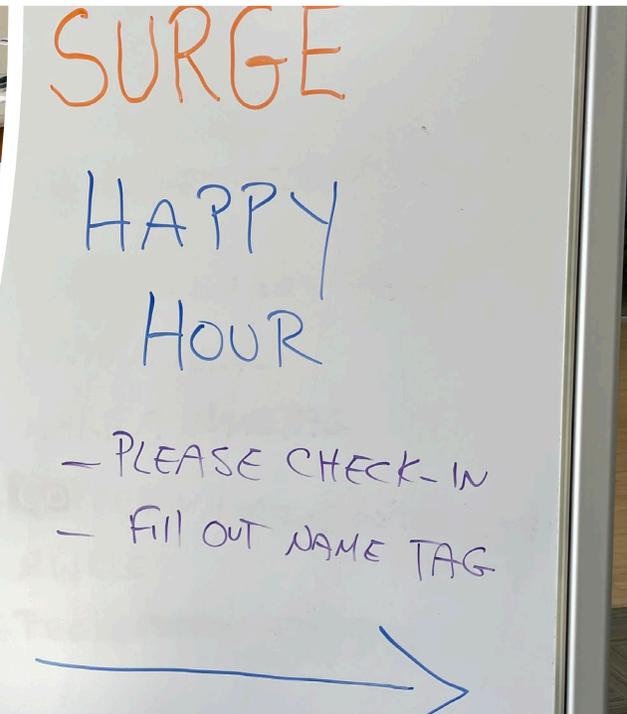


Members February/March

- 14 Startups
- 3 Partners
- 2 Organizations
- 35 Individuals

April 19th SURGE Center Reception

Member Engagement



THANK YOU!

Questions

SURGE

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Holland Satellite SmartZone Local Development Finance Authority (LDFA) Strategic Planning Session Meeting Minutes of December 15, 2021

Members Present: Peter Beukema, Brian Burch, Vince Bush, Charley Hasemann, Luciano Hernandez, Lynn McCammon, Jill Miller, Randall Schipper, Doug Zylstra and Mike Morin

Ex-Officio Members Present: Greg Barry, Steve Bulthuis, Paul Sachs, Scott Spoelhof and Keith VanBeek

Absent: Marcia Bishop, Ann Harten and Fred Molnar

Lakeshore Advantage Staff: Amanda Chocko, Angela Huesman and Jennifer Owens

City of Holland Staff: Michelle Ferguson and Matt VanDyken

Copies to: City of Holland Clerk, Holland Charter Township Clerk and Ottawa County Clerk

Informational Meeting Agenda

1. Update on goals, priorities, and projects

Amanda Chocko presented updates on Surge events. Charley asked about the \$16 million raised in equity. Amanda noted two companies accounted for the majority of this amount. Wedge, a software platform for HR & 86 Repairs, a restaurant owner's source for maintenance repairs on kitchens. Peter stated Grand Rapids had received an MEDC grant for airport incubator startups, so suggested our SmartZone consider collaborating with them if we have any that could be related to this grant opportunity.

2. Public Comments/Questions

No Public Comments.

3. City Project Update

Matt VanDyken outlined current City projects and presented the GMB report on downtown facilities. The project planning phase approved by the SmartZone is ongoing and anticipated to be completed in Spring 2022.



Board of Directors Meeting Agenda

1. Call to Order

A quorum being present the meeting was called to order at 12:25 pm.

2. Public Comments

Brian asked if there were any public comment. As there were no public comments, he moved on to the first order of business.

3. Minute Review/Approval

Motion made by Charley Hasemann to approve minutes from the LDFA board meeting held September 22, 2021. Supported by Peter Beukema. Unanimously approved.

4. SmartZone Financial Report

Lynn McCammon reviewed the financial report through November 30, 2021.

5. SmartZone Tax Revenue Projections Update

Lynn McCammon gave an update on original Tax Revenue projection estimates and then reviewed the revised estimates and her assumptions on the revised estimates. Lynn worked with the City Assessor to better estimate the future revenue, including the potential for expiring and new Brownfields which will affect SmartZone capture in the future.

6. Innovation Center Design Playbook

Jennifer gave a presentation on the path to progress for the innovation center, including the history of the process and plans for the next steps. Amanda provided a more detail look at the recent history that led to the idea for the innovation center. They presented a concept plan for a new innovation center that would be built downtown Holland, including a 3-D model of the project. The project is still in the planning phase and details are still being finalized regarding ownership structure. Given this would take time to complete, an intermediary lease at a separate location was presented as an option to serve the immediate needs of the SmartZone and serve as a pilot program for the new incubator model.



7. Business Incubator Pilot

Lakeshore Advantage presented information on the proposed Business Incubator pilot. There is currently a space available at 44 E 8th St 4th floor for \$7,000 per month. Lakeshore Advantage would be the lease and the SmartZone would be responsible for \$3,500 per month for 6 months of lease (January 2022 – June 2022). The board discussed the need for the SmartZone and other logistical questions related to the operation of the incubator. Amanda noted the current space utilized limits the events that are able to be held. The new space would facilitate the feeling of community for participants. Lakeshore Advantage is still working out the details on how the process would work, but envisions a revenue stream related to rent from participants that would help offset the additional cost. The payment will be incorporated into Lakeshore Advantage's quarterly invoice. Given grants they have received and potential rent income, no budget amendment is needed at this time. They will bring back additional updates to the next board meeting.

8. Next Meeting - March 23, 2022

Meeting will be held at Holland City Hall.

8. Adjourn

Motion made by Peter Beukema to adjourn (1:13 pm). Support by Luciano Hernandez. Unanimously approved.

Holland LDFA SmartZone

Meeting Date: March 23, 2022

Agenda Item: 4

Subject: Financial Reports thru February 28, 2022

Prepared By: Lynn McCammon

Recommendation: Accept the Financial Reports as Information

LDFA SmartZone Board approved the FY 2022 Budget in April 2021. Attached is the Budget Performance Report through February 28, 2022, which represents 66.67% of the fiscal year (July 1, 2021 through June 30, 2022).

Year-to-date revenues totaled \$337,194, or 94% of budget. The variance is primarily related to the timing of tax receipts. The City of Holland summer tax bills are primarily received in August and September and Holland Charter Township in September and February.

Total expenditures through February 28th totaled 58,382, or just 12% of budget. Variances in the contractual administrative accounts are due to timing and are expected to smooth out as the year progresses. Consistent with the prior quarter, the majority of the variance is driven by the contractual expenditures budgeted for infrastructure. In FY 2021 the LDFA SmartZone Board approved a \$50,000 contribution towards a project in downtown Holland, but this will be carried over to FY 2022 (and the budget amended) as the work is expected to be completed later this year. The \$10,000 in Account 730970.E represents the amount paid to GMB for the innovation center planning.

The new space utilized by SURGE is being accounted for as part of the contract with Lakeshore Advantage for the current fiscal year. In subsequent years, this amount will be reflected separately in the financials.



Budget Performance Report

Fiscal Year to Date 02/28/22

Exclude Rollup Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd	Prior Year Total
Fund Y01 - Smartzone Fund										
REVENUE										
Department 000 - General Revenues										
450582.C	Contributions from Other Govts From City of Holland	284,500.00	.00	284,500.00	3,912.27	.00	271,414.41	13,085.59	95	214,404.57
450582.H	Contributions from Other Govts Holland Township	71,870.00	.00	71,870.00	6,288.20	.00	64,083.98	7,786.02	89	62,611.81
480665.0	Investment Income General	1,000.00	.00	1,000.00	.00	.00	1,695.56	(695.56)	170	3,199.66
480665.X	Investment Income Market Adjustment	.00	.00	.00	.00	.00	.00	.00	+++	(1,475.36)
Department 000 - General Revenues Totals		\$357,370.00	\$0.00	\$357,370.00	\$10,200.47	\$0.00	\$337,193.95	\$20,176.05	94%	\$278,740.68
REVENUE TOTALS		\$357,370.00	\$0.00	\$357,370.00	\$10,200.47	\$0.00	\$337,193.95	\$20,176.05	94%	\$278,740.68
EXPENSE										
Department 240 - Smartzone										
722804.0	Contractual-Legal General	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	248.00
722805.1	Contractual-Finance Independent Audit	1,000.00	.00	1,000.00	.00	.00	1,000.00	.00	100	1,000.00
722805.3	Contractual-Finance Accounting & Budget	3,900.00	.00	3,900.00	.00	.00	3,870.00	30.00	99	3,300.00
722807.C	Contractual-Architect/Engineer Infrastructure Development -City	137,863.00	.00	137,863.00	85.00	.00	637.50	137,225.50	0	10,494.50
722807.H	Contractual-Architect/Engineer Infrastructure Development -HCT	34,827.00	.00	34,827.00	.00	.00	.00	34,827.00	0	2,568.00
722807.U	Contractual-Architect/Engineer Infrastructure Development	127,019.00	.00	127,019.00	.00	.00	.00	127,019.00	0	.00
722809.61	Contractual-Misc Management Services	75,000.00	.00	75,000.00	.00	.00	25,000.00	50,000.00	33	75,000.00
722809.69	Contractual-Misc Entrepreneurial Programming	51,800.00	.00	51,800.00	.00	.00	7,399.28	44,400.72	14	31,414.92
722809.SZ	Contractual-Misc SmartZone Administrative Service	7,780.00	.00	7,780.00	.00	.00	7,770.00	10.00	100	.00
722809.DDA	Contractual-Misc DDA Services	7,900.00	.00	7,900.00	.00	.00	.00	7,900.00	0	7,600.00
723910.L	Commercial Insurance Premiums Liability Insurance	1,700.00	.00	1,700.00	.00	.00	1,695.00	5.00	100	1,695.00
723942.0	Building Rental/Lease General	3,600.00	.00	3,600.00	.00	.00	.00	3,600.00	0	3,600.00
723955.0	Misc. General	.00	.00	.00	.00	.00	444.78	(444.78)	+++	.00
723955.M	Misc. Misc Marketing Events	21,000.00	.00	21,000.00	.00	.00	565.13	20,434.87	3	6,847.15
730970.E	Admin/Legal A&E Engineering/Architect	10,000.00	.00	10,000.00	.00	.00	10,000.00	.00	100	8,000.00
Department 240 - Smartzone Totals		\$484,389.00	\$0.00	\$484,389.00	\$85.00	\$0.00	\$58,381.69	\$426,007.31	12%	\$151,767.57
EXPENSE TOTALS		\$484,389.00	\$0.00	\$484,389.00	\$85.00	\$0.00	\$58,381.69	\$426,007.31	12%	\$151,767.57
Fund Y01 - Smartzone Fund Totals										
REVENUE TOTALS		357,370.00	.00	357,370.00	10,200.47	.00	337,193.95	20,176.05	94%	278,740.68
EXPENSE TOTALS		484,389.00	.00	484,389.00	85.00	.00	58,381.69	426,007.31	12%	151,767.57
Fund Y01 - Smartzone Fund Totals		(\$127,019.00)	\$0.00	(\$127,019.00)	\$10,115.47	\$0.00	\$278,812.26	(\$405,831.26)		\$126,973.11
Grand Totals										
REVENUE TOTALS		357,370.00	.00	357,370.00	10,200.47	.00	337,193.95	20,176.05	94%	278,740.68
EXPENSE TOTALS		484,389.00	.00	484,389.00	85.00	.00	58,381.69	426,007.31	12%	151,767.57
Grand Totals		(\$127,019.00)	\$0.00	(\$127,019.00)	\$10,115.47	\$0.00	\$278,812.26	(\$405,831.26)		\$126,973.11

Holland LDFA SmartZone

Meeting Date: March 23, 2022

Agenda Item: 5

Subject: Fiscal Year 2023 Budget

Prepared By: Lynn McCammon

Recommendation: LDFA SmartZone Board approval of the Holland SmartZone LDFA (Local Development Finance Authority) Fiscal Year 2023 Budget is requested.

Fiscal Year 2023 will be the seventh year taxes have been captured for the SmartZone. The Holland LDFA SmartZone initial formation as a satellite in collaboration with the City of Grand Rapids existing SmartZone, Michigan State University, Holland Charter Township and Lakeshore Advantage was acted upon when Council approved a Resolution of Intent on September 3, 2014. Numerous steps followed including legislation to extend the number of satellites across the state, with formal approval by the State on April 28, 2016 allowing the tax increment financing (TIF) capture effective in the 2016 property tax bills.

Revenues

The proposed budget anticipates \$529,300 in revenues for the fiscal year that begins July 1, 2022. This is comprised of \$502,300 TIF capture, including a significant increase in the Holland Charter Township capture related to a new development. New this year is a budgeted revenue for Tennant Income related to the new SURGE space. Finally, while it is hopeful Lakeshore Advantage will receive another grant, the revenue is not budgeted until an award is received, at which time the budget can be amended to reflect the receipt of any grants.

Expenditures

The proposed budget includes \$722,072 in expenditures, including the following:

- Fiscal Services, audit and legal totaling \$14,360. In fiscal year 2022, the administrative services previously performed by Lakeshore Advantage were transitioned to the City. This was accounted for separately under a one-year contract. The two contracts for services provided by the City are combined for the proposed budget.
- Lakeshore Advantage Services are budgeted at \$150,000 in accordance with the contract. As noted above, any grants received will be used to offset this (but accounted for separately as a revenue item).
- SURGE rent reflects the monthly rent of \$7,000 (\$84,000 total).
- DDA services \$8,300 in accordance with contract for services in Downtown Holland.
- The total amount budgeted for infrastructure (\$390,912) is broken down between the amounts allocated for City and Holland Charter Township projects, \$185,479 and \$62,935 respectively and an unallocated portion of \$142,498.

Summary

The proposed budget includes total revenues of \$529,300 and total expenditures of \$722,072. The net annual deficit represents a planned use of fund balance in the amount of \$192,772 to leave an ending fund balance of \$0. This methodology of budgeting available reserves is consistent with prior years as the SmartZone is limited in the amount of reserves that can be accumulated per the MEDC agreement (15% of annual budgeted revenues).

Once the LDFA Board approves the budget it will be recommended to Holland City Council and Holland Charter Township for approval.

2022-23 Holland LDFA Satellite SmartZone Budget

	FY20 Actual Budget	FY21 Actual Budget	FY22 Adopted Budget	FY 22 Estimated	FY 23 Proposed Budget
Income					
City TIF Capture	\$ 163,000	\$ 214,405	\$ 284,500	\$ 271,710	\$ 345,000
Township TIF Capture	45,774	62,612	71,870	71,870	157,300
Tennant Income					25,000
Grant Reimbursement					-
Investment Income	4,669	1,724	1,000	2,500	2,000
Total Revenues	\$ 213,443	\$ 278,741	\$ 357,370	\$ 346,080	\$ 529,300
Expenses					
Accounting/Fiscal Services	\$ 3,200	\$ 3,300	\$ 3,900	\$ 3,870	\$ 12,360
Annual Audit	800	1,000	1,000	1,000	1,000
Legal Services	-	248	1,000	500	1,000
Contractual Admin Services	-	-	7,780	7,770	-
DDA Services	7,300	7,600	7,900	7,900	8,300
Admin/Entrepreneurial Services LA	75,000	75,000	75,000	75,000	150,000
SURGE Center Rent	1,800	3,600	3,600	-	84,000
Events	6,405	6,847	21,000	21,000	21,000
Entrepreneurial Programming	17,431	31,415	51,800	51,800	51,800
General Liability Ins	1,710	1,695	1,700	1,695	1,700
Incubator Space Planning	-	8,000	10,000	10,000	-
Infrastructure Dev-City	10,932	10,495	137,863	50,000	185,479
Infrastructure Dev-HCT	2,088	2,568	34,827	-	62,935
Unexpended Infrastructure	-	-	127,019	115,545	142,498
Total Expenditures	\$ 126,666	\$ 151,768	\$ 484,389	\$ 346,080	\$ 722,072
Net Surplus (Deficit)	\$ 86,777	\$ 126,973	\$ (127,019)	\$ -	\$ (192,772)
Fund Balance, Beginning of Year	\$ 106,041	\$ 192,818	\$ 319,791	\$ 192,772	\$ 192,772
Fund Balance, End of Year	\$ 192,818	\$ 319,791	\$ 192,772	\$ 192,772	\$ 0

Holland LDFA SmartZone

Meeting Date: March 23, 2022

Agenda Item: 6

Subject: Contract for Fiscal Agent Services (City of Holland)

Prepared By: Lynn McCammon

Recommendation: LDFA SmartZone Board approval of a contract outlining services to be provided by the City of Holland with possible cost sharing with Holland Charter Township for the Holland SmartZone LDFA is requested.

The City of Holland provides Fiscal Agent Services for the LDFA SmartZone. Prior to Fiscal Year 2022 the City was providing fiscal services under a two-year agreement approved in May 2020. In Fiscal Year 2022, the City assumed responsibility for additional administrative functions that were previously provided by Lakeshore Advantage. This was approved as a separate one-year agreement in May 2021. The proposed two-year agreement beginning in July 2022 combines the two separate agreements. The total for FY 2023 is \$12,360.

Since this is a three-way agreement between the City of Holland, Holland Charter Township and the Holland SmartZone, all parties need to approve. Once the LDFA Board approves the agreement it will be recommended to Holland City Council and Holland Charter Township Board for approval.

**Contract for Services
Between
Holland SmartZone
The City of Holland
Holland Charter Township**

This Contract for Services is made and entered into by and between the Holland SmartZone Local Development Financing Authority (LDFA), the City of Holland and Holland Charter Township. The entities listed above may collectively be referred to as the parties to this Contract.

I. PURPOSE.

The purpose of this Contract for Services is to outline services to be provided by the City of Holland and expenses shared with Holland Charter Township to the Holland SmartZone.

II. GOVERNING BODY.

The Governing Body will consist of the signatories of the three parties listed below.

The responsibilities of the Governing Body shall include approval of this plan.

III. SERVICES.

The services that will be provided are as follows;

1. Fiscal Services to include receipt of funds, accounts payable, accounting, coordinate the independent audit, assistance with budget preparation and investing funds, but excludes payroll.
2. The City will set up a unique account number system utilizing existing financial software and the City bank accounts.
3. Annual reporting to State or other agencies.
4. Coordination and facilitation of insurance coverage.
5. Procurement services as needed consistent with the City of Holland Purchasing Ordinance.
6. Facilitate independent auditing services for the LDFA to be included and presented as a discreet component unit within in the City of Holland annual audited financial reports.
7. Board and Committee Meeting Management: The City will be responsible for agendas, meeting notifications, packet distribution, public posting and meeting minutes.
8. Board Member Management: The City will monitor board member terms and notify the member or appointing body for needed renewal or new appointment. The City will also facilitate orientation of new board members, offboarding board members, and ensure Executive Committee positions are reappointed every two years.

9. Annual Budget Approval: The City, in partnership with Lakeshore Advantage, will prepare the initial budget request for review by the LDFA board and ensure the final budget is submitted to the Holland City Council and Holland Charter Township Board of Commissioners for approval.
10. Governing Documents: The City will facilitate the annual review of the TIF Plan, Business Plan and Rules of Procedure. Any changes proposed by the LDFA board will be submitted to the Holland City Council and Holland Charter Township Board of Commissioners for approval.
11. Infrastructure Funding: The City will be responsible for intaking project submissions and recommending annual budget targets.
12. Legal assistance/reviews: The City will facilitate the engagement of legal counsel on an as-needed basis as directed by the LDFA board.
13. Public website updating and management: The City will be responsible for maintaining the website, including all public information related to actions of the board as required per Public Act 57.
14. Freedom of Information Act (FOIA): The City will serve as the designated FOIA officer for the SmartZone. All applicable rules and fees of the City will apply to the SmartZone FOIA response activities.

IV. CHARGES FOR SERVICES.

The City of Holland will estimate the hours and charge a fee based on hourly rates for staff similar to the way fiscal services are charged to other entities such as MAX and Library. Minor out of pocket costs for fiscal services or other services will be shared with Holland Charter Township. All fees for auditors, insurance, legal or other substantive costs will be paid by the LDFA as part of its budget.

V. TERM.

This agreement shall begin as of July 1, 2022 and shall remain in effect until June 30, 2024.

VI. IDEMNIFICATION.

Each part hereby indemnifies and saves the other Parties harmless from and against any and all liabilities, damages, expenses, causes of action, suits, claims or judgments arising from the act or negligence of said first Party.

VII. MODIFICATION.

Modifications within the scope of this Contract for Services shall be made by mutual consent of the parties, by the issuance of written modification, signed and dated by all parties, prior to any changes being performed.

In witness whereof, the parties hereto have executed this Contract as of the last date written below.

By: _____
Brian Burch
Chairman, Holland LDFA Board

Date: _____

By: _____
Nathan Bocks
Mayor, City of Holland

Date: _____

By: _____
Terry Nienhuis
Supervisor, Holland Charter Twp.

Date: _____

Holland LDFA SmartZone

Meeting Date: March 23, 2022

Agenda Item: 7

Subject: Contract for DDA Services

Prepared By: Lynn McCammon

Recommendation: LDFA SmartZone Board approval of a two-year contract between the Holland SmartZone and the City of Holland Downtown Development Authority (DDA) for services provided by the DDA to enhance Downtown Holland is requested.

The City of Holland Downtown Development Authority (DDA) provides services to the Holland SmartZone in order to enhance Downtown Holland. Services include general maintenance of downtown sidewalks and public amenities as well as community promotions. The contract presented is a renewal of the prior two-year contract approved by the LDFA SmartZone in June 2020. The amount budgeted for FY 2023 is \$8,300 which approximates the amount of the millage rate that is captured by the SmartZone. The amount for FY 2024 will be determined as part of the FY 2024 budget process.

This contract requires approval by the LDFA SmartZone, Holland Charter Township and the City of Holland. Once the LDFA Board approves the agreement it will be recommended to Holland City Council and Holland Charter Township Board for approval.

**Contract for Services
Between
Holland SmartZone
The City of Holland
Downtown Development Authority**

This Contract for Services is made and entered into by and between the Holland SmartZone Local Development Financing Authority (LDFA) and the City of Holland, by and through its Downtown Development Authority (DDA). The entities listed above may collectively be referred to as the parties to this Contract.

I. PURPOSE.

The purpose of this Contract for Services is to outline services to be provided by the DDA to the Holland SmartZone in order to enhance Downtown Holland in an amount not less than the DDA millage amount to be captured in the SmartZoneSM and will be entered into on an annual basis to ensure continued vibrancy and attractiveness to potential technology entrepreneurs

II. GOVERNING BODY APPROVAL.

The Governing Bodies of the City of Holland and Holland Charter Township must approve LDFA contracts. Holland Township signs this Contract solely to signify its consent to same. The City of Holland signs below to signify its consent and its agreement to be bound by the Contract.

The responsibilities of the Governing Bodies shall include approval of the plan described below.

III. SERVICES. The services that will be provided are as follows;

1. Development and implementation of a working plan with an emphasis on streetscape refreshment including but not limited to replacement of wayfinding signs, planter urns and landscaping beds in order to maintain a quality sense of place.
2. General maintenance costs to keep the sidewalks and public amenities downtown in good repair.
3. Contribution for community promotions including but not limited to events and seasonal decoration of downtown Holland.

IV. CHARGES FOR SERVICES.

The charges for DDA services for FY2023 will be \$8,300 and the FY2024 amount will be determined and approved as part of the FY2024 budget. It is further understood that DDA charges services for FY2022 which have already been provided will be paid in FY2022 as budgeted (\$7,900).

V. TERM.

This agreement shall begin as of July 1, 2022 and shall remain in effect until June 30, 2024.

VI. IDEMNIFICATION.

Each part hereby indemnifies and saves the other Parties harmless from and against any and all liabilities, damages, expenses, causes of action, suits, claims or judgments arising from the act or negligence of said first Party.

VII. MODIFICATION.

Modifications within the scope of this Contract for Services shall be made by mutual consent of the parties, by the issuance of written modification, signed and dated by all parties, prior to any changes being performed.

In witness whereof, the parties hereto have executed this Contract as of the last date written below.

By: _____ Date: _____
Brian Burch
Chairman, Holland LDFA Board

By: _____ Date: _____
Nathan Bocks
Mayor, City of Holland

By: _____ Date: _____
Kathy Grimm
Clerk, City of Holland

By: _____ Date: _____
Terry Nienhuis
Supervisor, Holland Charter Twp.

SURGE

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MEMBER POLICY HANDBOOK

Welcome to SURGE!

This Handbook is intended to be a guide so that all members have a safe and enjoyable experience while in the SURGE space. We have done our best to cover all the basics. But since life can be unpredictable, we may decide to adjust the policies from time to time. We will be sure to communicate any changes to all members.

Please read our current policies carefully and sign the bottom of the last page.

Hours of Operation:

Drop-in members have access to the space Monday through Friday from 8:00 am to 5:00 pm. Any access outside of business hours must be arranged in advance through the facility manager.

Guests:

- Guests are welcome in the space to attend prescheduled meetings.
- Guests must be accompanied by a member.
- You may request a “day pass” for a guest who would like to work from the space.
- Guest passes are limited.
- SURGE reserves the right to refuse access to any non-member guests without notice or explanation.
- Any guest who wants to work in the space on a regular basis must go through the membership process and be a member of the startup community.

Behavior: Respect and professionalism towards fellow members is paramount. No discrimination, harassment, or hate speech shall be tolerated and will lead to immediate, non-refundable, termination of your membership.

Courtesy: Keep noise levels to a respectful minimum for the comfort and enjoyment of those in the immediate area. Restore the shared spaces to be as clean as, or cleaner, than when you found them.

Seating: Unless otherwise arranged, drop-in seating is available on a first come basis. When departing, please remove personal belongings and make sure the desk/area is clean and tidy for the next person.

Conference Rooms: To make sure that all members get equal access to conference rooms, please follow these guidelines:

- No squatting. Conference rooms are to be used for meetings only.
- Conference rooms must be reserved through our conference reservation system (will be provided). Check the reservation calendar to determine availability.
- SURGE members have access to the back large conference room and small conference rooms. Please limit your meetings to no longer than two hours (unless prior approval has been granted).
- The large conference room is designed for in-person meetings of 3 or more people.
- The small conference rooms are for Zoom meetings or 2 to 3 people.
- Phone booth use is on a first come bases. Please limit your use to no longer than one hour.

Kitchen: Let's keep our shared kitchen clean and clutter free.

- The Kitchen Fairy doesn't work here. Please clean up after yourself.
- Coffee, water and SURGE snacks are complimentary.
- Please do not help yourself to other people's food/drink items.
- Please do not leave personal food/drink in the fridge/kitchen overnight.
- But if you do...the refrigerator will be cleaned out every Friday. Any unclaimed items will be tossed.
- Dirty dishes go into the dishwasher (check that contents are dirty)
- Be a helpful person and empty/put away the clean dishes if you have time.
- Please observe all recycling protocols when discarding trash.

Bathrooms: Nobody likes a gross bathroom.

- Please be respectful and clean up after yourself.
- Dispose of all trash in the appropriate receptacle.
- Don't leave an empty roll for the next person.
- If the bathroom is running low on supplies, please notify the facilities manager.

Mail/Address Use: Members can use the SURGE space as a business address for the duration of membership. Mail must be addressed to Your Name or Company Name, along with our address (44 E 8th Street, Suite 400, Holland MI, 49423). We do not accept "postage due" or COD items. All members in the space can sign for member's packages and put the mail/package in the corresponding mailbox/area. You must change/forward your address with the post office upon termination of your membership. We request that outgoing mail be done so at your own location or post office.

Personal Belongings: Mind your stuff. SURGE/Collective Idea are not responsible for the theft or damage of your personal belongings. Please take your personal belongings with you when you leave the space for the day.

Parking: General parking areas are reserved for downtown shoppers and customers. These rules are strictly enforced. As a SURGE member, you are expected to park in the designated "downtown employee" parking areas. Here is a link to the [downtown parking map](#).

COVID Policies: Member safety is of great importance. As a rule, let's keep each other healthy by following these guidelines:

- Wear a mask if you are unvaccinated or otherwise feel at risk.
- If you are exposed, or test positive for COVID, please alert the facilities manager.
- Members will be quickly notified if there is a risk of exposure.

- Wash hands regularly for at least 20 seconds with soap and hot water.
- Limit contact with others by remaining six feet apart.
- Clean and disinfect frequently touched surfaces and tools routinely. Disinfecting wipes and hand sanitizer will be available throughout the space.
- Stay home if you or someone in your household is sick.
- Avoid touching your eyes, nose or mouth.
- Practice self-screenings to check for any symptoms.

COVID Policies are subject to change. We will adhere to the recommendations in accordance with MIOSHA and the local health department.

Pet Policy- The building has a general policy that there are no pets allowed on the premises.

I HAVE READ AND AGREE TO THE SURGE MEMBER POLICIES:

DATE: _____

SIGNATURE: _____

SURGE

POWERED BY LAKESHORE ADVANTAGE

Membership Guide 2022

WELCOME TO THE SURGE COMMUNITY!

As a member of SURGE, you are part of a growing community of individuals who get excited about startups, innovation and want to be part of a thriving ecosystem. And being part of that community entails not only moving your own ideas forward, but also contributing by being actively engaged, showing up, and giving of your own talents, skills and wisdom. We are glad you are here!

THE SURGE Center

Located in the heart of beautiful downtown Holland, The SURGE Center is a startup hub that offers open coworking, conference rooms and community space. And there are restaurants, pubs, and coffee shops just steps away. Membership Includes:

- A welcoming environment for collaboration and focused work
- Access to conference rooms and private phone booths
- Really good Coffee
- High Speed Internet
- Mailing address for your business
- Access to SURGE programming and resources

MONTHLY MEMBERSHIP

Startups \$95

Includes drop-in coworking/access to conference rooms, programming and mailing address.

Startup Community Member \$50

Includes access to SURGE programming/resources and mailing address.

Partner (individuals) \$150 Partner (organizations) \$350

Includes drop-in coworking/access to conference rooms, programming and mailing address.

To help foster community, all members are expected to attend at least one SURGE event or program per month.

STARTUP PROGRAMMING AND RESOURCES

From concept through commercialization, SURGE offers programs and resources that will help entrepreneurs launch and grow successful companies. Includes:

Business Coaching and Accountability Sessions

As a SURGE member, entrepreneurs will be matched with a business coach to help you set goals, overcome obstacles, and stay on course. Meetings will be held on monthly basis and may take place both in person or virtually.

Member Focused Social Gatherings

Regularly scheduled Happy Hours, Idea Pitches and member-led Workshops designed to help you connect with other community members.

Entrepreneurial Service Network (ESN)

As a member of the SURGE community, you have access to discounted services through our Entrepreneurial Service Network. ESN members are local service providers who offer discounted services to SURGE startups. Get assistance on marketing, legal, engineering consulting and more. SURGE may contribute up to \$2500 to qualifying projects.

Investor Readiness Program

Accessing capital is one of the most challenging aspects of launching a business. The SURGE Investor Readiness Program prepares entrepreneurs for successful fundraising. You will have access to educational information, pitch coaching, and introductions to investors throughout the region.

SURGE Founder Roundtables

SURGE Founder Roundtables are peer-to-peer monthly sessions where you will develop trusting relationships with other founders. Facilitated sessions will give you the opportunity to share experiences, discuss current challenges and keep each other accountable.

Whiteboard Strategy Sessions

These 90-minute whiteboard strategy sessions involve two to four cross-disciplined mentors to help guide startups work through opportunities, overcoming obstacles, and taking their business to the next level.

SURGE Boostcamp

SURGE Boostcamp is a proof-of-concept program that takes technology and product-based startups through a customer development framework to validate their business ideas. Regular coaching sessions will help keep you on track and provide valuable feedback, connections and resources.

Mentor Network

SURGE mentors are an engaged network of individuals with experienced backgrounds in a variety of industries. SURGE startups can meet one-on-one with mentors to seek advice on marketing, public relations, software and application development, design, engineering, raising capital, mergers & acquisitions, business strategy and legal matters.

Connect to UNION

The SURGE UNION virtual community is where startups can connect with fellow founders, mentors, and ESN providers. You can access all SURGE LEARN material and courses for free, sign up for mentor office hours, and be the first to learn about upcoming SURGE startup opportunities.

For more information contact

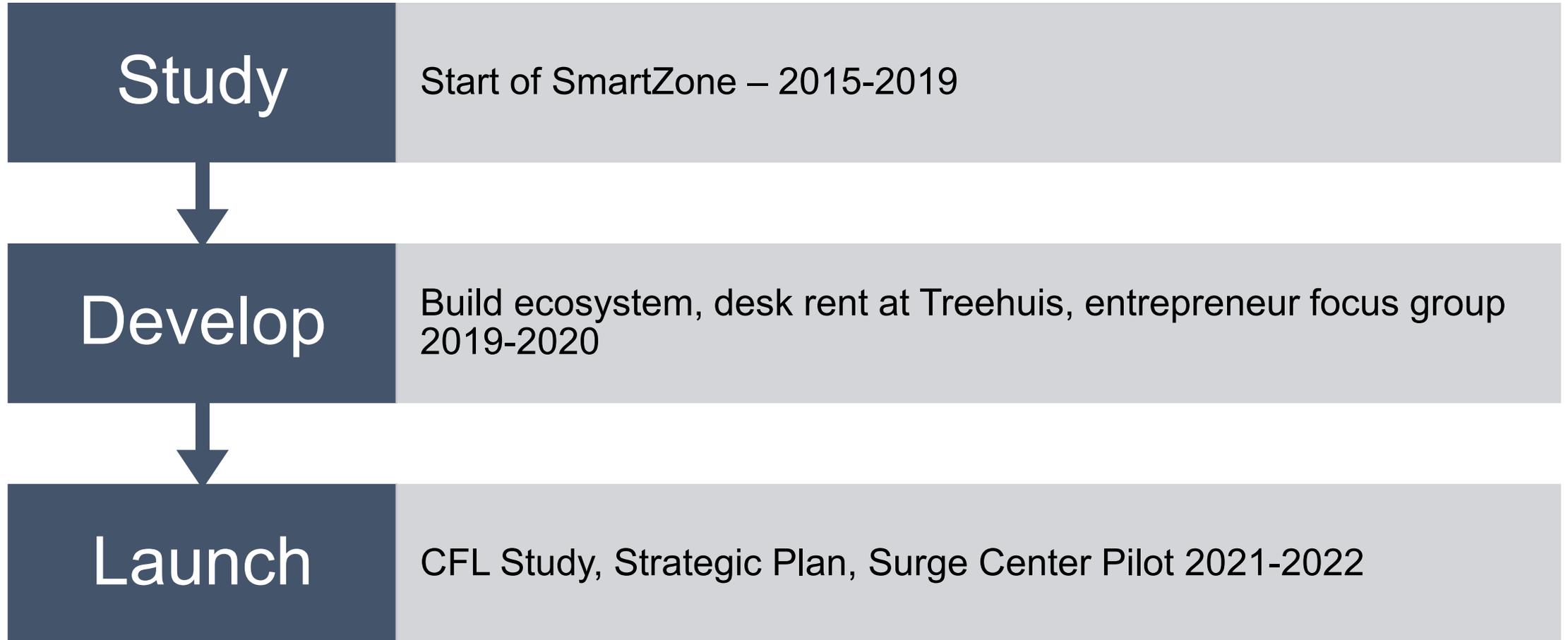
Amanda Chocko

amanda.chocko@lakshoreadvantage.com

616-212-7703

Our Path to Build a World Class Innovation Center

Where we have been – Incubator



Where we are going – Innovation Center

- ✓ Within SmartZone boundaries
- ✓ Welcoming & open
- ✓ Visible, noticeable accessible
- ✓ Flexible, networking/event space
- ✓ Educate groups - big and small
- ✓ Lakeshore Advantage team co-located
- ✓ Aligned with community vision



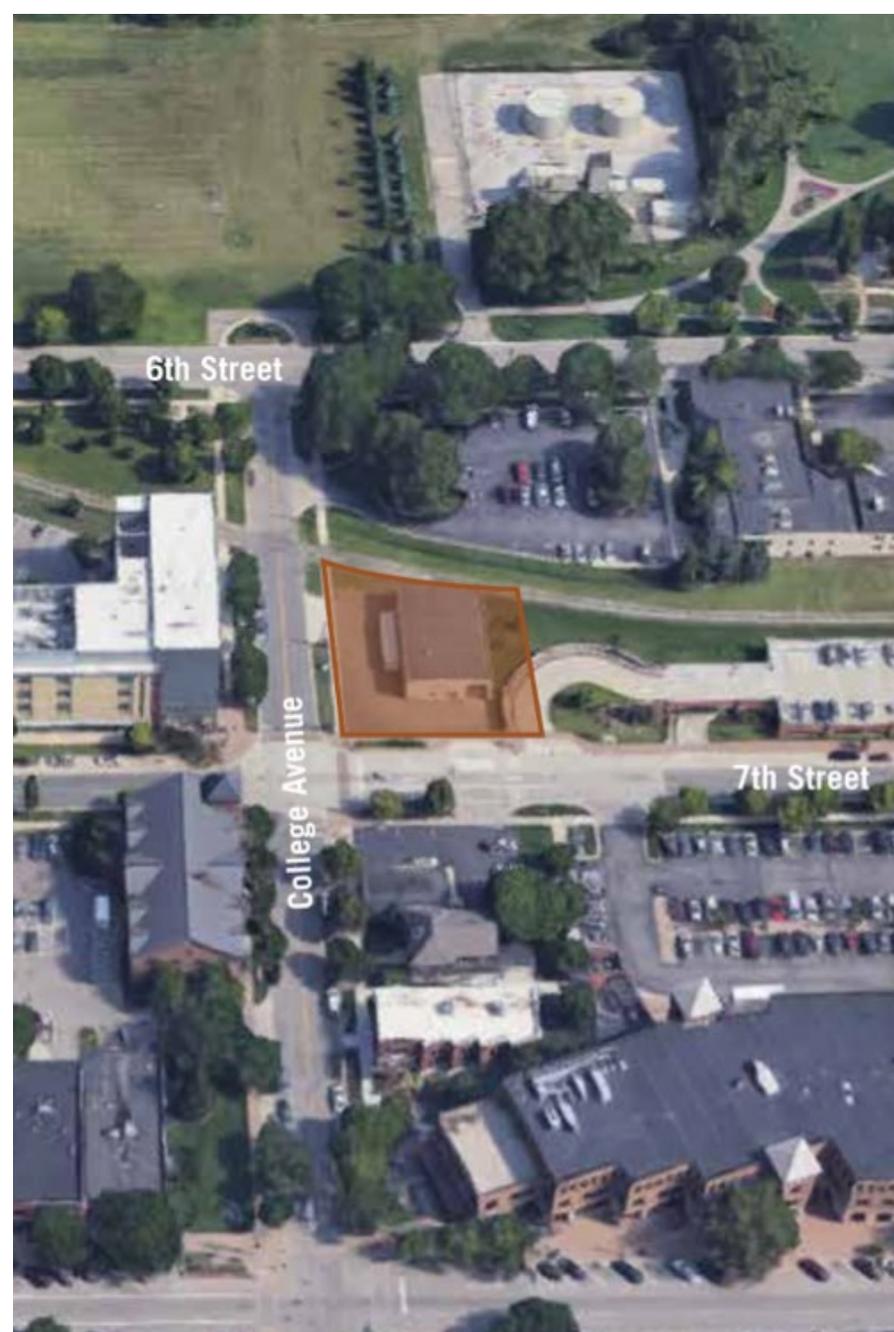


Potential Site

Shared vision

Property
ownership

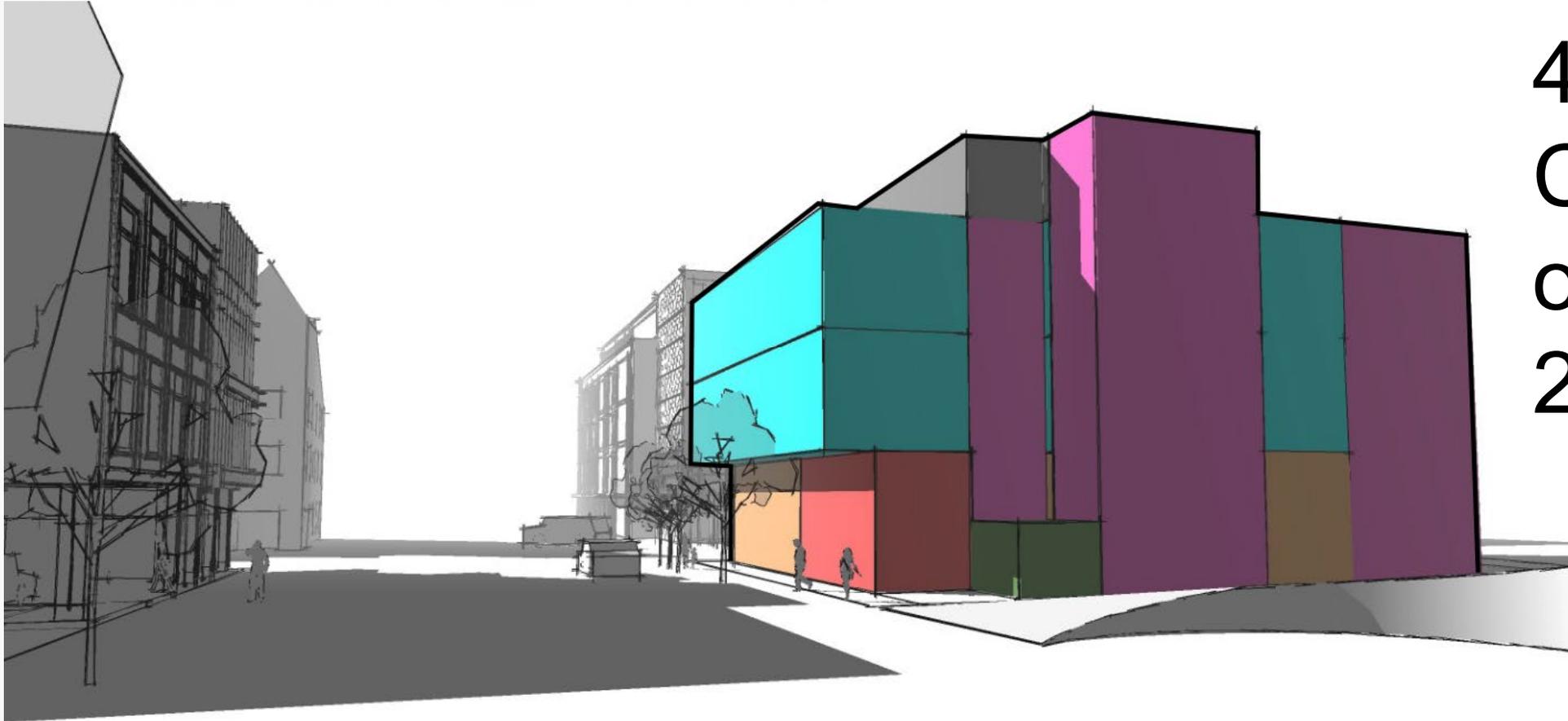
Development
expertise



7th and College

Conceptual Plan

OPTION 01 7TH STREET VIEW LOOKING WEST



4 stories
Class A
office space
20,000 sq ft

HOLLAND SMARTZONE INNOVATION CENTER

Exterior Design Concept



Timeline

**Pre-construction
planning**
In progress

Construction begins
End of 2022

Project complete
End of 2023



Initial Project Costs

Own
\$4.5 million

VS

Lease
\$2.5 million

Estimates Include:
Build-Out
Rent (if applicable)
Furniture & Fixtures
Utilities
Other ancillary expenses

Next Steps

Advocate

State of Michigan – direct appropriation support letter



Plan

Finalize development/revenue estimates



Finalize

Costs, timeline & letter of intent