



**CITY OF CADILLAC
RETAIL BOUNTY PROGRAM
RULES AND REGULATIONS
Adopted: December 10, 1997
Amended: January 26, 2005
March 25, 2009
January 30, 2013**

The Retail Bounty Program was implemented by the Downtown Development Authority (DDA) District Board as a tool to promote retail business development in the DDA District. The program offers a financial incentive to individuals verified as the "procuring cause" for the establishment of a retail business in the district. Program eligibility and funding are subject to the following:

1. The DDA will pay a "bounty" amounting to \$1,000.00 for a new retail business, which was not in existence in the Downtown Development Authority (DDA) District or Cadillac area before submittal of the "bounty" application, and is locating in the DDA District. The Cadillac area is defined as any location with a Cadillac, MI 49601 mailing address. A bounty of \$500.00 will be paid for any retail business new to the DDA District, but previously located in the Cadillac area. This new business must result in the non-temporary occupation of a currently vacant storefront. It must also be compatible and consistent with other downtown businesses. For the purpose of this program, a retail "bounty" shall only be paid to individuals who assist in the recruitment of a business whose primary function is to sell merchandise. Primary function is defined as a business with at least 51% of its total square footage dedicated to the sale of retail product.
2. A "bounty" will be paid by the DDA to an individual who is verified by the owner of the new business to be the procuring cause of the location of the business. "Procuring cause" goes beyond the mere, casual mention of a DDA District location to a prospective retail business. "Procuring cause" shall mean significant involvement and assistance provided by the applicant to the retail business owner, such as assisting the retail business owner in obtaining information about downtown business locations, assisting the business owner in obtaining information from the City of Cadillac regarding opening a new business in the DDA District (business permit application, parking map and instructions, economic development incentive information, etc.), and as individual skills apply, assisting with business planning, marketing, and advertising, or making appropriate referrals to others for these services. Specific dates when this assistance was provided shall be kept and reported on the Retail Bounty application form by the applicant.
3. An individual must apply for the bounty at least 30 days before the new business is opened, using a form provided by the DDA detailing the individual's actions to locate the new business. An application submitted less than 30 days before the business opens or later is invalid. The application and content will be verified by the new business owner/representative. The new business must also have secured the appropriate business license or permit from the city of Cadillac prior to the award of any bounty.

4. For purposes of the \$1,000 bounty (new retail business not previously in existence), payment will be made in the amount of \$500 six months after the eligible new business opens and is operating and \$500 one year after the eligible new business opens and is operating, for a grand total of \$1,000. The \$500 bounty (new retail business previously in existence, outside the DDA) shall be paid six months after the eligible new business opens and is still in business. A retail bounty will not be paid until the new retail business has obtained the appropriate city of Cadillac business permit or business license.
5. The following parties shall be ineligible for a retail bounty: Any party having a financial or ownership interest in the business locating in the district, the owner of the building in which the business will be located, employees of the city and elected city officials, DDA Board members, DDA Committee members, and Chamber of Commerce and Visitor's Bureau staff.
6. All "bounty" submittals shall be reviewed by the DDA Recruitment Committee for eligibility in accordance with these rules and regulations. The Recruitment Committee shall then provide a recommendation to the DDA Board for final determination. The DDA Board will generally make a decision regarding all Retail Bounty applications within 60 days of receipt. Funds for the project shall be available through DDA operating revenues.
7. Only one (1) bounty shall be paid per new business locating within the DDA District. No bounty shall be paid for an existing business relocating within the DDA District.

This program shall expire at the pleasure of the DDA Board, without prior notice. Upon announcement of such expiration, the DDA shall render a final determination within 30 days on all bounty applications then on file.

CITY OF CADILLAC DDA RETAIL BOUNTY PROGRAM APPLICATION FORM

The purpose of this application is to determine that the Bounty Applicant is the procuring cause for the new business' location within the Cadillac DDA District.

Date of Application: _____ Bounty Applicant: _____

Name of New Business: _____ Address of New Business: _____

Business Type: _____ Previous Address (If applicable): _____

Opening date In downtown Cadillac: _____ Business Owner: _____

1. ***For the Business Owner to complete:*** What and/or who were the significant motivating factors that caused you to locate your business in the Cadillac Downtown Development District?

2. ***For the Bounty Applicant to complete:*** What was your role in locating the new business in the Cadillac Development District?

3. **For the Bounty Applicant to complete:** On what date(s) did your assistance facilitate the plan to locate this business in downtown Cadillac?

I hereby certify that I have received and read a copy of the Retail Bounty Program Rules and Regulations, have read and understand the above questions, and have answered them as accurately and to the best of my ability.

Signed this _____ day of _____, 20_____.

Witness*

Bounty Applicant

Witness*

I hereby certify that I have received and read a copy of the Retail Bounty Program Rules and Regulations, have read and understand the above questions, and have answered them as accurately and to the best of my ability.

Signed this _____ day of _____, 20_____.

Witness*

Business Owner

Witness*

* Witnesses must be other than the bounty applicant or the business owner signing this application.

We will keep this application on file for one year from the date of submittal.