

July 24, 2021

Moody on **The Market**



Loody COMMUNITY SUPPORT SAVED FOREVER BOOKS When Robin Allen bran-

ded Forever Books "Your community bookstore," in St. Joseph, she had no idea that the survival of her business would one day depend on the community it was dedicated to. More than 20-years after opening her store, Allen signed a new three-year lease on her business space last week, largely thanks to community donations that flooded in when forced closures during the Covid-19 pandemic threatened to close her doors for good.

'The shutdown hit in March and I knew, 'that was it," Allen said. "So I laid everyone off, closed the doors and prepared for disaster." Adapting to the state-mandated shutdown requirements, Allen soon began to fulfill curbside pickup and online orders with the help of volunteers, but sales weren't enough to avoid falling 60-days past-due on a \$30,000 debt to her wholesale vendors. Allen was also forced to cancel a hip surgery she had scheduled for one week after the state-mandated shutdown, in order to continue working in the store aided by a mobility device.

"That was the most stressful time of my life. It was better for me to be at the store every day instead of sitting at home and worrying about losing my house, losing everything. "Then the lease agreement on her retail space came to term completion. "I put off my landlord for a long time," Allen said. "He was not happy. But I didn't know what to do. I considered just closing the store and walking away. I was also concerned for my employees, who for the time at least were being kept afloat by unemployment. But if I had to close the store, they were going to lose their livelihood too.'

Allen considered applying for small business relief with the state and federal government, but was discouraged by what her business may have qualified for. "I heard some nightmare stories from other booksellers who applied," Allen said. "The amount of paperwork required to get the assistance compared to the actual funds being offered, and the amount of money I needed just weren't worth it. Then one of my staff came to me and said, 'Before you close the store, you let the community decide if you're going to go out of business."

Former staff member. Beth LaFleur, launched a crowd-sourced fundraising campaign through GoFundMe to notify the community of the bookstore's dire condition and raise capital to avoid the bookstore's

Continued on page 6



Spending Stimulus Funds Wisely

In last week's column, I made reference to the \$1.9 trillion American Rescue Plan Act of 2021 (ARP) passed by Congress and signed by Havlicek, President Biden this past March. II you II recall, this legislation contained a number of relief measures targeted towards individuals, es. \$160 billion for vaccine distribution and businesses, and communities.

Among those measures were a third round of stimulus payments to individuals and their dependents, an extension of enhanced federal unemployment benefits through September of this year, \$7.25 billion in aid to small business-

Continued on page 2

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* a few exclusions

Page 2 July 24, 2021 **Arthur** Continued from cover

testing, and a whopping \$360 billion in aid to states, counties, and municipalities across the country.

This week, I'd like to focus on the funds our local governments will soon receive and how our elected leaders can leverage those dollars for the benefit of all who live and work in our community.

First, let's breakdown who is getting what. Michigan is due to receive over \$5.6 billion based on the formula distribution of the State Fiscal Relief Fund. Metropolitan cities (those with 50,000+ in population) will receive \$1.8 billion, Counties will receive \$1.9 billion, and local "non-entitlement units" (NEU) of government will receive roughly \$686.4 million. Most of our Southwest Michigan communities fall into this NEU category.

Per the Federal rules, acceptable uses of these funds include:

• Responding to the pandemic or its negative economic impacts, including assistance to households, small businesses, nonprofits, and affected industries;

Providing premium pay to frontline government workers and first-responders;
Providing government services affected

by a pandemic related reduction in revenue; and

• Providing for investments related to water, sewer, or broadband infrastructure.

Municipalities must certify what they intend to spend the funds on are for an approved purpose, and are specifically prohibited from using any of these dollars on pensions or tax cuts. Michigan's Department of Treasury just opened the portal for NEUs to request these funds on July 8 and we expect the Dept. to begin disbursements shortly.

Our region's communities should not wait to request their share, but they should wait to spend it. Here's why:

First, in what seems to be a lesson learned from the stimulus bills of the last recession which necessitated the money be spent almost immediately, these funds are available for use until December 31st, 2024. In truth, it may take until then to truly gauge the pandemic's impact on local revenue and, as a result, communities would be well served to wait before running their revenue/loss calculation and converting their ARP money into General Fund dollars.

Second, this is one-time money which means we have one shot to use it towards the transformational change we all want to see. To do that most effectively, we must leverage these dollars with other sources of funding, both public and private, and make once-in-a-generation investments in our communities. This transactional vs. transformational mindset involves bringing area stakeholders together to define exactly what our area's priorities are and how best to fund them. At the very least, we need to ensure there aren't specific allocations in other spending bills that could be used instead.

From the conversations I've been a part of, our local elected leaders understand the opportunity at their door step. Please don't hesitate to share your priorities with them while they do their due diligence and work to spend this money wisely. Rest assured our Chamber will do the same.

Read more at www.MailMaxOnline.com





Catching Some Sun Photo by Mike Goodrich

Please email your favorite photo with a brief description to **Photos@MailMaxOnline.com** Photos must be horizontal orientation to be considered for Photo of the Week.



Nick **Christe,** Real Estate Investor, Business Consultant

Have you ever thought about renting your home or property? You would be a landlord. You could be a business owner without quitting your day job nor would a real estate license be required. Starting a business, making the rules, and being your own boss can be exciting, empowering and ultimately rewarding. That is if you're one of the 50% still standing after the first 5 years in business according to the SBA (Small Business Association). However, simply being in business after 5 years doesn't guarantee success. As a business owner, consultant, and real estate agent, I know first-hand the challenges involved in establishing and maintaining a new or existing business - property management being no different.

I'm not here to talk about the success of being a landlord but rather the challenges and hardships of taking on such an endeavor. In no way is my intent to discourage those contemplating renting their home or property, in fact, if you are considering creating an income property, I can help. As a partner to several property management companies, investors and landlords, and depending on the needs and desires of the property owner, I can help take the guesswork out of renting for the first time.

INCOME PROPERTIES: To Rent or Not to Rent

There are many moving parts to managing a property. Vetting prospective tenants, understanding the laws surrounding property management, and don't forget maintenance calls are not always received during opportune times. The responsibilities don't stop there. After a few years, large components of the property will most likely need to be addressed. Expect to shell out big bucks for the roof, hot water heater, AC unit and other property essentials over time. Regardless the reasons WHY you decide to self-manage your property, you do have options regarding HOW.

I've helped successful landlords attain additional properties. I've bought rentals from landlords ready to retire. I've assisted brand new investors, showing them the ropes and giving them much needed resources like Purchase Agreements and Seller Finance Contracts even going as far to set up spreadsheet and understanding the numbers. In the end, you can go it alone, you can cash out, or you can partner with likeminded investors like me.

I'm certain there are those who would value a home buying service such as ours and now is your chance. To learn more about how to receive a NO COMMITMENT, FAIR CASH OF-FER for your house or property FAST, with NO HASSLES, FEES or COMMISSIONS or you're looking to partner up– give me a call or email me personally at <u>nick.christe@betterchoicehomes.com</u>.



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Carson

Dear Carson,

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called impact investing to me. What exactly

is this? How do impact investment funds

Impact investing generally aims to ben-

efit society, while providing a profit for the

investor, by investing in companies, funds

and organizations that are aligned with caus-

es, certain values or issues. Think of it as a

middle ground between traditional investing

and charitable giving, where you can match

investing in traditional mutual funds, except

ments have averaged returns of a little less

than 6%. That's well below the average

return of the S&P 500. Impact investing can

do some good, but the truth is it's hard to

measure exactly how much good it's doing.

If you're going to invest in impact investing

funds, you need to make sure you under-

stand exactly how your money is going to

actually doing what they say they're doing,

Since their inception, impact invest-

for the goal of the funds.

Make an

A friend recently

MailMax for Michigan's Great Southwest **Dave Says**

and whether or not they're really making a difference for the better.

As with all investments, it pays to do a lot of research and find an advisor with the heart of a teacher. And never invest in anything if you don't completely understand how it works. Remember, it's your money that's in the mix. Don't feel like the odd man out if you're the only one not joining in on an investment craze your friends are diving into

Personally, I recommend investing in good, growth stock mutual funds and real estate paid for with cash. And hey, if you want to make a difference in the world and still invest the old fashioned way, create room in your budget for charitable giving or saving with the goal of making donations to organizations and causes you care about.

I hope this helps, Carson!

-Dave

* Dave Ramsey is a seven-time #1 national best-selling author, personal finance expert, and host of The Ramsey Show, heard by more than 18 million listeners each week. He has appeared on Good Morning America, CBS This Morning, Today Show, Fox News, CNN, Fox Business, and many more. Since 1992, Dave has helped people regain control of their money, build wealth and enhance their lives. He also serves as CEO for Ramsey Solutions.

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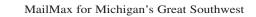
closure. Allen contracted a local business consultant to estimate the business' need to pay off its debts and survive the uncertain times ahead, setting a fundraising goal of \$80,000. "Not only did we get an unbelievable response from the GoFundMe, people started stopping by the store to hand me checks and cash," Allen said. "Even local businesses started coming out to help.""I think people realized, 'If we don't support our local businesses, they're not going to be here after the pandemic.""

MOODY Continued from Cover

The fundraising campaign's first \$30,000 gains allowed Forever Books to unfreeze its wholesale accounts and begin ordering new inventory. The St. Joseph Public library used grant monies provided by the City of St. Joseph to invest in new books from Forever Books. Saint Joseph Public Schools, as well as Coloma Schools each made multiple large purchases through the bookstore. While many business struggled to remain

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open during the pandemic, and small businesses were certainly hit hardest, booksellers were one of few industries to benefit from the widespread closure and cancelation of regular activities.

"You couldn't go to movies, you couldn't go to restaurants, so people started to look inwardly at things they could do at home," Allen said. "We started selling a lot of cookbooks, kids cookbooks, all kinds of books." When Forever Books was allowed to reopen in June 2020, Allen was able to rehire her manager and begin paying the volunteers. Each month since its reopening the bookstore's year-over-year sales have been up 40-60%, while the industry as a whole has enjoyed an increase of 10-20%.

Forever Books is now back to full staff, and Allen recently hired a new employee for the first time in 15 years to help keep up with the demands of increased sales. "I'm just so grateful to the community that helped get us through such a difficult time," Allen said. "My heart is full every day with the memories of those who ordered from us online, collected their orders in our entryway while we were closed, and who chose to order their books from us."



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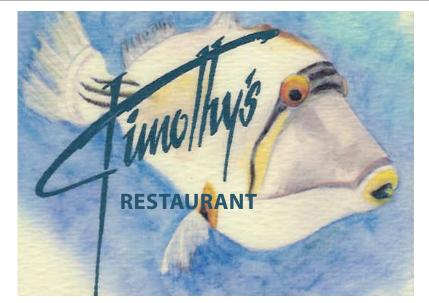
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A LIFELONG DREAM TURNS INTO A 'BRICK HOUSE' IN THE ARTS DISTRICT

Kelli Reeves-Hays has been getting ready for her new challenge for most of her professional life. Meet the co-owner of The Brick House-the newest contestant in the "burger and pub wars" in Michigan's Great Southwest. Reeves-Hays has learned from some of the best restaurant entrepreneurs in the region and says. "We're finally going to do it. And we're going to be good at it!"

"We" is Kelli and her husband Chris Hays, a business owner himself, the operator of Triple-A Power Washing. Kelli says she'll be "front of house" when The Brick House opens at 190 Territorial in Benton Harbor's Arts District in August. Chris will be keeping things running smoothly behind the scenes on the operational end. He's been spearheading the renovation and updating of the facility that once housed the Library Pub and Pauly's Bar and Grill. Both earlier establishments started out strong, but later faltered. Kelli and Chris are confident that lessons have been learned from history and also point to Kelli's track record of working long stints at some of the best restaurants in Southwest Michigan.

Her 33-year resume includes HI's Saloon, Clementine's, Grande Mere Inn, Mansion Grille, Ideal Place and, for the past six-plus years, the Breadbar on Riverview Drive, Benton Harbor. She says she learned from people like Pete Racine, Henry Ingier, Kevin Sweeney and Tim Foley about the importance of customer focus and hands-on involvement by the owner in a successful restaurant.

For the past several months. Kelli has been developing the menu for the new Brick House, highlighted by her version of the "Smashburger." She says it's all in how you create and cook the burger: "You take a ball of meat, put it on a flat-top skillet-not a grill-then press it and squeeze it 'til the juices bubble to the top. You cook it for five or six minutes, only flip it once, then add American Cheese. Put it on a toasted Brioche bun and add our Brick House Secret Sauce." The result, Kelli says, is a "run down your arm juicy-



good Smashburger.

The menu has been laid out as a tribute to Kelli's favorite Rock band, Van Halen, featuring items named after Van Halen song titles ("Eruption" roast beef, "Unchained" crispy chicken, "Fair Warning" blackened chicken). There are also salads and vegetarian items. Kelli points to an alternative to the "same old chicken" on your salad: a panko-crusted pan-fried egg plant cutlet to enliven those healthy greens. And for dessert, she's offering up a special recipe Chocolate Cake that's been a favorite in the family of a good friend for generations

Beer??? Of course, there's beer! However Kelli says she's not getting into the "how many draft handles do you have" game that's been playing out in area bars for several years. She says the draft selections will be carefully chosen, but she's reserving one spot for "an Old School beer, like PBR, Hamm's or Old Style. It just seemed right!"

It will take several weeks for redecorating, licensing and inspections to be completed, allowing The Brick House to throw open its doors for lunch and dinner (11am-10pm daily, 11am-11pm Friday & Saturday). The Facebook page has already been busy with suggestions and good wishes from Kelli's legion of friends and past customers. She can't wait: "I

Continued on page 8



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already love this place," she says, "I love the Arts District and I want to make it even better!"

> SW MICHIGAN HOME PRICES CONTINUE STRONG TREND

The residential real estate boom in Southwest Michigan continues, with very little sign of slowing down. Record selling prices and dollar volume of sales continued to increase in June. And there was a staggering 70 per cent increase in the Year To Date Median Sale Price of a home. That means half the buyers in June paid more than \$320,000 for their new residence, compared to a median price YTD of \$188,000 in 2020, at the height of the pandemic.

Those are the key points in the latest <u>MoodyOnTheMarket.com</u> review of residential real estate numbers from the Southwest Michigan Association of Realtors.

Southwest Michigan home shoppers in June found average home prices of \$331,000 versus \$300,000 a year ago—up ten percent in a year. And they signed

on the dotted line—or more likely on an electronic device—to purchase 349 homes last month, compared to 318 in June 2020. These numbers comprise the three and a half county area covered by the Southwest Michigan Association of Realtors: Berrien, Allegan, Cass and Western Van Buren counties.

Home buyers aren't waiting around; they're buying. The inventory of houses for sale plummeted 49 percent from a year ago (812 vs. 1500), bringing the inventory of houses for sale to a 2.8-months supply of inventory available for buyers. This is the first time the available inventory has risen above 2.5-months supply this year. At the end of June 2020, the market had a 6.7-months supply of houses for sale. For comparison, during the Great Recession, in May 2009, there were 3679 houses for sale and 16.9-months supply of inventory.

Locally, the cost of borrowing money to buy a home, the mortgage interest rate, remained essentially steady in June, at just over three per cent (3.083), down just slightly from a year ago. Only one per cent of transactions in June involved foreclosed or bank-owned homes, down from four per cent at the beginning of 2021 NEWLY RENOVATED NEW BIG SCREEN TVS MONDAYS

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A Look Back at Some LOLympic Games Stu of Special Summery Sports known as the Olympics is upon us, and I think someone is missing the boat on a BIG money-making opportunity: Holding an

alternate Olympic games consisting entirely of competitions that once were Olympic sports, but aren't any more.

Here are a few candidates for filling out the roster of these new and maybe sporadically amusing games:

Sport? Have you ever dove into a pool and just gliiiiided as far as you could? I bet you have! And thus, my friend, you have participated in an Olvmpic sport!

At the 1904 Olympics in St. Louis, MO, medals were awarded in a "sport" called "Plunge for Distance." The event consisted of (see paragraph above). However, there were a couple nuances: the "athletes" couldn't move any limbs - no strokes, shimmies or wiggles to gain extra distance. There was also a time limit: 60 seconds. In case you're wondering, Americans took all the medals: William Dickey won gold, Edgar Adams silver, and Leo Goodwin bronze. (There was a bit of controversy whether Dickey perhaps gained extra propulsion by using, well, his last name; this was finally resolved by a lengthy session of "Did TOO! Did NOT!")

Sport? Figure skating became an Olympic sport in 1908 in London, England. In October '08, Brits who couldn't wait for the full-on cold and damp of a London winter built a rink and held four skating events. One of them was called "Men's Special Figures." Here's how it worked: Skaters submitted elaborate drawings to the

That Smorgasbord judges, and then took to the ice to "etch" the pattern into the frozen surface with their skate edges. Only three gents participated, so it was an "Everyone gets a medal!" kind of thing. The winning skater was lauded by one judge in particular, who said his design "looks almost exactly like my partner's tramp stamp!"

> Sport? Okay, let's just clarify right away that this competition was NOT a sport, but starting in 1912, and continuing for six more Olympiads, you (meaning not "you" specifically unless you're very very old, but "you" if "you" were alive and capable back then), could have a chance at a gold medal in Architecture. Or Sculpture. Or Literature, Music or Painting. That's five categories, and someone strainnnnning to make this sound athletic called them the "Pentathlon of the Muses."

> Over the years, 151 medals were awarded. However, it should be noted that in today's cumulative Olympic medal totals, adding up all the hardware ever won by each country, the Arts medals are not included. (This bugs me for some reason, but, 151 is not divisible by fifteen [three medals in five events at each Olympics]. Rumor has it that one year there was a special Arts medal -- for dopey humor columns.)

> The works in each category had to have sporting themes. Judging was often inconsistent and was perhaps occasionally influenced by nonartistic considerations. For example, in 1912, a fellow named Walter Winans won gold in sculpture. Four years earlier, he'd won gold in a (now discontinued) shooting event called "100 Metre Running Deer." Word is that in '12, he got into a couple of the judges' heads by loitering around the sculpture judging area wearing a vest made of his winning bullet-riddled target from '08

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So we fix our eves not on what is seen, but on what is unseen, since what is seen is temporary, but what is unseen is eternal. ~ 2 Corinthians 4:18

eyes fixed these on debt as you keep

going over the financial statements wondering how you are going to make it? Maybe your eyes are focused on deadwhether you will be able to get everything done for everyone who has expectations of you. Perhaps your eyes keep staring at your phone, waiting for the doctor to call with the results from a recent test. So often, our eyes are focused on things that fill us with stress and anxiety. We pace the halls. We fill our minds with what-ifs and worst-case scenarios. And, of course, we have little or no control over any of it. These situations are temporary as our Bible reading today re-

whenever the old ones are resolved. There is a solution to this problem. That is, to fix our eyes on what is unseen. Namely, on Jesus and the heavenly home that he has waiting for us. Everything we

Where are your face on earth is by nature temporary. But spiritual blessings in Christ are eternal. days? Are they fixed Because Jesus died on the cross in our place and rose from the dead, we have been given eternal life which far outweighs anything this life can throw at us.

But it is always easier to focus on lines, as you worry and stress about the here and now than it is on things unseen. God invites and encourages us to lift our eyes to things above. To always have Jesus and his Word in our thoughts and our hearts. To think about and look forward to our heavenly home. To eagerly anticipate eternity with Jesus and all believers in heaven-a place where we will not pace the halls with worry or anxiety, but a place where we will live stress-free in perfect peace and joy. Fix your eyes on that!

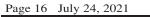
Prayer: Dear Jesus, thank you for minds us, but certainly, a new set of tem- the heavenly home you have prepared porary troubles will come our way for me. Help me to fix my eyes on things eternal. Amen.

> Submitted by:Pastor Glenn T. Rosenbaum Administrative Pastor Grace Evangelical Lutheran Church, St. Joseph Originated by: www.What AboutJesus.com

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The Village of Baroda is having a zoning board meeting on July 29 at 6pm in regards to a privacy fence. Michael Denton - Village of Baroda Clerk -9091 First St., Baroda, MI 49101.

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