



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, December 18, 2018- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**

All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.

- A. 2019 Calendar of Meetings
 - B. Minutes
 - C. Monthly Report - November
 - D. Annual Report
 - E. Committee Minutes
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
 - B. Charlevoix Area Chamber of Commerce Year End Report
Shelly Ferguson, Community Events Manager
- 7. Old Business**
 - A. Draft 2019-2020 DDA Budget
Lindsey Dotson, Executive Director
- 8. New Business**
 - A. Sponsorship Request - Shadowfest
Lindsey Dotson, Executive Director
 - B. Sponsorship Request - Charlevoix Bridge Lighting Project

Leilani Durbin, Silver Linings Charlevoix

C. Intern Sponsorship Request

Lindsey Dotson on behalf of Tim Salmonsens - Social Economic Enterprises

D. Financial Support Request - More Than Summer campaign

Maureen Owens, Luther Kurtz, Tim Fore

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: 2019 Calendar of Meetings

DATE: December 18, 2018

ATTACHMENTS:

- ▣ 2019 Meeting Schedule



CHARLEVOIX

MAIN STREET DDA

Main Street/DDA Board 2019 Regularly Scheduled Meetings

*All regularly scheduled meetings are at
5:30 pm at Charlevoix City Hall
210 State Street, Charlevoix, MI 49720
Second floor Council Chambers*

January 28, 2019

February 25, 2019

March 19, 2019*

April 22, 2019

May 28, 2019*

June 24, 2019

July 22, 2019

August 26, 2019

September 23, 2019

October 28, 2019

November 25, 2019

December 23, 2019

***meeting takes place on a Tuesday due to holiday or other conflict**

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon seven (7) days notice to the City of Charlevoix Clerk's Office. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix by writing or calling the following: City Clerk, City of Charlevoix, 210 State Street, Charlevoix, Michigan 49720. (231) 547-3250

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Consent Agenda

TITLE: Minutes

DATE: December 18, 2018

ATTACHMENTS:

- ▣ Regular Meeting - November 26, 2018
- ▣ Work Session - November 26, 2018
- ▣ Executive Committee Meeting - December 6, 2018

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, November 26, 2018 at 5:35 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Carissa Mullaney, Maureen Owens, Rick Wertz, Amanda Wilkin
Members Absent: Luther Kurtz, Paul Silva
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report – October
- C. Committee Minutes

Motion by Member Owens, second by Member Wertz to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Member Owens questioned how many people attended the Remote Office/Home Office workshop and Director Dotson responded six people.

7. Old Business

8. New Business

A. Bridge Drop Sponsorship Request

Director Dotson stated that *Charlevoix Bridge Drop* requested a \$2,500 event sponsorship.

Motion by Member Wertz, second by Member Owens to approve a \$2,500 sponsorship for the *Charlevoix Bridge Drop* event. Motion passed by unanimous voice vote.

B. Form Trademark License Agreement

Director Dotson stated that as part of trademarking the new Charlevoix "C" logo Traverse Legal created a Trademark License Agreement form that the DDA may choose to use. She stated that *Visit Charlevoix*, *The Mercado*, and product sales are current pending agreements.

Member Mullaney expressed a concern with item 5b regarding the marketing requirement and the length of the statement required on all packaging, advertising, press releases, displays, catalogues and other promotional material. Discussion followed regarding the trademark language, and the requirements for permitted use of licensed mark. The Board concurred to await additional feedback on their concerns prior to approving the form agreement.

C. Junior Main Street Presentation – Hoop Skirt Alley

Member Bradley stated that Junior Main Street was passionate about renovating Hoop Skirt Alley with a pocket park. In their research they found that people wanted more seating, flowers, art murals and activities. Jessie Windon proposed adding five circular murals designed by Charlevoix art students to highlight the festivals held in town throughout the year. They also wanted to use the construction class for making the benches, add flower boxes and white string lights. Director Dotson stated that they were also interested in transforming one or two parking spaces into smaller vehicle, moped or motorcycle parking. The students responded to questions from the Board members.

Motion by Member Christner, second by Member Mullaney to okay the Junior Main Street Committee with moving forward with the Hoopskirt Alley Project. Motion passed by unanimous voice vote.

D. Bridge Park Building HVAC Upgrades

Director Dotson stated that a new boiler and furnace were needed for the Bridge Park Building and Chief Doan facilitated the bid request. She asked the Board to have the Executive Committee award the HVAC upgrade bid so City Council could consider the item at their December 17th meeting.

Motion by Member Wilkin, second by Member DiMartino to authorize the Executive Committee to award the bid for the HVAC upgrades needed at the Bridge Park Building. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Member Wilkin noted that the parade and tree lighting ceremony went very well.

Chair Dipert stated that the City was receiving an award as an honored community from the *E-Cities Program* from the *University of Michigan's Dearborn School of Business*.

12. Adjourn

Motion by Member Owen, second by Member Mullaney to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:42 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Monday, November 26, 2018 at 4:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Carissa Mullaney, Maureen Owens, Rick Wertz
Members Absent: Luther Kurtz, Paul Silva, Amanda Wilkin
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

6. Reports

7. Old Business

8. New Business

A. Draft of the 2019/2020 Annual Budget

Director Dotson recalled that the Board requested a preliminary discussion regarding next year's budget prior to its development. She led discussion regarding:

- \$50,000 deficit in the current budget year due to unforeseen needed repairs for the Bridge Park building
- Subcommittee Work Plans
- Farmers Market revenue and contributions
- General discussion/questions from each Board member
- Potential consultant for a Business Recruitment packet.

Denise Fate, Design Committee, presented proposed projects: street tree lighting including additional trees in the parking lot off Clinton, historic interpretative signage placed around the City, and the façade grant application process increasing the annual amount to \$20,000.

Member Mullaney questioned if the Healthy Lifestyles promotion was included in the proposed budget and Director Dotson replied that they have not done a formal promotions campaign or work plan for Healthy Lifestyles yet. Discussion followed regarding the "Charlevoix is Open" campaign.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 5:30 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair

Thursday, December 6, 2018 at 9:10 a.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

Chair: Kirby Dipert
Members Present: Maureen Owens, Rick Wertz, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director

4. New Business

Motion by Mayor Kurtz, second my Member Wertz to recommend that Haggard's Plumbing be awarded the contract for HVAC repairs in the Bridge Park Building. Motion passed by unanimous voice vote.

None.

Motion by Member Owens, second by Member Wertz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 9:28 a.m.

Kirby Dipert Chair

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Monthly Report - November

DATE: December 18, 2018

ATTACHMENTS:

- ▣ Monthly Report - November

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)

Michigan Main Street Monthly Report

Report only those items occurring in your specific Main Street project area for this month

Metrics Number	M-0000108909	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	11/1/2018	Reporting Period End	11/30/2018
Submitter's Name	Lindsey Dotson	Due Date	12/10/2018

Design

Facade & Exterior Renovation in MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Economic Vitality

Building Rehabilitation in MSA: (Interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
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Existing Downtown Businesses Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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New Housing Completed Downtown

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Promotion

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
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Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Charlevoix Farmers Market	SE-Special Event	5,000	0	\$23,946.00	\$23,946.00	\$26,800.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
25.00	0.00	50.00	20.00	0.00	95.00

Fundraising/Membership Last Month

Type	Amount
Earned	150.00
Private	81.56

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member			Paul Silva	paul@spmliving.com

Assistance Received

Grants	Source of Funds	Amount Received
Local	Charlevoix County Community Foundation	\$750.00

Other News or Commentary

We are in the thick of brainstorming projects and prepping our 2019-20 budget. The Board officially voted to transfer the operation of the Farmers Market to the Recreation Department. Now that the season has wrapped up I have been working with the person who will be overseeing it to transition out of the role. This work will continue through spring when the market starts again to ensure a smooth transition.

City of Charlevoix was honored by U of M Dearborn's School of Business iLabs program (along with Sauli Sie, Mariel) as a part of the eCities program.

Main Street has transferred our separate website into the city website.

Program & Outlook Suggestions for State and National Staff

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2018_11_26_Meeting(73).pdf	12/10/2018 11:35 AM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103

DDA/Main Street Board
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Consent Agenda

TITLE: Annual Report

DATE: December 18, 2018

ATTACHMENTS:

- ▣ 2018 Annual Report Data

Main Street Annual Report Data October

Description of Data to be Reported

Complete fields in yellow

Date data reported 12/6/2018

Overall Investment Information (enter if different from data on "For Verification" tab)

Total Private Investment in MSA

Total Public Investment in MSA

Total Investment in MSA

Value Information

Taxable Value of MSA 28,869,334

Assessed Value (SEV) of MSA 32,595,900

Business + Job Information within the MSA District

Total number of businesses (any type) 114

Total jobs in MSA 230

Total number of FTE Jobs in MSA (if known)

Total number of part-time jobs in MSA (if known)

Rents + Use Information within MSA District

Average rent per sq ft in MSA

Commercial 16.39

Residential

Office 8.6

Total Square Footage in MSA

First Floor Sq Ft 364700

Upper Story Sq Ft 163400

Total Sq Ft in District 528100

Total Buildings in MSA

First-floor storefront count 99

Buildings over 1-story count 34

Total building count 86

First floor storefronts vacant in MSA

By number 5

By Sq Ft 7050

Upper Fl Space Underutilized (Vacant or Storage)

By number 2

By Sq Ft 9000

Upper Floor Housing (rental or owner)

By number 194

By Sq Ft 161500

Owner Vs Renter Occupied

Count Owner 31

Count Renter 83

Retail occupied

By number 35

By Sq Ft 70550

Grocery stores

	By number	2
	By Sq Ft	23200
Eating and Drinking		
	By number	20
	By Sq Ft	49200
Accommodations		
	By number	8
	By Sq Ft	161450
Service Businesses		
	By number	35
	By Sq Ft	65900
Auto Businesses		
	By number	0
	By Sq Ft	0
Government Offices		
	By number	2
	By Sq Ft	40000
Schools		
	By number	1
	By Sq Ft	10000
Theaters		
	By number	1
	By Sq Ft	7500
Warehouses		
	By number	1
	By Sq Ft	4000
Manufacturing industries		
	By number	0
	By Sq Ft	0
Galleries/museums		
	By number	2
	By Sq Ft	6500
High-Tech Firms		
	By number	0
	By Sq Ft	0
Underutilized properties in MSA		
	# of Storefront	0
	By Sq Ft	0

Housing Information (First-floor, upper-story or stand alone within MSA district)

Total number of apartments/lofts	13
Total number of condos	181
Total number single-family homes	3

· 2017 - September 2018

Notes about data

this is our entire dda district not just ms

< - still don't have good data

also counts a few vacation rentals - not just hotels

double counts some residential units since a few of our large hotels have condo units that are rented c



out to guests when owner is not occupying them

DDA/Main Street Board
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Consent Agenda

TITLE: Committee Minutes

DATE: December 18, 2018

ATTACHMENTS:

- ▣ Organization/Promotions Committee - November 15, 2018
- ▣ Design Committee - December 6, 2018
- ▣ Economic Vitality Committee Meeting - December 11, 2018



Promotions/Organization Committee
Thursday, November 15, 2018
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members present: Lindsey Dotson, Dan Barron, Katherine Forrester, Leanne Ackert, Carissa Mulaney, Maureen Owens, Sue Barnard, Caitlin Cole, Rick Wertz, Sarah Hagen, Dennis Kusina, Jessica Anderson, Nancy Suzor, Larry Levingood, Paul Glotzhober

- 8:00am I. Call to Order
- 8:01am II. Approval of Minutes: October 25, 2018 Rick/Leanne
- 8:03am III. Ongoing Business: Project Recap, Updates/Needs, Support Needs

A. Events & Projects

1. Restaurant Week (Lindsey): There was a website glitch but menus were up on Visit Charlevoix website. Analytics: People spent longer on that site. Based on the FB survey, Grey Gables, Cantina, and the Villager get a lot more business. The top ways that people heard about the event were: social media, e-newsletters, and banners. Problems: restaurants still get menus in at the last minute (was suggested that we move up the deadline in the spring)
2. Live, Life, Local Shopping Campaign (Lindsey): Starts Friday. All promotion materials have been ordered.
3. Shadowfest (Maureen): First meeting soon. They will evaluate validity of the event. Had feedback on how important winter events are. They are looking at moving the tent from East Park to behind East Park Tavern.
4. Holiday Parade Float/Small Business Saturday (Lindsey): Will ride on Jaquie's separate Small Biz Saturday float.
5. Summer Concert Series: 3 of 7 bands ready to confirm. Will continue with buskers. They need 4 people each week to help.
6. Bridge Drop: Application for fireworks was submitted and they will be held at midnight at Depot Beach. Committee would like to add a

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downtown window decorating contest. The winner would receive free advertising on the Main Street App, at Bridge Drop Site and in Biz Blast along with a trophy. It was suggested that vacant storefronts could be decorated by groups and organizations with a winter theme so they could be left up all season.

B. Organization

1. Maestro Training/Volunteer Social – Dec 12th: Date changed to Dec 12 at City Hall.

2. Newsletter Performance : 383 opened and 2 unsubscribed. Most visited: Restaurant Week and Margo (Rose Cottage will be home décor and Air B&B).

8:30am

IV. New Business

A. Project Ideas 2019 (New and Existing):

- Restaurant Week
- Concert Series
- Live Life Local (possible changes to program)

Discussion: Should there be a committee formed to promote Wellness and Recycling in the community?

- Maureen has reached out and received a grant for 1 Big Belly. This replaces 5 regular trash cans and has trash, recycling, and can be a wifi hotspot.
- Con of starting this committee: event committee with then go to this committee and say, “Do my recycling.” If there is no committee, it forces each event committee to think about it and plan for it.
- We need to make sure that there are recycling bins available at ALL events. The problem with this, though, is that it is labor intensive because you need volunteers to empty them.
- There is a company that digs through all of the trash after an event to get all compostables and recyclables.

B. Promotions Photo Contest: Need photos of events by today

C. Event Evaluation Check In

8:50am

V. Volunteer Hours: 50

8:55am

VI. Good of the Order: Farmer’s Market transferred to Recreation Department because they have more staff

9:00am

VII. Adjournment

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Next meeting: Thursday, December 20, 2018

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Main Street Design Committee
Thursday, December 6, 2018
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, L. Keinath, G. DeMeyere, D. Miles, M. Owens

Absent: R. Bergmann, J. Duerr, A. Munday, P. Glotzhober, E. Selph, P. Weston

- I. **Approval of Minutes** - The Minutes from the October 4, 2018, meeting which were sent out in advance via email were approved as written.
- II. **Outstanding Business**
 - a. Report from the DDA meetings - Lindsey reported on the preliminary budget review process, during which all MS committee project work plans were discussed. Funding of \$20K is requested for façade grants. A submission was made to consider funding for street tree lights to be put on the back alley trees. DDA requested that we look for alternative lighting due to the high maintenance cost of lights in growing trees. Other comments regarding historic signs are included below.
 - b. Shuffleboard Court: Kent Knorr from Parks & Recreation presented his findings for alternative installations and costs. It has been determined that this project best fits within Parks & Rec, rather than the design committee. The design committee only requests to be able to review the placement and appearance. He needs funding for the initial installation, which is being provided by a private donor. The committee agrees with the proposed placement and design of the two courts, which are a tile-based convertible concept.
 - c. 2018/2019 Work Plans:
 - i. Façade Grant Guidelines and Application Process - The revised guidelines and application were distributed to the committee in advance of the meeting, and they have been distributed to the business owners with the revised timing. The next application deadline January 24, 2019. Applications will be evaluated at our February meeting.
 - ii. Street Lighting - Denise reported that Tom Kladzyk of Holiday lighting and his crews completed their maintenance work on the trees and lights in late October. Costs were a bit higher than budgeted (\$3284). Don Swem is fully informed on what was done. The DDA requests that the committee looking at alternative aesthetic lighting sources for the alleyway trees.
 - iii. Historic Signage - The render of a proposed sign was distributed to the group in advance of the meeting, and shown to DDA at its meeting. It has received

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favorable response. The sign costs \$1500+approx. \$200 installation for one-side, and \$2100+installation for a two-sided sign. D. Miles is in the process of developing the content for each sign with historic images and narratives according to our strategy. Placement is under review. Due to DDA concerns for views being blocked on the marina, it was suggested to look at the area above the pavilion along the walkway. T. Wyett has agreed to fund 2 signs, and Rotary will consider funding at least one also, according to L. Keinath. Grant funding for a few more will also be sought from CCCF in March.

- d. Main Street Design Guidelines & Design Assistance - Jessica Flores is expected to have a draft by end of January. (She is currently helping to wrap up the CLG application for the City.) Lindsey completed all required program documents for the Design Assistance Program and distributed them. The review committee has also been named: D. Kusina, R. Wertz, A. Wilkin and N. Suzor, in addition to the design committee members. The will be placed in the MI MS online system.
 - e. Hoop Skirt Alley Report: Sean reported on behalf of Junior Mainstreet at the DDA meeting on the ideas of their committee. A number of ideas are to be consolidated into one project. Under consideration are a mural, artwork covering City events, an interactive chess board and moped parking.
- I. **New Business** - none
 - III. **Call for Future Agenda/Research Items** - none
 - IV. **Adjournment** - the meeting was adjourned at 5:00 PM.
 - V. **Next meeting: Thursday, February 7, 4:00 PM at City Hall**

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Main Street
Economic Vitality Committee
Meeting Minutes
December 11, 2018 - 8am

Present: Lindsey Dotson; Mark Heydlauff; Bob Klein; Maureen Owens; Rich Hodgson; John Haggard; Amanda Wilkin; Sarah Hagen; Luther Kurtz; Kirby Dipert

Rich Hodgson called the meeting to order at 8:01am.

Mr. Heydlauff gave an update on progress being made with recruitment materials – a draft has been received. A consultant has been hired to assist with this as part of the process the City is going through to become Redevelopment Ready Certified through the MEDC.

Mrs. Dotson updated the committee on the progress made over the summer by the volunteer intern that was working on the property inventory and discussed the possibility of forming a survey team to work on capturing updated business and building data for the inventory using a version of the new online surveys created by the Michigan Main Street Center.

Mrs. Dotson updated the committee on the upcoming training series as part of a partnership between Michigan Main Street and the SBDC. The schedule is:

Boyne City – January 31, 2019 – **How to Buy or Sell a Business** 9am – 2:30pm – City Hall

Grayling – March 7, 2019 – **Online Sales/E-Commerce** (time & location TBD)

Charlevoix – April 18, 2019 – **Leveraging Downtown Events** - 1:00pm – 5:00pm at the Library

Cost to register will be \$10 for Main Street businesses using a registration code. Upon arrival to the training that \$10 will be refunded to the attendee in the form of a gift certificate that can then be used in the downtown the training is taking place in. A “perk” for attending all 3 trainings is still being worked out, but details are forthcoming. Registration is not live yet, but a save the date has been sent out by the SBDC.

Mrs. Dotson updated the committee on the Local Investing Workshop scheduled to take place in Charlevoix on May 9th at the Library and explained the idea behind what is being called “Grubstake” – an educational event about community investing/crowdfunding for small business startup/expansion costs.

Mrs. Dotson, Mrs. Wilkin, & Ms. Owens discussed the Entrepreneurial Ecosystems Webinar they watched and ideas/thoughts gleaned from it. Dotson also updated the committee that she has indicated interest to the Michigan Main Street Center in a technical assistance visit from the National Main Street Center surrounding this transformation strategy. Dotson will provide updates as soon as they are available about this possible service.



Mrs. Dotson discussed the monthly Remote Office/Home Office worker meetings that have been taking place at the Charlevoix Public Library. The conversation started as a way for the library to gauge interest in the development of a coworking space in the mezzanine area of the building. Based on feedback gathered from attendees some restrictions exist in hours of operation that would be prohibitive for some work schedules. Now the conversation has switched to whether or not a downtown coworking space would be feasible based on demand. Members of the committee commented on various opportunity sites outside of the downtown.

Dotson reminded committee members of the Maestro Community Manager software training on December 12th followed by a volunteer social for Ladies Night.

Volunteer hours were reported: 21

Meeting adjourned at 9:00am.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Reports

TITLE: Director's Report

DATE: December 18, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Annual Report

Our annual report has been submitted and is in the packet under the consent agenda. Doing the report revealed weaknesses in the data we currently have in our property inventory, mostly in regards to downtown residential units. In the next year I will spend a lot of time focusing on improving the accuracy of this information and hope to build a team of people who can help me gather updated business and property info. Once our report info from each monthly report is populated by MEDC I plan on summarizing our data and presenting it to the board and other community groups. I'm currently scheduled to speak with the Lions Club and the library's Lifelong Learning series.

ROHO Collaborative Meetings

The 2nd meeting has taken place and conversation still focused on the concept of starting a coworking space in downtown Charlevoix. Work needs to be done to first determine if there is enough demand for such a space, and then consider creative locations for such a place. More effort is currently being put into getting the word out about this group and we've also changed the timing of the meetings starting in March to 1pm to accommodate home office workers who may have children in school.

Director Schedule

I am planning to be out of the office on the following days:

December 26, 27, 28, 31 (vacation)

February 1 & 4 (vacation)

March 25 - 29 (Main Street Now Conference - Seattle, WA)

May 16 - 17 (MHPN Conference Speaker & Tour Guide - Holland, MI)

May 31 - (MDA Spring Workshop - Petoskey)

June 6 - 20 (medical procedure)

July 29 - August 2 (vacation)

November 7 - 8 (MDA Annual Conference - Holland, MI)

Media Mentions

Charlevoix was recently featured in the Record Eagle for the eCities honor and also was featured in the National Main Street Center's blog in an article recapping Small Business Saturday celebrations across the US.

Update on Question About Trademark Marking Requirement

I followed up with Traverse Legal about the trademark marking requirement section of the license agreement document we reviewed at our last meeting. In summary, that section, like all of the sections, is an optional one. The language stems from more traditional commercial trademarks and for example would

have to be used on tags of clothing being sold, but not necessarily in advertisements where the logo is used. The point of having this language on something is to communicate to the consumer that whatever product is being produced with the logo didn't originate from the owner of the logo, which would be the city.

Parking Study Update

See attached memo from Mission North with final recommendations made to City Council. City Manager Mark Heydlauff has drafted a request for qualifications that will be going out soon.

ATTACHMENTS:

- ▣ Parking Strategies Memo



Phone: (231) 883-7266 • E-Mail: rob@missionnorthmi.com • Web: www.MissionNorthMI.com

TO: Mark Heydlauff, Charlevoix City Manager

FROM: Rob Bacigalupi, Mission North, LLC

DATE: November 23, 2018

SUBJECT: Parking Study Follow Up For City Council

The purpose of this memo is to clarify and expand on the various strategies that are coming out of the parking study process, and to follow up on questions the City Council had at their October 29, 2018 meeting.

The overriding theme of a good parking strategy is to maximize the utilization of your parking facilities. This means serving as many shoppers, visitors and employees with the parking facilities you have, while facilitating the level of growth you desire. This is something to keep in mind as you discuss strategies. Paid parking is NOT about raising revenue, rather assigning a cost to parking affects behavior to maximize your parking spaces, and the limited real estate, in downtown.

Below is an explanation of strategies we discussed on the 29th:

1. **Replace meters with new technology.** Charlevoix's aged meters do not allow for changing duration or fee. The current parking rate is 25 cents per hour, which is below other Northern Michigan towns, and does not produce enough revenue to cover maintenance and enforcement costs for a modern system. Current smart meter technology would allow Charlevoix to adjust duration and fees based on seasonal and market changes, monitor meter operation, and gather data for uses beyond parking. Charlevoix is considering whether to replace their current stock of single meters with new single meters, to move to pay stations, or a combination of both. The aspects and costs of these meter types are further discussed in *Table 1*.

2. **Expand meter zones to balance out usage.** Based on usage studies, there are three non-metered areas where demand argues for expansion of meter zones. These are the balance of the 100 blocks of Park, Clinton, and Mason; the Dewitt

Table 1 - Meter Options

	Pros	Cons	Cost Considerations
"Smart" Single Meters	- Better audit trail - Can accept credit cards - Easier to change rate and duration - real time alerts of issues - Better data for decision making	- Highest cost of ownership - Must maintain more parts inventory - More meters to collect, creating additional labor burden	- Utilizing existing posts and housings, new meters could cost \$250-\$300 per space - Approx. \$5.50 per space per month for software and communication costs, plus additional per transaction fee - merchant processing fees for credit card
"Smart" Paystations	- Better audit trail - Can accept credit cards - Easier to change rate and duration - real time alerts of issues - Better data for decision making	- Customers must acclimate to walking to pay	- \$9,000-\$12,000 per pay station - Approx. \$75 per pay station for communication and software costs - merchant processing fees for credit card

Notes

- Recurring software and communication costs can be suspended when meters are not in use

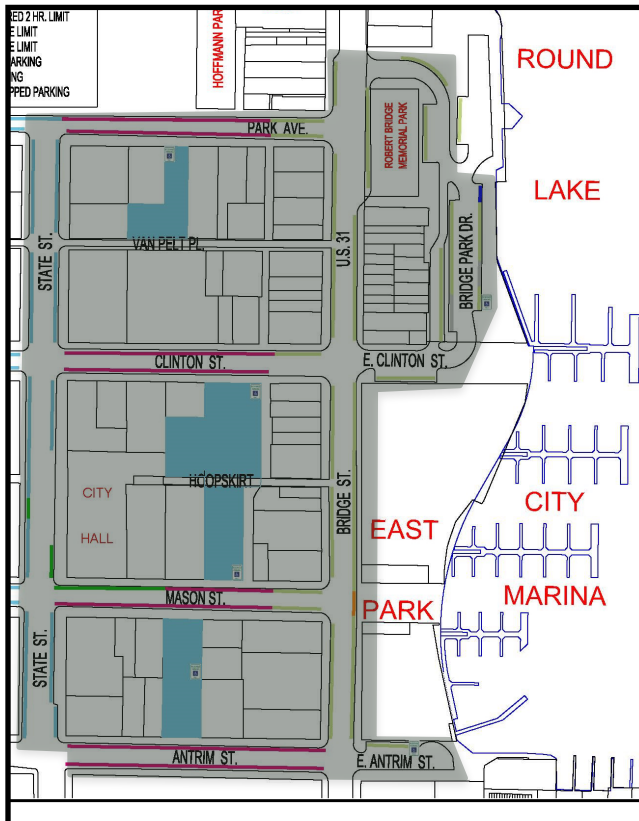
Lot off or Park Street, and State Street between Park and Antrim. A more proactive approach, in anticipation for further development downtown, would be to also meter the other City lots between Bridge and State Streets, and Antrim Street spaces. This would create a cohesive and easily communicated meter zone bound by the harbor, State, Park and Antrim (see *Figure 1*). The number of metered spaces would increase from 150 to 451. If you went with pay stations, you would need approximately 36 to cover the entire meter zone.

3. **Offer mobile payment option.** A mobile payment option would afford customers the ability to pay with credit, without the expense of installing credit card-accepting meters. The City can choose to pay the processing and merchant service fee, or can pass that along to the parker. These solutions include [Parkmobile](#), [Passport](#), and [paybyphone](#). Some of them offer additional functionality such as offering permits by phone or web.

4. **Convert lots into mid-range parking, institute a permit program.** Making the City lots west of Bridge more available to customers could be achieved by imposing a time limit of four or five hours. This would force all day parkers to seek

further out parking leaving more of these lots for shoppers who do not want to pay at the on-street meters. Those full-time employees who are willing to pay to park at these lots could choose to purchase a permit.

Figure 1- Proposed Meter Zone



Permits could be accomplished a few different ways. Low tech, paper or plastic permits could be issued at City Hall and displayed in the vehicle. Some mobile payment solutions, such as Passport, allow customers to purchase a virtual permit by using their license plate. Enforcement staff would see these permits in real time via a smart phone app. Either way, the number of permits issued would need to be limited based on the number of spaces dedicated for that use in the lots. I recommend open parking, where permit holders do not have a dedicated space but

rather have access to an array of permit spaces. This allows for the greatest utilization of parking spaces. The number of permits could exceed the spaces available by a limited percentage. For larger permit lots, overselling by 20% is a safe industry standard.

Another concept discussed at the October 29th meeting was reducing (or eliminating) permits in the Acacia Lot on Bridge Park Drive. This is prime parking for the waterfront and the businesses that operate near it. Putting these spaces into meters would increase their utilization. Permit users could be shifted to the lots west of Bridge.

5. **Continue working with Charlevoix Transit and others on shuttles for events.** Parking demand increases dramatically with events. Encouraging travel by means

other than the automobile helps soften that demand and makes more efficient use of the limited spaces downtown Charlevoix has. Charlevoix Transit has the capacity to provide shuttle service. Beyond, Charlevoix Transit, the Beaver Island Boat Company (BIBCO) also shuttles travelers from their parking lots south downtown to the dock on Pine Lake Harbor. BIBCO is another potential partner for event shuttles.

- 6. Remove parking minimums, and institute maximums for downtown.** Replace the existing payment-in-lieu of parking program with allowance to use tax increment financing for parking improvements. As development fills in surface parking, more taxes are collected, some which can be allocated for parking improvements, if needed.
- 7. Identify location for a future parking garage.** Identify costs and capacity for possible locations. Then develop financing options for a parking garage, including adding it into the Downtown Development Authority's tax increment financing plan. These steps will better position Charlevoix to make a decision on a parking garage if and when the need arrives.

Besides strategies, the question of parking rates in other communities came up at the meeting. *Table 2 compares parking meter rates* for various Northern Michigan communities.

Table 2 - Parking Rate Comparison

	Metered Parking Hourly Rates		
	Short Term (≤4h)	Mid Term (>4h, <8h)	Long Term (≥8h)
Charlevoix	\$0.25	n/a	free
Empire, Empire Beach	\$1.00	\$1.00	\$1.00
Lake Township, Platte River Mouth	\$5.00/ flat fee	\$5.00/ flat fee	\$5.00/ flat fee
Marquette	\$0.50	\$0.50	\$0.50
Petoskey¹	\$0.50	\$0.50	\$0.13
Sault Ste. Marie	\$0.50	\$0.50	\$0.25
Traverse City	\$1.00	\$0.80	\$0.60

Notes:

1 Varies depending on location

Finally, there was a question regarding **vehicle sensing technology** and whether that would be a good option for Charlevoix. Vehicle sensors in conjunction with smart meters, make it easier to have market-based pricing, where rates are changed based on real time use of spaces.

There are at least a couple of different types of vehicle sensors. Pucks are one where they are installed in the pavement at the space. The jury is still out as to how well these work in areas where there is a good amount of snow and therefore plowing. The other type are collars that are mounted on meter poles at the parking space. The cost for these are about \$175 per space plus installation, plus another \$570 for a gateway serving every 25 sensors. There is a communication fee per sensor of about \$3 per month, and one for the gateways of around \$6 per month.

Putting this in context, for Charlevoix, the capital cost would be around \$120,000 and the recurring software and communication cost would be approximately \$1,462 per month. As with any additional technology, care would need to be taken to assure it integrates well with other technologies used in the parking system.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Charlevoix Area Chamber of Commerce Year End Report

DATE: December 18, 2018

PRESENTED BY: Shelly Ferguson, Community Events Manager

BACKGROUND:

Per our agreement with the Charlevoix Area Chamber of Commerce Shelly has prepared a report about how the DDA funds were used to enhance the downtown events this past year.

ATTACHMENTS:

- ▣ Report
- ▣ Financial Report
- ▣ Budget - Year End Actual



In 2018, the Charlevoix Area Chamber of Commerce planned and executed the following promotional events focused on retail, restaurant, and service businesses in the Main Street district.

This is a detailed report of our annual efforts of which the Main Street DDA contributes \$10,000 annually.

Events:

- Winter Sidewalk Sales
- Easter Egg Hunt
- Summer Open House
- Summer Sidewalk Sales
- Holiday Parade & Tree Lighting Celebration
- Merchant Open House & Cocoa Contest

Promoted the following events through radio, print, Television and online advertising:

- **Radio** advertising - Lite96 FM:
 - Summer Open House
 - Holiday Parade & Tree Lighting Celebration
- **Print** advertising – press releases, community calendars, banners, flyers/posters, and annual Visitors Guide Calendar pages for the following community events:
 - Winter Indoor Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade and Tree Lighting
 - Merchant Open House & Cocoa Contest
- **Print** advertising - Paid advertising in the Community Shopper:
 - Easter Egg Hunt, in partnership with Charlevoix State Bank
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting Celebration, in partnership with Charlevoix State Bank
 - Merchant Open House & Cocoa Contest
- **Television** advertising – Michigan This Morning On The Road, 9 & 10 News
 - Merchant Open House & Cocoa Contest
- **Online** advertising/promotion: www.charlevoix.org, events page, calendar and paid website:
 - Winter Sidewalk Sales
 - Easter Egg Hunt



- Summer Open House
- Summer Sidewalk Sales
- Holiday Parade & Tree Lighting
- Merchant Open House & Cocoa Contest
- **Online** advertising/promotion: Other community calendars including mynorth.com, wmta.org, michigan.org, etc.
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest
- **Weekly Biz Blast e-newsletter** advertising/promotion:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Biz Blast sent to over 1500 subscribers with an average open rate of 36%.

- **Dedicated Event Email Blast** advertising/promotion:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Dedicated Blast sent to over 1500 subscribers with an average open rate of 38%.

- **Facebook** Advertising/promotions:
 - Winter Sidewalk Sales
 - Easter Egg Hunt
 - Summer Open House
 - Summer Sidewalk Sales
 - Holiday Parade & Tree Lighting
 - Merchant Open House & Cocoa Contest

Total spent in 2018 on implementation, promotion and advertising related to events: \$ 5,685.62

Total spent in 2018 on Chamber staff time related to events: \$5,000

Charlevoix Area Chamber of Commerce
Transaction Detail By Account
January through November 2018

	Date	Name	Memo	Amount
Activities & Events Expense				
Downtown Promotions				
Easter Egg Hunt				
	03/01/2018	studioMI, LLC	Roadside Banner Design	56.87
	03/23/2018	Charlevoix State Bank	Easter Eggs - 3000 Additional	500.00
	04/02/2018	Michigan Officeways, Inc.	Printing Advertising - Poster/Flyers	75.00
	04/06/2018	Charlevoix Screen Masters	Roadside Banners	275.60
Total Easter Egg Hunt				907.47
Summer Open House				
	06/01/2018	Charlevoix Community Shopper	Print Advertising	299.00
	06/14/2018	Dwain Abramowski	Buskers	50.00
	06/14/2018	Jessica Dominic	Buskers	50.00
	06/14/2018	Emily Chapdelaine	Buskers	50.00
	06/14/2018	Paul Gelderblom	Buskers	50.00
	06/14/2018	Blair Miller	Buskers	50.00
	06/14/2018	Joe Koprowicz	Balloon Artist	100.00
	06/14/2018	Jamie Balousek	Buskers	50.00
	06/14/2018	Charlie Witthoeft	Buskers	50.00
	06/14/2018	Charley Smith	Buskers	50.00
	06/14/2018	Al King	Buskers	50.00
	06/18/2018	Charlevoix Pizza Company	Staff	29.25
	07/02/2018	MacDonald Garber Broadcasting	Radio Advertising	459.00
	07/02/2018	Facebook	Facebook Advertising	42.54
	07/03/2018	Michigan Officeways	Print Advertising - Posters/Flyers	75.00
	11/01/2018	Canva	Advertising - 2019 Poster Design	1.00
Total Summer Open House				1,455.79
Sidewalk Sales				
	07/24/2018	Canva	Poster Design	1.00
	08/01/2018	Facebook	Facebook Advertising	50.00
	08/02/2018	studioMI, LLC	Roadside Banner Design	48.75
	08/10/2018	Canva	Poster Design	1.00
	08/23/2018	Charlevoix Community Shopper	Print Advertising	299.00
	08/23/2018	Charlevoix Screen Masters	Roadside Banners	260.00
	09/04/2018	Facebook	Facebook Advertising	27.16
	11/01/2018	Canva	Poster Design 2019	1.00
Total Sidewalk Sales				687.91
Holiday Parade & Tree Lighting Celebration				
	02/13/2018	Picture This	Photos with Santa Photography Fee	300.00
	10/31/2018	Michigan Officeways, Inc.	Print Advertising - Posters/Flyers	75.00
	11/01/2018	Charlevoix Screen Masters	Roadside Banners	339.20
	11/02/2018	studioMI, LLC	Roadside Banner Design	81.25
	11/19/2018	Candy Canes	Photos with Santa	21.00
	11/23/2018	Jeff Stevens	Santa	150.00
	11/23/2018	Tony Cutler	Parade MC / DJ	100.00
	11/30/2018	MacDonald Garber Broadcasting	Radio Advertising	459.00
	11/30/2018	Facebook	Facebook Advertising	50.00
	11/30/2018	Michael Murphy IV Photography	Event Photography	200.00
Total Holiday Parade & Tree Lighting Celebration				1,775.45
Merchant Open House & Cocoa Contest				
	11/30/2018	Michigan Officeways, Inc.	Print Advertising - Posters/Flyers	75.00
	11/01/2018	Charlevoix Screen Masters	Roadside Banner Updates	60.00
	11/30/2018	Charlevoix Community Shopper	Print Advertising	299.00
	11/30/2018	Michael Murphy IV Photography	Event Photography	200.00

Charlevoix Area Chamber of Commerce
Transaction Detail By Account
January through November 2018

Date	Name	Memo	Amount
11/30/2018	Charlevoix Screen Masters	Sandwich Board Signage	100.00
11/30/2018	Decka Digital	Cocoa Contest Voting Slips	75.00
11/30/2018	Facebook	Facebook Advertising	50.00
Total Merchant Open House & Cocoa Contest			859.00
Total Downtown Promotions			5,685.62

Events: 2018 Retail Events

Location: Downtown Charlevoix

	2018 Budget	2018 Actual
REVENUE		
Main Street/DDA		
Easter Egg Hunt	\$ 1,910.00	\$ 1,907.47
Summer Open House	\$ 2,545.00	\$ 2,454.79
Sidewalk Sales	\$ 1,585.00	\$ 1,609.75
Holiday Parade & Tree Lighting Celebration	\$ 1,650.00	\$ 1,654.00
Merchant Open House & Cocoa Contest	\$ 2,310.00	\$ 2,373.99
Sub-Total: Main Street/DDA	\$ 10,000.00	\$ 10,000.00
EXPENSES		
Main Street/DDA		
Easter Egg Hunt	\$ 910.00	\$ 907.47
Summer Open House	\$ 1,545.00	\$ 1,455.79
Sidewalk Sales	\$ 585.00	\$ 687.91
Holiday Parade & Tree Lighting	\$ 650.00	\$ 1,775.45
Merchant Open House & Cocoa Contest	\$ 1,310.00	\$ 859.00
TOTAL EXPENSE	\$ 5,000.00	\$ 5,685.62
Organization/Execution		
Chamber Staff Time	\$ 5,000.00	\$ 5,000.00
Sub-Total: Organization/Execution	\$ 5,000.00	\$ 5,000.00
TOTAL EXPENSES	\$ 10,000.00	\$ 10,685.62
EVENT PROFIT (LOSS)	\$ -	\$ (685.62)

Easter Egg Hunt

Date: Saturday before Easter Sunday

Location: East Park

	<u>2017</u>	<u>2017 Actual</u>	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>Notes</u>
Revenue					
Main Street/DDA	\$ -	\$ -	\$ 1,910.00	\$ 1,907.47	Event Funds
TOTAL REVENUE	\$ -	\$ -	\$ 1,910.00	\$ 1,907.47	
Expenses					
Marketing					
Banners	\$ -	\$ -	\$ 260.00	\$ 275.60	New roadside banners
Banners	\$ -	\$ -	\$ -	\$ 56.87	Banner Design
Posters/Flyers	\$ -	\$ -	\$ 50.00	\$ 75.00	Posters & flyers for schools
Print Advertising	\$ -	\$ -	\$ -	\$ -	Community Shopper - Charlevoix State Bank places an ad
Downtown Signage	\$ -	\$ 84.80	\$ 100.00	\$ -	Sandwich Board Signs - reused signs made in 2016 & 2017
Sub-Total: Marketing		\$ -	\$ 410.00	\$ 407.47	
Organization/Execution					
Chamber Staff Time	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Organization/Execution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ -	\$ -	\$ -	Misc Expense
Additional Easter Eggs			\$ 500.00	\$ 500.00	Check to CSB for 3000 additional prize filled eggs
Sub-Total: Other	\$ -	\$ -	\$ 500.00	\$ 500.00	
TOTAL EXPENSE	\$ -	\$ 84.80	\$ 1,910.00	\$ 1,907.47	
EVENT PROFIT (LOSS)	\$ -	\$ (84.80)	\$ -	\$ -	

Summer Open House

Date: Mid-June, Downtown Charlevoix

Location: Downtown Charlevoix

	2017 Budget	2017 Actual	2018 Budget	2018 Actual	Notes
Revenue					
Main Street/DDA	\$ -	\$ -	\$ 2,545.00	\$ 2,454.79	Event Funds
TOTAL REVENUE	\$ -	\$ -	\$ 2,545.00	\$ 2,454.79	
Expenses					
Marketing					
Banner Updates	\$ 25.00	\$ 25.00	\$ 70.00	\$ -	Roadside banner updates
Posters/Flyers	\$ -	\$ -	\$ 25.00	\$ 75.00	Posters & Flyers for schools
Radio Advertising	\$ -	\$ -	\$ 650.00	\$ 459.00	Lite96 fm Radio Promotion
Print Advertising			\$ 300.00	\$ 299.00	Community Shopper Ad
Social Media Advertising	\$ -	\$ -	\$ -	\$ 42.54	Facebook Advertising
Downtown Signage	\$ 143.10	\$ 143.10	\$ -	\$ -	Sandwich Board Signs - reused signage from 2017
Entertainment	\$ 360.00	\$ 360.00	\$ 500.00	\$ 450.00	Streetside Musicians/Entertainment
Entertainment	\$ -	\$ -	\$ -	\$ 100.00	Twister Joe Balloon Artist
Sub-Total: Marketing	\$ 528.10	\$ 528.10	\$ 1,545.00	\$ 1,425.54	
Implementation/Organization/Execution					
Chamber Staff Time	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ -	\$ -	\$ 30.25	Misc Expense
Sub-Total: Other	\$ -	\$ -	\$ -	\$ 30.25	
TOTAL EXPENSE	\$ 528.10	\$ 528.10	\$ 2,545.00	\$ 2,455.79	
EVENT PROFIT (LOSS)	\$ (528.10)	\$ (528.10)	\$ -	\$ (1.00)	

Summer Sidewalk Sales

Date: Mid-August

Location: Downtown Charlevoix

	2017 Budget	2017 Actual	2018 Budget	2018 Actual	Notes
Revenue					
Main Street/DDA	\$ -	\$ -	\$ 1,585.00	\$ 1,609.75	Event Funds
TOTAL REVENUE	\$ -	\$ -	\$ 1,585.00	\$ 1,609.75	
Expenses					
Marketing					
Banners	\$ -	\$ -	\$ 260.00	\$ 260.00	New roadside banners
Banners	\$ -	\$ -	\$ -	\$ 48.75	Banner Design
Posters/Flyers	\$ -	\$ -	\$ 25.00	\$ 3.00	Poster Design Service
Print Advertising	\$ -	\$ -	\$ 300.00	\$ 299.00	Community Shopper
Social Media Advertising	\$ -	\$ -	\$ -	\$ 77.16	Facebook Advertising
Sub-Total: Marketing	\$ -	\$ -	\$ 585.00	\$ 687.91	
Implementation/Organization/Execution					
Chamber Staff Time	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ -	\$ -	\$ -	Misc Expense
Sub-Total: Other	\$ -	\$ -	\$ -	\$ -	
TOTAL EXPENSE	\$ -	\$ -	\$ 1,585.00	\$ 1,687.91	
EVENT PROFIT (LOSS)	\$ -	\$ -	\$ -	\$ (78.16)	

Holiday Parade & Tree Lighting
Date: Day After Thanksgiving
Location: Downtown Charlevoix

	2017 Budget	2017 Actual	2018 Budget	2018 Actual	Notes
Revenue					
Main Street/DDA	\$ -	\$ -	\$ 1,650.00	\$ 1,654.00	Event Funds
TOTAL REVENUE	\$ -	\$ -	\$ 1,650.00	\$ 1,654.00	
Expenses					
Marketing					
Banner Updates	\$ -	\$ -	\$ 200.00	\$ 339.20	New roadside banners
Banner Design				\$ 81.25	Studio MI
Radio Advertising	\$ -	\$ -	\$ 650.00	\$ 459.00	Lite96 fm Radio Promotion
Social Media Advertising	\$ -	\$ -	\$ -	\$ 50.00	Facebook Advertising
Posters/Flyers	\$ -	\$ -	\$ 50.00	\$ 75.00	Posters & flyers for schools
Downtown Signage	\$ -	\$ -	\$ -	\$ -	Sandwich Board Signs
Sub-Total: Marketing	\$ -	\$ -	\$ 900.00	\$ 1,004.45	
Implementation/Organization/Execution					
Chamber Staff Time	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	
Other					
Photos With Santa	\$ -	\$ 260.00	\$ 300.00	\$ 300.00	Picture This
Santa	\$ -	\$ -	\$ 150.00	\$ 150.00	Jeff Stevens
Candy Canes	\$ -	\$ -	\$ 50.00	\$ 21.00	Candy Canes
Parade Announcer	\$ -	\$ -	\$ 100.00	\$ 100.00	Tony Cutler
Misc	\$ -	\$ -	\$ 150.00	\$ 200.00	Parade Photos for Promotional Purposes
Sub-Total: Other	\$ -	\$ 260.00	\$ 750.00	\$ 771.00	
TOTAL EXPENSE	\$ -	\$ 260.00	\$ 2,650.00	\$ 2,775.45	
EVENT PROFIT (LOSS)	\$ -	\$ (260.00)	\$ (1,000.00)	\$ (1,121.45)	

Holiday Merchant Open & Cocoa Contest

Date: 1st Saturday in December

Location: Downtown Charlevoix

	2017 Budget	2017 Actual	2018 Budget	2018 Actual	Notes
Revenue					
Main Street/DDA	\$ -	\$ -	\$ 2,310.00	\$ 2,373.99	Event Funds
TOTAL REVENUE	\$ -	\$ -	\$ 2,310.00	\$ 2,373.99	
Expenses					
Marketing					
Banner Updates	\$ -	\$ -	\$ 60.00	\$ 60.00	Roadside banner updates
Posters/Flyers	\$ -	\$ -	\$ 50.00	\$ 75.00	Posters & flyers for schools
Print Advertising	\$ -	\$ -	\$ 700.00	\$ 299.00	Community Shopper
Social Media Advertising	\$ -	\$ -	\$ -	\$ 50.00	Facebook
Photography	\$ -	\$ -	\$ -	\$ 200.00	Event photography for promotional purposes
Downtown Signage	\$ -	\$ -	\$ 150.00	\$ 100.00	Sandwich Board Signs
Entertainment or Activity	\$ -	\$ -	\$ 350.00	\$ -	Petting Zoo, Twister Joe, Reindeer or other
Sub-Total: Marketing	\$ -	\$ -	\$ 1,310.00	\$ 784.00	
Implementation/Organization/Execution					
Chamber Staff Time	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	Staff Time & Execution Costs
Sub-Total: Implementation/Organization/Execution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00	
Other					
Misc	\$ -	\$ -	\$ -	\$ 75.00	Cocoa Contest Voting Slips - Decca Digital
Sub-Total: Other	\$ -	\$ -	\$ -	\$ 75.00	
TOTAL EXPENSE	\$ -	\$ -	\$ 2,310.00	\$ 1,859.00	
EVENT PROFIT (LOSS)	\$ -	\$ -	\$ -	\$ 514.99	

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Old Business

TITLE: Draft 2019-2020 DDA Budget

DATE: December 18, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The attached draft agenda includes corrections discussed at our recent work session and some highlights include:

- Brochures/Pamphlets/Fliers budget going from \$1,500 to \$5,000. Last year we had to reprint our downtown maps on multiple occasions to restock downtown businesses and the Chamber office lobby due to high demand. I've increased the amount so that we can continue meeting demands and getting this valuable marketing piece out into the world.
- \$10,000 for ad campaigns. We have never had this line item before. I've added it to support the Charlevoix is Open campaign in addition to building other advertising efforts throughout the rest of the year.
- Restaurant Week budget increased from \$1050 to \$2500 to more accurately reflect what is spent. However, this is offset by sponsorships.
- Facade Grant program's request for \$20,000 this year
- \$4,000 to support the Hoop Skirt Alley project

Further refinements/revisions can be made at this time, but as it stands we are projected to spend \$24,200 more than we will get in revenue.

RECOMMENDATION:

Motion to approve the 2019-20 DDA Budget.

ATTACHMENTS:

- ▣ Draft Budget 2019-2020

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY FUND
2019-20 BUDGET**

	2017-18 Actual	2018-19 Budget	2018-19 Est. Actual	2019-20 Budget
REVENUES				
CURRENT PROPERTY TAX	37,573	38,200	38,881	38,900
PROPERTY TAX - CAPTURE LOCAL	395,821	395,800	417,461	417,500
DELINQUENT PROPERTY TAX COLLECTED	430	-	-	-
PENALTY - PROPERTY TAX	101	-	70	-
FEDERAL / STATE / OTHER GRANTS	8,178	9,600	12,147	8,000
FARMERS MARKET INCOME	30,493	33,900	26,800	-
INTEREST EARNINGS	1,360	500	1,000	1,000
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - KEWEENAW	-	-	-	-
RENTS & ROYALTIES - BIBCO LEASE	27,722	29,000	28,963	30,100
RENTS & ROYALTIES - ROUND LAKE GROUP	15,364	20,700	20,560	21,000
RENTS & ROYALTIES - LC BREWERS	4,884	4,900	4,980	5,100
MISCELLANEOUS & IWF REIMBURSEMENT	243	-	200	-
CONTRIBUTION - OTHER SOURCES	25,007	24,500	28,710	18,000
CONTRIBUTION - MAIN STREET	11,530	9,000	15,695	15,000
CONTRIBUTION - LIGHTING & HOLIDAY DECOR	-	-	-	-
CONTRIBUTION - PERFORMANCE PAVILION	7,548	7,000	7,000	7,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
TOTAL REVENUES	\$ 567,255	\$ 574,100	\$ 603,468	\$ 562,600

EXPENSES				
SALARIES & WAGES	30,160	38,300	38,404	39,400
WAGES - ICMA	2,594	3,300	3,728	4,100
SALARIES & WAGES - TEMPORARY	10,778	12,600	4,240	-
EMPLOYEE FRINGE BENEFITS	25,141	31,800	30,591	30,700
OPERATING SUPPLIES	6,126	8,600	8,601	8,700
IWF MAINTENANCE	6,806	7,200	18,320	7,000
MARKETING & PROMOTIONAL SERVICES	40,517	34,500	34,500	31,300
MARKETING & PROMOTIONAL SVCS - FARMERS MKT	24,704	16,800	19,700	-
MARKETING & PROMOTIONAL SVCS - CRAFT BEER	6,251	-	-	-
PROMOTION COMMITTEE EXPENSES	3,671	7,800	7,750	12,000
ORGANIZATION COMMITTEE	431	-	500	500
BUSINESS RECRUITMENT/RETENTION	212	1,000	1,000	1,000
CONTRACTUAL SERVICES	40,928	26,400	26,400	26,500
SERVICE/MAINTENANCE FEES	-	-	-	-
DESIGN COMMITTEE	96,614	18,600	18,583	25,100
DESIGN CAPTIAL IMPROVEMENTS	16,189	-	5,710	-
LEGAL SERVICES	186	500	5,640	500
TELEPHONE	1,444	1,100	1,600	1,100
CONFERENCE & TRAVEL	6,234	5,000	5,000	5,000
PRINTING & PUBLISHING	1,345	1,500	1,525	1,500
INSURANCE & BONDS	1,415	1,800	1,450	1,500
PARK EQUIPMENT	-	-	-	-
REFUNDS - PROPERTY TAX & TIFA	5,052	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	20,307	15,000	47,960	15,000
MISCELLANEOUS	863	1,000	950	5,000
MISCELLANEOUS - FARMERS MARKET	1,750	500	7	-
MISCELLANEOUS - MAIN STREET	382	300	300	300
MISCELLANEOUS - LIBRARY/SUBSCRIPTIONS	-	-	-	-
CAPITAL PROJECT - PROFESSIONAL SERVICES	-	-	-	-
CAPITAL PROJECT - CONTRACTUAL SERVICES	-	-	-	-
BOND ISSUANCE COSTS	-	-	-	-
DEBT SERVICE PAYMENTS				
BOND PRINCIPAL - BRIDGE PARK (LTGO, ACT 99)	-	-	-	-
INTEREST EXPENSE - BONDS	-	-	-	-
PAYING AGENT FEES	-	-	-	-
LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000
TRANSFER TO OTHER FUNDS (MARINA)	335,700	338,000	338,000	334,600
TOTAL EXPENSES	\$ 715,800	\$ 607,600	\$ 656,459	\$ 586,800

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (148,546)	\$ (33,500)	\$ (52,992)	\$ (24,200)
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YEAR END BALANCES				
FUND BALANCE / NET POSITION BEGINNING OF YEAR	4,135,325	4,051,123	3,986,779	3,933,788
CHANGE IN FUND BALANCE / NET POSITION	(148,546)	(33,500)	(52,992)	(24,200)
FUND BALANCE / NET POSITION	\$ 3,986,779	\$ 4,017,623	\$ 3,933,788	\$ 3,909,588

CASH & INVESTMENTS	\$ 535,292	\$ 495,428	\$ 482,301	\$ 458,101
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DDA Revenue		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
Account #	Account Description	3/31/2018	3/31/2019	3/31/2019	3/31/2019	3/31/2020
255-000-403.000	CURRENT PROPERTY TAX LEVY	37,573	38,200	37,246	38,881	38,900
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	395,821	395,800	310,689	417,461	417,500
255-000-420.000	DELINQUENT TAXES - DDA	430	-	(450)	-	-
255-000-445.000	INTEREST & PENALTIES - DELINQ	101	-	68	70	-
255-000-523.000	FEDERAL GRANTS RECREATION	-	-	-	-	-
255-000-523.001	FEDERAL GRANTS	-	-	-	-	-
255-000-566.000	STATE GRANTS RECREATION	-	-	-	-	-
255-000-566.001	STATE GRANTS	-	-	-	-	-
255-000-573.000	STATE REVENUE - OTHER	6,178	5,000	9,147	9,147	5,000
255-000-580.001	GRANTS - OTHER	2,000	3,000	-	3,000	3,000
255-000-580.002	GRANTS - FARMER'S MARKET	-	1,600	-	-	-
255-000-650.000	FARMERS MARKET SALES	18,498	19,200	16,051	16,100	-
255-000-651.000	FARMERS MARKET BOOTH FEES	11,995	14,700	10,580	10,700	-
255-000-665.000	INTEREST EARNINGS	1,360	500	164	1,000	1,000
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000	1,000
255-000-668.001	RENTS & ROYALTIES - KEWEENAW	-	-	-	-	-
255-000-668.002	PROPERTY RENT - BIBCO	27,722	29,000	19,309	28,963	30,100
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,364	20,700	10,396	20,560	21,000
255-000-668.004	PROPERTY RENT - LC BREWERS	4,884	4,900	3,304	4,980	5,100
255-000-673.000	SALE OF FIXED ASSETS	-	-	-	-	-
255-000-675.000	CONTRIB PRIV SOURCE-PARK BENCH	-	-	-	4,210	-
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	-	-	-	-	-
255-000-675.002	CONTRIBUTIONS - CONCERTS	7,548	7,000	6,813	7,000	7,000
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	18,718	18,000	-	18,000	18,000
255-000-675.004	CONTRIBUTIONS - MAIN STREET	11,530	9,000	15,694	15,695	15,000
255-000-675.005	CONTRI PRIV-Brandi/Elowsky/Way	-	-	-	-	-
255-000-675.006	CONTRIBUTIONS-CRAFT BEER FEST	6,289	6,500	-	6,500	-
255-000-692.000	MISCELLANEOUS	243	-	200	200	-
255-000-699.000	TRANSFER FROM OTHER FUNDS	-	-	-	-	-

\$	567,255	\$	574,100	\$	440,211	\$	603,468	\$	562,600
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Account Number	255-000-403.000		Fund	255		
Account Name	CURRENT PROPERTY TAX LEVY		Activity	DDA Revenue		
Account Description	DDA tax levy of 1.3631 mills					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 37,573	\$ 38,200	\$ 37,246	\$ 38,881	\$ 38,900
2018-19 Est. Actual Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2018 DDA	1.3556	28,825,864	39,076	99.50%	38,881
					Total	\$ 38,881
2019-20 Budget Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2019 DDA	1.3556	28,825,864	39,076	99.50%	38,881
					Total (rounded)	\$ 38,900

Account Number	255-000-403.001		Fund	255	
Account Name	CURRENT PROPERTY TAX LEVY T/F		Activity	DDA Revenue	
Account Description	DDA TIF tax capture				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 395,821	\$ 395,800	\$ 310,689	\$ 417,461
					2019-20 Budget
					\$ 417,500
2018-19 Est. Actual Detail					Total
	2018 Tax Capture				\$417,460.86
				Total	\$ 417,461
2019-20 Budget Detail					Total
	2019 Tax Capture				\$417,460.86
				Total (rounded)	\$ 417,500
Account Number	255-000-420.000		Fund	255	
Account Name	DELINQUENT TAXES - DDA		Activity	DDA Revenue	
Account Description	Delinquent DDA taxes				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 430	\$ -	\$ (450)	\$ -
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				-
				Total (rounded)	\$ -
Account Number	255-000-445.000		Fund	255	
Account Name	INTEREST & PENALTIES - DELINQ		Activity	DDA Revenue	
Account Description	Interest & penalties on delinquent DDA taxes				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 101	\$ -	\$ 68	\$ 70
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Estimate				70
				Total	\$ 70
2019-20 Budget Detail					Total
	Estimate				-
				Total (rounded)	\$ -

Account Number	255-000-523.000		Fund	255	
Account Name	FEDERAL GRANTS RECREATION		Activity	DDA Revenue	
Account Description	Federal grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -

Account Number	255-000-523.001		Fund	255	
Account Name	FEDERAL GRANTS		Activity	DDA Revenue	
Account Description	New Account Created by Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -

Account Number	255-000-566.000		Fund	255	
Account Name	STATE GRANTS RECREATION		Activity	DDA Revenue	
Account Description	State grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -

Account Number	255-000-566.001		Fund	255	
Account Name	STATE GRANTS		Activity	DDA Revenue	
Account Description	New Account Created by Annie 2016-17				

		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ -		\$ -		\$ -		\$ -		\$ -	
2018-19 Est. Actual Detail										Total	
								Total		\$ -	
2019-20 Budget Detail										Total	
								Total (rounded)		\$ -	
Account Number	255-000-573.000				Fund		255				
Account Name	STATE REVENUE - OTHER				Activity		DDA Revenue				
Account Description	Revenue from the State that is not a grant or shared revenue										
		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ 6,178		\$ 5,000		\$ 9,147		\$ 9,147		\$ 5,000	
2018-19 Est. Actual Detail										Total	
	State Personal Property Tax Loss Reimbursement									9,147	
								Total		\$ 9,147	
2019-20 Budget Detail										Total	
	State Personal Property Tax Loss Reimbursement									5,000	
								Total (rounded)		\$ 5,000	

Account Number	255-000-580.001		Fund	255	
Account Name	GRANTS - OTHER		Activity	DDA Revenue	
Account Description	Other grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 2,000	\$ 3,000	\$ (1,300)	\$ 3,000
2018-19 Est. Actual Detail					Total
	Double Up Food Bucks Grant				1,600
	Moved to 255-000-580.002	Review			(1,600)
	Community Foundation	same as previous year		Added 1/19/17	3,000
					Total \$ 3,000
2019-20 Budget Detail					Total
	Double Up Food Bucks Grant				1,600
	Moved to 255-000-580.002	Review			(1,600)
	Community Foundation	same as previous year		Added 1/19/17	3,000
					Total (rounded) \$ 3,000
Account Number	255-000-580.002		Fund	255	
Account Name	GRANTS - FARMER'S MARKET		Activity	DDA Revenue	
Account Description	Grant - Farmers Market (New per Annie 2016-17)				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ 1,600	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Double Up Food Bucks Grant				
	Remove - Per Lindsey				
					Total \$ -
2019-20 Budget Detail					Total
	Double Up Food Bucks Grant			1600	-
				Farm Market Gone	
	Remove - Per Lindsey				
					Total (rounded) \$ -
Account Number	255-000-650.000		Fund	255	
Account Name	FARMERS MARKET SALES		Activity	DDA Revenue	
Account Description	Farmers market sales that are passed back to vendors				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 18,498	\$ 19,200	\$ 16,051	\$ 16,100
2018-19 Est. Actual Detail					Total
	Token sales				12,000
	State reimbursements				2,500
	Addl				4,700
	Remove - Per Lindsey			Reduce to actuals	(3,100)
					Total \$ 16,100
2019-20 Budget Detail					Total
	Token sales			12000	-
	State reimbursements		MOVED to RECREATION	2,500	-
	Addl			4,700	-
	Remove - Per Lindsey				
					Total (rounded) \$ -
Account Number	255-000-651.000		Fund	255	
Account Name	FARMERS MARKET BOOTH FEES		Activity	DDA Revenue	
Account Description	Revenue from farmers market booth fees				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 11,995	\$ 14,700	\$ 10,580	\$ 10,700	\$ -

2018-19 Est. Actual Detail				Total
	Booth fees			13,200
	Sponsorships modified 1/19/2017			1,500
	Remove - Per Lindsey			
	Reduce to actuals			(4,000)
Total				\$ 10,700
2019-20 Budget Detail				Total
	Booth fees 13200			-
	Sponsorships modified 1/19/2017 1,500			-
	Same as previous year - review			
	MOVED TO RECREATION Remove - Per Lindsey			
Total (rounded)				\$ -

Account Number	255-000-665.000		Fund	255	
Account Name	INTEREST EARNINGS		Activity	DDA Revenue	
Account Description	Interest earnings on DDA cash and investments				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,360	\$ 500	\$ 164	\$ 1,000
2018-19 Est. Actual Detail					Total
	Estimate				1,000
				Total	\$ 1,000
2019-20 Budget Detail					Total
	Estimate				1,000
				Total (rounded)	\$ 1,000
Account Number	255-000-668.000		Fund	255	
Account Name	RENTS & ROYALTIES - SUNSHINE		Activity	DDA Revenue	
Account Description	Sunshine Charter kiosk rental fees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
2018-19 Est. Actual Detail					Total
	Kiosk rental				1,000
				Total	\$ 1,000
2019-20 Budget Detail					Total
	Kiosk rental				1,000
				Total (rounded)	\$ 1,000
Account Number	255-000-668.001		Fund	255	
Account Name	RENTS & ROYALTIES - KEWEENAW		Activity	DDA Revenue	
Account Description	Keweenaw Star office space rental fees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
				Total	\$ -
2019-20 Budget Detail					Total
				Total (rounded)	\$ -

Account Number	255-000-668.002		Fund	255	
Account Name	PROPERTY RENT - BIBCO		Activity	DDA Revenue	
Account Description	BIBCo lease rental fees for office space and dock				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 27,722	\$ 29,000	\$ 19,309	\$ 28,963
					2019-20 Budget
					\$ 30,100
2018-19 Est. Actual Detail					Total
	2018 Lease				28,963
				Total	\$ 28,963
2019-20 Budget Detail					Total
	2019 Lease				30,070
				Total (rounded)	\$ 30,100
Account Number	255-000-668.003		Fund	255	
Account Name	PROPERTY RENT - ROUND LAKE GR		Activity	DDA Revenue	
Account Description	Tap Room/Brewery lease				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 15,364	\$ 20,700	\$ 10,396	\$ 20,560
					2019-20 Budget
					\$ 21,000
2018-19 Est. Actual Detail					Total
	Rent - April thru December	Per Patti	9	1300	405
					15,345
	Rent - Jan thru march	Per Patti	3	1,325	413
					5,215
				Total	\$ 20,560
2019-20 Budget Detail					Total
	Rent - April thru December	Per Patti	9	1325	413
					15,642
	Rent - Jan thru march	Per Patti	3	1,352	421
					5,318
	Review with Patti				
				Total (rounded)	\$ 21,000
Account Number	255-000-668.004		Fund	255	
Account Name	PROPERTY RENT - LC BREWERS		Activity	DDA Revenue	
Account Description	LC Brewers Rent				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 4,884	\$ 4,900	\$ 3,304	\$ 4,980
					2019-20 Budget
					\$ 5,100
2018-19 Est. Actual Detail					Total
		Per Month		Months	
	Rent for 2018-19	Jan - Dec 2018	413	April - December	9
					3,717
		Jan - Dec 2019	421	Jan - March	3
					1,263
				Total	\$ 4,980
2019-20 Budget Detail					Total
		Per Month		Months	
	Rent for 2019-20	Jan - Dec 2019	421	April - December	9
					3,789
		Jan - Dec 2020	429	Jan - March	3
					1,288
	Review with Patti			Total (rounded)	\$ 5,100
Account Number	255-000-673.000		Fund	255	
Account Name	SALE OF FIXED ASSETS		Activity	DDA Revenue	
Account Description	Sales of DDA fixed assets				

		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget			
		\$ -		\$ -		\$ -		\$ -		\$ -			
2018-19 Est. Actual Detail										Total			
	Estimate									-			
								Total		\$ -			
2019-20 Budget Detail										Total			
	Estimate									-			
								Total (rounded)		\$ -			
Account Number		255-000-675.000				Fund		255					
Account Name		CONTRIB PRIV SOURCE-PARK BENCH				Activity		DDA Revenue					
Account Description		Contributions for park benches											
				2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
				\$ -		\$ -		\$ -		\$ 4,210		\$ -	
2018-19 Est. Actual Detail										Total			
	Unknown									4,210			
								Total		\$ 4,210			
2019-20 Budget Detail										Total			
	Unknown												
								Total (rounded)		\$ -			

Account Number	255-000-675.001		Fund	255	
Account Name	CONTRIBUTIONS - TREE LIGHTS		Activity	DDA Revenue	
Account Description	Contributions for tree lights downtown				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Holiday decorations				
				Total	\$ -
2019-20 Budget Detail					Total
	Holiday decorations				-
				Total (rounded)	\$ -

Account Number	255-000-675.002		Fund	255	
Account Name	CONTRIBUTIONS - CONCERTS		Activity	DDA Revenue	
Account Description	Contributions for concerts				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 7,548	\$ 7,000	\$ 6,813	\$ 7,000
2018-19 Est. Actual Detail					Total
					7,000
				Total	\$ 7,000
2019-20 Budget Detail					Total
					7,000
	Review - same as last year				
				Total (rounded)	\$ 7,000

Account Number	255-000-675.003		Fund	255	
Account Name	CONTRIBUTIONS - PRIVATE SOURCE		Activity	DDA Revenue	
Account Description	Contributions to the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 18,718	\$ 18,000	\$ -	\$ 18,000
2018-19 Est. Actual Detail					Total
	Actuals	TBD	Contributions farmers market		18,000
				Total	\$ 18,000
2019-20 Budget Detail					Total
					18,000
				Total (rounded)	\$ 18,000

Account Number	255-000-675.004		Fund	255	
Account Name	CONTRIBUTIONS - MAIN STREET		Activity	DDA Revenue	
Account Description	Contributions to the DDA from private sources for Main Street Program				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 11,530	\$ 9,000	\$ 15,694	\$ 15,695	\$ 15,000

2018-19 Est. Actual Detail		Total
	Estimate Used last year budget amount	9,000
	restaurant week sponsorship?	
	increased to actuals 12/11/2018	6,695
	Total	\$ 15,695

2019-20 Budget Detail		Total
	Estimate Used last year budget amount	15,000
	restaurant week sponsorship? added 1/19/2017	
	Review - same as last year	
	Total (rounded)	\$ 15,000

Account Number	255-000-675.005		Fund	255	
Account Name	CONTRI PRIV-Brandi/Elowsky/Way		Activity	DDA Revenue	
Account Description	Contributions to the DDA from private sources				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ -	\$ -	\$ -	\$ -	\$ -

2018-19 Est. Actual Detail		Total
	Estimate	
	Total	\$ -

2019-20 Budget Detail		Total
	Estimate	-
	Total (rounded)	\$ -

Account Number	255-000-675.006		Fund	255	
Account Name	CONTRIBUTIONS-CRAFT BEER FEST		Activity	DDA Revenue	
Account Description	Contributions to the DDA from private sources				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 6,289	\$ 6,500	\$ -	\$ 6,500	\$ -

2018-19 Est. Actual Detail		Total
	Estimate	6,500
	Total	\$ 6,500

2019-20 Budget Detail		Total
	Estimate	-
	Total (rounded)	\$ -

Account Number	255-000-692.000		Fund	255	
Account Name	MISCELLANEOUS		Activity	DDA Revenue	
Account Description	Miscellaneous DDA revenue				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 243	\$ -	\$ 200	\$ 200	\$ -

2018-19 Est. Actual Detail						Total
	IWF reimbursement					200
					Total	\$ 200
2019-20 Budget Detail						Total
	IWF Reimbursement					-
					Total (rounded)	\$ -
Account Number	255-000-699.000		Fund	255		
Account Name	TRANSFER FROM OTHER FUNDS		Activity	DDA Revenue		
Account Description	Transfer from other funds to the DDA					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
					Total	\$ -
2019-20 Budget Detail						Total
					Total (rounded)	\$ -

DDA		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
Account #	Account Description	3/31/2018	3/31/2019	3/31/2019	3/31/2019	3/31/2020
255-255-706.000	SALARIES & WAGES	30,160	38,300	25,298	38,404	39,400
255-255-706.001	WAGES (ICMA)	2,594	3,300	2,474	3,728	4,100
255-255-707.000	SALARIES & WAGES - TEMPORARY	10,778	12,600	4,155	4,240	-
255-255-719.000	EMPLOYEE FRINGE BENEFITS	25,141	31,800	19,375	30,591	30,700
255-255-740.000	OPERATING SUPPLIES	6,126	8,600	5,682	8,601	8,700
255-255-776.000	IWF MAINTENANCE	6,806	7,200	18,316	18,320	7,000
255-255-801.000	MARKETING & PROMOTIONAL SVCS	40,517	34,500	31,599	34,500	31,300
255-255-801.001	PROFESSIONAL SERVICES-FARM MKT	24,704	16,800	19,690	19,700	-
255-255-801.002	PROFESSIONAL SERV-CRAFT BEER F	6,251	-	-	-	-
255-255-801.003	PROMOTION COMMITTEE EXPENSES	3,671	7,800	5,966	7,750	12,000
255-255-801.004	ORGANIZATION COMMITTEE	431	-	300	500	500
255-255-801.005	BUSINESS RECRUITMENT/RETENTION	212	1,000	500	1,000	1,000
255-255-818.000	CONTRACTUAL SERVICES	40,928	26,400	24,926	26,400	26,500
255-255-818.001	SERVICE/MAINTENANCE FEES	-	-	-	-	-
255-255-818.002	DESIGN COMMITTEE	96,614	18,600	5,888	18,583	25,100
255-255-818.003	DESIGN CAPITAL IMPROVEMENTS	16,189	-	5,710	5,710	-
255-255-826.000	LEGAL FEES	186	500	5,357	5,640	500
255-255-853.000	TELEPHONE	1,444	1,100	1,253	1,600	1,100
255-255-860.000	CONFERENCE & TRAVEL	6,234	5,000	2,893	5,000	5,000
255-255-888.000	LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000	30,000
255-255-900.000	PRINTING & PUBLISHING	1,345	1,500	1,520	1,525	1,500
255-255-910.000	INSURANCE & BONDS	1,415	1,800	1,444	1,450	1,500
255-255-933.000	MAINTENANCE - BRIDGE PARK	20,307	15,000	6,960	47,960	15,000
255-255-962.000	MISCELLANEOUS	863	1,000	238	950	5,000
255-255-962.001	MISCELLANEOUS - FARMERS MARKET	1,750	500	6	7	-
255-255-962.002	MISCELLANEOUS - MAIN STREET	382	300	250	300	300
255-255-962.003	PROFESSIONAL LIBRARY/SUBSCRIPT	-	-	-	-	-
255-255-964.000	REFUNDS & REBATES	5,052	6,000	4,927	6,000	6,000
255-255-977.000	PARK EQUIPMENT	-	-	-	-	-
255-255-999.000	TRANSFER TO OTHER FUNDS	-	-	-	-	-
255-255-999.101	TRANSFER TO GENERAL	-	-	-	-	-
255-255-999.594	TRANSFER TO MARINA FUND-BOND	335,700	338,000	338,000	338,000	334,600

\$	715,800	\$	607,600	\$	562,728	\$	656,459	\$	586,800
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Account Number	255-255-706.000		Fund	255			
Account Name	SALARIES & WAGES		Activity	DDA			
Account Description	Director @ 75%, remaining 25% is Econ Development charged to City Manager's office						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget	
		\$ 30,160	\$ 38,300	\$ 25,298	\$ 38,404	\$ 39,400	
2018-19 Est. Actual Detail	Position	Wage/Salary	% Allocated / Hours	OT / Other	Total	Less 10% for EFB	Total
	MAIN ST EXECUTIVE DIRECTOR	52,020	75%		39,015	(3,902)	35,114
	Treasurer	73,124	5%		3,656	(366)	3,291
Total						\$ 38,404	
2019-20 Budget Detail	Position	Wage/Salary	% Allocated / Hours	OT / Other	Total	Less 10% for EFB	Total
	MAIN ST EXECUTIVE DIRECTOR	53,321	75%		39,990	(3,999)	35,991
	Treasurer	74,952	5%		3,748	(375)	3,373
Total (rounded)						\$ 39,400	

Account Number	255-255-706.001		Fund	255	
Account Name	WAGES (ICMA)		Activity	DDA	
Account Description	Deferred Comp 457 plan				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 2,594	\$ 3,300	\$ 2,474	\$ 3,728
					2019-20 Budget
					\$ 4,100
2018-19 Est. Actual Detail	Position	Wage/Salary	% Contributed		Total
	CED / DDA Director	35,114	8.6%	1,258 10.50%	2,151 3,409
	Treasurer	3,291	8.6%	118 10.50%	202 319
Total					\$ 3,728
2019-20 Budget Detail	Position	Wage/Salary	% Contributed		Total
	CED / DDA Director	35,991	10.5%		3,779
	Treasurer	3,373	10.5%		354
Total (rounded)					\$ 4,100
Account Number	255-255-707.000		Fund	255	
Account Name	SALARIES & WAGES - TEMPORARY		Activity	DDA	
Account Description	Seasonal help				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 10,778	\$ 12,600	\$ 4,155	\$ 4,240
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail	Position	Wage/Hour	Weeks	Hours/Week	Total
	Farmers Market	18.00	34	20	12,240
	Farmers Market Asst	400.00	1	1	400
				REDUCED TO ACTUALS - CLOSE	(8,400)
Total					\$ 4,240
2019-20 Budget Detail	Position	Wage/Hour	Weeks	Hours/Week	Total
	Farmers Market	18.00	34	0	MOVED to Recreation?General Fund -
	Farmers Market Asst	400.00	1	0	MOVED to Recreation?General Fund -
Total (rounded)					\$ -
Account Number	255-255-719.000		Fund	255	
Account Name	EMPLOYEE FRINGE BENEFITS		Activity	DDA	
Account Description	Employee Fringe Benefits @ 15% for part time, 77% for full time employees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 25,141	\$ 31,800	\$ 19,375	\$ 30,591
					2019-20 Budget
					\$ 30,700
2018-19 Est. Actual Detail	Total	%			Total
	Full-Time	38,404	78%		29,955
	Part-Time	4,240	15%		636
Total					\$ 30,591
2019-20 Budget Detail	Total	%			Total
	Full-Time	39,400	78%		30,732
	Part-Time	-	15%		-
Total (rounded)					\$ 30,700

Account Number	255-255-740.000		Fund	255	
Account Name	OPERATING SUPPLIES		Activity	DDA	
Account Description	Supplies for DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 6,126	\$ 8,600	\$ 5,682	\$ 8,601
					2019-20 Budget
					\$ 8,700
2018-19 Est. Actual Detail	Increase				2017-18
					Total
	DTE and City Utilities				4,060
	Office supplies/computer/internet/postage/Misc Hdwr/misc				2,074
	Charlevoix Dist Library				13
	Misc to original budget				2,332
				restroom move to 818	
Note: Annie moved to 255-255-818...but was still being chged here. Reclassed and let Pat Elliot know 8/24/21				Total	\$ 8,601
2019-20 Budget Detail					Total
	DTE and City Utilities				4,307
	Office supplies/computer/internet/postage/Misc Hdwr				2,095
	Charlevoix Dist Library				13
	Misc				2,332
				Total (rounded)	\$ 8,700

Account Number	255-255-776.000		Fund	255	
Account Name	IWF MAINTENANCE		Activity	DDA	
Account Description	IWF costs - Fountain				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 6,806	\$ 7,200	\$ 18,316	\$ 18,320
					2019-20 Budget
					\$ 7,000
2018-19 Est. Actual Detail					Total
	IWF start-up and winterization				5,500
	IWF inspection				200
	IWF license				300
	Additional to actual + security Change per Lindsey 12/12/2018 addle 1770 came in				12,320
				Total	\$ 18,320
2019-20 Budget Detail					Total
	IWF start-up and winterization				5,500
	IWF inspection				200
	IWF license				300
	Additional to actual + security ?? Change per Lindsey 12/12/2018				1,000
				Total (rounded)	\$ 7,000

Account Number	255-255-801.000		Fund	255	
Account Name	MARKETING & PROMOTIONAL SVCS		Activity	DDA	
Account Description	Concerts, movies, kiosk updates, Pure Michigan				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 40,517	\$ 34,500	\$ 31,599	\$ 34,500
					2019-20 Budget
					\$ 31,300
2018-19 Est. Actual Detail					Total
	Sponsorships				20,000
	Concert Series Music and Movies Move to 255-255-801.003 Would have been spent here for 2018-19				7,000
	Brochures/Pamphlets/Flyers				1,500
	Tech				3,500
	Broadcast				1,750
	Mobile App				750
				Total	\$ 34,500
2019-20 Budget Detail					Total
	Sponsorships				10,000
	Concert Series Music and Movies Move to 255-255-801.003 7,000				
	Brochures/Pamphlets/Flyers				5,000
	Tech				3,800
	Broadcast				1,750
	Mobile App				750
	Ad Campaigns				10,000
				Total (rounded)	\$ 31,300
Account Number	255-255-801.001		Fund	255	
Account Name	PROFESSIONAL SERVICES-FARM MKT		Activity	DDA	
Account Description	Expenses for the Farmers Market				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 24,704	\$ 16,800	\$ 19,690	\$ 19,700
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
	Farmer reimbursement				15,000
	Processing fees				300
	Advertising				1,000
	Library rental				200
	Miscellaneous				300
	Estimate to actuals				2,900
				Total	\$ 19,700
2019-20 Budget Detail					Total
	Farmer reimbursement 15000				-
	Processing fees 300				-
	Advertising 1,000				-
	Library rental 200				-
	Miscellaneous 300				-
				Total (rounded)	\$ -
Account Number	255-255-801.002		Fund	255	
Account Name	PROFESSIONAL SERV-CRAFT BEER F		Activity	DDA	
Account Description	New Account - Per Annie 2016-17				

		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ 6,251		\$ -		\$ -		\$ -		\$ -	
2018-19 Est. Actual Detail										Total	
								Total		\$ -	
2019-20 Budget Detail										Total	
								Total (rounded)		\$ -	
Account Number	255-255-801.003			Fund	255						
Account Name	PROMOTION COMMITTEE EXPENSES			Activity	DDA						
Account Description	New Account - Per Annie 2016-17										
		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ 3,671		\$ 7,800		\$ 5,966		\$ 7,750		\$ 12,000	
2018-19 Est. Actual Detail										Total	
	Shop Local Campaign									1,200	
	Restaurant Week									1,050	
	Shop Directory and Kiosk									5,500	
	Concert Series Music and Movies Move from 255-255-801.000 Left in original account										
	est to actuals									-	
								Total		\$ 7,750	
2019-20 Budget Detail										Total	
	Shop Local Campaign									1,500	
	Restaurant Week									2,500	
	Shop Directory and Kiosk									1,000	
	Concert Series Music and Movies Move from 255-255-801.000									7,000	
								Total (rounded)		\$ 12,000	
Account Number	255-255-801.004			Fund	255						
Account Name	ORGANIZATION COMMITTEE			Activity	DDA						
Account Description	New Account - Per Annie 2016-17										
		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ 431		\$ -		\$ 300		\$ 500		\$ 500	
2018-19 Est. Actual Detail										Total	
	Web Site/constant contact Was Missing...per Lindsey 7/27/2018									500	
	NONE										
	Volunteer Management/Printing and Copying communications										
								Total		\$ 500	
2019-20 Budget Detail										Total	
	Web Site/constant contact									500	
	NONE										

	Volunteer Management/Printing and Copying communications					
					Total (rounded)	\$ 500
Account Number	255-255-801.005		Fund	255		
Account Name	BUSINESS RECRUITMENT/RETENTION		Activity	DDA		
Account Description	New Account - Per Annie 2016-17					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 212	\$ 1,000	\$ 500	\$ 1,000	\$ 1,000
2018-19 Est. Actual Detail						Total
	Recruitment package					1,000
					Total	\$ 1,000
2019-20 Budget Detail						Total
	Recruitment package					1,000
					Total (rounded)	\$ 1,000

Account Number	255-255-818.000		Fund	255	
Account Name	CONTRACTUAL SERVICES		Activity	DDA	
Account Description	Xmas lights, bandshell lighting up and down, window washing & BATHROOM CLEANING				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 40,928	\$ 26,400	\$ 24,926	\$ 26,400
					2019-20 Budget
					\$ 26,500
2018-19 Est. Actual Detail					
	Bandshell light installation and removal				
	Window cleaning				
	Up North Property Services - Rest Room Cleaning				
	Chamber of commerce				
				Total	\$ 26,400
2019-20 Budget Detail					
	Bandshell light installation and removal				
	Window cleaning				
	Up North Property Services - Rest Room Cleaning 1.00%				
	Chamber of commerce				
				Total (rounded)	\$ 26,500
Account Number	255-255-818.001		Fund	255	
Account Name	SERVICE/MAINTENANCE FEES		Activity	DDA	
Account Description	New Account - Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
					2019-20 Budget
2018-19 Est. Actual Detail					
				Total	\$ -
2019-20 Budget Detail					
				Total (rounded)	\$ -
Account Number	255-255-818.002		Fund	255	
Account Name	DESIGN COMMITTEE		Activity	DDA	
Account Description	New Account - Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 96,614	\$ 18,600	\$ 5,888	\$ 18,583
					2019-20 Budget
					\$ 25,100
2018-19					
					Total

Est. Actual Detail						
	Holiday Decorations				2,083	
	Tree lighting 2017-18 info				2,500	
	SBEI Site Design				4,000	
	Holiday Lighting None this year					
	Façade Grant Incentive Program				10,000	
					Total	\$ 18,583
2019-20 Budget Detail						Total
	Holiday Decorations					2,083
	Tree lighting					3,000
	Holiday Lighting None this year					
	Façade Grant Incentive Program					20,000
					Total (rounded)	\$ 25,100
Account Number	255-255-818.003		Fund	255		
Account Name	DESIGN CAPITAL IMPROVEMENTS		Activity	DDA		
Account Description	New Account - Annie 2016-17					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 16,189	\$ -	\$ 5,710	\$ 5,710	\$ -
2018-19 Est. Actual Detail						Total
	Wood Shop??					5,710
					Total	\$ 5,710
2019-20 Budget Detail						Total
					Total (rounded)	\$ -
Account Number	255-255-826.000		Fund	255		
Account Name	LEGAL FEES		Activity	DDA		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 186	\$ 500	\$ 5,357	\$ 5,640	\$ 500
2018-19 Est. Actual Detail						Total
	estimate					500
	ITP Service DOO					1,340
	Traverse Legal PLC					3,800
					Total	\$ 5,640
2019-20 Budget Detail						Total
	estimate					500
	??					

Total (rounded)		\$ 500
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Account Number	255-255-853.000		Fund	255		
Account Name	TELEPHONE		Activity	DDA		
Account Description	Telephone expenses					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 1,444	\$ 1,100	\$ 1,253	\$ 1,600	\$ 1,100
2018-19 Est. Actual Detail						Total
	Phones					500
	Cell phone stipend					600
	Additional charges still to hit this account					500
					Total	\$ 1,600
2019-20 Budget Detail						Total
	Phones					500
	Cell phone stipend					600
					Total (rounded)	\$ 1,100
Account Number	255-255-860.000		Fund	255		
Account Name	CONFERENCE & TRAVEL		Activity	DDA		
Account Description	DDA Conference & travel					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 6,234	\$ 5,000	\$ 2,893	\$ 5,000	\$ 5,000
2018-19 Est. Actual Detail						Total
	Misc Conference					-
	National Main Street conference					3,000
	Main Street training					1,000
	Miscellaneous volunteer reimbursement					1,000
					Total	\$ 5,000
2019-20 Budget Detail						Total
	Misc Conference					-
	National Main Street conference					3,000
	Main Street training					1,000
	Miscellaneous volunteer reimbursement					1,000
					Total (rounded)	\$ 5,000

Account Number	255-255-888.000		Fund	255	
Account Name	LIBRARY CONTRIBUTION		Activity	DDA	
Account Description	Pledged contribution				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
2018-19 Est. Actual Detail					Total
	Library Contribution				30,000
				Total	\$ 30,000
2019-20 Budget Detail					Total
	Library Contribution				30,000
				Total (rounded)	\$ 30,000
Account Number	255-255-900.000		Fund	255	
Account Name	PRINTING & PUBLISHING		Activity	DDA	
Account Description	Printing & publishing				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,345	\$ 1,500	\$ 1,520	\$ 1,525
2018-19 Est. Actual Detail					Total
	Estimate				1,525
				Total	\$ 1,525
2019-20 Budget Detail					Total
	Estimate				1,525
				Total (rounded)	\$ 1,500
Account Number	255-255-910.000		Fund	255	
Account Name	INSURANCE & BONDS		Activity	DDA	
Account Description	DDA property insurance				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,415	\$ 1,800	\$ 1,444	\$ 1,450
2018-19 Est. Actual Detail					Total
	General property & liability policy				1,450
				Total	\$ 1,450
2019-20 Budget Detail					Total
	General property & liability policy				1,479
				Total (rounded)	\$ 1,500

Account Number	255-255-933.000		Fund	255	
Account Name	MAINTENANCE - BRIDGE PARK		Activity	DDA	
Account Description	Building maintenance Bridge Park Building				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 20,307	\$ 15,000	\$ 6,960	\$ 47,960
					2019-20 Budget
					\$ 15,000
2018-19 Est. Actual Detail					Total
	Estimate	HVAC Maint.			47,960
				Total	\$ 47,960
2019-20 Budget Detail					Total
	Estimate				15,000
				Total (rounded)	\$ 15,000
Account Number	255-255-962.000		Fund	255	
Account Name	MISCELLANEOUS		Activity	DDA	
Account Description	Miscellaneous				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 863	\$ 1,000	\$ 238	\$ 950
					2019-20 Budget
					\$ 5,000
2018-19 Est. Actual Detail					Total
	National MainStreet Membership				350
	Maestro				600
				Total	\$ 950
2019-20 Budget Detail					Total
	National MainStreet Membership				350
	Maestro				600
	Junior Main Street				4,000
				Total (rounded)	\$ 5,000
Account Number	255-255-962.001		Fund	255	
Account Name	MISCELLANEOUS - FARMERS MARKET		Activity	DDA	
Account Description	New per Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,750	\$ 500	\$ 6	\$ 7
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
					7
				Total	\$ 7
2019-20 Budget Detail					Total

	Total (rounded)	\$ -

Account Number	255-255-962.002		Fund	255	
Account Name	MISCELLANEOUS - MAIN STREET		Activity	DDA	
Account Description	Main Street Program Expenses				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 382	\$ 300	\$ 250	\$ 300
2018-19 Est. Actual Detail	Actuals				Total
	Must be approved by Lindsey				300
				Total	\$ 300
2019-20 Budget Detail					Total
	Must be approved by Lindsey				300
				Total (rounded)	\$ 300

Account Number	255-255-962.003		Fund	255	
Account Name	PROFESSIONAL LIBRARY/SUBSCRIPT		Activity	DDA	
Account Description	new account annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
				Total	\$ -
2019-20 Budget Detail					Total
				Total (rounded)	\$ -

Account Number	255-255-964.000		Fund	255	
Account Name	REFUNDS & REBATES		Activity	DDA	
Account Description	BIBCO - Storage building built by BIBCo				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 5,052	\$ 6,000	\$ 4,927	\$ 6,000
2018-19 Est. Actual Detail					Total
	BIBCo DDA Tax Capture Refund				6,000
				Total	\$ 6,000
2019-20 Budget Detail					Total
	BIBCo DDA Tax Capture Refund				6,000

					Total (rounded)	\$ 6,000
Account Number	255-255-977.000		Fund	255		
Account Name	PARK EQUIPMENT		Activity	DDA		
Account Description	Park equipment purchased by the DDA					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
					Total	\$ -
2019-20 Budget Detail						Total
					Total (rounded)	\$ -

Account Number	255-255-999.000		Fund	255	
Account Name	TRANSFER TO OTHER FUNDS		Activity	DDA	
Account Description	Transfer to other funds				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	None				-
				Total	\$ -
2019-20 Budget Detail					Total
	None				-
				Total (rounded)	\$ -
Account Number	255-255-999.101		Fund	255	
Account Name	TRANSFER TO GENERAL		Activity	DDA	
Account Description	Transfer to General Fund				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	None				-
				Total	\$ -
2019-20 Budget Detail					Total
	None				-
				Total (rounded)	\$ -
Account Number	255-255-999.594		Fund	255	
Account Name	TRANSFER TO MARINA FUND-BOND		Activity	DDA	
Account Description	Transfer to Marina for debt service				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 335,700	\$ 338,000	\$ 338,000	\$ 338,000
					2019-20 Budget
					334,600
2018-19 Est. Actual Detail					Total
	Marina / East Park Debt Service Debt less 125,000				338,000
	Per Mark - Marina to pay \$125,000				
				Total	\$ 338,000
2019-20 Budget Detail					Total
	Marina / East Park Debt Service Debt less 125,000				334,600
	Per Mark - Marina to pay \$125,000				
				Total (rounded)	\$ 334,600

DDA Capital Improvements		2017-18 Actual 3/31/2018	2018-19 Budget 3/31/2019	2018-19 Year-To-Date 3/31/2019	2018-19 Est. Actual 3/31/2019	2019-20 Budget 3/31/2020
Account #	Account Description					
255-901-801.000	PROFESSIONAL SERVICES	-	-	-	-	-
255-901-818.000	CONTRACTUAL SERVICES	-	-	-	-	-
255-901-826.000	LEGAL FEES	-	-	-	-	-
255-901-971.000	LAND PURCHASE	-	-	-	-	-

\$	-	\$	-	\$	-	\$	-
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Account Number	255-901-801.000		Fund	255		
Account Name	PROFESSIONAL SERVICES		Activity	DDA Capital Improvements		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

Account Number	255-901-818.000		Fund	255		
Account Name	CONTRACTUAL SERVICES		Activity	DDA Capital Improvements		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

Account Number	255-901-826.000		Fund	255		
Account Name	LEGAL FEES		Activity	DDA Capital Improvements		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

Account Number	255-901-971.000		Fund	255		
Account Name	LAND PURCHASE		Activity	DDA Capital Improvements		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

DDA Debt Service		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
Account #	Account Description	3/31/2018	3/31/2019	3/31/2019	3/31/2019	3/31/2020
255-965-990.000	DEBT REFUND PAYMENT	-	-	-	-	-
255-965-991.000	BOND PRINCIPAL	-	-	-	-	-
255-965-992.000	ISSUE COSTS/DISCOUNT	-	-	-	-	-
255-965-995.000	BOND INTEREST	-	-	-	-	-
255-965-996.000	PAYING AGENT FEES	-	-	-	-	-
		\$ -	\$ -	\$ -	\$ -	\$ -

Account Number	255-965-990.000		Fund	255		
Account Name	DEBT REFUND PAYMENT		Activity	DDA Debt Service		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

Account Number	255-965-991.000		Fund	255		
Account Name	BOND PRINCIPAL		Activity	DDA Debt Service		
Account Description	Bond principal on DDA Bonds (MM Bond Authority), Act 99 Citizens Bank					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

Account Number	255-965-992.000		Fund	255		
Account Name	ISSUE COSTS/DISCOUNT		Activity	DDA Debt Service		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	
Account Number	255-965-995.000		Fund	255		
Account Name	BOND INTEREST		Activity	DDA Debt Service		
Account Description	Interest on DDA Bonds & Act 99 borrowing					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	
Account Number	255-965-996.000		Fund	255		
Account Name	PAYING AGENT FEES		Activity	DDA Debt Service		
Account Description	Equipment rental from Motor Pool for winter maintenance					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
	None					-
				Total	\$ -	
2019-20 Budget Detail						Total
	None					-
				Total (rounded)	\$ -	

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Sponsorship Request - Shadowfest

DATE: December 18, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Shadowfest organizers are requesting \$2500 to be a Platinum Sponsor of the event. As a Platinum Sponsor of the 2019 Groundhog Shadow Fest, your organization will receive the ultimate in event branding, company exposure, and product promotion. Sponsorship Benefits include the following:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Your banner hung in East Park (provided by the sponsor)
- Continual announcements by the D.J. at the Groundhog Shadow Fest celebration
- Recognition at our Saturday Kick-Off Ceremony and prior to the our musical performance
- Recognized as a Platinum Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

RECOMMENDATION:

Motion to approve a Platinum Level Sponsorship of the Shadowfest in the amount of \$2,500.

ATTACHMENTS:

- ▢ Sponsorship Sheet



Complete List of Groundhog Shadow Fest Sponsorship Opportunities:

Platinum Sponsorship - \$2,000+

As a Platinum Sponsor of the 2019 Groundhog Shadow Fest, your organization will receive the ultimate in event branding, company exposure, and product promotion.

Sponsorship Benefits include the following:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Your banner hung in East Park (provided by the sponsor)
- Continual announcements by the D.J. at the Groundhog Shadow Fest celebration
- Recognition at our Saturday Kick-Off Ceremony and prior to the our musical performance
- Recognized as a Platinum Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Gold Sponsorship - \$1,000 - \$1,999

As a Gold Sponsor of the 2019 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Recognition at our Saturday Kick-Off Ceremony and prior to our musical performance
- Recognized as a Gold Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Silver Sponsorship - \$500 to \$999

As a Silver Sponsor of the 2019 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Recognized as a Silver Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Bronze Sponsorship - \$250

As a Bronze Sponsor of the 2019 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Recognized as a Bronze Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier



2019 CHARLEVOIX GROUNDHOG SHADOW FEST
SPONSORSHIP FORM
Sign Me Up!

The **2019 Charlevoix Groundhog Shadow Fest** cannot happen without the generosity and support of businesses and people that care! Please complete this form and return it with a check made out to Charlevoix Shadow Fest as soon as possible.

Charlevoix Groundhog Shadow Fest
203 Mason St.
Charlevoix, MI 49720

Name/Business: _____

Contact Person: _____

Address: _____

E-Mail Address: _____

Phone: _____

Level of Sponsorship:

_____	Platinum Sponsor	_____	Amount
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_____	Gold Sponsor	_____	Amount
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_____	Silver Sponsor	_____	Amount
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_____	Bronze Sponsor		
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DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Sponsorship Request - Charlevoix Bridge Lighting Project

DATE: December 18, 2018

PRESENTED BY: Leilani Durbin, Silver Linings Charlevoix

BACKGROUND:

The Charlevoix Bridge Lighting Project group of volunteers needs your help to complete the implementation of this worthy project! Our goal now is to gather the final funds from individuals and organizations who want to become part of this permanent legacy for all to enjoy. Please join us in bringing this magical lighting installation to the Charlevoix Memorial Bascule Bridge by donating at the highest level possible. The work we will complete together:

4 Flood lights illuminating the blue arch of the bridge, 2 on each side.
4 safety lights underneath the bridge walkways, which are currently unlit.
Multiple lights along the two embankment railings in a stationary wave pattern.
Multiple lights on the Bridge Street railings which are dark and unnoticed now.
All the lights are hi-efficiency LED's.
How you can help:

Please donate at whatever level you can afford.

Shining Star = \$2,500 +

+ Donations of \$500 or more will be included on the plaque by the Bridge.

100% of the donations go to the Project.

RECOMMENDATION:

Motion to approve a Shining Star level sponsorship toward the Charlevoix Bridge Lighting project in the amount of \$2500.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Intern Sponsorship Request

DATE: December 18, 2018

PRESENTED BY: Lindsey Dotson on behalf of Tim Salmonsens - Social Economic Enterprises

BACKGROUND:

Intern Sponsors:

An intern sponsor is a business or organization that recognizes the benefits of having a media communications intern but doesn't want to manage them or perhaps doesn't know how to find them or qualify them.

Social Economic Enterprises has developed a program that connects local businesses with college students in the field of photography, video production and graphic design.

The program is 6 weeks (from the middle of June until the end of July). Intern Sponsors would have someone dedicated to telling their story, creating inspirational and educational content through photography and video production.

The base cost of the program is \$500 a week and would include a determined number of deliverables written in a signed service agreement.

You would have a dedicated intern in the field of marketing, media and communication. The deliverables would be:

- All of the photos and video clips associated with the promotion of the DDA projects and programs for social media and print media.
- One to two finished video infomercials each week to promote projects and programs.
- 3 to 5 hours a week dedicated to social media marketing of the DDA projects and programs.

There may be other ways in which a media intern could serve the DDA that I haven't considered so please let me know if there are.

RECOMMENDATION:

Motion to approve a media communications intern sponsorship through Social Economic Enterprises for \$2500.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Financial Support Request - More Than Summer campaign

DATE: December 18, 2018

PRESENTED BY: Maureen Owens, Luther Kurtz, Tim Fore

BACKGROUND:

Organizers of the More Than Summer campaign are requesting \$10,000 in support per the attached request.

RECOMMENDATION:

Motion to approve \$10,000 in support of the More Than Summer Campaign.

ATTACHMENTS:

- ▢ Request



Lindsey Dotson and DDA Board:

At the 2017 DDA Budget Workshop, the DDA set aside \$10,000 for the Live from Charlevoix More than Summer Campaign, pending the initial results of the 2018 program.

The More than Summer Campaign is a unique way to attract customers to downtown Charlevoix during the seasons not generally full of visitors. The campaign puts together different parts of our downtown offerings and sells them at discount packages all over the Midwest. This provides a high value to our downtown businesses during the late Fall, Winter, and Spring seasons.

Providing a noticeable increase in customers during these times can mean the difference between losing money and breaking even, or closing shop and staying open. In addition, providing more customers to the downtown in the Winter season makes our downtown more vibrant for all Charlevoix visitors, including ones who found Charlevoix through other forms of marketing. This significant increase in vibrancy enhances the other forms of marketing because people who are coming and paying regular price largely do not know about the More than Summer Campaign, but they do experience more activity in the restaurants and the hotels, which makes Charlevoix a more desirable place to come back and visit again.

I provided the numbers for what we have accomplished so far and what we would like to do going forward.

2017 Pilot Program:

In Winter 2017, we launched a pilot program for Winter Ski Package. During the program, we learned a lot about what works and what doesn't work. We offered a two-night hotel stay, food/drink vouchers, and tickets to Mt. McSaubia, and a ride to Boyne/Nubs. We learned it is difficult and costly to provide rides to Boyne and Nubs. We also learned what the customers cared about for price and downtown offerings. Our largest request was for a craft beer tour for next year. In 2017, we delivered the following to the DDA District;

- 315 hotel night stays to three DDA Hotels and 15 restaurants
- 400 people to the DDA district
- \$60,000 spent in the DDA district



2018 More than Summer Campaign:

For the 2018 Season, we ran two campaigns. In the Fall, we ran a Fall Craft Beer and Merchandise Tour. And, currently, for the Winter, we are running a Craft Beer and Ski Tour. The Fall Craft Beer and Merchandise Tour comes with a two-night hotel stay, a craft beer tour of downtown, food/drink vouchers, and two baseball caps (generously donated by the clothing company). The Craft Beer and Ski Tour comes with a two-night hotel stay, a craft beer tour of downtown, food/drink vouchers, and two ski tickets for Mt. McSaubia. This year, with our adjustments to price and offerings, we are delivering customers to our DDA District at a much higher level. The data for delivery and projected future delivery are listed below.

Fall Craft Beer and Merchandise Tour:

- Sold 491 packages to 982 people
- So far, we Booked 776 hotel night stays to three Charlevoix hotels (86 outside of DDA)
- Projected hotel night stays of 1004. (some people stay an extra night)
- So far, Booked 218 Suite night upgrades for the hotels
- Estimated \$147,420 spent in the downtown.

Winter Craft Beer and Ski Tour:

- Sold 244 packages to 488 people. (still selling for holiday)
- Projected sales of 400 packages to 800 people.
- Projected hotel night stays of 816. (some people stay an extra night)
- Estimate \$120,000 spent in the downtown.

Potential Springtime Charlevoix Wine Tour:

- Projected 250 package sales to 500 people.
- Projected hotel night stays of 510. (some people stay an extra night)
- Estimate \$75,000 spent in the downtown.

In Conclusion, for the 2018/2019 More than Summer Campaigns, we project that \$342,420 will be spent in the DDA District, and the hotels will receive 2330 hotel night stays (mostly hotels in the DDA District). All participating restaurants and shops are in the DDA district, and the primary participating hotels are in the DDA district. There are certainly some assumptions for these numbers, but we have already delivered more than half of these projections.

At the 2017 DDA Budget Work Session, we set aside \$10,000 because of what the promise of the pilot program might be if it was implemented at a larger scale. And now, the ramped-up version of the More than Summer Campaign is delivering better than expected. We have talked



to several restaurants, bars and shops and they range from happy to thrilled about the prospect of these extra customers during the late Fall, Winter, and early Spring seasons.

We are working to improve the program. We hope to be able to give more of the money to the participating hotels, shops and restaurants as we improve the brand and gain more traction on sales numbers. We also have plans to include more DDA shops in future campaigns.

With the success of the program, and our continued commitment to the DDA District, we respectfully request delivery of the \$10,000 set aside for the More than Summer Campaign.

Respectfully,

Luther Kurtz

Maureen Owens

Tim Fore