CHARLEVOIX
MAIN STREET DDA

AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, January 27, 2020- 5:30 PM
Council Chambers, City Hall

---

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 itemis required,it will be removed from the Consent Agenda and considered separately.

A. Minutes

B. Committee Minutes

C. MEDC Community Requirements and Expectations Agreement

D. Monthly Report

E. 2020 Schedule of Meetings

6. Reports

A. Director's Report
Lindsey Dotson, Executive Director

B. The Vault Co-Working Space Update
Lindsey Dotson, Executive Director

C. Annual Impact Report

D. DDA Financials

E. Housing and Remote Workers Feasibility Analysis

7. Old Business

A. Draft 2020-2021 DDA Budget
Lindsey Dotson, Executive Director

8. New Business

A. MOU Between City, Chamber, Visit Charlevoix, and Main Street DDA
Amanda Wilkin, Visit Charlevoix Director

B. Schedule Work Session
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

A. Closed Session pursuant to MCL 15.268 (d & e))

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: Minutes

DATE: January 27, 2020

ATTACHMENTS:

- Regular Meeting - December 23, 2019
- Work Session - January 7, 2020
- Executive Committee - January 8, 2020

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, December 23, 2019 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

Member Bingham stated that he had a conflict for New Business, Lake Charlevoix Brewing, Item 8.A.

5. Reports

A. Discussion: Special Events Policy

City Manager Heydlauff recalled that City Council discussed a draft Special Events Policy which as written, would see the elimination of the Summer Art Show in June and the Arts & Craft Show in July. He stated that as Council contemplated this Policy it does not include an implementation date or plan. He asked for the Board to provide feedback on the proposal. Member Bingham questioned if the intent was to offset the City's costs of supporting the events or to set an arbitrary "too much is happening, let's cut back on a few events". City Manager Heydlauff replied that there is an intent to cover City costs, and how the general public (residents and businesses) want to see the downtown space used, specifically in East Park.

Chair Owens questioned if a poll was taken of the downtown businesses. City Manager Heydlauff replied that he had conversations with several downtown merchants and their opinions were mixed. Member Christner suggested offering some sort of reduced rate to use recyclable materials. City Manager Heydlauff stated that American Waste has continued to raise prices, and the less that's thrown into a dumpster reduces the cost and there is a natural incentive for recycling.

Mayor Kurtz stated that some people are supportive of the policy and quite a number of people like events in the park. City Manager Heydlauff stated that the City has an obligation to their residents who live and work here and to our businesses to find a balance.

B. Downtown Events Partnership with Chamber of Commerce Report

Caitlin Cole, Chamber of Commerce, referenced the Chamber's Report and there were no questions from the Board.

C. Director's Report

Director Dotson stated their budget work session was scheduled for January 7th at 8:00 a.m.

D. Info Meeting Presentation

Chair Owens stated that it was a State regulation whereby twice a year they have to hold an informational meeting for the public.

6. Consent Agenda

A. Minutes
B. Committee Minutes
C. Annual Report
D. Trademark Sublicense Agreement with MEDC

Motion by Mayor Kurtz, second by Member Christner to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

7. Old Business

8. New Business

A. Lake Charlevoix Brewing Company Lease

Member Bingham recused himself. Director Dotson gave a brief history regarding the Lake Charlevoix Brewing Company lease and that some back bills had not been paid. She stated that they issued an RFQ for the space (January deadline) to see if there were any interested parties and did not receive any applications for a potential new tenant. She stated at this point the lease would go month to month, so the rent does increase a bit as written in the lease. She noted that the Board had the ability to negotiate with the company. Member Christner felt that the question was whether to allow time to work through some of the items with the rate being paid currently in 2019 until a longer-term lease was negotiated.

Member Dipert felt it was in their best interest to make the lease work. Chair Owens stated that they were at the point where they should have negotiated a new lease by now, but due to circumstances they can't in good faith negotiate. Mayor Kurtz suggested giving three more months to resolve the issues. Member Bradley agreed it would be better to keep a functioning business in the space. Member Dipert stated that when they entered into this lease five years ago one of the key elements was to allow local graduates the opportunity for jobs in town. Member Christner agreed with the option of allowing the lease to go month to month at the existing rate. Chair Owens stated she was in favor of keeping things status quo, but she wondered if moving to month to month at the current rate instead of the step-up amount rate she'd like to see "us be current to do that". Director Dotson confirmed that Round Lake Group owed $3,170 in rent and LC Brewers owed $1,808, inclusive of January 2020 rent.

Motion by Mayor Kurtz, second by Member Christner to continue renting the properties to Lake Charlevoix Brewing Company and Round Lake Group on a month to month basis based on the current rate. Motion passed unanimously by roll call vote, with the exception of Member Bingham who abstained.

Member Bingham rejoined the meeting.

8. Public Comment

9. Request for Future Agenda Items

10. Board Comments

12. Adjourn

Meeting adjourned at 6:15 p.m.

Joyce Golding/fgm

Maureen Owens Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Tuesday, January 7, 2020 at 8:00 a.m.
210 State Street, Charlevoix, Michigan

The meeting was called to order at 8:01 a.m. by Chair Owens.

1. Call to Order

2. Roll Call

Chair:	Maureen Owens
Members Present:	Richard Christner, Amanda Wilkin, Luther Kurtz, Kirby Dipert, Sam Bingham, Liam Dryer (non-voting)
Members Absent:	Rick Wertz, Paul Silva, Sean Bradley
City Staff:	Lindsey Dotson, Executive Director
Others Present:	None

3. Reports

a. Draft 2020-2021 DDA Budget

Chair Owens led discussion in roundtable fashion allowing board members to comment and question portions of the draft budget presented to them one section at a time. Goals were reviewed and discussion took place outlining how a balanced budget would affect Main Street programming. Minor corrections were made throughout.

The main points of discussion were about Marketing & Promotional Services and Sponsorships. The Board requested that $10,000 be added to that section for sponsorships, and to create an application deadline in May for community events/organizations so that they can be reviewed together and funded according to goals and mission. Supported events will also be required to give a report to address a return on investment. It was also requested that line items specific to Venetian Festival & Main Street Monday be removed.

Mayor Kurtz requested that a financial report for The Vault be included in future regular meeting agenda packets.

Director Dotson was instructed to add an agenda item to the January meeting to set a date for a work session to brainstorm possible uses for excess cash.

4. Adjourn.

Meeting adjourned at 9:00 a.m.

Lindsey J. Dotson Executive Director	Maureen Owens Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET
EXECUTIVE COMMITTEE MEETING
Wednesday, January 8, 2020 at 3:00 p.m.
210 State Street, Charlevoix, Michigan

The meeting was called to order at 3:00 p.m. by Chair Owens.

1. **Call to Order**

2. **Roll Call**

Chair:	Maureen Owens
Members Present:	Richard Christner, Luther Kurtz, Kirby Dipert
Members Absent:	None
City Staff:	Lindsey Dotson, Executive Director
Others Present:	Rich Bergmann & Aaron Hagen of Round Lake Group, LLC

3. **Reports**

   a. **111 Bridge Park Drive Lease Renewal**

   Mr. Bergmann and Mr. Hagen presented a letter that outlined a new rent rate and schedule to better accommodate the seasonality of the space located 111 Bridge Park Drive. The proposal requested a 2 year extension of the lease at $11,500 annually. The letter also states that LC Brewers wishes to remain month-to-month while they wait for word from the State of Michigan.

   Motion by Chair Owens, second by Mayor Kurtz, to go into closed session to discuss the lease renewal proposal. Motion passed by unanimous voice vote.

   Closed session began at 3:44 p.m.

   Closed session ended at 4:30 p.m.

4. **Adjourn.**

Meeting adjourned at 4:30 p.m.

____________________________ ____________________________

Lindsey J. Dotson Executive Director Maureen Owens Chair

DDA/Main Street Board

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

Consent Agenda

TITLE: Committee Minutes
DATE: January 27, 2020

ATTACHMENTS:

- Design Committee - January 2, 2020
- Organization & Promotion Committee - January 20, 2020

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street Design Committee
Thursday, January 2, 2020
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, D. Miles, M. Owens, E. Selph

Absent: G. DeMeyere, J. Duerr, L. Keinath, P. Weston

I. **Approval of Minutes** - The Minutes from the October 3, 2019, meeting were approved as written.

II. **Outstanding Business**
   a. *Report from the DDA meeting*:
      i. Lindsey and Maureen reported that the Executive Committee requested that the budget be balanced this year, which means some unfortunate cuts are necessary. The faćade grant funding is likely to be eliminated for the next fiscal year. There are potential opportunities to obtain grant funding now that Charlevoix is being approved for CLG (Certified Local Government) status.
   b. *2020 Work Plans / Projects:*
      i. Street Tree Lighting - funding will be budgeted to cover on-going maintenance of the lights.
   c. *Main Street Guidelines:*
      i. Lindsey and Gail prepared a new draft which was distributed for review. Lindsey is still adding images and completing the document. The finalized version will be reviewed and discussed at the next Design Committee meeting Feb. 6, with the aim of conducting the Forum for interested local professionals in March. It will also be presented to the DDA board for approval. To be decided is how to move forward with it beyond that, e.g., to potentially work with the City Planning office for inclusion with their processes.
   d. Façade Grant program: There are currently no completed applications submitted, but some are in discussion. The funds remaining in the current budget ($7,700) are still available for potential grants.

I. **New Business** - Lindsey reviewed the CLG status, and distributed the goals established with the application process related to historic districts. Approval should be announced soon.

III. **Call for Future Agenda/Research Items -** none

IV. **Adjournment** - the meeting was adjourned at 4:45 PM.

V. **Next meeting:** Thursday, February 6, 4:00 PM at City Hall

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.

Promotions/Organization Committee
Thursday, January 16, 2020
8:00 a.m.; The Vault

Members Present: Lindsey Dotson, Caitlin Cole, Katherine Forrester, Dan Barron, Nancy Suzor, Jean Musilek

8:00am I. Call to Order: 8:05am

8:01am II. Approval of Minutes: December 19, 2019

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)
   Lindsey reviewed the campaigns. That French Place did well; Hoffman & McClain is currently happening. Next month is Elements Gallery. Currently, there is no funding for the cooperative ad campaign for 2020/2021. Lindsey is exploring possible solutions.
2. Summer Concert Series
   Contracts are all set. Jean is waiting to hear back from buskers.
3. Gift Local Shopping Contest Recap
   The campaign went well. There were 1,000 less entries, most likely from lack of Oleson's receipts.
4. Supported Events
   a. Live from Charlevoix- January 18
      Caitlin noted that attendance has been down for these events. It may be time to discontinue Live.
   b. Shadow Fest- February 1
      Volunteers are needed for this event. Caitlin provided a schedule overview.

B. Organization

1. Newsletter
   i. December Statistics (Richard)
      Open rate: 47% | most clicked Bridge Drop | Open Rate 10.4%

ii. January Deadline (Richard)
Richard will be sending email out next week.
iii. February Deadline (Richard)
Deadline is February 16.

8:35am IV. New Business

A. MMS Impact (see attachment)
Lindsey reviewed the MMS impact report. Amanda asked Lindsey to make several updates to the content.

B. Volunteer Toolkit
Tabled.

C. DDA Budget
Lindsey reviewed the DDA's budgeting process. Several items have been cut: the Beyond Summer Groupon Deal, cooperative ad campaign, and facade grant. Restaurant Week has reduced funding. There will only be one RW happening in the Fall per restaurants recommendation. The sponsorship process is going to change. All events will need to apply for sponsorships in May. More information coming later.

D. Life in Charlevoix App
Caitlin has volunteered to import event dates on the app.

8:50am V. Volunteer Hours: will get at next meeting

8:55am VI. Good of the Order

9:00am VII. Adjournment: 9:15am

Next meeting: February 20, 2020

DDA/Main Street Board

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

Consent Agenda

TITLE: MEDC Community Requirements and Expectations Agreement
DATE: January 27, 2020

ATTACHMENTS:

- Fully Executed Master Level Agreement

Michigan Main Street Program
Community Requirements and Expectations Agreement

Master Level

Case-284696

THIS AGREEMENT is entered into and executed by the Michigan Economic Development Corporation (**"MEDC"**), whose address is 300 N. Washington Square, Lansing, MI 48913, and the DOWNTOWN DEVELOPMENT AUTHORITY (DDA) on behalf of the City of Charlevoix, County of Charlevoix, State of Michigan (the **"Community"**) whose address is 210 State Street, Charlevoix, Michigan 49720, and its Local Program (**"Local Program"**) whose address is 210 State Street, Charlevoix, Michigan 49720 . The MEDC, the Community, and the Local Program are each a **"Party"** and, collectively, are the **"Parties,"** to this Agreement, for the purpose of implementing the MEDC Michigan Main Street Program ("MEDC/MMS Program") in the community.

WHEREAS, MEDC has entered into a contract with the National Trust for Historic Preservation, National Main Street Center, Chicago (the **"NTHP NMSC"**), to provide technical expertise, training and services to designated Michigan communities;

WHEREAS, the Community and Local Program have successfully completed all requirements and expectations of the Selected Level (which is the initial level of participation in the MEDC/MMS Program) and have been accredited based on the Six Standards of Performance by the NTHP NMSC as outlined in Attachment 1;

WHEREAS, this Agreement is for the purpose of setting forth the MEDC/MMS Program requirements and expectations for the Community's Local Program, pursuant to its designation as a Master Michigan Main Street Community (**"MMS Community"**) and pursuant to contractual arrangements between the NTHP NMSC and MEDC, so as to assist in the revitalization of the designated Local Program area of Charlevoix, Michigan;

NOW THEREFORE, in consideration of the foregoing mutual covenants and agreements contained herein, the parties have agreed to do as follows:

SECTION I. The Community and its Local Program agree to these Minimum Participation Standards:

1. Employ a full-time (no less than forty (40) hours per week) program director for Local Program who will be responsible for the day-to-day administration of the Main Street program in the Community and develop a job description to describe the duties for which the program director is responsible. During transition periods between program directors, Local Program must make all efforts to hire a new director within a reasonable amount of time. Generally, an interim director should be in place two months after a program director leaves and a full-time director should be in place six months after a director leaves.

2. Maintain an active Board of Directors and Committees, following the National Main Street 4-Point Approach, to actively lead Local Program by developing work plans, utilizing volunteers, and successfully completing all stated programmatic activities.

3. Fund Local Program for the term of this Agreement at a level allowing for the full operation of the program. Funding must contain both dedicated funds by public entities and private contributions through fundraising activities.

4. Participate in all scheduled the MEDC/MMS Program services (outlined in Section II of this Agreement). Travel expenses to any required sessions are the sole responsibility of Local Program. If the Community is temporarily without a program director or the program director is unable to attend, then a representative from the Community is required to attend in their place.

    B. Absenteeism: An unexcused absence by the Local Program director, or a representative from the Community, will result in the suspension of all services. Once services are suspended, a written warning to the chair of the board and the program director will be issued requesting an explanation on why training sessions have not been attended. Services will be reinstalled once training issues are resolved to the satisfaction of the MEDC.

    C. Full-time equivalent (FTE): At minimum, one (1) individual from the Community must be present for the entirety of the provided service. It is not acceptable for two (2) individuals to divide the time between them.

        i. The Local Program director is specifically required, at minimum, to participate in Day 1 of the MEDC Trainings.
        ii. A representative from the Community is specifically required to participate in Day 2 of the MEDC Trainings.

5. Submit complete and accurate monthly reports by the 10th of each month on the form provided by the MEDC/MMS Program.

6. Submit complete and accurate annual reports by the first Friday in November each year on the form provided by the MEDC/MMS Program. (All such monthly and annual reports being hereinafter referred to as "**Reports.**")

7. Maintain a current membership in the National Main Street Center Network.

8. Continue to meet the Six Standards of Performance set by the NTHP NMSC for accreditation, as outlined in Attachment 1. The Community must meet these standards at the end of each two-year period or this Agreement will be terminated and the Community will no longer be a MEDC/MMS accredited/certified community. All rights associated with the Community's participation in the

MEDC/MMS Program will be revoked including the right to use the MEDC/MMS Program name and logo.

9. Utilize the MEDC/MMS Program name and logo with the MEDC/MMS Program pre-approval. The use of the name and logo can be used for marketing materials, window signs, flags, letterhead, banners, pins, etc. The MEDC/MMS Program name and logo are trademark protected. Any MMS road signs given to the Community by the MEDC/MMS Program are property of the MEDC/MMS Program and shall be returned if the Community is no longer a MEDC Community. See Section III, Number 3, of this Agreement.

10. Maintain Local Program's boundaries and organization structure approved upon the Community's designation as a MEDC/MMS community. Changes to either of these require MEDC/MMS Program approval as it could affect the services provided to the Community.

11. Understand all requirements of this Agreement must be met regardless of changes within the Local Program, such as temporary displacement of program director. If requirements of this Agreement are not met to the satisfaction of the MEDC, MEDC/MMS Program services will be suspended, and a written warning to the Chairperson of the Board of Directors and program director will be issued requesting an explanation. Once requirements are met to the satisfaction of the MEDC, MEDC/MMS Program services will be reinstated. If requirements continue to not be met to the satisfaction of the MEDC, this Agreement will be terminated, and the Community will no longer be an MMS Community. All rights associated with the Community's participation in the MEDC/MMS Program will be revoked, including the right to use the MEDC/MMS Program name and logo.

12. Assume full responsibility for all costs and expenses associated with the performance of the Local Program and the performance of its responsibilities under this Agreement. The Community and the Local Program further acknowledge that the MEDC/MMS Program is not responsible to the Community and/or the Local Program for any costs associated with this Agreement or the services provided under this Agreement, including but not limited to those costs or expenses incurred as a result of anticipated or actual participation in the MEDC/MMS Program, the NTHP NMSC Program or pursuant to the Community's selection or participation as an MMS Community.

13. If the Community is engaged in the Redevelopment Ready Communities® Program, it shall discharge all duties and responsibilities related to the Community's participation in the Redevelopment Ready Communities® Program, including, without limitation, the Community's obligations as outlined in its Redevelopment Ready Communities® Program Memorandum of Understanding with the MEDC, and remain engaged and in good standing in the Redevelopment Ready Communities® Program, as determined solely by the MEDC.

14. Acknowledge that third-party technical assistance is only available for eligible MEDC/MMS Program participants, as determined solely by the MEDC.

SECTION II. The MEDC/MMS Program agrees to provide these services:

1. Provide customized program training and technical assistance to the Community and Local Program, including any of the following services, which may be modified by the MEDC/MMS Program, in its sole discretion, to meet programmatic needs:

   Program Services provided to Master MEDC/MMS Communities:
   - Manager Selection Assistance (C)*
   - Board Training (C)*
   - Business Recruitment
   - Downtown Future services
   - Manager Training (C)*
   - Committee/Taskforce Training (C)*
   - Design Services – remainder of services to the Community from Selected Level
   - MEDC/MMS Trainings
   - Branding Service (C)*
   - Retail Merchandising (C)*
   - Biennial Accreditation visits with the National Main Street Center (C)*
   - MEDC/MMS Listserv Opportunities
   - Mentoring Opportunities
   - Eligible for seat on MEDC/MMS Advisory Council

   * (C) = Services provided within community

2. Conduct MEDC/MMS Forums statewide for program directors and Local Program volunteers. Specific forum training topics will vary and be based on the combined needs of all MEDC/MMS Communities.

3. Conduct a Biennial Program Evaluation for each Master Level Local Program. In order to receive this service, the Community and Local Program must be in compliance with the above Minimum Participation Standards (Section I above)

4. Conduct a Check-in Visit for each Master Level Local Program, to occur in alternating years with the above Biennial Program Evaluation (II.3). The year following the acceptance of the Local Program into the Master Level, the Check-in Visit will be performed in order to informally assess and advise Local Program. The next year, the Biennial Program Evaluation will occur, and the schedule will continue to alternate as such for the term of this Agreement.

5. Provide advice, information, and additional on-site assistance to the Community, Local Program, its staff, and its Board of Directors upon request by the Local

Program and subject to the MEDC/MMS Program schedule, program constraints, staff availability, and costs associated with the request. MEDC/MMS may request the assistance of other State or Federal agencies.

6. The Design Services may be scheduled according to the Community's needs with a maximum of one (1) service provided per year as long as Local Program is in compliance with this Agreement.

7. Invite Community to attend training and technical assistance opportunities in the other Select or Master MMS Communities.

8. Accredit, on behalf of the NTHP NMSC, all eligible MMS Communities that meet the above Minimum Participation Standards (Section I) and the NTHP NMSC Six Standards of Performance outlined in Attachment 1, as determined in the sole discretion of the MEDC.

SECTION III. The PARTIES hereto otherwise agree as follows:

1. **TERM OF THE AGREEMENT.** This Agreement, beginning January 2, 2020 shall remain in effect until the earlier of December 31, 2021 or such time as the **"Termination or Cancellation"** provisions hereof are invoked. All procedures for termination and cancellation are outlined below in Section III.16.

2. **CONFIDENTIAL INFORMATION.** Except for information provided to MEDC at its request or as part of this Agreement, the Community, Local Program, and their employees, agents, and representatives shall not disclose, other than to the extent required by law, including without limitation, the Freedom of Information Act, any information or data, including but not limited to all materials furnished to the Community and/or Local Program by MEDC ("Confidential Information") without the written consent of MEDC. Confidential information does not include information that is already in the possession of, or is independently developed by, the Community and/or Local Program; becomes publicly available other than through breach of this Section; or is received by the Community and/or Local Program from a third party with authorization to make such disclosures or is released with MEDC's prior written consent.

3. **LICENSING OF CERTAIN MARKS.** MEDC grants to Local Program a license to utilize the MEDC/MMS Program trade names, trademarks, logo, and/or service marks ("MEDC Marks") for the express purpose of publicizing the Community's selection and involvement as a the MEDC/MMS Program Community. Local Program's use of the MEDC Marks shall be approved by MEDC in advance of use.

4. **INTELLECTUAL PROPERTY RIGHTS.** Local Program acknowledges that it is being granted a limited license during the term of this Agreement by MEDC hereunder to use the MEDC Marks in accordance with the terms and conditions of

this Agreement, and that no further or greater rights are granted in or to the MEDC Marks. Local Program acknowledges that MEDC owns all rights, title and interest in and to the MEDC Marks and that it will do nothing inconsistent with MEDC's ownership of the Marks.

5. **INDEMNIFICATION AND LIABILITY INSURANCE.** To the extent permitted by law, the Community and its Local Program shall indemnify, defend, and hold harmless MEDC and its subsidiaries, agents, employees and contractors from any damages, liability, costs or expenses that it may sustain through the negligence or willful acts of the Community and/or its Local Program pertaining to the performance of this Agreement. The Community and its Local Program shall maintain such insurance as shall be necessary to protect MEDC from claims that may arise out of or as a result of the Community's and/or Local Program's operations pursuant to this Agreement. The Community and/or Local Program will provide and maintain its own property damage insurance (written at not less than full replacement cost), workers compensation insurance (written for not less than any limits of liability required by law), and liability insurance (maintained at not less than $1 million per occurrence, and $5 million in the aggregate). MEDC shall be listed as an additional named insured on all such insurance policies. The Community and Local Program shall provide to MEDC periodic certificates of insurance to evidence the compliance with such insurance requirements, and, in any event, shall deliver such certificates to MEDC within 10 days after request by MEDC.

6. **TOTAL AGREEMENT.** This Agreement contains the entire agreement between the parties superseding any prior or concurrent agreements as to the services being provided, and no oral or written terms or conditions which are not contained in this Agreement shall be binding. This Agreement may not be changed except by mutual agreement of the parties, reduced to writing and signed.

7. **ASSIGNMENT/TRANSFER/SUBCONTRACTING.** Except as contemplated by the Agreement, the Community and its Local Program shall not assign, transfer, convey, subcontract, or otherwise dispose of any duties or rights under this Agreement without the prior specific written consent of MEDC. Any future successors of the Community and/or Local Program will be bound by the provisions of this Agreement unless MEDC otherwise agrees in a specific written consent.

8. **COMPLIANCE WITH LAWS.** The Community and Local Program shall comply with all applicable laws, ordinances, regulations, rules, orders, judgments, decrees or other requirements imposed by any governmental authority (collectively, "laws"). The Community and/or Local Program is not, and will not during the term of this Agreement, be in violation of any laws to which it is subject, and will not fail to obtain any licenses, permits or other governmental authorizations necessary to carry out its duties hereunder.

9. **WAIVER**. A failure or delay in exercising any right with respect to this Agreement will not operate as a waiver unless otherwise stated in this Agreement, and will not excuse subsequent failures or delays, and a single or partial exercise of any right will not be presumed to preclude any subsequent or further exercise of that right, or the exercise of any other right, and will not be construed as an automatic exercise of subsequent rights.

10. **NOTICES**. Any notice, approval, request, authorization, direction or other communication under this Agreement shall be given in writing and shall be deemed to have been delivered and given for all purposes (i) on the delivery date if delivered by electronic mail or by confirmed facsimile; (ii) on the delivery date if delivered personally to the Party to whom the same is directed; (iii) one (1) business day after deposit with a commercial overnight carrier, with written verification of receipt; or (iv) three (3) business days after the mailing date, whether or not actually received, if sent by U.S. mail, return receipt requested, postage and charges prepaid, or any other means of rapid mail delivery for which a receipt is available. The notice address for the Parties shall be the address as set forth in this Agreement, with the other relevant notice information, including the recipient for notice and, as applicable, such recipient's fax number or e-mail address, to be reasonably identified by notifying Party. MEDC, the Community and Local Program may, by notice given hereunder, designate any further or different addresses to which subsequent notices shall be sent.

11. **SEVERABILITY**. The invalidity or unenforceability of a particular provision of this Agreement shall not affect the validity or enforceability of any other provision of this Agreement, provided that the principal intent of this Agreement can be preserved.

12. **GOVERNING LAW AND JURISDICTION**. This Agreement is made and entered into in the State of Michigan and shall in all respects be interpreted, enforced and governed under the laws of the State of Michigan. The parties agree that any legal actions concerning this Agreement shall be brought in the Ingham County Circuit Court in Ingham County, Michigan, USA. The terms of this paragraph shall survive the termination of the cancellation of this Agreement.

13. **NO EMPLOYMENT, PARTNERSHIP OR AGENCY RELATIONSHIP**. the MEDC/MMS Program is limited to furnishing its technical services to the Community and its Local Program and thus nothing contained herein shall create any employer-employee relationship. Further, this Agreement does not create a partnership relationship.

14. **NO THIRD PARTY BENEFICIARIES**. There are no express or implied third party beneficiaries to this Agreement.

15. **COUNTERPARTS.** This Agreement may be executed in one or more counterparts and by facsimile, each of which shall constitute an original, and all of which together shall constitute one and the same instrument.

16. **TERMINATION OR CANCELLATION.**

A. This Agreement may be terminated by MEDC by providing written notice of default and termination to the Community and its Local Program ("Notice of Default and Intent to Terminate") upon the occurrence of any of the following events or conditions ("Event of Default"):

(i) any representation or covenant made by the Community and/or its Local Program is determined by MEDC, in its reasonable judgment, to be incorrect at the time that such representation or covenant was made in any material respect, including, but not limited to, the Reports and compliance with laws as required under this Agreement;

(ii) The Community's and/or its Local Program's failure to comply with any of the requirements of this Agreement;

(iii) use of the program training, technical assistance, and resources provided pursuant to this Agreement for purposes other than as set forth in this Agreement.

B. Notwithstanding the foregoing, the Community and its Local Program acknowledges that MEDC's performance of its obligations under this Agreement is dependent upon the continued approval of funding and/or the continued receipt of state funding. In the event that the State Legislature, the State Government or any State official, public body corporate, commission, authority, body or employees, or the federal government (a) takes any legislative or administrative action which fails to provide, terminates or reduces the funding or programmatic support necessary for this Agreement, or (b) takes any legislative or administrative action, which is unrelated to the source of funding or programmatic support for this Agreement, but which affects MEDC's ability to fund and administer the MEDC/MMS Program, then MEDC may cancel this Agreement by providing notice to the Community and its Local Program of cancellation. Cancellation may be made effective immediately, upon delivery of notice to the Community or its Local Program, or with such other time period as MEDC, in its sole discretion, deems reasonable.

C. In addition to the above, either party may terminate its obligations under this Agreement, without cause, by giving the other party a 30-calendar day written notice of such termination.

D. In the event that this Agreement is terminated, neither MEDC nor the

Community or its Local Program shall have any further obligation to perform under this Agreement. The Community and/or Local Program shall, unless otherwise directed by MEDC in writing, immediately take all reasonable steps to terminate operations under this Agreement.

E. In the event of termination or cancellation of this Agreement by the Local Program, the Local Program shall be obligated to reimburse MEDC for the cost of all third party services provided by MEDC to the Local Program pursuant to the terms of this Agreement. Such cost shall be determined solely by MEDC. The Local Program and the Community shall be jointly and severally liable for the payment of such reimbursement. Such reimbursement shall be made within thirty (30) days after delivery of an invoice therefor by MEDC.

17. **RESERVATIONS**. MEDC/MMS reserves the right to modify services provided to the Community and/or its Local Program as necessary.

18. **AUTHORITY TO EXECUTE THIS AGREEMENT**. The signatories below warrant that they are authorized to enter into this Agreement.

19. **Failure to sign and submit this agreement to MEDC on or before March 21, 2020, will result in the termination of the Community's participation in the MEDC/MMS Program.**

[signatures follow on next page]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth below.

DOWNTOWN DEVELOPMENT AUTHORITY

BY: ____________________ 1/21/2020
Lindsey Dotson, Executive Director Date

LOCAL PROGRAM

BY: ____________________ 1/22/20
Maureen Owens, Chair Date

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

BY: Christin Armstrong 1/23/2020
Christin Armstrong, Secretary Date

Attachment 1

National Trust for Historic Preservation / National Main Street Center

Six Standards of Performance
for Accreditation

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

DDA/Main Street Board

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

Consent Agenda

TITLE: Monthly Report

DATE: January 27, 2020

ATTACHMENTS:

- November Report to MEDC
- December Report to MEDC

Logout

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN

Home | My Profile | Project Information | MEDC Programs | My Applications | My Awards | Other Reports

Michigan Main Street Monthly Report

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

Metrics Number	M-0000110301	**Status**	Submitted
Account	City of Charlevoix	**Name**	Leigh Young
Reporting Period Start	11/1/2019	**Reporting Period End**	11/30/2019
Submitter's Name	Lindsey Dotson	**Due Date**	12/10/2019

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added

Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost

Housing

New & Rehab Housing in MSA

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

Investment

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

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
10.00	$0.00	146.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic

Fundraising/Membership Last Month

Type	Amount
Earned	1100.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Fall Restaurant Week	Retail	2,500	40	$1,090.00	$600.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email

Other News or Commentary The Vault continues to do well! Director Lindsey Dotson slated to speak 3 times this spring - at MDA Spring Workshop, CEDAM's Small Town & Rural Development Conference, & National Conference.

Program & Outlook The board wishes to see a balanced budget this coming fiscal year. That may mean the elimination of a lot of our programming so it will be an interesting year in 2020!

Suggestions for State and National Staff Please fight to retain a position for supporting our community needs on the ground! Two people aren't enough to provide the level of service that you have in the past. Being that we are considered one of the top performing states in the Main Street world it would be a shame to see that change due to lack of capacity. Send this to "leadership" ;)

Upload Attachments

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

Name	Date Uploaded
Agenda_2019_11_25_Meeting(145).pdf	12/23/2019 4:11 PM

Michigan Main Street Monthly Report

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

Metrics Number	M-0000110302	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	12/1/2019	Reporting Period End	12/31/2019
Submitter's Name	Lindsey Dotson	Due Date	1/10/2020

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost

Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added

Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost

Housing

New & Rehab Housing in MSA

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

Investment

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

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale
112 Michigan Avenue	$81,103.00

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
14.00	$0.00	71.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic

Fundraising/Membership Last Month

Type	Amount
Private	1700.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Gift Local Holiday Shopping Contest	Retail	2,913	50	$1,500.00	$0.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email

Other News or Commentary	It appears we will attempt to pass a balanced budget this next fiscal year, which means the elimination of a couple of programs including our Facade Grant Incentive, & cooperative ad campaign. We also won't be able to reimburse volunteers for travel expenses if they attend a training.
Program & Outlook	Our application to become a CLG is finally moving forward! We hope to pursue a National Register district in the downtown this year using CLG resources.
Suggestions for State and National Staff	n/a

Upload Attachments

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

Name	Date Uploaded
Agenda_2019_12_23_Meeting(146).pdf	1/10/2020 5:18 PM

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

Consent Agenda

TITLE: 2020 Schedule of Meetings

DATE: January 27, 2020

ATTACHMENTS:

- 2020 Main Street DDA Board Meeting Dates

CHARLEVOIX
MAIN STREET DDA

Main Street/DDA Board
2020 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 27, 2020

February 24, 2020

March 30, 2020*

April 27, 2020

May 26, 2020**

June 22, 2020^

July 27, 2020

August 24, 2020

September 28, 2020

October 26, 2020

November 17, 2020**

December 15, 2020**^

*meeting takes place on 5th Monday

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

^Informational Meeting

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

DDA/Main Street Board

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

Reports

TITLE: Director's Report

DATE: January 27, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- https://upnorthlive.com/news/local/charlevoix-mainstreet-dda-looking-at-budget-cuts
- https://www.9and10news.com/2020/01/20/charlevoixs-main-street-downtown-development-authority-makes-budget-changes/
- https://www.petoskeynews.com/charlevoix/black/charlevoix-s-downtown-program-making-budget-cuts/article_f69d5bc4-92bf-5a47-a7ab-9605996713fb.html
- https://www.petoskeynews.com/charlevoix/black/a-better-way-city-officials-mull-sidewalk-snow-removal-policy/article_b237d8bf-a23a-56f2-bc58-83bc9518eb36.html
- https://www.petoskeynews.com/charlevoix/black/charlevoix-main-street-assists-with-downtown-facelift/article_d363a403-82a8-5947-a741-d217568c6dd7.html
- https://soundcloud.com/christalfrostshow/lindsey-dotson-downtown-charlevoix-budget-cuts?fbclid=IwAR0OesHbuVR1ct_jL_fV2cnEcIYmF8_ctTt0fWqp3IHunofCUP2iISrnDrs
- https://www.petoskeynews.com/charlevoix/black/black/charlevoix-main-street-contest-brings-revenue-to-local-economy-during/article_17733fd4-c182-55eb-a97c-e730c9f792b3.html?fbclid=IwAR1J8VV8NKSsQvpt_wLLm8Cn5PWMC1Y0vRwlU-cmTxoDptEC4yWIi2u_lkY

Director Schedule

I have the upcoming planned days out of the office:
Friday, January 31st - birthday
Monday, March 2nd - vacation day
Thursday, March 12th - Speaking Engagement in Lansing
March 23 - 24th - Quarterly Training in Milan
Tuesday, April 21st - speaking engagement in Thompsonville
May 14 - 15 - Tour accompanist for MHPN Conference in Kalamazoo
May 18 - 22 - National Main Street Conference in Dallas, TX
August 3 - 7 - vacation

2020 Director Speaking Engagements

March 12th - "Best Practices for Communicating a Downtown's Message to the Public" - Panel Discussion at Michigan Downtown Association Spring Workshop in Lansing, MI
April 21st - "Re-imagining Charlevoix's Alleys: Adaptive Reuse, Youth Engagement, & Placemaking" - 2020 Small Town & Rural Development Conference at Crystal Mountain
May 18-20th - "Engaging Youth Engages Your Entire Community" - National Main Street Now Conference - Dallas, TX

Cooperative Ad Campaign Update

December: That French Place
Billboard: 257,468+ total impressions
Northern Express: 90,000 readers
Community Shopper: ???
Facebook promotion: 4,685 people reached, 146 engagements, of which 68% were women and the largest age group was 65+ (36%). 88.9% saw ad on FB mobile app.
Instagram promotion: 84 promotion clicks, 151 likes, 6 new followers, 4,275 reached, 16,458 impressions (69% was from promotion), of which 59% were women and the largest age group was 18-24 (29%)
Life in Charlevoix Mobile App: 489 users in November - 329 viewed coupons & specials, 7 viewed That French Place profile
Blog: no blog

Michigan Downtown Association Summer Workshop - June 5, 2020
I'm excited to announce that Charlevoix will be hosting a Summer Workshop with the Michigan Downtown Association! Members of their board were here to tour possible locations for the different activities that take place. On June 4th their board meeting will be held at The Vault. Later that night there will be a cocktail reception/mixer at Hotel Earl. On Friday the workshop will take place at the library in the Community Room. Average workshop attendance is approximately 100 people. More information about the MDA can be found here: www.michigandowntowns.com

Match on Main Update
ROUND ONE - Application was submitted on January 24th on behalf of Hotel Earl. We will be notified by February 21st if the grant is awarded or not.

Pledge Letters
The letters have mostly been mailed and some have been returned unable to forward/undeliverable. We will have to research change of address for some pledgees. We have a tech savvy volunteer helping me maintain the donations section of our database in Maestro which is great. Once things are cleaned up and some pledges that were initially made by people who likely won't follow through, we can adjust our numbers accordingly and move forward with a new appeal. Soon we will shift this to an online call for pledge renewals/new pledges to keep the private contributions coming in for another 5 years.

Restaurant Week Update
During our last Promotions Committee meeting the group decided to reduce Restaurant Week down to one event per year, keeping the one in the fall. After receiving feedback in a survey conducted after the most recent event and considering cost savings in the future, this seems to make a lot of sense. Restaurants have already been notified that there will not be an April Restaurant Week.

Inaugural BRIDGE Charlevoix Conference - April 30th 8-1pm @ Charlevoix Public Library
Our annual spring training hosted in partnership with the library, Chamber, & CVB, has transitioned into a half-day conference with multiple sessions so that businesses can pick and choose topics that are pertinent to their current needs. Many or all of the speakers are free. Registration will start at $25 early bird and then go up to $30. Attendees will get a light breakfast and the day will end with a working lunch. Promotional Materials and online registration info will be provided soon! Topics include:

- Market analysis/marketing
- Staff retention
- Unconscious bias
- Cyber Security
- Social Media

Michigan Main Street Center 2020 Service Plan
Email from Laura Krizov:

"This email will serve as your Community's Service Plan for the 2020 Calendar Year. This year, MMS Staff have determined services based on our new services, current service offerings and our interactions with your community during previous technical assistance visits, the Annual Board Check-In and conversations with Executive Directors.

This year your community will be receiving the following Technical Assistance Service(s):

We currently don't have a third party services slotted for you this year with just coming off the Entrepreneurial Ecosystem Service. If you feel there is a services that would help further you along we are open to a conversation.

The Training Schedule for this year will be:
- March 23 – 24 – MMS Workshop – Milan, MI
- May 18 – 20 - Main Street Now Conference — Dallas, TX
- October 12 – 13 – MMS Executive Director Retreat – Location TBD
- MEDC Community Development Webinar Series – Flyer Attached

Mach on Main timeline:
- January 13-26 application submission
- May 4-17 application submission

In addition, we will also be developing three new tools, including:
- Fund Development Toolkit
- Business Development Toolkit
- Trello Board to assess progress towards meeting the new Accreditation Standards by 2021

Finally, we will be conducting a Michigan Main Street Program Evaluation to help assess the MMS Program and Technical Assistance Offerings at the State Level from multiple audience's perspectives. This will include focus group calls and surveys. Please be on the lookout for more information to come in the following months.

We are happy to schedule calls to answer questions if needed. Otherwise, please confirm this service plan by February 14th, 2020."

ROHO Meetings have transitioned into Maker Space Meetings
What used to be our Remote Office/Home Office Collaborative meetings has been transitioned to discuss the future makerspace at The Vault. A lot of new partners are being brought to the table and conversations to identify current maker opportunities, assess gaps, and indentifying where The Vault will fill in is front and center at the moment. Meetings are still the first Wednesday of the month at 8am at The Vault.

Gift Local Shopping Contest Wrap Up
This year's winners were:
— Missy LaBelle: 1st Prize
— Bruce Leidal: 2nd Prize
— Sarah Pirie: 3rd Prize
Overall 2,912 entries were received which equates to over $145,000 spent.

Accessibility Focus Group
On February 5th at 10:00 AM a group will meet to discuss/identify strengths and weaknesses around accessibility in Charlevoix. Reps from the City, Chamber, CVB, and Main Street will be present along with members of the community who will be able to provide valuable first-hand insight as we work to identify ways to improve accessibility all around.

New - SBDC Office Hours at The Vault
Business Experts Helping You Succeed
Access small business consulting, training and market research at no-cost through the Michigan SBDC.
https://sbdcmichigan.org/request-for-business-counseling/

Now available once per month for the convenience of Charlevoix businesses at The Vault. Walk-Ins welcome but all are encouraged to request counselling through the website before attending to ensure you have a chance to speak with business counselor Samantha McDonald.

Samantha (Reis) McDonald is a Business Consultant with the Michigan Small Business Development Center (SBDC), covering the Northwest Region. She provides one-on-one counseling and guidance to local businesses and start-ups. Prior to joining the SBDC in 2017 she had 3 years of experience as a business consultant for Deloitte Consulting in Washington D.C., and 2 years running her own consulting practice geared towards helping small businesses utilize software and data to more effectively reach their goals. Samantha has a Bachelor’s degree in Economics from the University of Richmond. She is originally from Nantucket, Massachusetts and currently lives in Traverse City, Michigan.

Chamber Awards Dinner
We still have 3 available seats at the DDA table for the Chamber Awards Dinner on February 20th. Please let me know ASAP if you'd like to attend. Otherwise I will open it up to committee members. Thanks!

DDA/Main Street Board

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

Reports

TITLE: The Vault Co-Working Space Update

DATE: January 27, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Income (actual monthly)									
The Vault @ $349	4188						Management Software: (proximity space)99/month	-1188	
Private office #1 @ $199	1194						Rent/Utilities (1000/month)	-12000	
Private Office #2 @ $249	2988						Internet (1 provider) 75/month	-900	
Private office #3 @ $299	3588						Copier Maintenance Contract $169 a month for 3 year lease	-2028	
24/7 member @ $79	950						G-Suite (google business email - $6/ month)	-72	
Income since September							Website domain (thevaultcharlevoix.com)	-21.17	
Punch Pass	499	120	60	60	199	60			
Mailbox rental @ $30	360								
Drop Ins	50	15	10	10	15				
Conference Room	100	75	25						
	13917							-16209.17	-2292.17

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720

Charlevoix Main Street DDA

(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Annual Impact Report

DATE: January 27, 2020

ATTACHMENTS:

- 2019-20 Impact Report

Experience the Classic Beauty of Downtown Charlevoix!

Shop, dine, and make memories year round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleys await your discovery.

2020 EDITION | **CHARLEVOIX MAIN STREET DDA** 231.547.3257 downtowncharlevoix.com

State of DOWNTOWN

6	Blocks
709	Public parking spaces
99	First-floor storefronts
68	Residential units
19	Restaurants
39	Retail stores
2,429	Boats in marina in 2019
5%	Storefront vacancy rate
70%	Businesses open year-round

Charlevoix Main Street is making a real difference.

Charlevoix Main Street DDA is at the heart of a movement to develop downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

Downtown's Goals

- Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health and wellness/healthy living.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by expanding shoulder season activity.
- Bring businesses together to cooperate and coordinate resources to market downtown.

CHARLEVOIX
MAIN STREET DDA

TRANSFORMING CHARLEVOIX'S DOWNTOWN

Opened a publicly operated co-working space and business incubator in the downtown, called "The Vault," that had instant success and incredible community support.

Awarded nearly $60,000 in façade grants since 2017 to help improve the appearance of 10 storefronts in downtown Charlevoix.

Worked with a new business to secure $25,000 in grant funding for startup costs and equipment purchases through the Match on Main grant program.

REINVESTMENT STATS 2018–2019

PRIVATE INVESTMENT

$295,713

Program to date: $5,366,448

3 **Façade Improvements**
Program to date: 30

13 **New Businesses**
Program to date: 48

Community Profile

City of Charlevoix | 2019

Population
2,450

Households
1,291

Median HH Income
$40,635

Median Age
51 years

Housing Units
1,928

67% Housing is occupied
57% Owner-occupied
43% Renter-occupied

Main Street is Helping Businesses Thrive

- Monthly business/building owner meetings
- Cooperative advertising campaign
- Complimentary building design assistance
- Façade grant incentive program
- Annual small business training
- Promotion through downtown maps/directories/website

"I look to Main Street as a cornerstone of my business. The opportunities offered, including grant opportunities, meetings and seminars, are amazing. Even when all you need is someone to bounce an idea off, Main Street is willing to help."

—Deidre Weller, Owner, Thistle

Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	3,613	9,255	38,288
Households	1,713	3,985	16,152
Median HH Income	$62,275	$72,696	$77,536

In-demand Businesses

Shopping & Retail

Shoe store
General/variety store
Arts, crafts, and hobbies
Home furnishings
Sporting goods/outdoors

Food & Drink

Italian restaurant
Bakery
Asian restaurant
Casual dining eatery
Healthy meal eatery

Connecting Youth to Placemaking

Our alleys are already hidden gems, but the re-imagined Hoop Skirt alley offers residents and visitors a more connected, artistic, walkable, and welcoming downtown space. Together with local high school students and our community partners, we created an enchanting space for people to sit, shop, dine, and make memories in our downtown. Completed in June 2019, this project enhanced our mission to create a vibrant, strong, and economically viable downtown that is pedestrian-friendly.

VOLUNTEER SPOTLIGHT

"I volunteer because it is rewarding to help other people accomplish a goal or a project. Everyone benefits when you give back to the community."

—Luann Keinath, Chief Lending Officer, Charlevoix State Bank

2019 Pulse of Downtown

77 Visit downtown Charlevoix most often for dining

47 Described recent trends in downtown Charlevoix as improving or making progress.

73 Attended the Venetian Festival in downtown Charlevoix.

Social Connection

8,680+ Facebook Followers

1,630+ Instagram Followers

Volunteer Connection

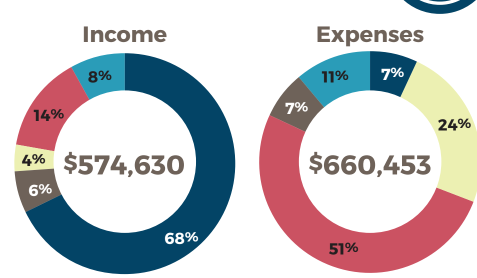
1,551 Volunteer hours in 2018–2019

13,231 Volunteer hours (Program to date)

$38,542 Volunteer value in 2018–2019

$328,790 Volunteer value (Program to date)

In the Numbers



Income
- City/county support
- DDA support
- Personal giving
- Other
- Property rent

Expenses
- Promotion activities
- Other
- East Park/Marina bond debt payment
- Bridge Park building maintenance
- Salaries/wages

DOWNTOWN ALIVE

Charlevoix Main Street Events 2018–19

11,619

Est. event attendance

- Spring & Fall Charlevoix Restaurant Week
- Live on the Lake Summer Concert Series & Buskers on Bridge Street
- Main Street Monday during Venetian Festival
- Buy Nearby Weekend
- Small Business Saturday
- Gift Local Holiday Shopping Contest

Holiday Parade and Tree Lighting

Merchant Open House & Hot Cocoa Contest


Main Street Monday during Venetian Festival


Charlevoix Farmers Market

Michigan Main Street

The Leader in Grassroots Economic Development

Michigan Main Street provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Real Impact.

The numbers prove it!

$19,426,752
2018–19 Total Private Investment
$306,022,126
Program to date

$10,352,395
2018–19 Total Public Investment
$99,427,926
Program to date

OPEN
109
2018–19 New Businesses
1,408
Program to date

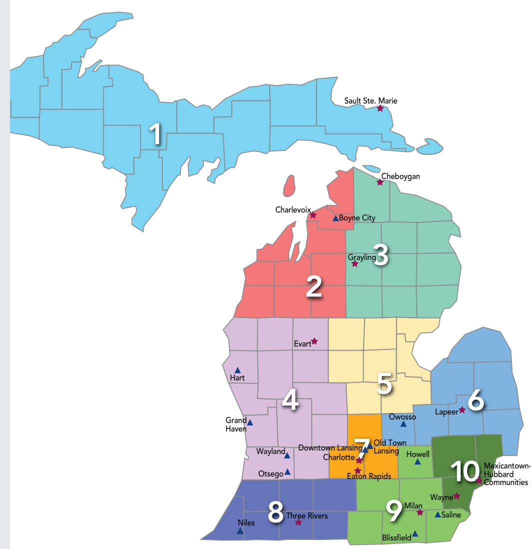
100
2018–19 Façade Improvements
1,388
Program to date

49,092
2018–19 Volunteer Hours
739,831
Program to date

"Michigan Main Street helps strengthen Charlevoix Main Street's value by providing unique opportunities for our property and business owners that they wouldn't have if they were doing business somewhere else."

—Lindsey Dotson, Charlevoix Main Street DDA, Executive Director

Our Communities



★ Select Level ▲ Master Level

Charlevoix's Board of Directors

Chair: Maureen Owens
Vice Chair: Richard Christner
Mayor Luther Kurtz
Member: Kirby Dipert
Member: Rick Wertz
Member: Sam Bingham
Member: Sean Bradley
Member: Amanda Wilkin
Member: Paul Silva
Non-voting Student: Liam Dreyer

MICHIGAN MAIN STREET CENTER

MEDC
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720

Charlevoix Main Street DDA

(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: DDA Financials

DATE: January 27, 2020

ATTACHMENTS:

- Financial Report as of Jan 14, 2020

CITY OF CHARLEVOIX

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING JANUARY 31, 2020

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	REVENUE						
255-000-403.000	CURRENT PROPERTY TAX LEVY	37,575.75	517.44	38,203.82	38,900.00	(696.18)	98.21
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	417,460.86	109,030.49	431,795.65	417,500.00	14,295.65	103.42
255-000-420.000	DELINQUENT TAXES - DDA	1,218.01	.00	(16.78)	.00	(16.78)	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	176.91	19.42	68.18	.00	68.18	.00
255-000-566.001	STATE GRANTS	.00	.00	34,132.00	.00	34,132.00	.00
255-000-573.000	STATE REVENUE - OTHER	9,147.35	.00	9,163.82	5,000.00	4,163.82	183.28
255-000-580.001	GRANTS - OTHER	.00	.00	.00	3,000.00	(3,000.00)	.00
255-000-650.000	FARMERS MARKET SALES	16,873.20	.00	.00	.00	.00	.00
255-000-651.000	FARMERS MARKET BOOTH FEES	10,580.00	.00	.00	.00	.00	.00
255-000-665.000	INTEREST EARNINGS	2,036.15	.00	(14.45)	1,000.00	(1,014.45)	(1.45)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	1,000.00	1,000.00	.00	100.00
255-000-668.002	PROPERTY RENT - BIBCO	28,963.20	.00	25,058.30	30,100.00	(5,041.70)	83.25
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,671.73	.00	13,254.70	21,000.00	(7,745.30)	63.12
255-000-668.004	PROPERTY RENT - LC BREWERS	4,980.00	.00	4,210.00	5,100.00	(890.00)	82.55
255-000-675.000	CONTRIB PRIV SOURCE-PARK BENC	.00	.00	2,280.00	.00	2,280.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	9,313.25	.00	6,200.00	7,000.00	(800.00)	88.57
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	.00	.00	.00	18,000.00	(18,000.00)	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	18,394.35	100.00	14,818.00	15,000.00	(182.00)	98.79
255-000-692.000	MISCELLANEOUS	1,239.39	.00	139.02	.00	139.02	.00
255-000-692.001	MISCELLANEOUS-THE VAULT	.00	1,299.07	10,308.05	.00	10,308.05	.00
	TOTAL FUND REVENUE	574,630.15	110,966.42	590,600.31	562,600.00	28,000.31	104.98

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
	DOWNTOWN DEVELOPMENT AUTHO						
255-255-706.000	SALARIES & WAGES	37,693.59	977.84	27,739.29	39,400.00	11,660.71	70.40
255-255-706.001	WAGES (ICMA)	3,612.13	102.68	3,076.05	4,100.00	1,023.95	75.03
255-255-707.000	SALARIES & WAGES - TEMPORARY	4,167.87	.00	76.55	.00	(76.55)	.00
255-255-719.000	EMPLOYEE FRINGE BENEFITS	30,026.20	762.72	21,648.13	30,700.00	9,051.87	70.52
255-255-740.000	OPERATING SUPPLIES	8,859.51	156.45	7,388.27	8,700.00	1,311.73	84.92
255-255-740.001	OPERATING SUPPLIES-THE VAULT	.00	2,045.08	17,098.80	.00	(17,098.80)	.00
255-255-776.000	IWF MAINTENANCE	20,236.21	.00	8,387.33	7,000.00	(1,387.33)	119.82
255-255-801.000	MARKETING & PROMOTIONAL SVCS	44,797.66	258.02	53,879.13	49,700.00	(4,179.13)	108.41
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	21,025.33	.00	.00	.00	.00	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,154.69	410.00	10,891.55	12,000.00	1,108.45	90.76
255-255-801.004	ORGANIZATION COMMITTEE	480.00	.00	426.17	500.00	73.83	85.23
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	500.00	.00	.00	1,000.00	1,000.00	.00
255-255-818.000	CONTRACTUAL SERVICES	25,171.19	.00	34,543.54	26,500.00	(8,043.54)	130.35
255-255-818.002	DESIGN COMMITTEE	10,240.71	10,000.00	23,240.00	25,100.00	1,860.00	92.59
255-255-818.003	DESIGN CAPITAL IMPROVEMENTS	5,710.00	.00	.00	.00	.00	.00
255-255-826.000	LEGAL FEES	5,534.00	185.08	(1,154.92)	500.00	1,654.92	(230.98)
255-255-853.000	TELEPHONE	1,790.13	86.19	487.72	1,100.00	612.28	44.34
255-255-860.000	CONFERENCE & TRAVEL	5,152.52	.00	3,022.85	5,000.00	1,977.15	60.46
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	30,000.00	30,000.00	.00	100.00
255-255-900.000	PRINTING & PUBLISHING	1,520.24	408.96	1,119.96	1,500.00	380.04	74.66
255-255-910.000	INSURANCE & BONDS	1,444.48	.00	1,501.79	1,500.00	(1.79)	100.12
255-255-933.000	MAINTENANCE - BRIDGE PARK	51,629.24	230.00	11,636.18	15,000.00	3,363.82	77.57
255-255-962.000	MISCELLANEOUS	437.50	.00	20,417.17	5,000.00	(15,417.17)	408.34
255-255-962.001	MISCELLANEOUS - FARMERS MARKE	6.29	.00	.00	.00	.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	250.00	.00	26,500.00	300.00	(26,200.00)	8,833.33
255-255-964.000	REFUNDS & REBATES	5,013.37	.00	4,007.77	6,000.00	1,992.23	66.80
255-255-999.594	TRANSFER TO MARINA FUND-BOND	338,000.00	.00	334,600.00	334,600.00	.00	100.00
	TOTAL DOWNTOWN DEVELOPMENT	660,452.86	15,623.02	640,533.33	605,200.00	(35,333.33)	105.84
	TOTAL FUND EXPENDITURES	660,452.86	15,623.02	640,533.33	605,200.00	(35,333.33)	105.84
	NET REVENUES OVER EXPENDITURE	(85,822.71)	95,343.40	(49,933.02)	(42,600.00)	(7,333.02)	(117.21)

DDA/Main Street Board

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

Reports

TITLE: Housing and Remote Workers Feasibility Analysis
DATE: January 27, 2020

ATTACHMENTS:

- Report by Matt Wagner of National Main Street Center

Housing and Remote Workers

Developing a Mixed-Use Project Targeting Remote Workers in Charlevoix, Michigan

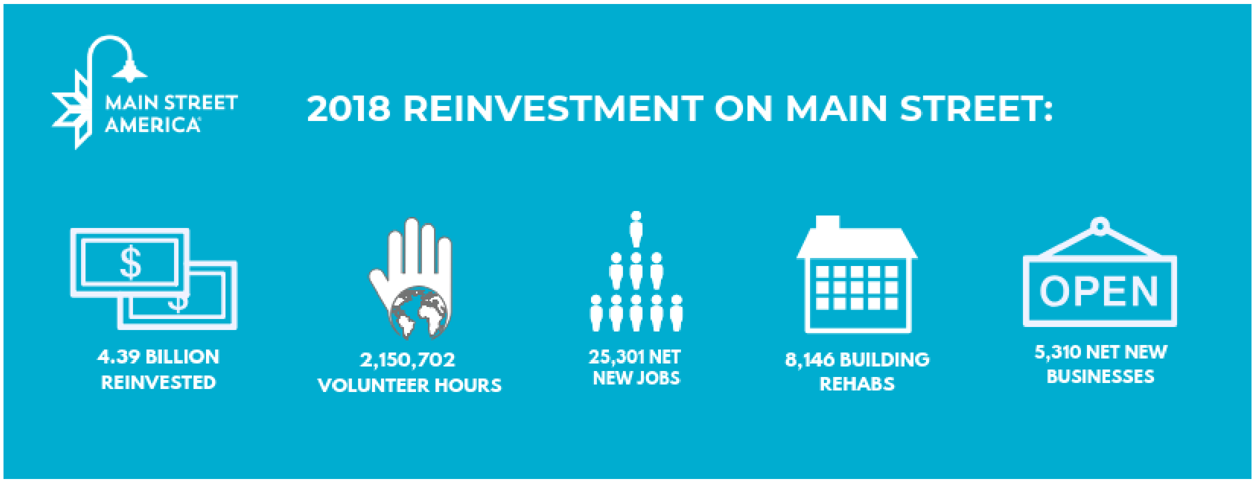
Feasibility Analysis

Prepared by Matthew Wagner, Ph.D.
Vice President
National Main Street Center

About Main Street America

Main Street America has been helping revitalize older and historic commercial districts for nearly 40 years. Today it is a network of thousands of neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation.

Since 1980, over 2,000 programs have used the Main Street Approach, our time-tested framework for community-driven, comprehensive revitalization. The National Main Street Center conducts research to document our impact by annually collecting statistical information on the preservation, revitalization, and economic activities in local Main Street programs throughout the country.

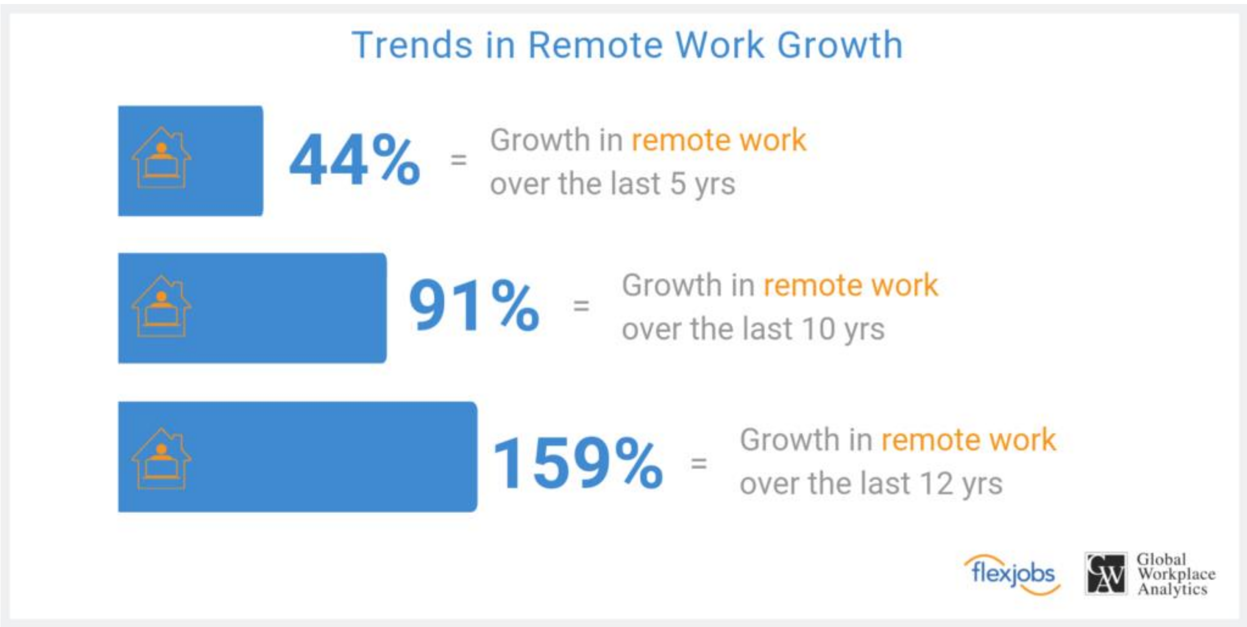


Introduction

The following feasibility analysis represents a convergence of trends and desire by the Charlevoix Main Street to address a critical housing shortage, while cultivating an economic development strategy designed to attract talent in the form of remote workers. The analysis takes the form of examining the market feasibility rather than the financial feasibility. NMSC recommends upon completion to launch a more formal discussion with the Michigan Economic Development Corporation to discuss the development opportunities within downtown Charlevoix.

A survey by Global Workplace Analytics and FlexJobs indicates that remote work has grown 91% over the last 10 years, and 159% over the last 12 years. In 2015, 3.9 million U.S. workers were working remotely. Today that number is at 4.7 million, or 3.4% of the population. However, Haven Life Insurance's 2017 review of US Census data suggest that number is more like 5.2% of the population.

Graph 1 – Trends in Remote Work Group (Global Workplace Analytics and FlexJobs)



Extrapolating these figures to Charlevoix County the remote worker population should show strong growth over the next five years. Given the current population of Charlevoix County of 26,674 (2019) that would suggest a remote worker population of ranging from 906 to 1,387. Given the previous 5-year growth rates as identified Flexjobs, in 5 years we could anticipated the number of remote workers in Charlevoix County to grow in range of 1,305 to 1,997. Table 1 below highlights projections from 2017 to 2014 in Charlevoix County.

Table 1: Summary: Remote Worker Population Growth

2017 Range	2024 Range	Net Growth (Range)
906 to 1,307	1,305 to 1,997	399 to 690

Although younger workers like millennials and members of gen Z seek remote work flexibility, it's actually a job benefit that workers of all ages are demanding. Some 73% of all teams will have remote workers by 2028, according to a report by Upwork. The demand by younger workers will "lift all boats" by making working from home increasingly commonplace.

A CNBC survey shows that a quarter of the roughly 4 million remote workers in the U.S. make more than $100,000 a year, compared to just 7 percent of the total in-office workforce, and 13 percent of those remote workers are remote full-time. New Census Bureau data found that 1 in 20 workers now usually work from home, making telework the third most popular "commuting" method in the U.S., just ahead of public transit. Income levels suggest that there is a largely a misnomer that remote work living does not equate to prospects for market-rate housing.

Many of these same remote workers, chose to combat a sense of isolation by "coworking." A recent Gallop Poll found that in 2018 the number of people coworking in the United States was at 546,000. Facilities and programming designed to accommodate the working lifestyles of remote workers has accelerated to keep pace with the growing demand. Small Business Trends article highlights that in 2018, 2,188 co-working spaces opened worldwide with 696 opening in the United States. Charlevoix Main Street's The Vault is already proven to be a successful effort to provide remote workers with an opportunity to co-work.

The evolution has its roots in the third spaces aligning downtowns across America, from coffee shops and libraries to the recent explosion of micro-breweries. These spaces allowed freelancers from all backgrounds to have the flexibility and quiet space to development new companies, art, and strategies. Third spaces have more recently merged into coworking spaces. Co-working spaces reflect growth in remote workers, independent consultants, gig economy workers, etc. that rather out of isolation, technology and/or space needs are attracted to having a sense of working with others like in a traditional office setting but remotely. In addition, with traditional office space not desirable or not needed for every day functions, it makes sense to save capital. Most traditional coworking offices are spaces that share of utilities and services, and oftentimes share amenities. The spaces allow workers and entrepreneurs to be able to create their own space and maintain the environment. What used to be big just for technology start-ups has been expanding for many industries and for employees that work remote. Open space gives more freedom and of the mind for deep thinking.

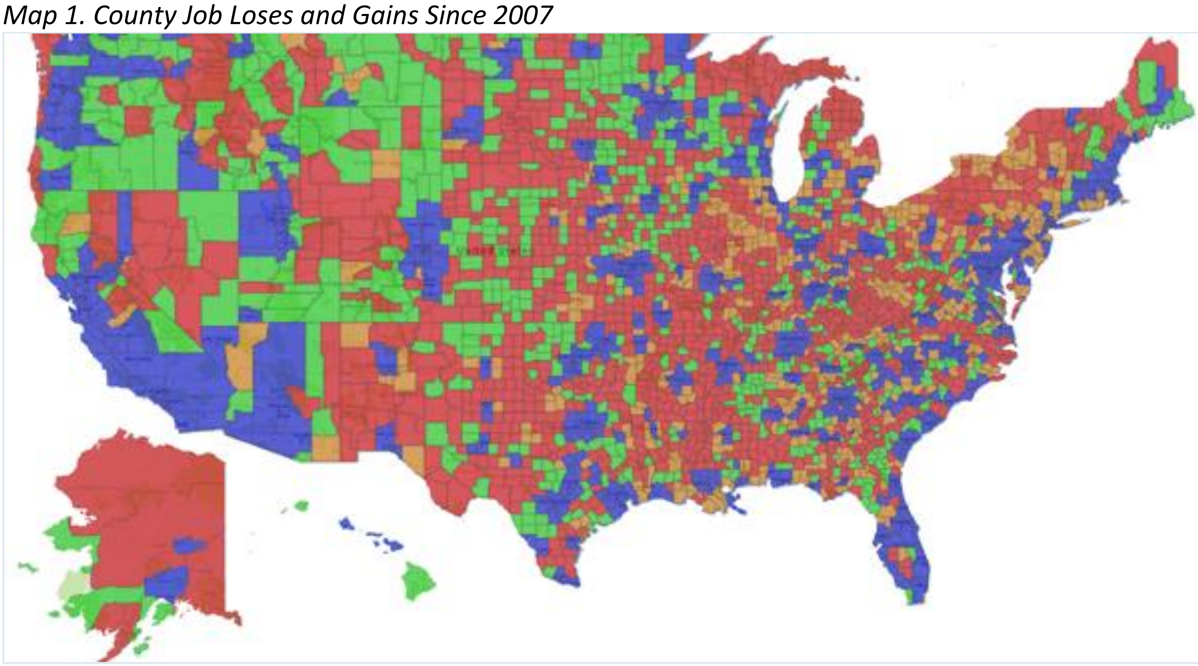
Trends would suggest this is not a one-time fad. There are huge savings for companies by transitioning more workers to remote. In 2018, there was an estimated $5 billion in cost savings for U.S. companies with employees who worked remotely—and that's just counting part-time workers. In general, embracing remote work options can help employers reduce or eliminate overhead costs, including real estate and operating expenses. The average real estate savings for employers with full-time remote workers is $10,000 per employee every year, according to stats from PGI News.

Remote Workers as a Rural Economic Development Strategy

A more recent development has been the crafting of remote worker recruitment as an economic development strategy for rural areas leveraging quality of place as an attractor of talent rather than the traditional business recruitment activities.

Rural America for the first time began to experience a net decline in population, beginning with the early economic recovery of 2011. Much of this has had to do with the fact that much of the recovery in net job gains have been in urban America. The following map highlights job losses and gains by county since 2007. More than two-thirds of all rural counties have experienced net job losses since 2007.

Map 1. County Job Loses and Gains Since 2007



However, given a choice, a Gallup Poll from 2018 revealed that 27 percent of Americans would prefer to live in a rural area, versus the 12 percent who favor a large city.

This twin focus on rural development and remote work comes as the country's approach to spending professional time outside of the office evolves. At the same time, larger economic shifts—globalization, new technology, the prevalence of coworking, and increased mobility described as the "Open Talent Economy - have led to a higher number of freelancers. Today, a greater share of Americans spend significant time working outside their offices. And it shows no signs of being just an economic development nor societal fad. A 2019 report on the State of Remote Work by Buffer concluded that "remote work is here to stay." The survey of nearly 2,500 remote workers found that an overwhelming 99% said they wanted to work from home, at least some of the time, for the remainder of their careers. A *Forbes* report called remote work "standard operating procedure" for 50% of the U.S. population.

Driving to talent recruitment versus business recruitment:

Though the concepts of coworking and telecommuting have struggled to be more fully embraced across all industry sectors beyond IT and health care, there is little doubt that there is a growing mindset shift. However, despite the easy availability of tools like Slack and videoconferencing, not everyone can be a full-time digital nomad hopping between rural retreats. And the creative class, for the most part, has never been more concentrated in big cities. So, it is important for rural economies to be patient and recognize that it's unlikely that any headquarters or large tech campuses will move out of major metro areas, thus encouraging a select number of employees to go remote seems more realistic.

Much of the current economic development efforts geared toward a focus on remote workers has tended to be at the state level or among second-tier cities located in more rural states. This year, Vermont will begin offering $10,000 to anybody willing to relocate and work remotely in the state and will subsidize rent at coworking spaces for any qualifying applicants. According to Joan Goldstein, commissioner of the state's Department of Economic Development, there's a persistent fear in the state of not having enough people to sustain a strong economy.

Some second-tier cities have also launched similar initiatives: New Haven, Connecticut, is providing up to $80,000 to attract homeowners. North Platte, Kansas, is offering $5,000 in incentives to remote workers. And Tulsa Remote promises $10,000 to those who relocate to the Oklahoma town and stay for a year, as well as membership at a local coworking space and up to three months of discounted rent in a furnished apartment in city's Arts District.

The summary is that there is growth in the absolute numbers of remote workers, representative of a movement of companies from diverse sectors (but primarily healthcare and IT) along with job trends as representative of independent consultants and gig economy workers. However, comprehensive programming to identify, reach, attract, and support remains limited. For Charlevoix, MI to be successful they will need to push the market in this direction by creating a targeted ecosystem of support, programming, and housing diversity options.

Housing Analysis

In traditional housing analysis, comps within the market would be an important tool for comparison and to gauge market viability. This analysis will take the approach to first understand the increase in the demand from the prospective of the distinct market, that being remote workers. We will then seek to understand based on the prospective growth of this market, what is preceding market demand for a housing product to meet the distinct needs of said market.

For the purposes of the analysis, two data sources were reviewed to first understand overall housing demand. The second component was to extrapolate from the analyzed data the probable unit demands from the target market – remote workers. National data will be used to further analyze this portion.

1. **<u>2020 Market Study</u>**

In 2019, a market housing assessment was prepared for the Northwest Michigan region by LandUse USA, with a specific focus on Charlevoix County and the City of Charlevoix, and it is an update to an original TMA that was completed in 2014. The original report evaluated housing demand over a five-year period until 2019. This study updates for the year 2020. ***It is important to note that this study ONLY evaluated market demand based on 12 target market populations with certain psychographic characteristics and is not looking at the entirety of housing demand within Charlevoix County given that the psychographic reports make up 28 percent of the total market.*** Thus, while the remote worker market may share some similarities there may not be an exact alignment between the two. The reports issues both aggressive and conservative calculations.

Aggressive Scenario – There is a maximum annual market potential throughout Charlevoix County for 94 new owner-occupied units and 498 new renter-occupied units, for a total of 592 units. Assuming the market potential is fully served every year over the next five years, this implies a market potential for 2,960 units over the 5-year term. The aggressive scenario includes households migrating into the county, plus households moving within the same county.

Conservative Scenario – Under the conservative scenario there is an annual market potential for at least 49 new owner-occupied units and 225 new renter-occupied units throughout Charlevoix County, for a total of at least 274 units. Assuming the market potential is fully met every year over the next five years, this implies a market potential for at least 1,370 units over the full 5-year term. The conservative scenario is based on in-migration only and does not include internal movers.

2019-2024 Projections Based on Study: Given that this analysis is interested in housing demand from a target remote worker market, we will use the Conservative Scenario to better extrapolate future demand. There are currently 17,917 dwellings within Charlevoix County. Using the Conservative Scenario and projecting out to 2024, dwellings would need to increase 19,287 units, of which there would be an anticipated demand of 1,125 rental units.

Charlevoix Capture of Rental Demand: Charlevoix represents approximately 12 percent of the overall households within Charlevoix County. Given this, of the anticipated demand of 1,125 rental units it would be anticipated Charlevoix would attract 135 of those new rental units. However, in order to calculate remote worker rental demand, we will look at the entirety of the rental housing demand. The

2014 Housing Study as indicated earlier only focused on 28% of the overall market, based on specific target psychographic segments. Given this, the actual market for rental units in Charlevoix County would have been anticipated to be 4,017 over the five years. Thus, Charlevoix would have anticipated growth of 482 rental units.

2020 UPDATE: Projections for the City of Charlevoix (page 14 of the LandUse USA Report) suggests a demand in 2020 of 251 additional housing units. However, there are significant differences between those looking to own versus rent. Those looking to purchase in the City represent slightly less than 15 percent of the overall market. In addition, for owners, there is zero interest in attached units. Thus, any developer evaluating the condo market should be dissuaded. The vast majority of the market for 2020, is made up of renters, with 38% seeking new and or renovated apartment units (82 units).

Charlevoix Remote Worker Rental Demand:

2014 – 2019: 5.2% x 482 = 25 dedicated units. Note: *If based on the entirety of the market and not only 28%, the remote worker demand is closer to 25 units over the next 5 years.*

2020 - Using our previous analysis of which 5.2% of the market is remote workers, this would suggest 2020 demand by remote workers in the city to be: 5.2% x 82 = 4 dedicated units.

Thus, dependent upon how many units have been built and/or renovated, over the time period, one could calculate remaining demand from the 29 units for remote workers. That calculation would simply be taking the number of rental units constructed and or renovated during this time period and then multiplying by .052 and then subtracting that number from 29.

2. **ESRI Data Analysis**

Data analyzed from housing projections calculated by ESRI suggests overall housing growth in Charlevoix of 2.29% per year from 2019 to 2024. Given the current number of units at 17,917 the growth rate would project to a total of 20,064 units in 2024. (Data files attached as part of a report appendix)

The U.S. Census 2017 projections indicated that rental units made up 18.9% of the housing units in Charlevoix County. This would suggest total rental unit demand of 3,792 new units by 2024. Charlevoix (city) would anticipate capturing 455 of those units (12%).

Charlevoix Remote Worker Rental Demand: 5.2% x 455 = 24 dedicated units.

Table 2. Summary of Remote Worker Rental Housing Demand for Charlevoix (City) – 5 Year Projections

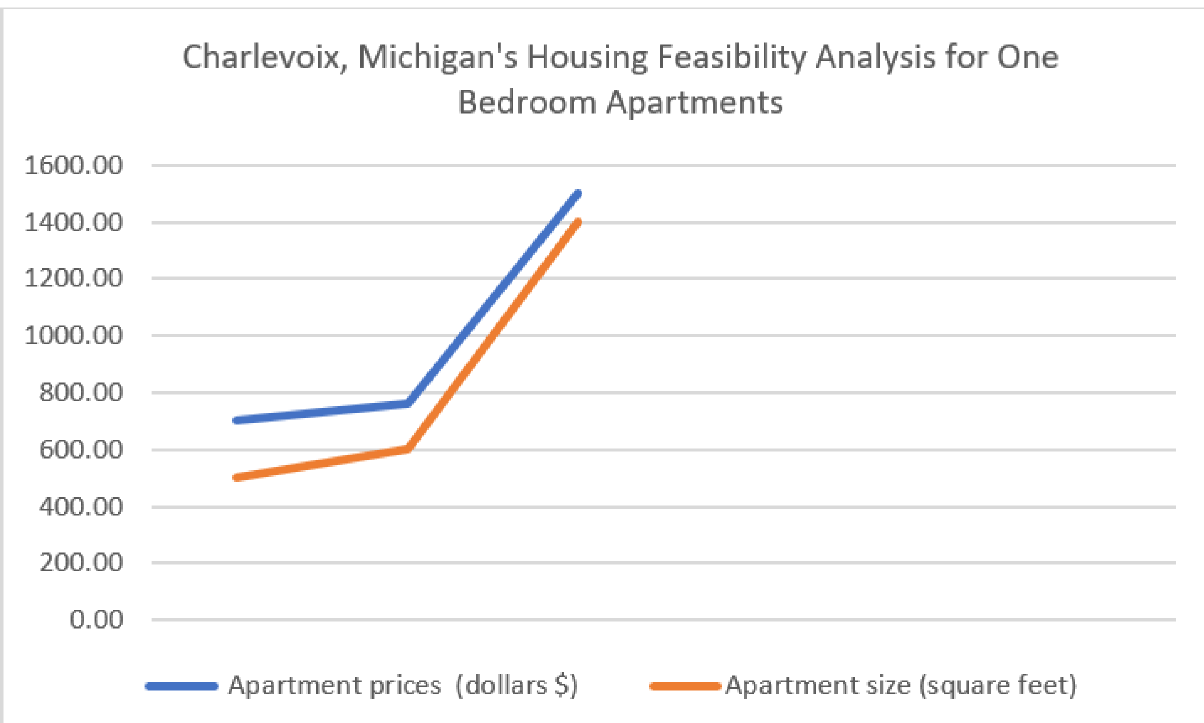
Data Source	Number of Rental Units Demand - Charlevoix (city)	Remote Worker Capture (.052) in New Rental Units
2014 Housing Demand Study - Charlevoix County (Updated in 2020)	564	29
ESRI Data 2019-2024 Demand Calculations	455	24

Thus, there is some consistency in extrapolating from both the 2014 Housing Market Demand Study (even with updated 2020 analysis), as well as projections as calculated by ESRI for Charlevoix County.

Current Rental Housing Market

In an October 2019 snapshot analysis, apartments in Charlevoix, Michigan ranged from $700 to $1500. The apartment spaces range from 500 to 1400 square feet. Zillow had three properties ranging from $705 to $1500. With three properties listed at $705, $760, and $1500. Trulia has the same three properties mentioned. There were no apartment properties available for Charlevoix, Michigan on Apartments.com.

Graph 2. October 2019 Review of Charlevoix (City) Rental Listings



Influencing Rates of Remote Worker Housing Demand

Data that might suggest an increase in remote worker capture: According to an analysis of 2017 Census data by Haven Life Insurance, the following key variables align with communities demonstrating increased rates of remote workers:

- More educated cities are more likely to have a larger home-based workforce. The percentage of adults with a bachelor's degree showed a positive correlation with the percentage of adults working from home. Across the entire U.S., the percentage of adults with a bachelor's' degree was 32.0 percent. All but three cities of the top remote-working cities have a proportion above 50 percent.
- Remote workers are more likely to be employed in professional, scientific, and technical services. Across the entire U.S., the percentage of adults working in professional, scientific, and technical services was 7.2 percent. All but three cities of the top remote-working cities have percentages above 12 percent.
- Working from home is more popular in affluent cities, as measured by median income, poverty rate, and median home value. Across the entire U.S., the median income is $60,336, the percent of adults falling below the poverty rate is 13.4 percent, and the median home value is $239,800.

Haven Life's report estimates Michigan's remote worker population at 4.2 % of the state's population. Given that Charlevoix's socio-economic profile is more positively aligned with characteristics of remote worker locations (i.e. more highly educated, higher incomes, and higher levels of professional, scientific and technical service workers) would suggest Charlevoix's remote worker population at more of a national average of 5.2%. https://havenlife.com/blog/cities-with-the-most-remote-workers/

By way of example of very high functioning remote worker communities, Highlands Ranch, Colorado, a suburb of Denver, has a remote worker population of 10.4%, with a significant highlight in addition to the aforementioned statistics of a high recreation component, to which Charlevoix is also well situated. The highest rates are seen in Carlsbad, California near San Diego with 15.1% of the population working remotely.

Development Opportunity – Recommendations (Indirect Programming)

Concurrent with the programmatic drive by Charlevoix Main Street to develop a mixed-use development that attracts remote workers, the organization should continue to build on its entrepreneurship ecosystem work with its target of remote workers and neutral-location entrepreneurs. The following outlines recommendations specifically for the development, as well as indirect programming to support the development project.

INDIRECT PROGRAMMING

1. *Replicate grant incentives for relocating remote workers-*

Gaining attention are new incentives designed to recruit remote workers to live in a specific community and or state. For Charlevoix, scale must be a consideration, but a partnership with the regional economic development organization, or perhaps a pilot initiative through MEDC could establish some seed funding to cultivate the initiative.

Tulsa Remote Program - Under an innovative program, Oklahoma's second city was actively looking for people to move to Tulsa, seeking residents who would stay at least a year and bring their remote jobs with them. In return, successful applicants would get a $10,000 stipend, housing assistance, space at a co-working location and more, according to organizer of the new program, Tulsa Remote, which is funded by a local foundation. *The Tulsa Remote program received more than 10,000 applications in just 10 weeks — 10 times what they had been anticipating.* The Tulsa program is one of several new initiatives by cities, states and counties that have seen dwindling populations and stagnating economic growth as populations age and younger residents leave chasing opportunities — and don't come back. https://tulsaremote.com/

Vermont Remote Worker Program - Vermont started offering $5,000 to anyone working remotely for a company based outside of the state who would come and live in Vermont. The initiative aimed to reverse an onerous trend: a third of the state population is older than 55 and will be set to retire in the next decade. https://www.thinkvermont.com/remote-worker-grant-program/

Other cities have launched similar initiatives: New Haven, Connecticut, is providing up to $80,000 to attract homeowners. North Platte, Kansas, is offering $5,000 to remote workers.

2. *Become Part of a Remote Work Housing Network -*

There are a number of Remote Work short-term housing programs in which remote workers join and for a monthly fee can travel to a number of destinations and receive housing, co-working space and other amenities depending upon the program. For example,

WanderBoss - Cost: $2,000 per month (varies)

Cost Includes: Housing and utilities, co-working space, travel between destinations, local excursions and events, travel and medical insurance

WanderBoss lets digital nomads travel on four-month or six-month trips between two or three different cities, and it provides a ton of programming in each location. WanderBoss is a good option for digital nomads who want to immerse themselves in different cities around the world, as each trip involves a two-month stay per city in places like Brisbane and Chiang Mai.

The following article highlights the top 10 programs that sponsor similar efforts.
https://www.owllabs.com/blog/remote-work-travel-programs

The interesting part of the review as there are no small, rural communities that offer recreation, small town living type of atmosphere. This seems to be a large void within the market that perhaps Charlevoix could review closer.

3. Rental Subsidy Program –

Depending upon the financial feasibility of a mixed-use development and respective rental rates, one incentive more commonly found in commercial leasing, would be to subsidize the rent for remote workers by providing a 1 to 3 year sliding scale of rental subsidy in return for a longer-term lease commitment. A close example is Grant County, Indiana: The Grants for Grads program offers a 20% discount on your monthly rent if you sign a lease for 12 months or more.

4. Maintain and Grow Regionally your Remote Worker Networking Activities –

In Buffer's State of Remote Work 2019 report, loneliness was sited as the second biggest concern for remote workers at 19 percent. In our examination of other nascent remote worker programs, networking activities was a large component and attraction. Common platforms involve educational activities (perhaps covering elements of remote working or trends and technologies to use); social activities like meet-up as a microbrewery; focus groups to discuss issues/barriers, etc.

5. Build a Brand –

Charlevoix is competing against a number of urban markets that have many amenities for remote workers. The opportunity is there for Charlevoix to craft a counter-brand that highlights small town living, quality of life, recreation, affordability relative to most urban areas, geographic proximity (it's not that middle of Montana). Work with the Chamber and Visitor's and Convention Bureau, along with MEDC to consider a rebrand of Charlevoix that is exclusive and directly targeting remote workers.

Development Opportunity – Recommendations (Direct Programming)

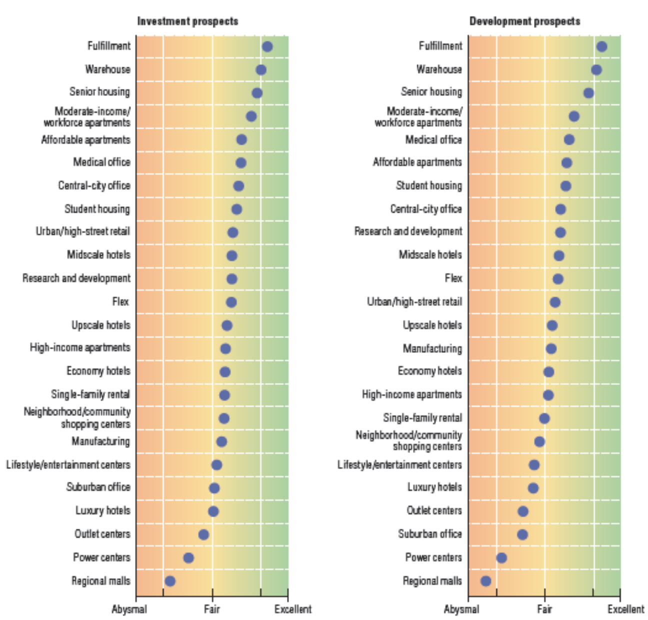
The housing analysis contained herein suggests that over the next five years, Charlevoix County should experience a growth of 400 to 700 new remote workers. **That equates to, based on the extrapolation of the 2014 Housing Market Study, along with this study's review of ESRI forecast data, of approximately 24-26 rental housing units specifically needed for the remote worker market in Charlevoix (city). Overall annual rental units to be supported in Charlevoix (city) over the next five years are forecast at 98 units/year.**

1. *Combine Remote Worker Target Market with Needs in Workforce Housing -*

Given the overall rental housing shortage (there were less than 3 apartment rentals available in Charlevoix – October 2019), and the fact that many of the rental housing units forecast from 2014 to 2019 were never built, there remains high demand for a mixed-use development that can meet multiple market needs. Many of the internal building programming assets highlighted below would also be further attractive to workforce and market rate housing, thus this study is not advocating for exclusivity to remote workers. Instead use incentives to market to your target remote workers audience.

This review is consistent with national trends that suggest growth in the development prospects for these markets. Graph 3 from the Urban Land Institute from the annual Real Estate Trends Report (2018) suggest workforce and affordable housing, second only to senior housing as the best development prospects housing related real estate projects.

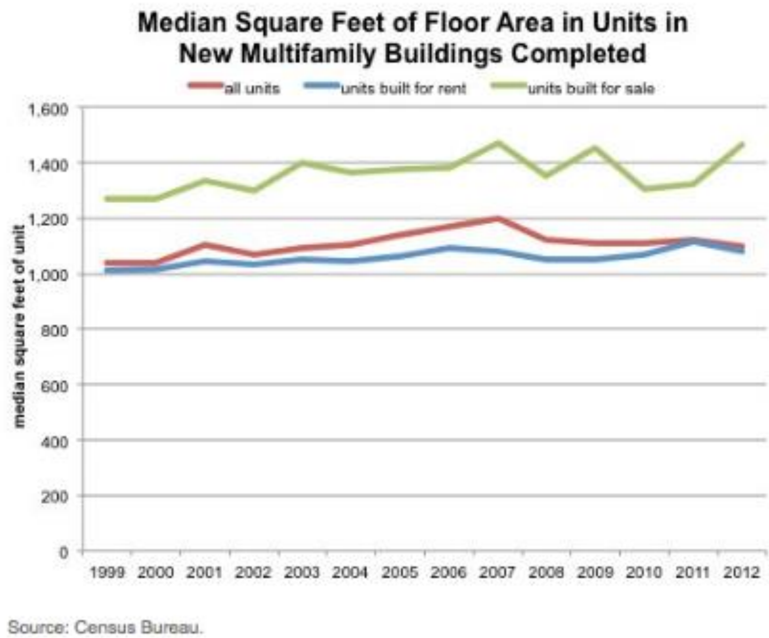
Graph 3. Real Estate Trends Report – Urban Land Institute (2018)



Source: *Emerging Trends in Real Estate 2018* survey.
Note: Based on U.S. respondents only.

Furthermore, this study projects that the majority of units should be focused on 1 and 2- bedroom units, sized between 500 and 750 square feet. These markets are more interested in amenities than size. According to the US Census examining changes in the square footage, the unit sizes for rental housing our on a downward projection and based on an examination of Iowa Main Street's CDBG upper housing program, this trend has continued. *Note: The financial analysis should evaluate several break-even development scenarios given possible combinations of units and commercial tenancy in the project.*

Graph 4. Median Square Feet of Floor Area in Units – US Census (2013)



Upper Floor Housing Project – Ottumwa, Iowa Main Street
Average Square Footage – 550 sq.ft

2. Provide Targeted Commercial Uses within Development -

Commercial Development should target uses that fill a market need for downtown Charlevoix, but also can be used as a market tool for remote workers. In addition, target uses would serve as a year-around market attraction to locals as well. Target uses include:

- **Day Care Center** – feature hourly drop-in feature (e.g. for remote workers needing to be on a video conference call. (Estimated Space Needs – Most state licensed facilities require 35 sq.ft./child. Thus a 20-child facility would 700 sq.ft. It should be anticipated that with bathrooms, etc. that a facility of 1,200 to 1,500 sq.ft. would be needed. In addition, a courtyard to the facility could segment off a children's play area.)
- **Fitness Center** – Typical square footage varies dramatically. Large national centers can occupy more than 30,000 sq.ft. And most hotel gyms can range from 300 to 500 square feet. It would be anticipated that a facility open to the general public would require between 2,500 and 5,000 sq ft. in downtown Charlevoix.
- **Fast Casual Café** – The average square footage is 1,000 to 1,700 sq.
- **Relocate the "Vault" co-working space to the facility**. It could be integrated into the Fast-Casual Café business operation.

3. Create a Package Deal –

According to the *2019 State of Remote Work* report by Buffer.com, while having workers work remotely can help companies save money on office space and facilities, there are still costs associated with working remotely, such as home internet, coworking memberships and, yes, coffee.

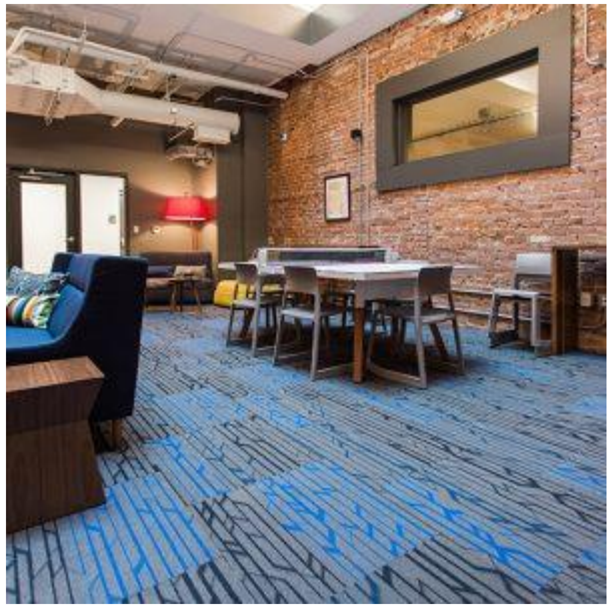
Despite these costs, most companies don't reimburse or cover them for remote workers. In fact, 75% of respondents said their company does not pay for home internet, and 71% said their company does not cover the cost of a coworking membership. https://buffer.com/state-of-remote-work-2019

Given this current state, offering a package deal as part of a new housing development targeting remote workers could be quite attractive. Rather than having that feeling of being "nickled and dimed" a combination of high-speed internet, co-working facility membership, free coffee supplied by a local café, etc. could be quite enticing.

4. No Existing Models –

Currently living models for remote workers are limited and happening internationally. Groups like Roam for example (https://www.roam.co/) are more digital nomad offering a coordinated monthly living option for multiple locations rather than a permanent location for remote workers.

In Chattanooga, TN, the concept of "co-living" has developed in their downtown. (http://www.tomorrowbuilding.com/) In this concept, leases are very flexible from the traditional 12-month lease to weekly/monthly options. They promote fast technology with fiber throughout and shared amenities such as professional kitchens, cleaning services, game systems and big screen rec areas. Personal space is confined more to a bathroom and bedroom. Think “dorm room” living for adults.



Development Opportunity – Summary Conclusion

The market for rental housing units in Charlevoix suggests a demand for an additional nearly 100 units annually over the next five years. The key like many other rural areas around the country that financing such projects is difficult given the lending environment in which comparables that suggest a higher valuation upon completion than the actual cost of the project has proved highly difficult. However, projects such as the new mixed-use project in Cadillac, Michigan are giving hope. A mixed-use development in Charlevoix in order to successfully meet the targeted vision for downtown will require a number of elements to be aligned.

1. A mix of targeted incentives to bring down the cost of development. Example - the site identified within downtown Charlevoix is currently owned by the City of Charlevoix. It would need to be contributed most likely as part of any deal structure. Other programs such as EB-5 for foreign investors, Opportunity Zones (depending upon Michigan map), MEDC Gap Tools, New Market Tax Credits, etc. should be explored.
2. The development should encourage mixed-use development in which the commercial development is an amenity for target market residential tenants, as well as support a year-round market for existing Charlevoix residents. It is estimated that with identified targets, commercial square foot needs would range from 6,000 to 10,000 square feet.
3. Project would need special incentives to attract remote workers specifically. There is likely a large market overall for workforce apartment units. However, this effort suggests that approximately 25 units over next five years would support remote workers directly. As such programs like Remote Tulsa, residential rental subsidies, and the State of Vermont's Remote Worker Relocation Program should be evaluated for a "rural" equivalent.
4. Main Street work planning should include a new branding initiative along with growth of networking programs targeting remote workers. The entrepreneurship ecosystem framework with a "remote worker overlay" would suggest the need to add partners and "owners" of some of this programming.
5. A next step in the process is to build a project team with MEDC representatives to explore probable developers, financial analysis and tools, and site feasibility.

National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org

MAIN STREET AMERICA®
Nationally recognized.
Locally powered.™

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 2020-2021 DDA Budget

DATE: January 27, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached is a revised draft budget reflecting some of the changes requested during the DDA Work Session on January 7th and a few other adjustments that have had to be made since then.

Revenue

- Tax Revenue appears to be stable
- Revenue under rents collected from LC Brewers was adjusted to $12,000 per the proposed lease payment restructuring.
- Questions about revenue from The Vault arose during the Executive Committee meeting - the projected revenue ($18,000) is based on current monthly income staying the same.
- I have not plugged in anticipated grants since nothing is set in stone. In the past we have included possible grant revenues in our projections.

Expenditures

- The increase in director salary because of the city reducing their contribution from 25% to 10% is accounted for
- Operations of The Vault is projected to be $23,000 which includes the $6000 host site fee for AmeriCorps VISTA member.
- Under Marketing & Promotional Services updates were made to reinstate a $10,000 line item for sponsorships under the impression that we would have an application based approach with a May deadline. **The cooperative ad campaign remains at $0. During our most recent business owners meeting it was requested that I get a feel for interest to continue this campaign into the next year. Within a couple of hours I have had 10 businesses respond, some repeats, some new, and this was an informal ask via Facebook.**
- Minor changes in Promotions Committee include reductions for the Shop Local campaign, Charlevoix Restaurant Week (down to only the Fall event), and our directories/kiosks downtown.
- The budget still eliminates our Facade Grant Incentive Program
- In Conference & Travel $2,000 was taken out to eliminate travel reimbursement for volunteer attendance to training.
- An additional $10,000 was added to our restroom cleaning contract as that more accurately reflects the rate being paid currently.
- An additional $900 was added to Phones as our share of supporting the new system being installed at City Hall
- Not currently reflected in miscellaneous expenses is our National Main Street Center membership which is ($350), CEDAM Membership ($250), and Michigan Downtown Association membership ($250) = $850

Summary
As the budget is written it is projected that we would spend $11,150 more than we anticipate bringing in on revenue.

ATTACHMENTS:

- Draft 2020-21 Budget

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY FUND
2020-21 BUDGET

	2018-19 Actual	2019-20 Budget	2019-20 Est. Actual	2020-21 Budget
REVENUES				
CURRENT PROPERTY TAX	37,576	38,900	39,984	40,000
PROPERTY TAX - CAPTURE LOCAL	417,461	417,500	431,797	431,800
DELINQUENT PROPERTY TAX COLLECTED	1,218	-	-	-
PENALTY - PROPERTY TAX	177	-	72	100
FEDERAL / STATE / OTHER GRANTS	9,147	8,000	50,296	12,200
FARMERS MARKET INCOME	27,453	-	-	-
INTEREST EARNINGS	2,036	1,000	1,000	1,000
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - BIBCO LEASE	28,963	30,100	30,070	31,200
RENTS & ROYALTIES - ROUND LAKE GROUP	15,672	21,000	15,981	12,000
RENTS & ROYALTIES - LC BREWERS	4,980	5,100	5,076	5,200
MISCELLANEOUS - THE VAULT	-	-	10,000	18,000
MISCELLANEOUS & IWF REIMBURSEMENT	1,239	-	139	-
CONTRIBUTION - OTHER SOURCES	-	18,000	-	-
CONTRIBUTION - MAIN STREET	18,394	15,000	15,000	15,000
CONTRIBUTION - PERFORMANCE PAVILION	9,313	7,000	7,000	6,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
TOTAL REVENUES	**$ 574,630**	**$ 562,600**	**$ 607,415**	**$ 573,500**
EXPENSES				
SALARIES & WAGES	37,694	39,400	39,447	47,600
WAGES - ICMA	3,612	4,100	4,142	5,000
SALARIES & WAGES - TEMPORARY	4,168	-	77	-
EMPLOYEE FRINGE BENEFITS	30,026	30,700	30,780	37,100
OPERATING SUPPLIES	8,860	8,700	8,747	7,600
OPERATING SUPPLIES - THE VAULT	-	-	32,000	23,000
IWF MAINTENANCE	20,236	7,000	8,400	6,000
MARKETING & PROMOTIONAL SERVICES	44,798	49,700	54,000	20,700
MARKETING & PROMOTIONAL SVCS - FARMERS MKT	21,025	-	-	-
PROMOTION COMMITTEE EXPENSES	7,155	12,000	12,000	10,000
ORGANIZATION COMMITTEE	480	500	500	500
BUSINESS RECRUITMENT/RETENTION	500	1,000	1,000	-
CONTRACTUAL SERVICES	25,171	26,500	36,547	35,700
DESIGN COMMITTEE	10,241	25,100	25,083	5,100
DESIGN CAPTIAL IMPROVEMENTS	5,710	-	-	-
LEGAL SERVICES	5,534	500	500	500
TELEPHONE	1,790	1,100	1,100	2,000
CONFERENCE & TRAVEL	5,153	5,000	5,000	3,000
PRINTING & PUBLISHING	1,520	1,500	1,500	1,500
INSURANCE & BONDS	1,444	1,500	1,502	1,500
REFUNDS - PROPERTY TAX & TIFA	5,013	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	51,629	15,000	13,000	5,000
MISCELLANEOUS	438	5,000	20,670	-
MISCELLANEOUS - FARMERS MARKET	6	-	-	-
MISCELLANEOUS - MAIN STREET	250	300	26,800	300
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)	338,000	334,600	334,600	335,700
TOTAL EXPENSES	**$ 660,453**	**$ 605,200**	**$ 693,394**	**$ 583,800**
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	**$ (85,823)**	**$ (42,600)**	**$ (85,979)**	**$ (10,300)**
YEAR END BALANCES				
FUND BALANCE / NET POSITION BEGINNING OF YEAI	3,905,289	3,922,150	3,819,466	3,733,487
CHANGE IN FUND BALANCE / NET POSITION	(85,823)	(42,600)	(85,979)	(10,300)
FUND BALANCE / NET POSITION	**$ 3,819,466**	**$ 3,879,550**	**$ 3,733,487**	**$ 3,723,187**
CASH & INVESTMENTS	**$ 468,675** *	**$ 428,063**	**$ 382,696**	**$ 372,396**

*** Note: Includes $418,675 cash & $50,000 investment**

DDA Revenue

Account #	Account Description	2018-19 Actual 3/31/2019	2019-20 Budget 3/31/2020	2019-20 Year-To-Date 3/31/2020	2019-20 Est. Actual 3/31/2020	2020-21 Budget 3/31/2021
255-000-403.000	CURRENT PROPERTY TAX LEVY	37,576	38,900	38,276	39,984	40,000
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	417,461	417,500	431,796	431,797	431,800
255-000-420.000	DELINQUENT TAXES - DDA	1,218	-	(17)	-	-
255-000-445.000	INTEREST & PENALTIES - DELINQ	177	-	72	72	100
255-000-523.001	FEDERAL GRANTS	-	-	-	-	-
255-000-566.001	STATE GRANTS	-	-	34,132	34,132	-
255-000-573.000	STATE REVENUE - OTHER	9,147	5,000	9,164	9,164	9,200
255-000-580.001	GRANTS - OTHER	-	3,000	-	7,000	3,000
255-000-650.000	FARMERS MARKET SALES	16,873	-	-	-	-
255-000-651.000	FARMERS MARKET BOOTH FEES	10,580	-	-	-	-
255-000-665.000	INTEREST EARNINGS	2,036	1,000	(14)	1,000	1,000
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000	1,000
255-000-668.002	PROPERTY RENT - BIBCO	28,963	30,100	27,564	30,070	31,200
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,672	21,000	15,055	15,981	12,000
255-000-668.004	PROPERTY RENT - LC BREWERS	4,980	5,100	4,710	5,076	5,200
255-000-673.000	SALE OF FIXED ASSETS	-	-	-	-	-
255-000-675.000	CONTRIB PRIV SOURCE-PARK BENCH	-	-	2,280	2,280	-
255-000-675.002	CONTRIBUTIONS - CONCERTS	9,313	7,000	6,200	7,000	6,000
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	-	18,000	-	-	-
255-000-675.004	CONTRIBUTIONS - MAIN STREET	18,394	15,000	14,968	15,000	15,000
255-000-692.000	MISCELLANEOUS	1,239	-	139	139	-
255-000-692.001	MISCELLANEOUS-THE VAULT	-	-	10,308	10,000	18,000
255-000-699.000	TRANSFER FROM OTHER FUNDS	-	-	-	-	-
		$ 574,630	$ 562,600	$ 595,632	$ 609,695	$ 573,500

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		

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 37,576	$ 38,900	$ 38,276	$ 39,984	$ 40,000

2019-20 Est. Actual Detail		Mills	City Taxable Value	Total Levied	% Collected	Total
	2019 DDA	1.3556	29,643,839	40,185	99.50%	39,984
					Total	$ 39,984

2020-21 Budget Detail		Mills	City Taxable Value	Total Levied	% Collected	Total
	2020 DDA	1.3556	29,643,839	40,185	99.50%	39,984
					Total (rounded)	$ 40,000

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					

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 417,461	$ 417,500	$ 431,796	$ 431,797	$ 431,800

2019-20 Est. Actual Detail		Total
	2019 Tax Capture	$431,795.64
		1
	Total	$ 431,797

2020-21 Budget Detail		Total
	2020 Tax Capture	$431,795.64
	Total (rounded)	$ 431,800

Account Number	255-000-420.000		Fund	255		
Account Name	DELINQUENT TAXES - DDA		Activity	DDA Revenue		
Account Description	Delinquent DDA taxes					

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 1,218	$ -	$ (17)	$ -	$ -

2019-20 Est. Actual Detail		Total
	Estimate	
	Total	$ -

2020-21 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					

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 177	$ -	$ 72	$ 72	$ 100

2019-20 Est. Actual Detail		Total
	Estimate	72
	Total	$ 72

2020-21 Budget Detail		Total
	Estimate	50
	Total (rounded)	$ 100

Account Number	255-000-523.001		Fund	255		
Account Name	FEDERAL GRANTS		Activity	DDA Revenue		
Account Description	New Account Created by Annie 2016-17					

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	Estimate	
	Total	$ -

2020-21 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		

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ 34,132	$ 34,132	$ -

2019-20 Est. Actual Detail		Total
	My grandmothers Table	25,000
	MEDC	9,132
	Total	$ 34,132

2020-21 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		

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 9,147	$ 5,000	$ 9,164	$ 9,164	$ 9,200

2019-20 Est. Actual Detail		Total
	State Personal Property Tax Loss Reimbursement	9,164
	Total	$ 9,164

2020-21 Budget Detail		Total
	State Personal Property Tax Loss Reimbursement	9,180
	Total (rounded)	$ 9,200

Account Number	255-000-580.001		Fund	255
Account Name	GRANTS - OTHER		Activity	DDA Revenue
Account Description	Other grants received by the DDA			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ 3,000	$ -	$ 7,000	$ 3,000

2019-20 Est. Actual Detail				Total
	MEDC - Move to State Grants Other	Removed per Lindsey 1-10-20	9,132	-
	Community Foundation			7,000
			Total	$ 7,000

2020-21 Budget Detail		Total
	Community Foundation	3,000
	Total (rounded)	$ 3,000

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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 16,873	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail				Total
	Token sales		12000	-
	State reimbursements	MOVED to RECREATION	2,500	-
	Addl		4,700	-
		Remove - Per Lindsey		
			Total	$ -

2020-21 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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 10,580	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail					Total
	Booth fees			13200	-
	Sponsorships			1,500	-
		Same as previous year - review			
		MOVED TO RECREATION	Remove - Per Lindsey		
				Total	$ -

2020-21 Budget Detail					Total
	Booth fees			13200	-
	Sponsorships			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				

		2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
		$ 2,036	$ 1,000	$ (14)	$ 1,000	$ 1,000

2019-20 Est. Actual Detail		Total
	Estimate	1,000
	Total	$ 1,000

2020-21 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				

		2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
		$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000

2019-20 Est. Actual Detail		Total
	Kiosk rental	1,000
	Total	$ 1,000

2020-21 Budget Detail		Total
	Kiosk rental	1,000
	Total (rounded)	$ 1,000

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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 28,963	$ 30,100	$ 27,564	$ 30,070	$ 31,200

2019-20 Est. Actual Detail		Total
	2019 Lease	30,070
		Total $ **30,070**

2020-21 Budget Detail		Total
	2020 Lease	31,215
		Total (rounded) $ **31,200**

Account Number	**255-000-668.003**		**Fund**	**255**
Account Name	**PROPERTY RENT - ROUND LAKE GR**		**Activity**	**DDA Revenue**
Account Description	Tap Room/Brewery lease			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 15,672	$ 21,000	$ 15,055	$ 15,981	$ 12,000

2019-20 Est. Actual Detail						Total
	Rent - April thru December	Per Patti	9	1325	0	11,925
	Rent - Jan thru march	Per Patti	3	1,352	0	4,056
	Renew Lease					
					Total	$ **15,981**

2020-21 Budget Detail						Total
	Rent - April and May, Nov - March	Per Lindsey	7	500	0	3,500
	Rent - June and August	Per Lindsey	2	2000	0	4,000
	Rent - July	Per Lindsey	1	2500	0	2,500
	Rent - Sept - October	Per Lindsey	2	1000	0	2,000
					Total (rounded)	$ **12,000**

Account Number	**255-000-668.004**		**Fund**	**255**
Account Name	**PROPERTY RENT - LC BREWERS**		**Activity**	**DDA Revenue**
Account Description	LC Brewers Rent			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 4,980	$ 5,100	$ 4,710	$ 5,076	$ 5,200

2019-20 Est. Actual Detail			Per Month		Months	Total
	Rent for 2019-20	Jan - Dec 2019	421	April - December	9	3,789
		Jan - Dec 2020	429	Jan - March	3	1,287
	Renew Lease					
					Total	$ **5,076**

2020-21 Budget Detail			Per Month		Months	Total
	Rent for 2020-21	Jan - Dec 2020	429	April - December	9	3,861
		Jan - Dec 2021	438	Jan - March	3	1,313
	Renew Lease	Review with Patti			**Total (rounded)**	$ **5,200**

Account Number	**255-000-673.000**		**Fund**	**255**
Account Name	**SALE OF FIXED ASSETS**		**Activity**	**DDA Revenue**
Account Description	Sales of DDA fixed assets			

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	Estimate	-
	Total	$ -

2020-21 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			

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ 2,280	$ 2,280	$ -

2019-20 Est. Actual Detail		Total
	Was removed…then revenue came in	2,280
	Total	$ 2,280

2020-21 Budget Detail		Total
	Estimate	-
	Total (rounded)	$ -

Account Number	255-000-675.002	Fund	255
Account Name	CONTRIBUTIONS - CONCERTS	Activity	DDA Revenue
Account Description	Contributions for concerts		

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 9,313	$ 7,000	$ 6,200	$ 7,000	$ 6,000

2019-20 Est. Actual Detail		Total
		7,000
	Total	$ 7,000

2020-21 Budget Detail		Total
		6,000
	Review - same as last year	
	Total (rounded)	$ 6,000

Account Number	255-000-675.003	Fund	255
Account Name	CONTRIBUTIONS - PRIVATE SOURCE	Activity	DDA Revenue
Account Description	Contributions to the DDA		

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ 18,000	$ -	$ -	$ -

2019-20 Est. Actual Detail			Total
	Actuals	TBD	Contributions farmers market	-
	Should these go to the Gneral Fund?		
		Total	$ -

2020-21 Budget Detail			Total
	Should these go to the Gneral Fund?		-
		Total (rounded)	$ -

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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 18,394	$ 15,000	$ 14,968	$ 15,000	$ 15,000

2019-20 Est. Actual Detail		Total
	Estimate Used last year budget amount	15,000
	restaurant week sponsorship?	
	Review - same as last year	
	Total	$ 15,000

2020-21 Budget Detail		Total
	Estimate Used last year budget amount	15,000
	restaurant week sponsorship?	
	Review - same as last year	
	Total (rounded)	$ 15,000

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

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 1,239	$ -	$ 139	$ 139	$ -

2019-20 Est. Actual Detail		Total
	Tax Capture Error from Previous Year.	139
	Pavillion rentals should go to General Fund 101000646	
	Total	$ 139

2020-21 Budget Detail		Total
		-
	Pavillion rentals should go to General Fund 101000646	
	Total (rounded)	$ -

Account Number	255-000-692.001		Fund	255
Account Name	MISCELLANEOUS-THE VAULT		Activity	DDA Revenue
Account Description	The Vault			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ 10,308	$ 10,000	$ 18,000

2019-20 Est. Actual		Total
		10,000

Detail		
	Total	$ 10,000

2020-21 Budget Detail		Total
		18,000
	Total (rounded)	$ 18,000

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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	Total	$ -

2020-21 Budget Detail		Total
	Total (rounded)	$ -

DDA		2018-19 Actual 3/31/2019	2019-20 Budget 3/31/2020	2019-20 Year-To-Date 3/31/2020	2019-20 Est. Actual 3/31/2020	2020-21 Budget 3/31/2021
Account #	**Account Description**					
255-255-706.000	SALARIES & WAGES	37,694	39,400	29,372	39,447	47,600
255-255-706.001	WAGES (ICMA)	3,612	4,100	3,247	4,142	5,000
255-255-707.000	SALARIES & WAGES - TEMPORARY	4,168	-	77	77	-
255-255-719.000	EMPLOYEE FRINGE BENEFITS	30,026	30,700	22,922	30,780	37,100
255-255-740.000	OPERATING SUPPLIES	8,860	8,700	7,892	8,747	7,600
255-255-740.001	OPERATING SUPPLIES-THE VAULT	-	-	17,176	32,000	23,000
255-255-776.000	IWF MAINTENANCE	20,236	7,000	8,387	8,400	6,000
255-255-801.000	MARKETING & PROMOTIONAL SVCS	44,798	49,700	53,992	54,000	20,700
255-255-801.001	PROFESSIONAL SERVICES-FARM MKT	21,025	-	-	-	-
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,155	12,000	10,892	12,000	10,000
255-255-801.004	ORGANIZATION COMMITTEE	480	500	471	500	500
255-255-801.005	BUSINESS RECRUITMENT/RETENTION	500	1,000	-	1,000	-
255-255-818.000	CONTRACTUAL SERVICES	25,171	26,500	34,544	36,547	35,700
255-255-818.002	DESIGN COMMITTEE	10,241	25,100	23,240	25,083	5,100
255-255-818.003	DESIGN CAPITAL IMPROVEMENTS	5,710	-	-	-	-
255-255-826.000	LEGAL FEES	5,534	500	(1,155)	500	500
255-255-853.000	TELEPHONE	1,790	1,100	622	1,100	2,000
255-255-860.000	CONFERENCE & TRAVEL	5,153	5,000	3,378	5,000	3,000
255-255-888.000	LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000	30,000
255-255-900.000	PRINTING & PUBLISHING	1,520	1,500	1,120	1,500	1,500
255-255-910.000	INSURANCE & BONDS	1,444	1,500	1,502	1,502	1,500
255-255-933.000	MAINTENANCE - BRIDGE PARK	51,629	15,000	11,636	13,000	5,000
255-255-962.000	MISCELLANEOUS	438	5,000	20,667	20,670	-
255-255-962.001	MISCELLANEOUS - FARMERS MARKET	6	-	-	-	-
255-255-962.002	MISCELLANEOUS - MAIN STREET	250	300	26,500	26,800	300
255-255-964.000	REFUNDS & REBATES	5,013	6,000	4,008	6,000	6,000
255-255-999.000	TRANSFER TO OTHER FUNDS	-	-	-	-	-
255-255-999.101	TRANSFER TO GENERAL	-	-	-	-	-
255-255-999.594	TRANSFER TO MARINA FUND-BOND	338,000	334,600	334,600	334,600	335,700
		$ 660,453	**$ 605,200**	**$ 645,088**	**$ 693,394**	**$ 583,800**

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		

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 37,694	**$ 39,400**	**$ 29,372**	**$ 39,447**	**$ 47,600**

2019-20 Est. Actual 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	76,780	5%		3,839	(384)	3,455
						Total	**$ 39,447**

2020-21 Budget Detail	**Position**	**Wage/Salary**	**% Allocated / Hours**	**OT / Other**	**Total**	**Less 10% for EFB**	**Total**
	MAIN ST EXECUTIVE DIRECTOR	54,387	90%		48,948	(4,895)	44,054
	Treasurer	78,315	5%		3,916	(392)	3,524
	Note - Per Mark 10% coming from General Fund starting 2020-21						
						Total (rounded)	**$ 47,600**

Account Number	255-255-706.001		Fund	255
Account Name	WAGES (ICMA)		Activity	DDA
Account Description	Defered Comp 457 plan			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 3,612	$ 4,100	$ 3,247	$ 4,142	$ 5,000

2019-20 Est. Actual Detail	Position	Wage/Salary	% Contributed	Total
	CED / DDA Director	35,991	10.5%	3,779
	Treasurer	3,455	10.5%	363
			Total	$ 4,142

2020-21 Budget Detail	Position	Wage/Salary	% Contributed	Total
	CED / DDA Director	44,054	10.5%	4,626
	Treasurer	3,524	10.5%	370
			Total (rounded)	$ 5,000

Account Number	255-255-707.000		Fund	255
Account Name	SALARIES & WAGES - TEMPORARY		Activity	DDA
Account Description	Seasonal help			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 4,168	$ -	$ 77	$ 77	$ -

2019-20 Est. Actual 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	-
						77
					Total	$ 77

2020-21 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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 30,026	$ 30,700	$ 22,922	$ 30,780	$ 37,100

2019-20 Est. Actual Detail		Total	%	Total
	Full-Time	39,447	78%	30,768
	Part-Time	77	15%	12
			Total	$ 30,780

2020-21 Budget Detail		Total	%	Total
	Full-Time	47,600	78%	37,128
	Part-Time	-	15%	-
			Total (rounded)	$ 37,100

Account Number	255-255-740.000		Fund	255
Account Name	OPERATING SUPPLIES		Activity	DDA
Account Description	Supplies for DDA			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 8,860	$ 8,700	$ 7,892	$ 8,747	$ 7,600

2019-20 Est. Actual Detail		Increase	Total
	DTE and City Utilities	3.00%	4,307
	Office supplies/computer/internet/postage/Misc Hdwr/misc	1.00%	2,095
	Charlevoix Dist Library	0.00%	13
	misc		2,332
		Total	$ 8,747

2020-21 Budget Detail			Total
	DTE and City Utilities	3.00%	4,436
	Office supplies/computer/internet/postage/Misc Hdwr	1.00%	2,224
	National MainStreet Membership - Move to operations		350
	Charlevoix Dist Library	0.00%	
	Misc		
	Maestro - Move to Operations		600
		Total (rounded)	$ 7,600

Account Number	255-255-740.001		Fund	255
Account Name	OPERATING SUPPLIES-THE VAULT		Activity	DDA
Account Description	Vault Expenses			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ 17,176	$ 32,000	$ 23,000

2019-20 Est. Actual Detail			Total
	Americorps - Workers		6,000
	Other Charges		26,000
		Total	$ 32,000

2020-21 Budget Detail			Total
	Americorps - Workers		6,000
	Other Charges		17,000
		Total (rounded)	$ 23,000

Account Number	255-255-776.000		Fund	255
Account Name	IWF MAINTENANCE		Activity	DDA
Account Description	IWF costs - Fountain			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 20,236	$ 7,000	$ 8,387	$ 8,400	$ 6,000

2019-20 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	2,400
			Total	$ 8,400

2020-21 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		-
				Total (rounded)	**$ 6,000**

Account Number	255-255-801.000		Fund	255
Account Name	MARKETING & PROMOTIONAL SVCS		Activity	DDA
Account Description	Concerts, movies, kiosk updates, Pure Michigan			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 44,798	$ 49,700	$ 53,992	$ 54,000	$ 20,700

2019-20 Est. Actual Detail				Total
	Sponsorships			10,000
	Concert Series Music and Movies	Move to 255-255-801.003	7,000	
	Brochures/Pamphlets/Flyers			5,000
	Tech			4,200
	Broadcast			1,750
	Mobile App			750
	Ad Campaigns			10,000
	More than summer			10,000
	Microphones		added 1/22/2019 lindsey	5,000
	Main Street Mondays			1,000
	Bridge Lighting Project - Added 1/29/2019			2,000
	additional to Actuals			4,300
			Total	$ 54,000

2020-21 Budget Detail				Total
	Sponsorships			10,000
	Concert Series Music and Movies	Move to 255-255-801.003	7,000	
	Brochures/Pamphlets/Flyers			4,000
	Tech			4,200
	Broadcast			1,750
	Mobile App			750
	Ad Campaigns			-
	More than summer			-
	venetian			-
	Main Street Mondays			-
			Total (rounded)	$ 20,700

Account Number	255-255-801.001		Fund	255
Account Name	PROFESSIONAL SERVICES-FARM MKT		Activity	DDA
Account Description	Expenses for the Farmers Market			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 21,025	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail				Total
	Farmer reimbursement		15000	-
	Processing fees	balance review	300	-
	Advertising		1,000	-
	Library rental		200	-
	Miscellaneous		300	-
			Total	$ -

2020-21 Budget Detail			Total
	Farmer reimbursement	15000	-
	Processing fees	300	-
	Advertising	1,000	-
	Library rental	200	-
	Miscellaneous	300	-
		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			

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 7,155	$ 12,000	$ 10,892	$ 12,000	$ 10,000

2019-20 Est. Actual 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	$ 12,000

2020-21 Budget Detail			Total
	Shop Local Campaign		700
	Restaurant Week		1,500
	Shop Directory and Kiosk		800
	Concert Series Music and Movies	Move from 255-255-801.000	7,000
		Total (rounded)	$ 10,000

Account Number	255-255-801.004		Fund	255
Account Name	ORGANIZATION COMMITTEE		Activity	DDA
Account Description	New Account - Per Annie 2016-17			

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 480	$ 500	$ 471	$ 500	$ 500

2019-20 Est. Actual Detail		Total
	Web Site/constant contact	500
	Volunteer Management/Printing and Copying	
	communications	
	Total	$ 500

2020-21 Budget Detail		Total
	Web Site/constant contact	500
	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			

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 500	$ 1,000	$ -	$ 1,000	$ -

2019-20 Est. Actual Detail		Total
	Recruitment package	1,000
	Total	$ 1,000

2020-21 Budget Detail		Total
	Recruitment package	

	Total (rounded)	$ -

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				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 25,171	$ 26,500	$ 34,544	$ 36,547	$ 35,700

2019-20 Est. Actual Detail			Total
	Additional to actual	Rest Room Cleaning	10,000
	Bandshell light installation and removal		1,200
	Window cleaning		500
	Conway System Specialists - Rest Room Cleaning		14,847
	Chamber of commerce		10,000
		Total	$ 36,547

2020-21 Budget Detail			Total
	Bandshell light installation and removal		1,200
	Window cleaning		500
	Conway System Specialists - Rest Room Cleaning		24,000
	Refinish Floors in PP Public Restrooms/HMB Public Rest Rooms - Share with Parks Department (General Fund)	15,100	
	Chamber of commerce		10,000
		Total (rounded)	$ 35,700

Account Number	255-255-818.002		Fund	255	
Account Name	DESIGN COMMITTEE		Activity	DDA	
Account Description	New Account - Annie 2016-17				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 10,241	$ 25,100	$ 23,240	$ 25,083	$ 5,100

2019-20 Est. Actual Detail				Total
	Holiday Decorations			2,083
	Tree lighting Maintenance			3,000
	Way Finding Sign	was 3630	added per Lindsey 1/22/2019/removed 1/29/19	-
	Holiday Lighting None this year			
	Façade Grant Incentive Program			20,000
			Total	$ 25,083

2020-21 Budget Detail				Total
	Holiday Decorations			2,083
	Tree lighting Maintenance			3,000
	Way Finding Sign	was 3630	added per Lindsey 1/22/2019/removed 1/29/19	-
	Holiday Lighting None this year			
	Façade Grant Incentive Program			
			Total (rounded)	$ 5,100

Account Number	255-255-818.003		Fund	255	
Account Name	DESIGN CAPITAL IMPROVEMENTS		Activity	DDA	
Account Description	New Account - Annie 2016-17				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 5,710	$ -	$ -	$ -	$ -

2019-20		Total

Est. Actual Detail		
	Total	$ -

2020-21 Budget Detail		Total
	Total (rounded)	$ -

Account Number	255-255-826.000		Fund	255
Account Name	LEGAL FEES		Activity	DDA
Account Description				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 5,534	$ 500	$ (1,155)	$ 500	$ 500

2019-20 Est. Actual Detail		Total
	estimate	500
	Total	$ 500

2020-21 Budget Detail		Total
	estimate	500
	Total (rounded)	$ 500

Account Number	255-255-853.000		Fund	255	
Account Name	TELEPHONE		Activity	DDA	
Account Description	Telephone expenses				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 1,790	$ 1,100	$ 622	$ 1,100	$ 2,000

2019-20 Est. Actual Detail		Total
	Phones	500
	Cell phone stipend	600
	Total	$ 1,100

2020-21 Budget Detail		Total
	Phones	500
	Cell phone stipend	600
	Abiliti Contract - New Phones $30000 per Mark	900
	Total (rounded)	$ 2,000

Account Number	255-255-860.000		Fund	255	
Account Name	CONFERENCE & TRAVEL		Activity	DDA	
Account Description	DDA Conference & travel				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 5,153	$ 5,000	$ 3,378	$ 5,000	$ 3,000

2019-20 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

2020-21 Budget Detail		Total
	Misc Conference	-
	National Main Street conference	3,000
	Main Street training	
	Total (rounded)	$ 3,000

Account Number	255-255-888.000		Fund	255
Account Name	LIBRARY CONTRIBUTION		Activity	DDA
Account Description	Pledged contribution			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 30,000	$ 30,000	$ 30,000	$ 30,000	$ 30,000

2019-20 Est. Actual Detail			Total
	Library Contribution - Agreement $30,000 for 20 years =	$600,000.00	30,000
	As of 7/1/2019 - DDA has Contributed	$301,500	
		$298,500	
		Total	$ 30,000

2020-21 Budget Detail			Total
	Library Contribution - Agreement $30,000 for 20 years =	$600,000.00	30,000
	As of 2020-21 - DDA has Contributed	$331,500	
	Amount owed	$268,500	
		Total (rounded)	$ 30,000

Account Number	255-255-900.000		Fund	255
Account Name	PRINTING & PUBLISHING		Activity	DDA
Account Description	Printing & publishing			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 1,520	$ 1,500	$ 1,120	$ 1,500	$ 1,500

2019-20 Est. Actual Detail		Total
	Estimate	1,500
	Total	$ 1,500

2020-21 Budget Detail		Total
	Estimate	1,500
	Total (rounded)	$ 1,500

Account Number	255-255-910.000		Fund	255
Account Name	INSURANCE & BONDS		Activity	DDA
Account Description	DDA property insurance			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 1,444	$ 1,500	$ 1,502	$ 1,502	$ 1,500

2019-20 Est. Actual Detail		Total
	General property & liability policy	1,502
	Total	$ 1,502

2020-21 Budget Detail		Total
	General property & liability policy	1,532
	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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 51,629	$ 15,000	$ 11,636	$ 13,000	$ 5,000

2019-20 Est. Actual Detail		Total
	Estimate	13,000
	Total	$ 13,000

2020-21 Budget Detail		Total
	Estimate	5,000
	Total (rounded)	$ 5,000

Account Number	255-255-962.000		Fund	255
Account Name	MISCELLANEOUS		Activity	DDA
Account Description	Miscellaneous			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 438	$ 5,000	$ 20,667	$ 20,670	$ -

2019-20 Est. Actual Detail		Total
		220
	National MainStreet Membership	350
	Maestro - Moved to Operating Supplies for 20120-21	600
	Junior Main Street - Moved to Operating Supplies for 20120-21	4,000
	Hoop-skirt	15,500
	Total	$ 20,670

2020-21 Budget Detail		Total
	Junior Main Street	-
	Total (rounded)	$ -

Account Number	255-255-962.001		Fund	255
Account Name	MISCELLANEOUS - FARMERS MARKET		Activity	DDA
Account Description	New per Annie 2016-17			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 6	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	Total	$ -

2020-21 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				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 250	$ 300	$ 26,500	$ 26,800	$ 300

2019-20 Est. Actual Detail	Actuals	Total
	Must be approved by Lindsey	300
	My Grandmothers Table	25,000
	Big Belly Solar	1,500
	Total	$ 26,800

2020-21 Budget Detail		Total
	Must be approved by Lindsey	300
	Total (rounded)	$ 300

Account Number	255-255-964.000		Fund	255	
Account Name	REFUNDS & REBATES		Activity	DDA	
Account Description	BIBCO - Storage building built by BIBCo				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ 5,013	$ 6,000	$ 4,008	$ 6,000	$ 6,000

2019-20 Est. Actual Detail		Total
	BIBCo DDA Tax Capture Refund	6,000
	Total	$ 6,000

2020-21 Budget Detail		Total
	BIBCo DDA Tax Capture Refund	6,000
	Total (rounded)	$ 6,000

Account Number	255-255-999.000		Fund	255
Account Name	TRANSFER TO OTHER FUNDS		Activity	DDA
Account Description	Transfer to other funds			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
		Total $ -

2020-21 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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
		Total $ -

2020-21 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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ 338,000	$ 334,600	$ 334,600	$ 334,600	$ 335,700

2019-20 Est. Actual Detail			Total
	Marina / East Park Debt Service	Debt less 125,000	334,600
	Per Mark - Marina to pay $125,000		
			Total $ 334,600

2020-21 Budget Detail			Total
	Marina / East Park Debt Service	Debt less 125,000	335,700
	Per Mark - Marina to pay $125,000		
			Total (rounded) $ 335,700

DDA Capital Improvements

Account #	Account Description	2018-19 Actual 3/31/2019	2019-20 Budget 3/31/2020	2019-20 Year-To-Date 3/31/2020	2019-20 Est. Actual 3/31/2020	2020-21 Budget 3/31/2021
255-901-801.000	PROFESSIONAL SERVICES	-	-	-	-	-
255-901-818.000	CONTRACTUAL SERVICES	-	-	-	-	-
255-901-826.000	LEGAL FEES	-	-	-	-	-
255-901-971.000	LAND PURCHASE	-	-	-	-	-
		$ -	$ -	$ -	$ -	$ -

Account Number	255-901-801.000		Fund	255
Account Name	PROFESSIONAL SERVICES		Activity	DDA Capital Improvements
Account Description				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 Budget Detail		Total
	None	-
	Total (rounded)	$ -

Account Number	255-901-818.000		Fund	255
Account Name	CONTRACTUAL SERVICES		Activity	DDA Capital Improvements
Account Description				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 Budget Detail		Total
	None	-
	Total (rounded)	$ -

Account Number	255-901-826.000		Fund	255
Account Name	LEGAL FEES		Activity	DDA Capital Improvements
Account Description				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 Budget Detail		Total
	None	-
	Total (rounded)	$ -

Account Number	255-901-971.000		Fund	255
Account Name	LAND PURCHASE		Activity	DDA Capital Improvements
Account Description				

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 Budget Detail		Total
	None	-
	Total (rounded)	$ -

DDA Debt Service

Account #	Account Description	2018-19 Actual 3/31/2019	2019-20 Budget 3/31/2020	2019-20 Year-To-Date 3/31/2020	2019-20 Est. Actual 3/31/2020	2020-21 Budget 3/31/2021
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			

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 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		

2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 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					

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 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				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 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				

	2018-19 Actual	2019-20 Budget	2019-20 Year-To-Date	2019-20 Est. Actual	2020-21 Budget
	$ -	$ -	$ -	$ -	$ -

2019-20 Est. Actual Detail		Total
	None	-
	Total	$ -

2020-21 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: MOU Between City, Chamber, Visit Charlevoix, and Main Street DDA

DATE: January 27, 2020

PRESENTED BY: Amanda Wilkin, Visit Charlevoix Director

BACKGROUND:

Visit Charlevoix recently went through a strategic planning process and creating an MOU with partnering organizations was a recommendation made during that process. As a result of the discussions that have taken place about this document and its many revisions, a partnership meeting consisting of members of each Board took place in November to discuss the content of the document and create some shared goals in how to move forward with implementation.

Below is a list of the actions steps that came out of that discussion:

- Action in January by the three boards to approve the MOU
- Plan for calendar collaboration by April 1 (already in progress)
- Chamber of Commerce to decide on adopting common logo by March 31
- 2021 Promotion/Guidebook/Calendar piece collaboration by Memorial Day 2020 for implementation with 2021 marketing materials

Note that a bi-annual partnership meeting is proposed to keep the relationships strong among not only our staff but our board members as well.

Overall the intent is to lessen duplicated efforts, therefore saving money and staff time, while delivering a more effective and consistent message to key public bodies each entity communicates to.

ATTACHMENTS:

- MOU Draft

MEMORANDUM OF UNDERSTANDING BETWEEN

CITY OF CHARLEVOIX, MICHIGAN
AND
VISIT CHARLEVOIX
AND
CHARLEVOIX AREA CHAMBER OF COMMERCE
AND
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

This Memorandum of Understanding (MOU), while not a legally binding document, does indicate a voluntary agreement to assist in the implementation of the following initiatives for the purpose of improving fiscal efficiency, provide better messaging, and eliminating redundancy in public communications efforts on behalf of Charlevoix, Michigan: 1) alignment of Charlevoix brand standards across multiple public-facing organizations, 2) establishing dedicated key publics for social media communication, 3) adopting a unified community events calendar, 4) consolidation of the "Charlevoix Travel Planner" and the "Charlevoix Area Guide & Business Directory," and 5) advertising.

Overall Project Goals, Services, and Outcomes: Each of the four parties to this MOU regularly communicate with various publics for the purpose of enhancing the quality of life and economic vitality of the greater Charlevoix, Michigan area. While the overall efforts to do so have been effective, there is room for improvement in the areas of message alignment, message focus, and eliminating redundancies. To accomplish these goals and others that may come up, the partners and representatives from each board of directors shall meet semiannually.

1) *Alignment of Charlevoix Branding:* To present a consistent, unified, and professional image of Charlevoix, Michigan as a place for tourism and investment, each of the four parties agrees to adopt the Charlevoix, Michigan brand guidelines as presented by a5 Branding & Digital, dated September 11, 2017, as their primary public-facing logo. Current logos may be used as a secondary image where appropriate.

2) *Establish Dedicated Key Public for Each:* While the overlap between messaging for key publics is expected, each of the four parties agree to focus their efforts on the following areas and key publics:
   - City of Charlevoix- communicate information to residents about community events of routine local interest (i.e. children's sports sign-ups), safety concerns, or governmental matters.

- Chamber of Commerce- communication efforts to promote the economic interests of chamber members to the local community.
- Charlevoix DDA- communication efforts to promote the economic interests of businesses in the downtown development district to the local community.
- Visit Charlevoix- communicate with non-residents to promote overnight tourism in the Charlevoix area.

Each party shall ensure that the other parties listed in this MOU are "followed" on their respective social media accounts. To the maximum extent possible, each party in this MOU will re-share/post/tweet items from another party if applicable to their own respective key public. For example, a Visit Charlevoix post that is of interest to the Chamber or DDA's key publics will be shared. This will enhance the social media reach of the overall Charlevoix brand, regardless of where the social media post was initiated.

3) *Adopt a Unified Charlevoix Events Calendar:* Each party to this MOU has its own respective Calendar of Events, but none of them encompass all events occurring in the city of Charlevoix. However, the end-user, either a resident or tourist, is forced to search multiple calendars to find events of interest. To better meet the needs of both residents and tourists, the Charlevoix Area Chamber of Commerce, Charlevoix DDA, and Visit Charlevoix agree to adopt a single, shared events calendar online. This calendar will be filterable so that each type of user can easily search for events specific to them. In addition, calendar access for posting events shall be available for local businesses so that they can post their events directly, thereby giving a more-robust product for customers.

4) *Consolidation of Printed Tourism/Area Guidebooks:* Both the Charlevoix Area Chamber of Commerce and Visit Charlevoix produce annual guidebooks for the greater Charlevoix area. There are significant redundancies between the two publications, and both organizations would reap budget savings by combining their efforts into a single publication that achieves the organizational needs of each party. Both the Charlevoix Area Chamber of Commerce and Visit Charlevoix agree to provide a list of necessary criteria for their publications and begin work to consolidate the publications. To maintain the appeal of the publication for Chamber members, consideration shall be given to preferred placement of Chamber member's businesses throughout the publication.

5) *Collaboration in Marketing and Distribution:* Each of the parties to this MOU agree to work collaboratively in marketing Charlevoix, Michigan to their respective key publics. On a monthly interval or as needed, each party to this MOU will provide the other parties with a "Marketing Forecast" that quickly summarizes upcoming

communication efforts. This will allow for better coordination between each party and avoid redundant efforts.

6) *Create Economic Growth and Quality of Place:* Each of the parties plays an important role in the growth and development of the local economy. To be certain that all gaps are filled and duplication is minimal each party agrees to the program of work listed below:
   - Visit Charlevoix - Promotes Charlevoix as a vibrant community to visitors as well as future residents. Supports others in creating opportunities for visitors and quality of place.
   - Chamber of Commerce - Provides economic development initiatives, including programming, marketing, and advocacy efforts, across its membership region, working as a connector and convener of necessary parties to attract and retain businesses and employees.
   - Main St/DDA - Charlevoix Main Street DDA is working to develop downtown Charlevoix as a beautiful, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities for all.
   - City of Charlevoix - The City of Charlevoix helps build a foundation for economic development in our region by supplying high quality essential and leisure services to our residents, by building a foundation of public policy that builds on the ideals of our community while supporting new development, and by providing needed tax and other business incentives when projects fit the needs and goals of our City.

Termination: This MOU may be terminated by any party, for any reason, by giving 30 days written notice.

City of Charlevoix, Michigan	Date
Charlevoix Downtown Development Authority	Date
Charlevoix Area Chamber of Commerce	Date
Visit Charlevoix	Date

DDA/Main Street Board

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

New Business

TITLE: Schedule Work Session

DATE: January 27, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During our last Work Session it was requested that we set another date for a work session so that we can discuss plans to move forward with how to spend our excess funds. Some possibilities to consider include:

- Monday, February 10th @ 8 AM
- Tuesday, February 18th @ 5:30 PM

RECOMMENDATION:

Motion to set a work session to discuss plan how excess funds may be used on February ___ at _______ AM/PM.

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720

Charlevoix Main Street DDA

(231) 547-3257 lindseyd@cityofcharlevoix.org

Board Comments

TITLE: Closed Session pursuant to MCL 15.268 (d & e))

DATE: January 27, 2020

BACKGROUND:

I would request Charlevoix Main Street DDA enter a Closed Session for the purpose of discussing the negotiation of the lease with Lake Charlevoix Brewing Company and a request from City Attorney Scott Howard. This is a permitted Closed Session under MCL 15.268 (d) " To consider the purchase or lease of real property up to the time an option to purchase or lease that real property is obtained" & MCL 15.268 (e) To consult with its attorney regarding trial or settlement strategy in connection with specific pending litigation, but only if an open meeting would have a detrimental financial effect on the litigating or settlement position of the public body."

RECOMMENDATION:

Motion to enter Closed Session pursuant to MCL 15.268(d & e) for the discussion of the lease renewal and request from City Attorney Scott Howard.