



**EAST DOWNTOWN DEARBORN**  
Neighborhood Feel. Totally Real.



## **EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING**

**THURSDAY, OCTOBER 17, 2019**

**8:00 A.M. – 9:30 A.M.**

**Dearborn Administrative Center**  
16901 Michigan Avenue, Dearborn, MI

**I. Call to Order**

**Chairman J. Scott Saionz/Chairman Sam Abbas**

**II. Roll Call**

**Secretaries Kruz & Lynch**

**III. Joint Meeting Chair for October 2019: Sam Abbas**

**IV. Approval of the September 2019 Meeting Minutes**

**V. Treasurer's Report**

**Finance/Treasurers**

**VI. Public ACT 57 Info Session #2 of 2 for 2019**

**A. Branding Presentation**

**VII. Action Items**

**A. Joint Board Actions**

- 1. Snow Removal**
- 2. Holiday décor**
- 3. Winterfest Market**
- 4. CTM Brochure Distribution**
- 5. Lifestyle Photography Amendment**

**VIII. PMADS Report**

**Nick Siroskey**

**IX. Committee Reports**

**X. DDDA Executive Management Team & ECD Reports**

**XI. Call to Board of Directors**

**XII. Call to Audience**

**3 min./guest**

**XIII. Adjournment**

# AENDA OVERVIEW

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## **Public ACT 57 Information Session** **INFORMATION SESSION #2 OF 2 FOR 2019**

### ***Branding***

The DDDA Boards must hold two public information sessions per year in accordance with Public ACT 57. This session will be the second of two for the year. A presentation on the branding process, final brand design and narrative will be presented by Octane Design & Applied Storytelling. The presentation is attached.

### **Action Items**

### ***JOINT ACTIONS***

### ***Snow Removal***

The DDDA Boards will need to authorize the lowest bid from the recent solicitation for snow removal per the City's purchasing policy. Premium Lawn, the company used for the last two years in the downtowns, was the lowest bidder. Last season they did adjust their invoices according to the services that were not provided during the season, accepting their accountability of the situation while providing follow-up clean up as needed to the areas missed. Therefore, they were deemed to have worked in good faith and would still be eligible for the bid selection.

Given the concerns of the Boards regarding their performance last year, the Executive Management team and Purchasing met with Premium Lawn to discuss this coming year's performance expectations and mutually agreed to the following:

- Hold an on-site pre-season meeting with snow removal crew to walk through all areas of coverage.
- The Contractor will notify the Contract Administrator when mobilizing for service and provide a before and after report in the form of a Microsoft Excel spreadsheet within 48 hours of service.
- Contract termination will be subject to three major instances of services not being provided.
- Contractor to work directly to fix and resolve damage that occurred at one business last season prior to Board meeting.

The Executive Management team will also send out business communication regarding snow removal scope of work, as well as expectations of businesses and employees for their own properties in correlation with the DDDA services, and where to park (and where not to park) during snow falls. Last year, there were a couple occasions where businesses were parking in alleys obstructing snow removal crews. Moving forward, the Executive Management team will also submit a vendor evaluation for any major occurrence of the Contractor not meeting the specifications of the work.

An amended resolution is included in the packet.

### ***Holiday Decor***

Due to the monetary size of the bids for the holiday décor, an additional bid process through the City's Purchasing process was needed for the holiday décor. Those bids are due Wednesday, October 16, therefore an amended resolution will be provided at the table for the Boards.

### ***Winterfest Market/Winter Breeze***

The Winterfest Market is scheduled for Saturday, December 14, in both the East & West DDDAs. The West Winterfest Market will be held at W. Village Commons in lieu of Wagner Park because of the impending DTE burial of power lines (starting October – Spring 2020 completion). The East Winterfest Market will be held at Artspace again. We are in the process of inquiring with Artspace to utilize the unoccupied commercial spaces for pop-up businesses, as well as the hallways of the facility. Both events will have artisans and gift vendors, photos with Santa and his reindeer, entertainment and ice sculptures. At the September Board meeting, the DDDAs authorized a portion of the service providers confirmed for the event. Additional service providers have now been secured. An amended resolution is included in the packet with the updated confirmed service providers for the events. The WDDDA budgeted \$14,665 and the EDDDA budgeted \$15,000.

### ***CTM Brochure Distribution & Printing***

The DDDAs have annually distributed 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitor centers through CTM Brochure Distribution. The rack cards provide a general overview of Downtown Dearborn and some of the events and activities throughout the year. We were able to procure a sponsor in 2019, and anticipate that partner will continue, in addition to our partnering organizations of the City of Dearborn and Dearborn Area Chamber of Commerce (details in resolution). The overall cost including print production and distribution is \$8710 which has been budgeted annually and equally shared by the DDDAs. At the September Board meeting, the Boards requested further information on distribution locations, as well as a recommended plan for tracking the brochure distribution beyond the company's fulfillment practices. The promotions committee discussed the request, and an enter to win contest is recommended for tracking purposes. This will not necessarily assure that people are visiting Dearborn, but rather track the readership of the brochures distributed. The previous sponsor is interested in sponsoring again, and they also noted that they intend to help with the distribution. The resolution would commit the DDDAs to distribution in 2020.

Also noted:

- They don't offer the ability to pinpoint certain locations (ie: only a 20 mile radius). Too hard for drivers/delivers to track.
- With the auto show in June, they are getting an uptick on hotels coming online for stand and digital stands. Our price would hold with increase in locations (whether digital or stands).
- Cost per location is less than \$4 a spot.
- There are 4 existing digital locations (noted in supplemental materials), as well as 6 more locations coming online which Dearborn would be a part of:
  - Dave & Buster's Utica
  - TownePlace Inn & Suites, Belleville, near the airport
  - Best Western Premier- Dearborn- Allen Park
  - Holiday Inn Express & Suites- Livonia
  - Hilton Garden Inn & Suites- Southfield
  - Hotel Saint Regis- Detroit

### ***Lifestyle Photography Amendment***

Previously the DDDAs authorized \$1050 split equally between the East & West DDDAs for lifestyle photography in the downtowns with On Location Photography. An additional hour of photography service was needed, therefore, an amendment to the previous resolution is necessary in an amount of \$125.

### ***WDDDA ACTIONS ONLY***

None

### ***EDDDA ACTIONS ONLY***

none

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
September 19, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

EAST DDA : Chairperson Scott Saionz, Secretary-Treasurer Jay P. Kruz (8:03am arrival), Director Janice B. Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith A. McNeeley, Mayor Jack O'Reilly, Director Kamal Turfah(8:09am arrival)

WEST DDA : Chairperson Sam Abbas (8:11am arrival), Director Thomas L. Clark, Director Mark Guido, Director Mohammed Hider(8:05am arrival), Director Jackie Lovejoy (8:11am arrival), Director Jeff Lynch, Director John L. McWilliams, Mayor Jack O'Reilly, Director Audrey Ralko

**MEMBERS ABSENT**

EAST DDA : Vice Chairperson Dan Merritt and Director Mary O'Bryan

WEST DDA : Vice Chairperson James M. Jernigan and Director Karen Nigosian

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Licia Yangouyian (Legal), Janet Geirucki (Council Office), Moe Almaliky (Finance), Jeff Watson (ECD), Hassan Sheikh (ECD), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA)

OTHERS : N/A

**I. Call to Order**

Joint DDDA Chair Scott Saionz called the meeting to order at 8:01 am.

**II. Roll Call**

Secretary/Treasurer Jeff Lynch called the roll of Board members for West.  
Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.  
WDDDA: A quorum was present.  
EDDDA: A quorum was present.

**III. Joint Meeting Chair for September 2019: Chairman Scott Saionz**

**V. Approval of the August 2019 Meeting Minutes**

EDDDA: The minutes from the August 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Mark Guido and supported by Director Jan Cislo to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the August 2019 Board meeting were presented for approval. It was moved by Director Tom Clark and supported by Director John McWilliams to approve the minutes as presented. A voice vote unanimously approved.

**VI. Treasurer's Report**

**A. Receive & File Report**

EDDDA: Moe Almaliky from Finance reviewed the financial statement dated August 31, 2019. Revenue to date totaled \$1,023,404. Total expenditures totaled \$1,277,921. The current cash position equals \$1,019,851 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$460,075.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

WDDDA: Moe Almaliky reviewed the financial statement dated August 31, 2019. Revenue to date totaled \$923,751. Total expenditures totaled \$1,144,227. The current cash position equals \$834,751 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$463,393.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

**VII. Action Items**

**A. Joint Board Actions**

**1. Movies in the Park Addendum**

Resolution introduced to add Facebook advertising that wasn't included in earlier resolution, although planned and expended at \$100 per event (\$400 total), split equally between East and West DDDAs. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Director Thomas Clark. A voice vote passed unanimously. For EDDDA, Director Jan Cislo motioned to approve; seconded by Mayor Jack O'Reilly.

**2. CTM Brochure Distribution 2020**

Resolution introduced speaking to the DDDAs annual distribution of 30,000 rack cards throughout the Metro Detroit area in hotels, convention and visitors centers through CTM Brochure Distribution. The rack cards provide event and general information on Downtown Dearborn throughout the year. Partners in the program to offset costs are a sponsor which is anticipated to continue, and the City of Dearborn and Dearborn Area Chamber of Commerce. The overall cost for print production and distribution is \$8700 which has been budgeted annually and split equally between EDDDA and WDDDA. Concerns were presented by the board as to how to track success of program. It was also asked to provide a list of locations rack cards are distributed. Ideas were offered for an "Enter to Win" to track numbers. For WDDDA, the resolution was tabled until next Joint Board meeting. Motioned by Mayor Jack O'Reilly and seconded by Director Moe Hider. A voice vote passed unanimously. For EDDDA, The resolution was tabled until next Joint Board meeting. Motioned by Director Mark Guido and seconded by Director Jan Cislo. A voice vote passed unanimously.

### **3. Interim Design Items**

Resolution introduced to continue interim design service needs and printing until new branding is onboard. Needed design items were from Bright Sky Creative for two Henry Ford Giant Screen graphics (August and September) for \$200, split equally between EDDDA and WDDDA; signage for U of M- Dearborn events for \$240, split equally between EDDDA and WDDDA; and \$50 for printing by Malko Media, split equally by EDDDA and WDDDA. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Audrey Ralko. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Jay Kruz. A voice vote passed unanimously.

### **4. DRW Website Hosting & Maintenance**

Resolution introduced to recognize the transfer of the Dearborn Restaurant Week website to Essential IT pro provide web hosting and web maintenance services for a 12 month period from September 1, 2019 - August 31, 2020 for a total of \$360, to be split equally between EDDDA and WDDDA. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director John McWilliams. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jan Cislo; seconded by Director Jay Kruz. A voice vote passed unanimously.

### **5. Snow Removal**

Resolution introduced to award DO the 2019/2020 snow removal contract. EDDDA and WDDDA authorized a budget not to exceed \$45,000 per district. The bid was for a term of one season, starting November 1, 2019 to March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Sam Abbas. A voice

vote passed unanimously. For EDDDA, motion to approve by Director Julia Kapilango, seconded by Director Jan Cislo. A voice vote passed unanimously.

## **6. Winterfest Market**

Winterfest Market occurs in EDDDA and WDDDA on December 14, 2019 from 10 am - 4 pm. For the East, \$15,000 has been budgeted for activities and performances on that day. For the East: Reindeer Ranch for reindeer onsite (\$3000), Santa and Mrs. Claus (\$550), and Facebook advertising for \$100. For the West: \$14,665 have been budgeted for that day. For the West: Reindeer Ranch - Santa with Reindeer and bench (\$3200), Pebbles the Clown (facepainting 5 hours - \$575), AJ Lynn (musician, 6 hours - \$500), Facebook advertising for \$100. For WDDDA, Director Audrey Ralko motioned to approve; seconded by Director John McWilliams. A voice vote passed unanimously. For EDDDA, motion to approve by Director Kamal Turfah; seconded by Director Judith McNeeley. A voice vote passed unanimously.

## **7. Holiday Decor**

Resolution introduced to replace or add to holiday decor for both East and West DDDAs. For East, Northern Lights Display for 16 - 24" bows and 8- 15" garland for \$2000; Bronners for 20 - 4' wreaths, 264 warm white mini lights (100 per strand) for \$11,644; Holiday Lights Display for 4 cases warm white light spheres (24) for \$1500; and Ambius for 2 cases red light spheres (12) and 2 cases green light spheres (12) for \$2000. For West, Northern Lights Display for 60-24" red bows, 30 - 15' brand garland, 6 - 25' branch garland, and 6 - 25' red garland for a total of \$9114 and Bronners for 130 warm white mini lights (100 lights/strand) and 6 pole mount displays for \$10,860.. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Mayor Jack O'Reilly. A voice vote passed unanimously. For EDDDA, motion to approve by Director Jay Kruz; seconded by Director Mark Guido. A voice vote passed unanimously.

## **8. Banners**

Resolution introduced to purchase Shop Small banners to add to stock in some areas due to new lighting or to replace damaged banners. The East DDDA authorizes up to \$500 for the production of new banners from Britten Banners for Shop Small. The West authorizes expending up to \$3000 for the production of Shop Small banners from Britten Banners. For WDDDA, Director Thomas Clark motioned to approve; seconded by Chairperson Sam Abbas. A voice vote passed unanimously. For EDDDA, motion to approve by Mayor Jack O'Reilly; seconded by Director Jan Cislo. A voice vote passed unanimously.

## **A. WDDDA Actions Only**

## **1. NONE**

### **C. EDDDA Actions Only**

#### **1. Schaefer Street Trees**

Resolution to purchase trees for ten tree wells along Schaefer Avenue. WH Canon is under contract with the EDDDA for landscaping and maintenance in the EDDDA. The EDDDA authorizes the expenditure not to exceed \$6000 to purchase ten trees for installation. For EDDDA, Director Jan Cislo motioned to approve; seconded by Director Mark Guido. A voice vote passed unanimously.

#### **2. Intercept Survey**

Resolution to conduct market research and analysis in EDDDA in order to plan and implement market strategies. The EDDDA authorizes the expending of \$2960 from FYE2020 Contract Services for C&R Market Research to conduct an intercept survey of EDDDA using two interviewers over the course of four days. For EDDDA, Director Kalam Turfah motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously.

### **VIII. PMADS Report - No update available**

### **IV. Committee Reports**

#### **Promotions Committee:**

1. Dearborn Restaurant Week date change. Looking at later February to sometime in March.
2. Mobileteer, an app developer, presented but just a start up and less than a handful of clients currently. Review other app options for Shop Small and other Downtown Dearborn uses.
3. WDIV - review other packages to compare rates and offerings.
4. Sponsorships - package being pulled together for sales purposes; review events and consider having 60% or more sponsored. If that goal not met, phase out event.

### **X. DDDA Executive Management Team & ECD Reports**

Jeff Watson - For facade improvement, Community Development Block from HUD.  
Cristina Sheppard-Decius - Michigan Downtown Awards - all nominations are out. Go to People's Choice and vote. Cristina will send link to boards to vote. The Chamber has it on their Facebook. Also, Metromode is next week for "Taste of Dearborn". October 1st is Michigan Main Street Work Session. Parking Lot bid - meeting was held last week and bid is currently out.

### **XI. Call to Board of Directors**

1. Audrey R. - Howell property- DTE to finish burying lines by Spring of 2020. DTE paid in full three years ago to complete work and not finished yet.
2. Julia K. - U of M Commuter bus - set up stops at Henry Ford Community College and DAC. Mark G. to call Dave Norwood to connect with bus company to begin conversation.

**XI. Call to Audience**

No discussion

**XII. Adjournment**

Meeting adjourned at 9:52am

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

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Jeff Lynch, Secretary-Treasurer, WDDDA

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October 11, 2019

Dearborn City Brand  
Progress Report

APPLIED  
STORY  
TELLING for market advantage.®  
ING



OCTANE

# Introduction

Progress Summary

SOURCES OF INSIGHT

- Site Visits (3-day intensive + ongoing)
- One-on-One Interviews
- Group Info Sessions (9 groups)
- Surveys (2)
- Visioning Session (33 participants)
- Creative Roundtable (15 participants)
- Emails
- New Competitive Research
- Existing Dearborn City Research



## Progress Summary

### SURVEYS

1909 Individual Responses

14% Arab American Responses

41 Business Owner Responses

26 print survey locations citywide +  
online and at city offices

17 prize donors

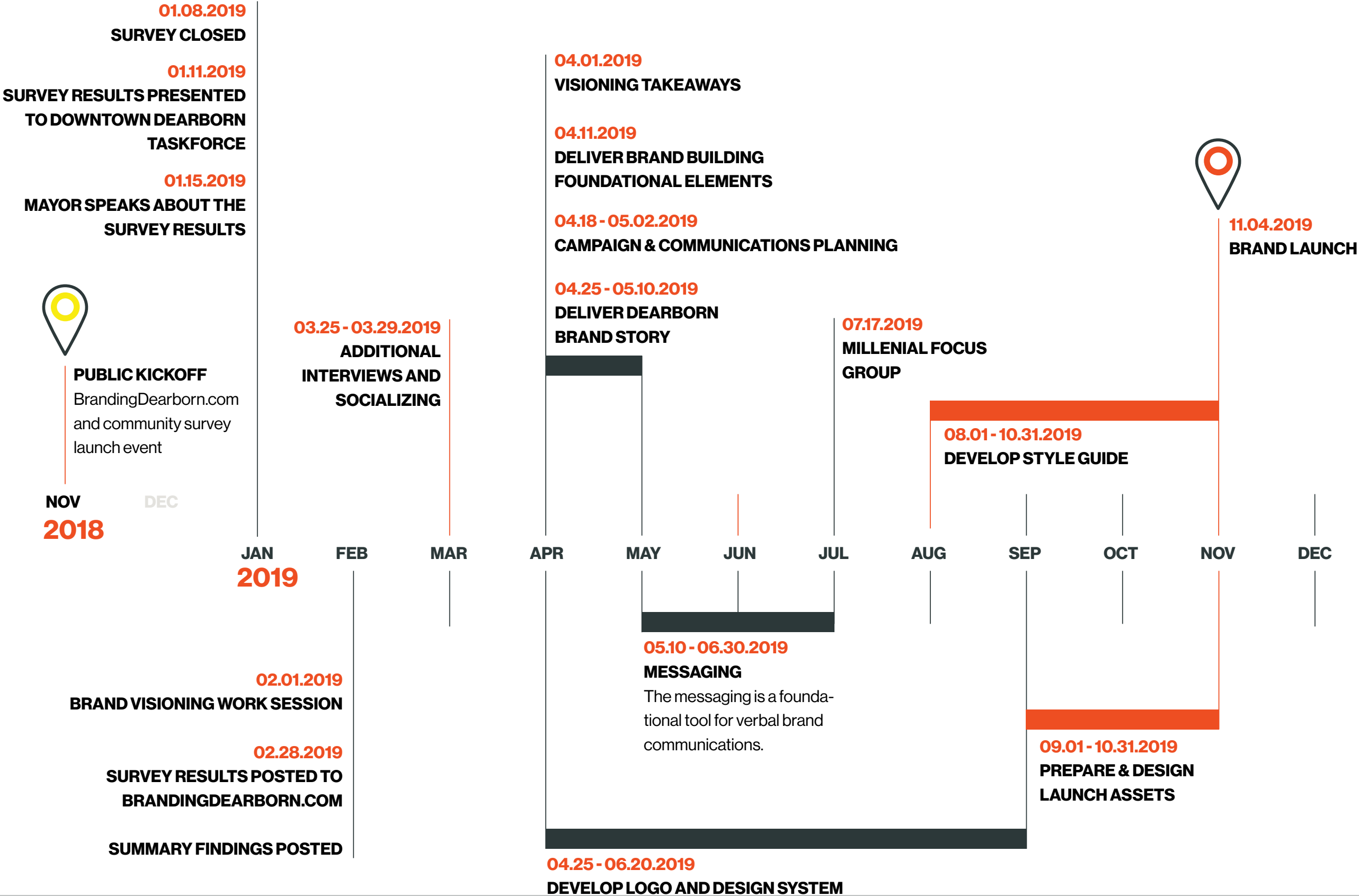
bilingual English & Arabic



- KICKOFF PACKET
  - Intro Letter
  - Brand 101 Info
  - Sample Social Posts
  - FAQ
  - Email Query Template
  - Sample Outreach Letter
  - Sample Flyers



Progress Detail



# Progress Overview

## Progress Summary

The brand team has made significant progress since our previous update in June. We are now nearing readiness to launch the brand publicly **in early November**. Key milestones include:

1. Building on the brand strategy foundation, including the approved positioning, we have completed an approved brand backstory and general messaging framework.
2. We have developed an approved logo and visual direction as well as sample executions, and validated them with a focus group of some three dozen next-gen individuals
3. We have incorporated all visual and verbal brand elements into a set of brand guidelines for general use.

In addition:

1. As part of our communications effort, we have articulated the outline of a high-level web strategy.
2. We have identified and confirmed the names of key Dearborn districts, and have incorporated them into initial map development.
3. We have begun to update [brandingdearborn.com](https://brandingdearborn.com) with the new brand identity as well as to populate it with key tools and assets to coincide with the public brand launch.
4. We have developed a brand Day One launch plan as well as a draft brand Year One rollout plan itemizing and prioritizing key brand communications.

Progress Overview

Brand Foundation

Task 1: Research  
(4/1-4/30)<sup>1</sup>

Community survey  
Visioning sessions  
Survey to additional stakeholders

COMPLETED

Task 2: Brand Strategy  
(4/1-4/30)

Develop Brand Platform & Key Elements:

- core
- positioning
- promise
- personality
- slogan/tagline

Brand microsite

COMPLETED

Visual System

Task 3: Design System  
(4/1-7/12)

Write Brand Narrative  
Develop Messaging  
Logo and design elements, look & feel  
Visuals review with informal focus group

COMPLETED

Task 4: Development of Style Guide  
(5/7-7/12)

Creative review and refinement  
Logo and branding rules/guidelines

- logo, typography, color palette, icons
- tone of voice
- image style
- other visual elements

IN PROCESS

Task 5: Communications Planning  
(6/3-6/28)<sup>2</sup>

Work Session  
Draft Plan & Finalize

IN PROCESS

Campaign Assets

Task 6: Create Brand Campaign  
(7/1-9/20)

Team Kickoff  
Creative Brief  
Design & Develop Materials

- define final elements
- website
- marketing materials (TBD)

SCHEDULED

# Progress Detail

# Task 2: Brand Strategy / Backstory & Messaging

Topline: What every stakeholder should know about Dearborn	
Promise	<b>Cosmopolitan meets community</b> Access all the amenities of big city life—without sacrificing a sense of belonging.
Descriptor	A Southeast Michigan city defined by talent, drive and diversity.
Elevator Description	Right next to Detroit, Dearborn is a city of a hundred thousand people that provides an array of amenities you might find in much larger city and a sense of belonging might find in a much smaller one.

## Make Your Mark

[opening]  
For some, city life is the ultimate draw. They find energy and inspiration in its constant activity, varied tastes and fresh ideas as well as its lively arts, culture and social scenes. For others, small towns are the setting of choice. With a slower pace and open spaces, they offer room to breathe, a chance to relax, a sense of belonging.

[closing]  
Keep your cosmopolitan outlook. And cherish your community traditions. If that's the balance you're after as you set out to make your mark in the world, then Dearborn is where you'll find it.

# Task 3: Design System / Logo & Identity



**DEARBORN**



**DEARBORN**

# Task 3: Design System / Alternate Logo & Identity

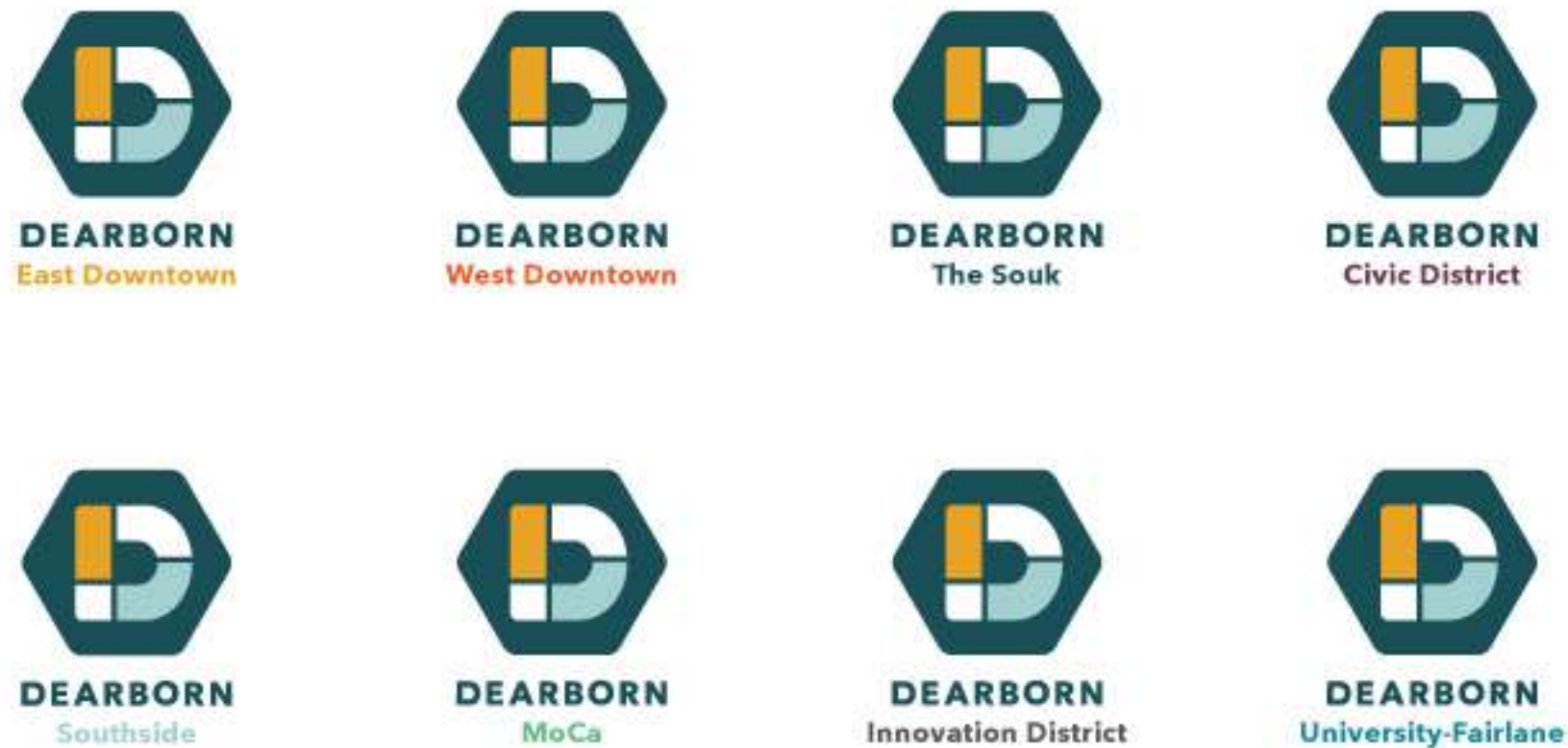


**DEARBORN**  
Downtown

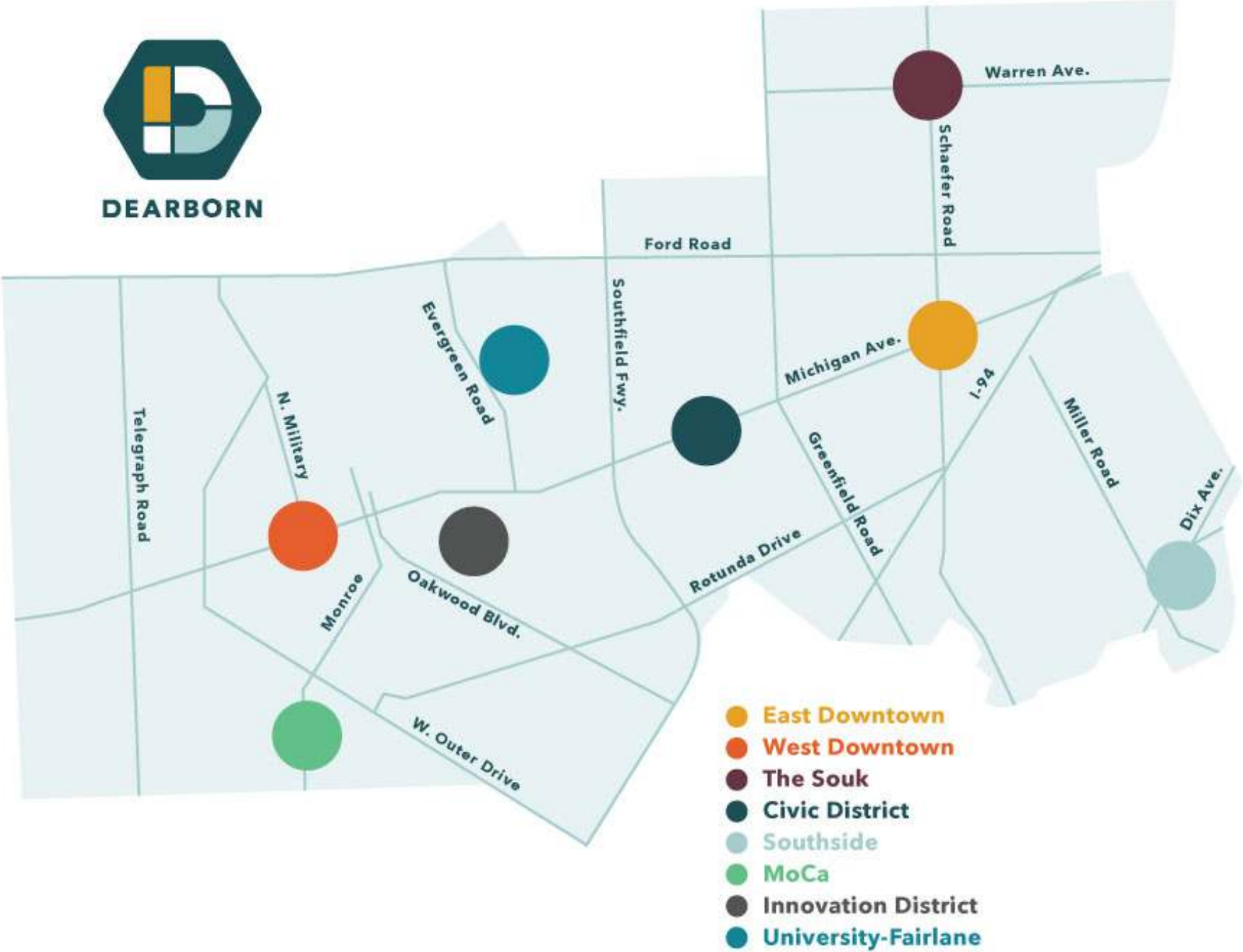


**DEARBORN**  
Downtown

# Task 3: Design System / Dearborn District Naming



# Task 3: Design System / Preliminary Dearborn District Map



## Task 4: Brand Style Guidelines

## Dearborn Brand Fundamentals: Vision

# What do we want Dearborn to become?

**One of the most desirable cities in the United States is in**

**The vision statement answers the question, "What do we want Deaborn to become?"**

Like all good visions, our vision for Dearborn is big beyond our role in the region to consider our role. To achieve our vision, we will need to be focused and ambitious initiatives, take a broad-based approach enhancing our quality of life, and stay engaged as

When Dearborn residents shared their vision of the future, they spoke about a Dearborn that benefits from its strong connection to the auto, rail and air. They spoke of a Dearborn of vibrant downtowns—yet also largely free of traffic congestion and parking problems. They spoke of solutions. They pictured a Dearborn that is a talent magnet. They envisioned a Dearborn that provides the best and most responsive education from kindergarten through college. They saw success in a 21st Century economy. And they imagined a Dearborn with a national and international role model for diversity.

## Visual Language: Color Palette

# Color can make an



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## Visual Language: Iconography with Patterns

## Adding another dimension.

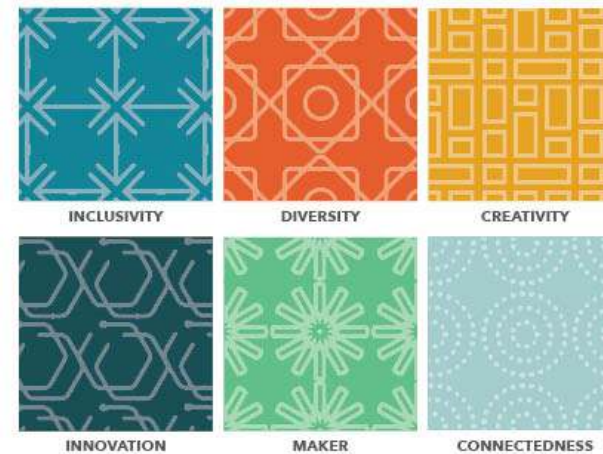
A handful of preselected Dearborn icons have been used to create icon pattern sets as a way to introduce variety within a layout.

We have created a library of pattern sets that include each of the icons to the right combined with all the colors in the brand palette. Please refrain from creating your own patterns and only use the patterns from our library.

Always scale the icon patterns proportionally. This will ensure the line weight will stay consistent across the icon set.

When using patterns, make sure not to alter, distort or modify them in any way that would compromise consistency.

Please place or copy patterns directly from the vector files as provided.



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# Task 5: Comm. Planning / Initial Web Development Strategy

After researching similar sized cities, we concluded that the City of Dearborn and DDDA sites should adopt the Dearborn brand look and feel but maintain separate URLs, hosting and CMS access to keep content management roles separate and clearly defined.

Recommendation for city site:

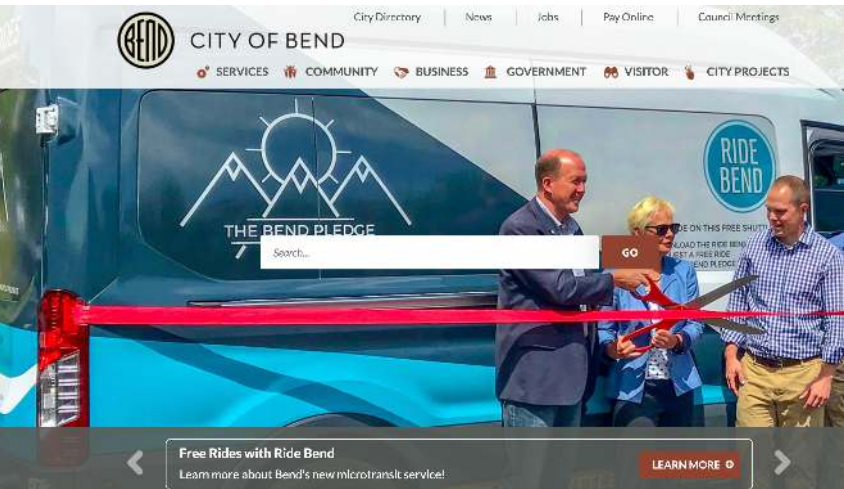
- Add new Dearborn logo and incorporate brand color palette.
- Retain city seal—potentially as a footer.

Recommendation for DDDA site:

- Refresh with new logo, color palette, fonts, images and voice.

Here’s why:

- Extends the brand’s reach and adoption.
- Creates a unified brand experience.



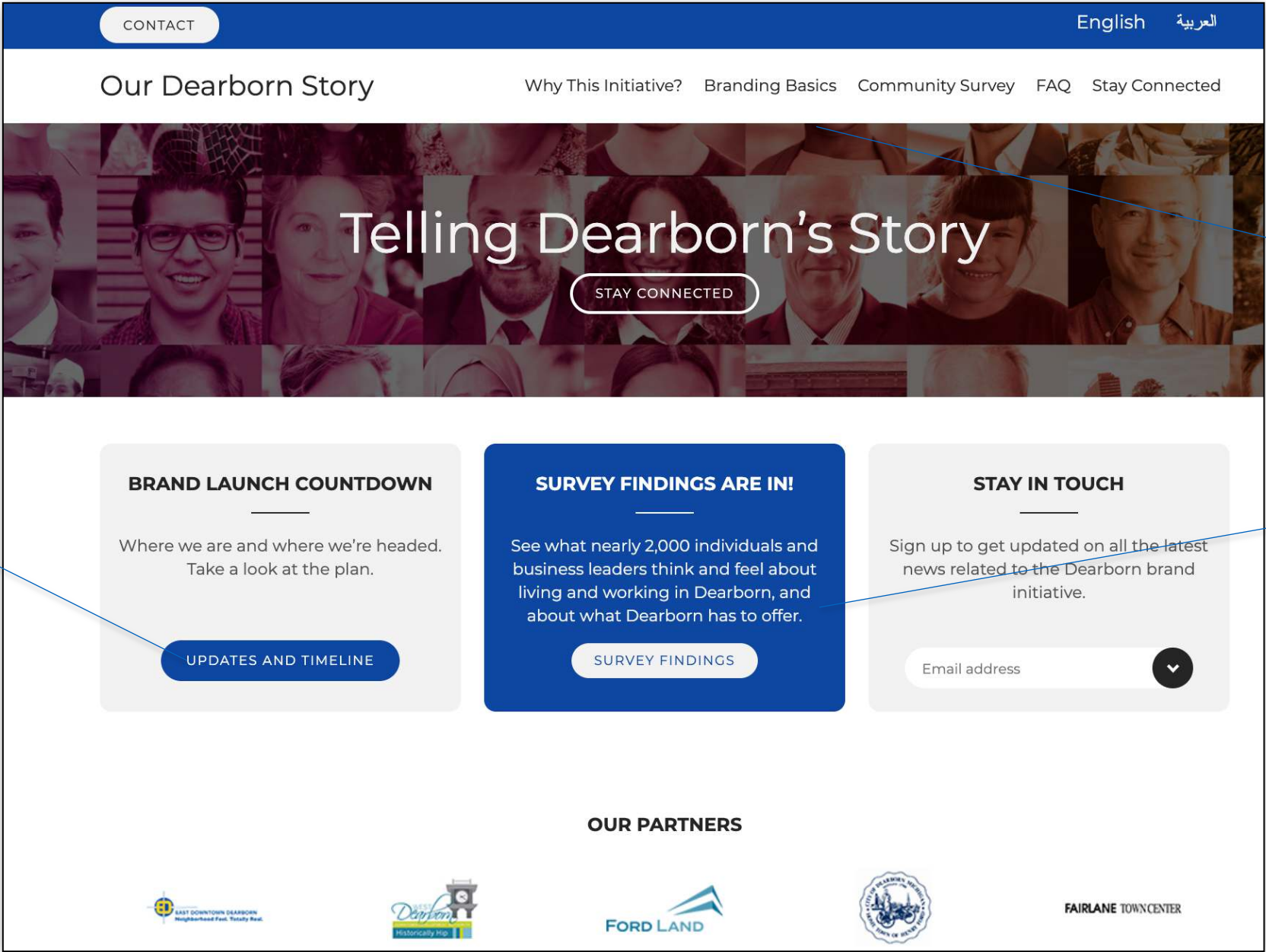
City of Bend



Visit Bend

Bend, Oregon provides a great example of how promotional and official city sites share the same brand look and feel.

# Task 5: Comm. Planning / Updating [brandingdearborn.com](https://brandingdearborn.com)



Updated content and timeline.

More downloadable files and assets.

Featured: Biz toolkit.

# Task 5: Launch Date: Week 1 November

Introduce Brand Cornerstones

- **Basic Brand Elements**
- **Brand Style Guide**

Introduce Basic Tools for General Use

- **DDDA Website Temporary Updates**
- **City of Dearborn Website Color & Logo Recommendations**
- [BrandingDearborn.com](#) Content Updates & Brand Asset Library

Showcase Awareness Building Effort at Launch

Introduce Translation Policy and Approach

- **Social Media Graphics**
- **Online Toolkit**
- **Brand Report**

**Media Launch**

- **Social Media Announcement and Graphics**
- **Press Release**
- **E-newsletters**
- **City of Dearborn PR Department Press Release**
- **DDDA Press Lease**

**Translation Policies & Procedures**

“The goal of the Day One Launch is to create excitement around the Dearborn brand, leading to a desire to actively support the brand—by introducing powerful, easy-to-use tools, sharing a vision of what’s possible, and generating ‘lightning strike’ media impact.”

# Task 5: Day One Launch Plan

## Basic Brand Elements

- Standard Memo/Letterhead/Business Cards/Agendas/Envelopes/Mailing Label
- Email Signatures
- Downtown Dearborn Brand Guidelines
- Business Toolkit Elements

## DDDA Website Temporary Updates

- Placeholder slide image to announce brand and point to BrandingDearborn.com
- Logo and simple re-skin and simple messaging

## City of Dearborn Website Color and Logo Recommendation

- Design recommendations for incorporating Dearborn Logo

## [BrandingDearborn.com](#) Content Updates

## Social Media Graphics

- Announcement graphics/elements for Social

## PR Push

- Social media
- News outlets
- E-newsletters
- City of Dearborn PR department - press release (Mary)
- DDDA - press release (Tanner F.)

## Brand Summary Report

### Online Visual & Verbal Toolkit

- How to utilize the Dearborn brand assets - for businesses, for government agencies, for non-profits, etc.
- Style/brand guide (if we can also include narrative and tone of voice examples)
- Logos on dropbox or branding Dearborn website
- Visual elements on dropbox
- Boiler plate copy for media and businesses to download
- Map & Districts - definition and descriptions
- All advisors should commit to implementing and adopt aspects of the brand
- Door/window sticker (TBD)
- Billboard takeover (was discussed for down the road)
- Approved images and why these are good to use - in Dropbox

### Arabic Translation Plan

- Policies
- Sample Documents
- Action Plan

# Task 6: Year One Rollout Plan

Create Momentum &  
Measure Progress

Drive Adoption

Develop Core Tools &  
Launch Channel Strategies

Increase Digital & Physical  
Brand Presence

## SELECT HIGHLIGHTS

**Updated Digital & Print Communications Updates**  
City Publications & Newsletters  
Social Media Graphics  
Ads, Posters & Brochures  
Banner & Environmental Graphics Templates  
Recruitment & Engagement Materials

**District Naming & Mapping Strategy and Launch Tools**

**New Brand Destination Website**

**Brand Integration with City of Dearborn Web Site**

**Early Adopter Brand Support**

**Downtown Dearborn Access App**

**State of the Brand Annual Report & Prospectus**

**Wayfinding Strategy & Plan**

**Content Strategy Implementation**  
**PR Strategy Implementation**  
**Advertising Strategy Implementation**  
**Adopter Strategy Implementation**

“The overarching goal of the Y1 plan is to establish a strong presence for the brand across existing or reimagined print, digital and fabricated tools while taking the first steps towards launching our channel strategies. We will also begin to monitor progress against established KPIs.”

# Thank You

APPLIED  
STORY  
TELL  
ING



OCTANE

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019/2020 Snow Removal Contract Amendment I

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The EDDDA authorized a budget of \$45,000 for snow removal services FYE2020; and

**WHEREAS:** The DDDAs competitively bid out snow removal services for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process; and

**WHEREAS:** The award was given to the second lowest bidder, DO in the September Joint Board Meeting; let it be

**RESOLVED:** The EDDDA is rescinding the offer to DO per proper procurement processes and awarding the contract to Premium Lawn, the lowest bidder; and let it be

**RESOLVED:** The EDDDA authorizes the Executive Director to execute a contract on behalf of the EDDDA with the approved vendor for snow removal services, subject to the review and approval of Corporation Counsel; be it further

**RESOLVED:** The EDDDA authorizes entering into a contract with the lowest bidder, Premium Lawn, to not exceed \$45,000 for snow removal services for the 2019/20 snow season, and the option of up to three, one-year renewals, from the snow removal budget line item.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019/2020 Snow Removal Contract Amendment I

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The WDDDA authorized a budget of \$45,000 for snow removal services FYE2020; and

**WHEREAS:** The DDDAs competitively bid out snow removal services for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process; and

**WHEREAS:** The award was given to the second lowest bidder, DO, in the September Joint Board Meeting; let it be

**RESOLVED:** The WDDDA is rescinding the offer to DO per proper procurement processes and awarding the contract to Premium Lawn, the lowest bidder; and let it be

**RESOLVED:** The WDDDA authorizes the Executive Director to execute a contract on behalf of the WDDDA with the approved vendor for snow removal services, subject to the review and approval of Corporation Counsel; be it further

**RESOLVED:** The WDDDA authorizes entering into a contract with the lowest bidder, Premium Lawn, to not exceed \$45,000 for snow removal services for the 2019/20 snow season, and the option of up to three, one-year renewals, from the snow removal budget line item.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market Amendment I 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

**WHEREAS:** The WDDDA budgeted \$14,665 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench- 4 hours	\$3,200
Pebbles the Clown/ Dana Woods	Face Painter- 5 hours	\$575
Amy Loskowski	Entertainment- 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
S&R Tent Rental	Tent, generators, lighting, heat	\$8,525
Jokers 4 Fun LLC	Bounce House	\$240
Vendor TBD	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Winterfest Market Amendment I 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

**WHEREAS:** The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3,000
Santa Joe and Mrs. Tricia/Joe Gronda	Santa Claus/Mrs. Claus - 4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100
Gia Warner	Live entertainment	\$500
Jokers 4 Fun LLC	Bounce House	\$240
Dana Woods/Pebbles the Clown	Kids entertainment	\$575
Visual Ronin	Photographer	\$450
Henry Ford College	Ice Sculptures	\$500
Jean Smith	Misc. equipment/blow ups for lawn	\$500
S&R Tent Rental	Open House tables, chairs, table cloths	\$300

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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FYE 2020 CTM Marketing Brochure Distribution

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2019, it is recommended to increase total circulation to 50,000 pieces in 2020, with 10,000 more being added for Metro Detroit circulation; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced by Octane Design per the branding contract for 2020; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2177.50 each, in addition to any potential sponsors; be it

**RESOLVED:** The WDDDA approves entering into a one-year contract with CTM for FYE2020 in an amount not to exceed \$7210 shared equally with the EDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the EDDDA for 50,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2020; and, let it be

**RESOLVED:** The WDDDA and EDDDA anticipates sponsorship support of this program and will work to obtain sponsorship dollars to offset the DDDA’s portion of the production and distribution costs to be shared equally between WDDDA and EDDDA; be it also

**RESOLVED:** The WDDDA Executive Director is authorized to execute the contracts for distribution and printing, subject to review and approval of Corporation Counsel.

Vendors (50K rack cards)	Vendor Cost	Cost Share*, ***
CTM (Dist. of 50K rack cards)	\$7210	\$1802.50 max. - EDDDA \$1802.50 max. - WDDDA \$1802.50 max. - Chamber** \$1802.50 max. - DPI (City)**
Fosters (Printing of 50K rack cards)	\$1500	\$375 max. - EDDDA \$375 max. - WDDDA \$375 max. - Chamber** \$375 max. - DPI (City)**
		*\$2177.50 max. per entity **Projected participation ***DDAs obtained sponsorship would offset DDDA cost portion only.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

FYE 2020 CTM Marketing Brochure Distribution

Date Adopted:

Motioned by:

Seconded by:

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**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2019 to distribute 30,000 pieces of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2019, it is recommended to increase total circulation to 50,000 pieces in 2020, with 10,000 more being added for Metro Detroit circulation; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced by Octane Design per the branding contract for 2020; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2177.50 each, in addition to any potential sponsors; be it

**RESOLVED:** The EDDDA approves entering into a one-year contract with CTM for FYE2020 in an amount not to exceed \$7210 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 50,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2020; and, let it be

**RESOLVED:** The WDDDA and EDDDA anticipates sponsorship support of this program and will work to obtain sponsorship dollars to offset the DDDA’s portion of the production and distribution costs to be shared equally between WDDDA and EDDDA; be it also

**RESOLVED:** The EDDDA Executive Director is authorized to execute the contracts for distribution and printing, subject to review and approval of Corporation Counsel.

Vendors (50K rack cards)	Vendor Cost	Cost Share*, ***
CTM (Dist. of 50K rack cards)	\$7200	\$1802.50 max. - EDDDA \$1802.50 max. - WDDDA \$1802.50 max. - Chamber** \$1802.50 max. - DPI (City)**
Fosters (Printing of 50K rack cards)	\$1500	\$375 max. - EDDDA \$375 max. - WDDDA \$375 max. - Chamber** \$375 max. - DPI (City)**
		*\$2177.50 max. per entity **Projected participation ***DDDA's obtained sponsorship would offset DDDA cost portion only.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Photography\_Summer Amendment I 2019

Date Adopted:

Moved by:

Seconded by:

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

**WHEREAS:** The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; and

**WHEREAS:** The EDDDA authorized up to \$1875 from the Photography budget # 297-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography at May 2019 Joint DDDAs Board meeting; and

**WHEREAS:** The EDDDA requested adding a minimum picture threshold in photography contract for summer event and general district photography; therefore, let it be

**RESOLVED:** Due to an additional hour on location for the Lifestyle Shots from the Half Day General Shots to complete job; EDDDA authorizes to expend \$125 for the additional time onsite, to be split equally between EDDDA and WDDDA; and, let it be

**RESOLVED:** EDDDA authorizes the Executive Director to execute the contracts, subject to the review and approval of Corporation Counsel with On Location Photography and JWhite Photography for the following amounts:

FYE 2019	COST	PROVIDER	BOARD
Perennial Exchange May 18 EDDDA	\$600	JWhite Photography	EDDDA
Friday Nites June 7 WDDDA	\$1600	JWhite Photography	WDDDA

Music in the Park June 12 EDDDA	\$375	On Location Photography	EDDDA
Farm to Table June 15 WDDDA	\$600	JWhite Photography	WDDDA
<b>FYE2020</b>			
Movies in the Park July 19 EDDDA	\$375	On Location Photography	EDDDA
Tunes at Noon July 16 WDDDA	\$375	On Location Photography	WDDDA
1/2 Day of General Shots WDDDA/EDDDA in July/August	\$1050	On Location Photography	Split Equally EDDDA/WDDDA
Lifestyle Shoot - Extra Hour	\$125	On Location Photography	Split Equally EDDDA/WDDDA

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Photography\_Summer Amendment I 2019

Date Adopted:

Moved by:

Seconded by:

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

**WHEREAS:** The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; and

**WHEREAS:** The EDDDA authorized up to \$3100 from the Photography budget # 296-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography at May 2019 Joint DDDAs Board meeting; and

**WHEREAS:** The WDDDA requested adding a minimum picture threshold in photography contract for summer event and general district photography; therefore, let it be

**RESOLVED:** Due to an additional hour on location for the Lifestyle Shots from the Half Day General Shots to complete job; WDDDA authorizes to expend \$125 for additional time onsite, to be split equally between EDDDA and WDDDA; and, let it be

**RESOLVED:** WDDDA authorizes the Executive Director to execute the contracts, subject to the review and approval of Corporation Counsel, with On Location Photography and JWhite Photography for the following amounts:

FYE 2019	COST	PROVIDER	BOARD
Perennial Exchange May 18 EDDDA	\$600	JWhite Photography	EDDDA
Friday Nites June 7 WDDDA	\$1600	JWhite Photography	WDDDA

Music in the Park June 12 EDDDA	\$375	On Location Photography	EDDDA
Farm to Table June 15 WDDDA	\$600	JWhite Photography	WDDDA
<b>FYE2020</b>			
Movies in the Park July 19 EDDDA	\$375	On Location Photography	EDDDA
Tunes at Noon July 16 WDDDA	\$375	On Location Photography	WDDDA
1/2 Day of General Shots WDDDA/EDDDA in July/August	\$1050	On Location Photography	Split Equally EDDDA/WDDDA
Lifestyle Shoot - Extra Hour	\$125	On Location Photography	Split Equally EDDDA/WDDDA

Yes:

No:

Abstained:

Absent:

# CTM's Expert Guide to In-Market Digital

## ExploreBoard

CTM's award-winning ExploreBoard is a cutting-edge marketing tool driving brand awareness and connecting visitors with local tourism information. Featuring high definition images, videos and six languages (English, French, Spanish, German, Portuguese and Mandarin), ExploreBoard showcases nearby attractions and allows visitors to access maps and directions, preview menus, brochures, and share content via email or text. Visitors can also view events happening today and access booking information.

CTM's travel experts are an integral part of our team and will consult with you to ["create a moment of discovery"](#) for the visitor. CTM will set up a consultation call to develop a professionally written and engaging profile and to provide a client login for your business for future profile update requests.



## 5 Important Things To Know

- 1 Visitors self-select only profiles of interest, with an option to send links/details by e-mail or SMS text messages.
- 2 Business profile content on our touch screen network also appears on [visitorfun.com](#) during contracted campaign dates and is subject to company editorial standards and practices.
- 3 ExploreBoard screen content is refreshed daily, and seasonal images and event details are easy to update.
- 4 ExploreBoards are not oversized internet browsers. Our touch screens do not navigate to outside websites during user sessions. All copy must be free and clear of any website links or addresses. Users may take individual profiles with them by e-mail or SMS, where client website and booking urls are promoted.
- 5 Photos and video showing the fun your business offers must be yours to use (i.e. free of copyrights) and may be submitted by e-mail, FTP or your favorite file sharing service.

## What does my touch screen profile include?

5-10 Photos

1 Video

Directions

Up To 3 PDF Documents

(maps, schedules, brochures, etc.)

Event Details

(all calendar entries must include specific start and end times and appear during contracted campaign dates.)

# CTM's Expert Guide to In-Market Digital

## How Does the "Book Now" work?

The primary role of CTM Media Group and VisitorFun.com. is to make in-market visitors aware of local businesses. We think our profiles are pretty awesome, but even we understand that it would be the marketing equivalent of a half-court shot at the buzzer for someone to learn about a product or service and immediately make a purchase.

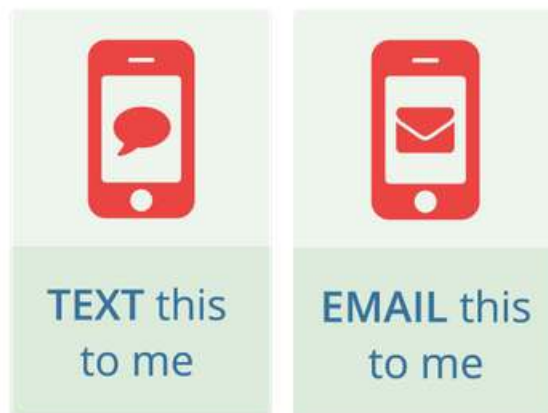
Consumers still typically research a few sites to find the "best" deal or to confirm online reviews. In the special instance that someone is looking to book right away, profiles can be sent to visitors upon request via SMS or an e-mailed link to complete a purchase/transaction through your preferred (secure) reservation or ticketing site on their own trusted device.

*Keep in mind: Consumers may learn about a business through CTM or VisitorFun.com and purchase their tickets through another site like Groupon (or one of your affiliate partners) found during their mobile search.*

## Interested in booking this?

For more information about buying tickets or making reservations, please call the number below or tap the icons to have the information emailed/texted to you.

651-925-2261



## May I Add, Update, Edit, or Upload My Profile Information Myself?

You may certainly provide content and request changes by email to [editor@visitorfun.com](mailto:editor@visitorfun.com) or through your Media Consultant, Media Coordinator, or Sales Manager. With an Advertiser login, you may submit your changes through our website.

**IMPORTANT:** All change requests will be reviewed by a Digital Content Coordinator prior to publishing and may be edited for content, clarity, and voice.

Profiles are published and scheduled based on contracted date ranges through [CTM Media Group](http://CTM Media Group).



# CTM's Expert Guide to In-Market Digital

## Increase your Exposure

Clients with an active ExploreBoard profile campaign may also purchase an ExploreBoard Banner Ad or Screen Take-Over Ad campaign. Ad impressions increase exposure by rotating on the home screen at regular intervals when screens are not in active use. Ads open up a full screen view of your profile when touched.



## Screen Take-Over

Screen Take-Over ads appear on touchscreen network when a screen is idle and display in front of visitors as they travel past the screens throughout the day.

*Specs: Up to 20 seconds long and stripped of any sound/audio (silent) | High quality .mp4, .mov or .avi files up to 50 MB | 1000 pixels wide x 500 pixels tall*

## Banner Ad

Make a sizeable impression on the home screen. Banner ads draw even more attention to your business and open up your profile when touched.

*Specs: Exactly 220 pixels wide x 830 pixels tall | Acceptable files are .jpg, .png or .gif (without animation)*

*\*Some locations have screens in a portrait (vertical) orientation & require 270 pixels wide x 1477 pixels tall designs. Confirm with your Media Consultant before sending this ad size.*

## Frequently Asked Questions:

### Can ads link to my website?

ExploreBoard touch screens will not navigate visitors to outside websites or allow guests to “surf the internet” in a public space. Instead, ads open the corresponding Ettractions business profile, connecting visitors using many interactive and “send-to-me” options.

### How often will my ad appear?

Impressions vary depending on:

- Number of ad campaigns running
- Times the boards are in heavy use
- Number of screens in a network.

### May I Only Buy Digital Signage Ads?

These are available for an additional charge to partners with active VisitorFun.com web, mobile and ExploreBoard campaigns. Digital signage campaigns are specifically designed to open your corresponding profile for maximum engagements.

### Can I include a QR code on my ad?

Ads appear for just a few seconds... not much time for a visitor to open a code-scanning app on their phone and scan a small section of a rotating image on a live screen. Consider including a “call to action” in the ad copy to promote more clicks to your profile where you can engage the visitor with more details.

### How can I track the audience viewing my campaigns?

Upon request, we provide statistics for monthly profile interactions (clicks.) However, we do not collect demographic data (with cookies or cameras) on individual ExploreBoard users. Touch screens are shared devices and cannot track personal data from individual users.

# Detroit Metropolitan Wayne County Airport



Detroit Metro is one of the nation's largest airports. Located in the city's southwest side, Detroit Metro serves Greater Detroit and its surrounding counties.

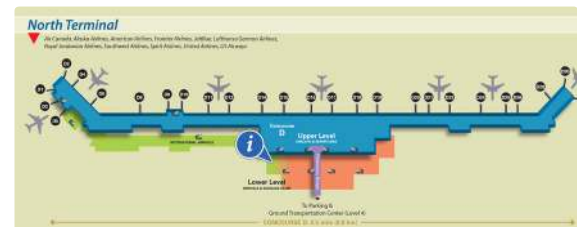
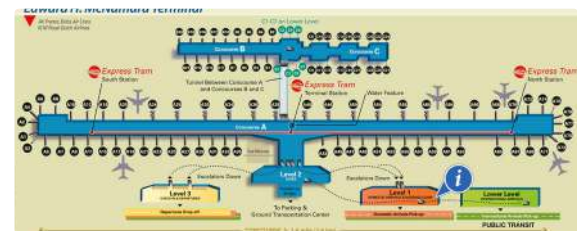
## Detroit Metropolitan Wayne County Airport

1 Detroit Metro Airport, Detroit, MI 48242

# 35 MILLION

Visitors passed through Detroit Metropolitan Wayne County Airport last year.

Eye-catching and visually dominate, your marketing promotion will receive maximum exposure. Framed as a mini-poster, your brochure/magazine promotion will stand front and center. Premium displays accommodate a substantial stack of brochures ensuring an ample supply is available to meet the high volume of tourist and visitor traffic at this location.



CTM Premium displays are located in baggage claim area of the airport.

## Brochure Distribution

Brochure Size: 4"wide x 9"high

Travel Guide: 8 1/2"wide x 11 1/2"high



[www.ctmmediagroup.com](http://www.ctmmediagroup.com)



Every great adventure starts with a moment of discovery.

## Metro Detroit Package | Visitor Program

AMERICAN ARAB NATIONAL MUSEUM, DEARBORN, MI  
AMERICAN JEWELRY AND LOAN, DETROIT, MI  
AMERICAS BEST INN, WARREN, MI  
AMERICAS BEST VALUE, LIVONIA, MI  
AMERICAS BEST VALUE, MONROE, MI  
AMTRAK - ANN ARBOR, ANN ARBOR, MI  
ANDY'S, DETROIT, MI  
ATHENEUM SUITE HOTEL, DETROIT, MI ##  
AVIS, ROMULUS, MI  
BAYMONT, CANTON, MI  
BAYMONT INN, ROSEVILLE, MI  
BAYMONT INN - DETROIT AIRPORT, ROMULUS, MI  
BAYMONT INN & SUITES, FERNDALE, MI LOCATED IN LOBBY  
BAYMONT INN & SUITES, SOUTHFIELD, MI  
BAYMONT INN HOTEL & SUITES, DETROIT, MI  
BEST WESTERN, LIVONIA, MI  
BEST WESTERN GREENFIELD INN, ALLEN PARK, MI  
BEST WESTERN PREMIER DETROIT SOUTHFIELD, SOUTHFIELD, MI  
BEST WESTERN PREMIER DETROIT SOUTHFIELD, SOUTHFIELD, MI  
BEST WESTERN WOODHAVEN INN, WOODHAVEN, MI  
BOOK CADILLAC BY WESTIN, DETROIT, MI \*\*\*  
BUDGET RENT A CAR, PLYMOUTH, MI  
CANDLEWOOD SUITES, WARREN, MI  
CANDLEWOOD SUITES DETROIT, TROY, MI  
CLARION BARCELO HOTEL, ROMULUS, MI  
COBO HALL, DETROIT, MI ###\*\*  
COMFORT INN, DETROIT, MI  
COMFORT INN, DETROIT, MI ~  
COMFORT INN, FARMINGTON HILLS, MI  
COMFORT INN, LIVONIA, MI  
COMFORT INN, PLYMOUTH, MI  
COMFORT INN, WARREN, MI  
COMFORT INN, WATERFORD, MI  
COMFORT INN & SUITES, ANN ARBOR, MI  
COMFORT INN & SUITES, TAYLOR, MI

COMFORT SUITES, CANTON, MI  
COMFORT SUITES, SOUTHFIELD, MI  
COMFORT SUITES, SOUTHGATE, MI  
COMFORT SUITES METRO AIRPORT, ROMULUS, MI  
CONCORDE INNS, CLINTON TOWNSHIP, MI  
CONTINENTAL, AUBURN HILLS, MI  
COURTYARD BY MARRIOTT, LIVONIA, MI  
COURTYARD BY MARRIOTT, SOUTHFIELD, MI  
CRANBROOK INSTITUTE OF SCIENCE, BLOOMFIELD HILLS, MI  
CROWNE PLAZA DETROIT DOWNTOWN RIVERFRONT, DETROIT, MI ~  
DAYS INN, CANTON, MI  
DAYS INN, LIVONIA, MI  
DAYS INN, MADISON HEIGHTS, MI  
DAYS INN, MONROE, MI  
DAYS INN, ROCHESTER HILLS, MI  
DAYS INN, ROMULUS, MI  
DAYS INN & SUITES, WARREN, MI  
DETROIT AIRPORT , ROMULUS, MI  
DETROIT CITY AIRPORT, DETROIT, MI  
DETROIT CITY CLUB APARTMENTS, DETROIT, MI  
DETROIT GREENFIELD KOA, YPSILANTI, MI ^  
DETROIT HISTORICAL MUSEUM, DETROIT, MI  
DETROIT INSTITUTE OF THE ARTS, DETROIT, MI  
DETROIT PRINCESS - RIVERBOAT, DETROIT, MI  
DETROIT PUBLIC LIBRARY MAIN LOBBY, DETROIT, MI  
DETROIT ZOO, ROYAL OAK, MI  
DOSSIN GREAT LAKES MUSEUM, DETROIT, MI  
DOUBLETREE, DETROIT, MI \*\*\*  
DRURY INN, TROY, MI  
EMBASSY SUITES, TROY, MI  
EXTENDED STAY AMERICA, AUBURN HILLS, MI  
EXTENDED STAY AMERICA, SOUTHFIELD, MI  
FAIRFIELD INN, CANTON, MI  
FAIRFIELD INN, LIVONIA, MI  
FAIRFIELD INN, MADISON HEIGHTS, MI

\* Locations are subject to change without notice.

Total Locations 188

Page 1 of 4

Wednesday, September 04, 2019

CTM Media Group Phone # 1.800.888.2974

# Non Standard Display Stand    ## Location's Own Stand  
\* Concierge Use Only    \*\* Local Brochures Only  
^ Winter Service Only    ++French/English Bilingual Material Only  
+ Multi-Network Location    ~ Visitor Digital Touch Screen

### Summer Service Only  
\*\*\* Front Desk Delivery Only  
+++ Members Only



Every great adventure starts with a moment of discovery.

## Metro Detroit Package | Visitor Program

FAIRFIELD INN & SUITES OF TROY, TROY, MI  
FAIRFIELD INN MARRIOTT, FARMINGTON HILLS, MI  
FAIRFIELD INN MARRIOTT, ROMULUS, MI  
FLAT ROCK SLEEP INN, FLAT ROCK, MI  
FORD CONFERENCE & EVENTS CENTER, DEARBORN, MI  
FORD PIQUETTE AVENUE PLANT, DETROIT, MI  
FOX THEATER, DETROIT, MI  
HAMPTON INN, AUBURN HILLS, MI  
HAMPTON INN, BRIGHTON, MI  
HAMPTON INN, CHESTERFIELD, MI  
HAMPTON INN, CLINTON TOWNSHIP, MI  
HAMPTON INN, MADISON HEIGHTS, MI  
HAMPTON INN, NORTHVILLE, MI  
HAMPTON INN, SOUTHGATE, MI  
HAMPTON INN & SUITES, STERLING HEIGHTS, MI  
HAWTHORN SUITES, AUBURN HILLS, MI  
HAWTHORN SUITES, FARMINGTON HILLS, MI  
HAWTHORN SUITES, TROY, MI  
HAWTHORN SUITES BY WYNDHAM, DEARBORN, MI  
HAWTHORNE SUITES, WARREN, MI  
HENRY FORD HOSPITAL HOUSING, DETROIT, MI  
HERTZ RENT A CAR, ROMULUS, MI  
HILTON GARDEN INN, DETROIT, MI  
HILTON GARDEN INN, NOVI, MI  
HILTON GARDEN INN, SOUTHFIELD, MI  
HILTON GARDEN INN - DETROIT METRO AIRPORT, ROMULUS, MI  
HOLIDAY INN, BRIGHTON, MI  
HOLIDAY INN, LIVONIA, MI  
HOLIDAY INN, ROMULUS, MI  
HOLIDAY INN EXPRESS, ALLEN PARK, MI  
HOLIDAY INN EXPRESS, BELLEVILLE, MI  
HOLIDAY INN EXPRESS, BIRMINGHAM, MI  
HOLIDAY INN EXPRESS, CANTON, MI  
HOLIDAY INN EXPRESS, DETROIT, MI  
HOLIDAY INN EXPRESS, NOVI, MI  
HOLIDAY INN EXPRESS, ROMULUS, MI

HOLIDAY INN EXPRESS, SOUTHFIELD, MI  
HOLIDAY INN EXPRESS, WARREN, MI  
HOLIDAY INN EXPRESS, WOODHAVEN, MI  
HOLIDAY INN HOTEL & SUITES, WARREN, MI  
HOLOCAUST MEMORIAL CENTER, FARMINGTON HILLS, MI  
HOTEL ROYAL OAK, ROYAL OAK, MI  
HOTEL ST. REGIS, DETROIT, MI  
HOWARD JOHNSON, ROMULUS, MI  
INN ON FERRY STREET, THE, DETROIT, MI  
JOHN D. DINGELL TRANSIT CENTER (AMTRAK), DEARBORN, MI  
KNIGHTS INN, MADISON HEIGHTS, MI  
KNIGHTS INN, ROMULUS, MI  
LA QUINTA, CANTON, MI  
LA QUINTA, ROMULUS, MI  
LA QUINTA, SOUTHGATE, MI \*\*\*  
LA QUINTA, UTICA, MI  
LELAND HOTEL, DETROIT, MI  
MARGAUX UNISEX SALON, HAZEL PARK, MI  
MARVIN'S GARDEN INN, SOUTHFIELD, MI  
METROPOLITAN DETROIT CONVENTION & VISITORS BUREAU, DETROIT, MI  
MICHIGAN SCIENCE CENTER, DETROIT, MI  
MICROTEL INN & SUITES, ROSEVILLE, MI  
MOTEL 6, ANN ARBOR, MI  
MOTEL 6, FARMINGTON HILLS, MI  
MOTEL 6, SOUTHGATE, MI  
MOTEL 6, WARREN, MI  
MOTOWN MUSEUM, DETROIT, MI  
MUSEUM OF AFRICAN AMERICAN HISTORY, DETROIT, MI  
MUSIC HALL CENTER FOR THE PERFORMING ARTS, DETROIT, MI  
QUALITY INN, ROMULUS, MI  
QUALITY INN, SOUTHFIELD, MI  
QUALITY INN, TROY, MI  
QUALITY INN & SUITES, LIVONIA, MI  
RED ROOF INN, BELLEVILLE, MI  
RED ROOF INN, LAKE ORION, MI

\* Locations are subject to change without notice.

Total Locations 188

Page 2 of 4

Wednesday, September 04, 2019

CTM Media Group Phone # 1.800.888.2974

# Non Standard Display Stand    ## Location's Own Stand  
\* Concierge Use Only    \*\* Local Brochures Only  
^ Winter Service Only    ++French/English Bilingual Material Only  
+ Multi-Network Location    ~ Visitor Digital Touch Screen

### Summer Service Only  
\*\*\* Front Desk Delivery Only  
+++ Members Only



Every great adventure starts with a moment of discovery.

## Metro Detroit Package | Visitor Program

RED ROOF INN, MELVINDALE, MI  
RED ROOF INN, SOUTHFIELD, MI  
RED ROOF PLUS, ANN ARBOR, MI  
RELAX INN, ROSEVILLE, MI  
RENT A WRECK, CANTON, MI  
RESIDENCE INN BY MARIOTT, NOVI, MI  
RESIDENCE INN BY MARRIOTT, LIVONIA, MI  
RESIDENCE INN BY MARRIOTT - TROY SOUTHEAST, MADISON HEIGHTS, MI  
RODEWAY INN, AUBURN HILLS, MI  
RODEWAY INN, MADISON HEIGHTS, MI  
RODEWAY INN, ROMULUS, MI  
SHERATON DETROIT METRO AIRPORT, ROMULUS, MI ~  
SHORECREST MOTOR INN, DETROIT, MI  
SOUTHFIELD SUITES, SOUTHFIELD, MI  
SPRING HILL SUITES, SOUTHFIELD, MI  
SPRINGHILL SUITES BY MARROITT, ROMULUS, MI  
SPRINGWOOD SUITES, SOUTHFIELD, MI  
STAYBRIDGE SUITES, UTICA, MI  
STERLING GROUP, DETROIT, MI  
STERLING GROUP, DETROIT, MI  
STERLING HEIGHTS CHAMBER OF COMMERCE, STERLING HEIGHTS, MI \*\*\*  
SUPER 8, LUNA PIER, MI  
SUPER 8 MOTEL, BELLEVILLE, MI  
SUPER 8 MOTEL, CANTON, MI  
SUPER 8 MOTEL, CLAWSON, MI  
SUPER 8 MOTEL, ROSEVILLE, MI  
SUPER 8 MOTEL, STERLING HEIGHTS, MI  
SUPER 8 MOTEL, TAYLOR, MI  
THE HENRY FORD MUSEUM, DEARBORN, MI  
TOWNE PLACE SUITES OF TROY, TROY, MI  
TOWNEPLACE SUITES, LIVONIA, MI  
TOWNEPLACE SUITES, WARREN, MI  
TOWNPLACE SUITES, STERLING HEIGHTS, MI  
TRAVELODGE, ROMULUS, MI  
TROY GYMNASTICS, TROY, MI

VICTORY INN, MOUNT CLEMENS, MI  
VICTORY INN, SOUTHFIELD, MI  
VICTORY INN - DETROIT NORTHEAST, ROSEVILLE, MI  
VICTORY INN & SUITES, DETROIT, MI  
VICTORY INN AND SUITES, DEARBORN, MI  
VICTORY SUITES, WARREN, MI  
VIKING HOTEL, DETROIT, MI  
WESTIN HOTEL, THE, SOUTHFIELD, MI \*\*\*  
WESTWOOD INN & SUITES, WOODHAVEN, MI  
WILLO ACRES MOTEL, CANTON, MI  
WYDHAM GARDEN, STERLING HEIGHTS, MI  
WYNDHAM GRAND HOTEL, ROMULUS, MI

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Total Locations 188

Page 3 of 4

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Every great adventure starts with a moment of discovery.

## Metro Detroit Package | Visitor Program

### Distribution Center

#### Detroit

(734) 947-3090      Mon-Fri 9am - 6pm  
39201 Schoolcraft Road, Unit B13, Livonia, MI 48150  
Unmanned location Liftgate required

\* Locations are subject to change without notice.

Total Locations 188

Page 4 of 4

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# EXECUTIVE REPORT

10/11/19

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## DOWNTOWN DEARBORN STEERING & EXECUTIVE COMMITTEE

- See Committee Reports
- Michigan Main Street provided a training Oct. 1 for the East & West DDDAs. Attendance was light, but the content was extremely valuable! Therefore, we have attached the **Michigan Main Street presentation** for Board members to review. You can also download the audio file of the live presentation here:  
[https://drive.google.com/file/d/1okzo6LaRPxihFqDrJ8czJ\\_AbRqwl\\_pgq/view?usp=sharing](https://drive.google.com/file/d/1okzo6LaRPxihFqDrJ8czJ_AbRqwl_pgq/view?usp=sharing)

Also, attached is a **Community Checklist** that we want all Board and committee members to complete. We will host a Board training session on November 14, from 8am – 9:30am, where we will collect these forms back from you.

- Fund Development: Board members need to identify 3-5 businesses or organizations that they can approach and introduce the downtown vision, goals and needs for support. A **sample letter** to make those introductions is attached. You can use this both in writing and conversation. Once you have identified your targeted businesses, please confer with the Executive Management team to provide cross-coordination prior to reaching out to the company/organization. We ask that you set-up a meeting for further conversation in which both the Executive Director and you can be in attendance to discuss our efforts. The Executive Director will also help prepare any materials necessary for those meetings.
- RFP for Communications & Marketing in development (submitted draft to Purchasing for their start of coordination of the proposal process). Boards may want to extend the Tanner Friedman contract by one month to better position it within the calendar year due to the holidays and Dearborn Restaurant Week.

## PROMOTIONS/ORGANIZATION

- Event Analysis for summer events will be provided at October Board meeting.
- Branding presentation is provided in packet.
- Adopt a Tree Well program underway
- Pumpkin Carving event Saturday, Oct. 19; Trick-or-Treat Saturday, Oct. 26 and Shop Small start November 30. Winterfest vendors currently being solicited.

- Open City entrepreneur event had @35 people in attendance and great panel of discussion on food entrepreneurs in Dearborn – next one scheduled for November.

## **DESIGN/ECONOMIC VITALITY**

### Joint Items

- The next Tackling Vacancies Property Owner Roundtable was rescheduled for November 21 due to numerous schedule conflicts with the committee.
- Creating a plan for bike rack installations for 2020.
- Developing design “cheat sheets” for businesses.
- Received numerous calls and inquiries for interest in the Open Door Dearborn business grant. Received first application for Open Door Dearborn program. Developing a community outreach plan to personally visit businesses and review the opportunities. Met with M Cantina to discuss the sidewalk café project – still haven’t received an application. Discussed potential for Blick in the spring of 2020.

### WDDDA

- Connector Streets – concrete poured on Howard; now beginning Mason. Reviewing options for valet services for Monroe in Spring 2020. Moving forward, closure of Michigan Avenue will only be as crews needs to work near Michigan Ave.
- Brady Site – Gateway Redevelopment – RFP team assembled and reviewed draft RFP.
- Wagner Place tenants under construction. Wagner Place streetscape to be finished upon completion of DTE connections starting in October-Spring 2020. Pavement markings and landscape materials completed. Jolly Pumpkin anticipated to open by December, Modern Greek and Paradise Indian within the month.
- Trash Receptacles needed for W. Village Drive – retrieving specs for BID and identifying quantity/locations needed.
- Highly recommend conducting a parking demand analysis study.

### EDDDA

- Schaefer Lighting project – construction has begun, with light fixture installs to occur this coming week.
- Sustainable Parking Lot project – revising RFP for items that will be bid as opposed to part of RFP. Met with DTE to review lighting plan. Developed concept for Kidcadia alley.
- Artspace Connector – showed spaces to three potential tenants.
- Trash Receptacles –installation planned for October.
- Blick is interested in partnering on a mural for the side of their building.
- Intercept Survey – finalizing contract - to begin this month
- 2 Mill Levy – November-December draft – Finance/Assessing want to know whether or not this is still desired.
- Parking – defined short term parking needed for 5050 lot
- Seating at Fish Market Mural - finalizing options for BID
- City Hall Park redesign in RFP development.

# METROMODE STORIES

<http://www.secondwavemedia.com/metromode/cities/dearborn/default.aspx>



ARTS AND CULTURE

## **Dearborn Girls seize the narrative in podcast form**

MIKE GALBRAITH THURSDAY, OCTOBER 10, 2019

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ENTREPRENEURSHIP

## **Open City Recap: Taste the Dearborn Experience**

METROMODE WEDNESDAY, OCTOBER 09, 2019

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ARTS AND CULTURE

## **Checking in at East Dearborn's City Hall ArtSpace Lofts**

BIBA ADAMSTHURSDAY, SEPTEMBER 26, 2019

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FEATURE STORY

ARTS AND CULTURE

## **The talent of Dearborn's young photographers betrays their age**

TIMOTHY J. SEPPALATHURSDAY, SEPTEMBER 19, 2019

# SAMPLE LETTER

Downtown Dearborn is unlike any other community in the U.S. We are located at the crossroads of history and innovation with a small-town feel bolstered by modern community amenities.

A strong Downtown Dearborn is vital to supporting our city. Time and financial support from community members are necessary to improve and expand programs that support a strong Downtown Dearborn. Our collective efforts to date have created growth, renovation and momentum through an impassioned, empowered group of private businesses, public entities and engaged citizens. Together, we continue to work toward realizing our transformational strategies:

-Image   -Mobility   -Cohesive Community   -Next Generation Appeal   -Innovative Retail Diversity

**We invite you to be part of shaping this new chapter of the Downtown Dearborn story. There are many ways to engage, including:**

- Serving on a one of our various Downtown Dearborn committees
- Donating to Downtown Dearborn through sponsorships (see attached)
- Being a Dearborn Local-ist by shopping local
- Sharing positive news of our downtown and city, and supporting the brand message

Your involvement will help to attract and retain employee talent, grow local businesses and create a greater quality of life in Dearborn. Many business leaders are already getting involved, including businesses like Ford Land who has invested financially in the new branding campaign for Dearborn, actively serves on leadership committees, and created a catalyst for economic growth with the development of Wagner Place.

Dearborn is at a pivotal point in economic growth and we need you to keep this momentum going! Your local investment and support are needed in order to maintain the quality level of services, improve the sense of place in our downtowns, open doors to businesses, and create opportunities for the next generation here in Dearborn.

We will be reaching out to you in the next week to set up a time to discuss how you can be involved. There are many avenues to be a part of the action and continue to lead Downtown Dearborn towards reaching that community vision. We look forward to working with you on the next great leap into our future.

Sincerely,

*Use Your Name, Business and Title/Position with the DDDAs*

# DEARBORN BIKE SHARE MEETING

September 26, 2019

10:00am

Attendees: Dave Norwood, Tim Harrison, Patrick Kelsey (via phone), Mark Brigolin, Sara Gleicher, Mike Pwiczorek, Tracy Besek, Cristina Sheppard-Decius, and Janet Bloom

## AGENDA

Updates? 2019 Plans, Stations & Other Amenities

Coordination of Moving Station in EDDDA – Dave coordinate with DPW.

This was determined to do in 2020 and plan to rethink space.

Other Locations & Sponsors?

Fairlane Town Center – seem more interested in Scooters

Wagner Place – Chris Small/Jeff Lynch update? -no updates currently.

MMTP/Bike Network Update – will be scheduling presentation in November – need letters of support. Go to [www.walkbike.info/dearborn](http://www.walkbike.info/dearborn) for details on plan

Scooters Update

Dave N. found another city's ordinance which provides groundwork and is currently working with Legal Dept. to develop for Dearborn.

Mark B. stated U of M wants road construction done first before bringing scooters onsite. It appears to be one year out before entertaining idea of scooters.

2020 Plans – Zagster contract expires June 12, 2020

For 2020 contract – opinion was to do in committee. Pat from Zagster to resend information for 2020 contract consideration.

Adaptive Bikes – Healthy Dearborn follow up/grants? UofM Dearborn interest to collaborate - \$1800/bike; \$3000 new station; needs a dedicated station (twice the dock size as a normal station) – Currently no updates or movement on this item.

dockless options?

## Marketing & Membership

- A. Blog volunteer? Tim Harrison -No blog yet/ plan is to do mapping idea first
- B. Schedule Social Media (suggested fall rides or tours?) -Springwell Foundation Aviation, Dearborn Hills, Hines
- C. Coordinate a UofM/Henry Ford Promotion (Carolyn Ward/Marc) Per Cristina, no movement on this item. U of M – students get free annual pass, started after Labor Day
- D. Survey UofM Riders – Pat to send codes for incentives and provide data/CSD to send survey questions
- E. Open Streets Logistics– Oct. 6 Vernor Hwy. 11am-3pm – Per Tim, two virtual stations need to be set up. It was mentioned to load them in trucks.

## Other notes:

Provide list of stations and # of bikes to hibernate. It was decided to keep bikes out at UofM since many students use through winter. Keep bikes filled at 3 racks and partial supply in downtowns.

Typically hibernate bikes Dec 15 through March.

HFCC: wants bike lane on Evergreen. Per Dave N. that area is about 10 years out on city mobility plan. Trail/ UofM Connector with HFCC is current best option now (referenced as The Hawk).

It was noted that a lot of students get dropped off at bus stop at Fairlane. It would be a natural connector.

There is a program at Fairlane Mall for HFCC & UofM students which provides wifi/printers/etc. – so it needs a connection for students.

At the Union, there are 600 beds. Of those, 500 are U of M student, 75 HFCC students, and some are Wayne State students.

UofM to add signage to help way finding of trails and bike paths.

Issues/Items to address:

UofM needs an increase in rebalancing frequency. Top use times appear to be 9am – 1pm. Move bikes from lower producing stations. Currently rebalance weekly (can't do daily). Zagster can add more bikes in the interim. Bike Share members will drive around to check condition of racks and bikes and provide feedback.

Project:

One year long pilot. Minimum would be obtaining 250 scooters.

Use of Geofencing to lock in restricted spaces.

Part of proposal includes two extra bike stations.

Brad Mendelsohn is the assigned legal representative.

Incentives if parked properly, which currently Mayor O'Reilly has expressed support with.

In information in program it was suggested to list what you "can do", rather than a list of "what not to do".

#### Discounts

UofM Dearborn – work with DDDAs - Promotions Committee to see if a program can be launched for discounts for students by showing student IDs.

They worked with SMART bus system and a new fare structure was developed which provide free to reduced fares. It was noted that half of UofM Dearborn students are PELL Grant eligible.

Bikedearborn = ½ off annual membership BY A CERTAIN DATE – PICK DATE.

bikemonth = 1 free ride (used in eblast and social for the month of May)

visitdearborn = 1 free ride (used in our brochure rack card)

freeride = 1 free ride (used in conjunction with our hoteliers and Wagner Place employees)

# Downtown Dearborn

## Design & Economic Vitality Committee

September 25, 2019 @ 2pm

DDDA Office, 13615 Michigan Ave.

Attendees: Mark Guido, Steve Horstman, Thomas Clark, Jeff Lynch, Jackie Lovejoy, Hassan Sheikh, Jeff Watson, and Cristina Sheppard-Decius

### 1 HOT ACTIONS

- **Open Door Dearborn Incentives**

- Committee Outreach –

- Pick a Business to Recruit/Visit

Each member pick a business to approach and introduce program to business owner. East has many opportunities. Top items are facades and signage. Cristina mentioned Blick looking to do mural in Spring. Create summary sheet.

- Share Through Your Networks

- Who Else Needs A Copy of this on Hand?

Clerk's office, City kiosk, Chamber, City Inspectors, BUILD group, Mentors at SCORE

- Education/Resource Teams Approach

- Process Guide (issue: biz don't provide full docs or stray from plans)

Jeff W. mentioned a shorter flowchart/cheat sheet needed but also need to plan to walk through the process with business owner so they understand value. Jeff W. and Hassan S. working on and Nick is supportive of idea.

- Peer/Mentor Program

Jeff W. talked to some business and agreed that it could be tied to Open Door program. There is an old guide on "How to Start a Business in Dearborn" Cristina received in 2015. Current copy has notes to update document which include Tom Paison's comments. Try and update and share with business support groups.

- Resource Team Visits

Plan is to do these visit sooner. Jeff W. and Cristina to review who's on that team - pick top five businesses - do at next staff meeting.

- Community Engagement Meeting

Needs to be scheduled. Work to engage artists at ArtSpace. Jeff W. will reach out to Everett, WA location for tips. Jackie L. will reach out to ArtSpace to see what they can promote for them in the coming months.

It was mentioned ArtSpace has a plaque they want moved off their property which the city may want to retain (possible historical marker).

- Committee Training on How to Review Applications

Design Committee would be reviewing body. Cristina would work with Mike K. to create criteria. Mark G. states it should be like RFP - know what has more emphasis. It was discussed to bring Motor City Match, and Motor City Restore - review their criteria. It has standards so no questions on why someone's project wasn't accepted.

- Suggested Events by Artspace/Board Member: "Sip & See"; "Drinks & Drawings"

- Approach Design Assistance Firms – Inquiring with City on any recommended architects

- [Suggested Design Asst. Firms](#)

Jeff W. mentioned a non-profit in WA that works with non-profits and low income properties. Cristina mentioned Oakland County has an inhouse design firm.  
 Hassan S. - Detroit does RFP so earn points to qualify to participate in program.  
 Jackie L. - add Malko Media to signage companies.  
 Level 1 can be used for Design Assistance. Jeff W. - do an RFQ - assign a minimum quantity of pro bono hours and provide services for reduced fees. Maybe is more of a Call for Architects, rather than a DDDA provided RFQ, since not using city RFQ process since no purchase. Mark G. suggested to review list with city officials who work with builders to make sure any issues are shared.

- Funding Opps
  - CDBG - Jeff W. - directed Jean to reach out to Cristina. Need clear set of guidelines - single set cover provisions if you use federal funds.
  - CRA - Steve H. - will coordinate with Cristina. Mark G - anyway to get information on how they perform. Yes, available.
  - Community Lenders/Banks – Crestmark?  
 Jackie L. - MEDC - public places program and other programs to consider. Jackie L. will do introductions of banks to Cristina, Jeff W. and Steve H. via email.
- **Open Cities/ Metromode: September 26 – Over 60 Registered!**  
 Food businesses, those interested in opening food businesses. Food economy, restaurateurs - panel of speakers. Insurance question for use of space at Ford Land.
- **Tackling Vacancies Property Owner Roundtable**
  - October 9
  - [Review Notes](#)
  - Draft [Agenda](#) (ie: property owner updates, site presentation, leasing report, property maintenance, Marketing 101)  
 Cristina - no update from Nick. There is no COV in place. Should be able to show property. Jeff W. - Kevin Jappaya invite, and John Davis - trying to bring 3-4 more on real estate side. Cristina - consider short videos provided by brokers of open spots and possible uses and put out on social media. Jeff W. - keep in mind credit worthiness/net income/percentage return can disqualify interested tenants. Mark G. - need to have harder discussions with those that need direct guidance. Include reports on marketing timelines of property. Jackie - have Jordan come in to discuss what is needed. Mark G. - have an assessment done on properties and have available at meeting.

## 2 Updates & To Do's

- **Public Spaces & Amenities**
  - Seating at Fishnet Studios/Mural  
 Cristina - Reviewing options for seating at this time. Need to review with Emma Jean art in public spaces program.
  - Art in Public Spaces Plan Discussion - Consumers Energy Foundation? Coordinate with Emma Jean
  - Sculptures/Art 2020 – meet with Emma Jean
- **Incubator/Co-Working Hubs –**
  - Launch Lab Concept – Steps to Bring it to Fruition?  
 Cristina - Need more than incubator, need a location to connect. A website was built out to list all the available resources, that will now being transferred to Downtown Dearborn. Jackie L. - conference room could be rented out one day a week for Incubator space - once available again. Jeff W. - plan visits to do a deep dive into other incubators. Jackie L. - is any space available at HFCC - SME Building.

Jeff W. - with Ford and their move to mobility; how does Dearborn tap into connecting vendors/shared space to connect the parties.

- [Launch Lab Framework](#)
- Launch Dearborn [Vision Plan Draft](#)
- Round Table with Entrepreneurs for Strategy on Needs/Missing Links

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
<b>Objective: Recruit Businesses (1.75)</b>	<b>Adam/Hassan/ Andrea</b>	<b>TASKS</b>	<b>IMPORTANT DOCS</b>
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> <li>• Recruitment of an Incubator/Co-Working Space</li> <li>• Metromode Follow Up</li> <li>• Partners</li> <li>• Funding!!</li> <li>• Hub Location: Commercial Kitchen Needed – <a href="#">Discuss Code Issues in downtown districts</a></li> </ul>	<a href="#">Metromode DRAFT Summary</a>  <a href="#">Launch Lab Framework</a>  Launch Dearborn <a href="#">Vision Plan Draft</a>  Entrepreneur Ecosystem <a href="#">Committee Notes</a>
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> <li>• Incentives to Boards</li> <li>• Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop               <ul style="list-style-type: none"> <li>• EDDDA Intercept Survey – Sent for Rebid</li> <li>• Vacancy Roundtable – See above</li> </ul> </li> </ul>	<a href="#">Open Door Dearborn Vision Vacancy Roundtable</a> Business Promotion Micro-Grant <a href="#">link</a> FINAL Open Door Dearborn Incentive <a href="#">link</a>
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> <li>• <a href="#">Round Table with Entrepreneurs for Strategy on Needs/Missing Links</a></li> <li>• <a href="#">Website Resource Draft – Partnership to Manage</a></li> <li>• Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed</li> </ul>	<a href="https://staceygrant1.wixsite.com/launchlab">https://staceygrant1.wixsite.com/launchlab</a> Business <a href="#">Resource Incentives Document</a>
<b>Objective: Redevelop Sites (1.8)</b>	<b>Steve/Doug/ Mike/Jennifer</b>	<b>TASKS</b>	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> <li>• PRIORITY 1 SITES: Brady &amp; MI; 5050</li> <li>• RRC NEXT STEPS:</li> <li>• Tour of Top 10 Development Sites – <a href="#">schedule with Ford Land</a> – coordinate event - Lease sites (Developer Road Show) &amp; separate development sites (DABOR partnership potential)</li> <li>• Howard &amp; Michigan RFP – marketing needed?</li> </ul>	
Design Guidelines/Façade Improvement Program (2.25)	Hassan/ Mike/Steve	<ul style="list-style-type: none"> <li>• <a href="#">Final Guidelines</a></li> <li>• <a href="#">Sponsor Recruitment/Sale Sheet;</a></li> <li>• <a href="#">Lending Partners Needed (ie: Comerica, Huntington, Chase)</a></li> <li>• Meet with CRA Wayne County – HASSAN – Status?</li> </ul>	Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to <a href="#">previous list identified for EDDDA</a> ; - <a href="#">FBC Code presentation and user guide</a> ; <a href="#">FBC Code</a>

		<ul style="list-style-type: none"> <li>Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects</li> </ul>	<a href="#">-Business Overlay &amp; Sample Guidelines;</a> <a href="#">Committee Notes;</a> <a href="#">Suggested Design Asst. Firms</a> <a href="#">FINAL DESIGN GUIDELINES</a> <a href="#">FINAL INCENTIVE PROGRAM</a>
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> <li>Connector Streets &amp; Michigan Ave</li> <li>Multi-Modal Plan – (Jeff)</li> <li>Amenities for Spring 2019 <ul style="list-style-type: none"> <li>Trash Cans Spring 2019</li> <li>Tree Well Planters/Sidewalk Cafes</li> <li>Mural Seating Area – need concept design (volunteer?)</li> </ul> </li> <li>Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore <ul style="list-style-type: none"> <li>Schaefer Lighting – contract in process</li> <li>Bike Share Spring 2019 launched</li> </ul> </li> </ul>	<a href="#">Presentation for Connector Streets &amp; Michigan Ave.</a>  <a href="#">MMTP draft plan link</a>  <a href="#">Tree Well Overview</a> <a href="#">Overall Rendered Plan</a> <a href="#">Schaefer Rendered Plan</a>
Public Spaces		<ul style="list-style-type: none"> <li>Sidewalk Café/Design Cheat Sheets - SmithGroup</li> <li>Alley in AANM Lot – need concept – part of Parking Lot CIP</li> <li>Wagner Place Event Amenities 2019 - SmithGroup <ul style="list-style-type: none"> <li>Art in Public Spaces Plan – 2020</li> <li>Sculpture Initiative 2019 confirmed</li> </ul> </li> </ul>	<a href="#">Using Public Sidewalks How To Sheet DRAFT</a>  FYE2020 - Art In Public Spaces Plan budgeted
Objective: Branding (2.6)	Cristina	Draft Summary of Visioning & Survey Summary	<a href="http://www.brandingdearborn.com">www.brandingdearborn.com</a>
Wayfinding (3.83)		June 20 Information Session	

# Downtown Dearborn Promotions Committee

Attendees: Maryanne Bartles, Katie Merritt, Julia Kapilango, Sam Abbas, Kalette Willis, and Janet Bloom

Meeting Date:  
September 25, 2019  
10:00 am

Meeting Location:  
DDDA Office  
13615 Michigan Avenue

## I. Third Quarter Events – Planning & Recruitment

- a. Deadline Has Passed – Review Registered – Tackle Contact List
- b. Action Plans Needed -
  - i. Beer Crawl – occurred 9/21, no DDDAs involvement, couldn't locate any information if event happened
  - ii. Trick or Treat\*
  - iii. Adopt a Tree Well\*
  - iv. Pumpkin Carving\*
  - v. Shop Small\* - ALSO SEE APP DISCUSSION – Committee reviewed comments from Tanner Friedman - yes, want digital platform but need to price out. If brought on board, then decide if one QR code/digital code would work that covers all retailers individual discounts/perks. Katie M. said each shopper should use Passport. She doesn't consider barrier to entry since each retailer should have copies on counters to give consumers. Use "Selfie" items on social for an enter to win promo with expectation to bring businesses more exposure.
  - vi. Winterfest Market / Open House\* (include Fishnet Studios) – group was not familiar with the Fishnet Studios tie-in – will need more information. Per Julia K. ice sculptures from HFCC and Santa/Reindeer set. The group is also working on décor. She mentioned two years ago Winterbreeze was listed on the CDTV and Performing Arts Marquee. Current subcommittee for Winterfest/Winterbreeze – Scott, Colleen, Julia. Have met three times so far.

## II. APP Options

- a. Essential IT exploring options for 2019
- b. Octane Design can integrate options with new website per contract, but not until 2020

## III. 2020 Calendar

- a. Delegate Contacting Other Media Outlets for Comparisons to WDIV – Sam A. volunteered to gather proposals.

- b. Dearborn Girl proposal – group agreed to do. Asked if Artspace artists could be contacted in case someone also does a podcast and if way to collaborate together. The sponsor cost is \$1500 for two, 30-sec ads on one Season 2 episode. Logo included 12x on IG page and in all Season 2 material. Missed launch party so review options to host a live event at Artspace in exchange.

#### IV. Metromode Contract

- a. Open Cities Event on Thursday, Sept. 26 is FULL!

#### V. Impact Analysis & Final Expenses

- a. Prepare All Summer Final Analysis by October 5
- b. Fall Perennial Exchange Feedback- Katie M. ran event this year. Smaller in size, modest turnout of 16-18 people. Those there were very engaged with speaker and activities and exchanging plants. Seed Library onsite passing out seeds. Goodie bags passed out to attendees. Good community event but needs to grow.

#### VI. Volunteer/Committee Needs

- a. Volunteer Recruitment
  - i. Volunteer Fair at Esper Library – Sept. 30<sup>th</sup>
- b. Student Fairs at UofM Dearborn Recap - Janet B. attended two student fairs and gathered about 30 students per event, plus connected with Alumni Dir. and one athletic coach. Working to engage in those three arenas.
  - i. Student Instagram Take Over – re-earth in the Fall
  - ii. Volunteer Photographers? Ask will be made to UofM students.
  - iii. Inventory/Data Collection – another engagement point
- c. Current Committee/Event Needs – Chairpersons for Shop Small & Winterfest – was mentioned Chris Sickle has been WDDDA Winterfest chair in past, connect again with her.
- d. Volunteer Management Plan:
  - i. Volunteer Manual (Projected Completion?) – needs to include executive summary, quick overview of work flow – on Janet B. list of items to complete. The plan is before end of October for Nov. release.
  - ii. Outreach Plan (Develop Target List) – Ideas: Senior Housing/ATA, Corporations – ideas are welcome and provide to Janet B.
  - iii. Tracking Form - <https://forms.gle/CFr83W2ffJ53CrYp7> Be sure to enter hours here. Also need to double check Sign Up Genius and FM notes for volunteer hour notes.
  - iv. Maestro Update
- e. Volunteer Training
  - i. Schedule Board Training (Quarterly)

- f. Volunteer Recognition Event:
    - i. Schedule/Confirm – December Open House – slated for Friday, Dec. 13. Committee suggested certificates for each volunteer recognizing contribution. It was also suggested to set up parameters on # of hours and # of events to do one volunteer award.
- VII. 2020 Sponsorships
- a. [Target List](#)
  - b. Sponsor Ideas: Kidcadia, Blick, HFC, Dearborn Fresh, Gafari, Dearborn Credit Union, AAA
- VIII. Branding Update - Presentation to Boards in October
- IX. Social/Online Communication
- a. Business & Community Leader Profiles: Interns and TF to flush out further – Kalette W. offered to help with this activity.

Other notes:

Dearborn Fresh for Pumpkin Carving pumpkin donation.

Katie M. spoke to Friends of the Animals to see if the Animal Shelter would want to take over Doggone Dearborn. She hadn't received any reach out and wasn't sure if they connected with DDDAs Event Manager.

Adopt- A-Tree Well - event is Oct. 1 – Oct. 31; Take items down by Nov. 1 or at least when winter décor is being placed.

DATE	EVENT	HASHTAG	CHAMPION
February 10-16, 2020	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
April 13	Martian Marathon		Mo Hider
May 1	Ladies Night		Chris Sickle
May 4	Free Comic Book Day		Katie Merritt
May 18	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land
June 7 – Sept. 27	Farmers Market	#DFM	Jean Smith (need a chairperson)
June 7, July 12, Aug. 9	Kids Days	#KidsDays	
June 5-July 10	Music in the Park	#MIP2019	Julia Kapliango

June 14, July 19, Aug. 16 & Sept. 13	Movies in the Park (West & East Alternate)	#Movies2019	
June 14 – Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornF2T	Maria Marzolo
June 28, July 26 & Aug. 23	Friday Nites	#FridayNites	Jim Jernigan
July 17-Aug. 21	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 16 – Aug. 20	Tunes at Noon	#TunesatNoon	
Sept. 14	Fall Perennial Exchange		Katie Merritt
Oct. 19	Pumpkin Carving		
Oct. 26	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 30	Shop Small	#ShopSmall	
Dec. 14	Winterfest Market	#DWM2019	

# DOWNTOWN DEARBORN

## STEERING COMMITTEE

October 9, 2019 at 9:00am

Attendees: Jeff Lynch, Sara Gleicher, Cristina Sheppard-Decius, and Janet Bloom

### I. DDI Formation/Exploration Actions

#### a. Michigan Main Street Work Session Feedback

There were 8 in attendance. Only two board members attended. Need to work on how to engage more board participation. A top need with Downtown Dearborn is volunteers and how to engage and recruit to have them actively participate in the planning, programs and events being held.

##### i. Treasury Inquiry

Mayor asked to make sure DDDAs were following guidelines so not to jeopardize TIF funding as movement is made to an umbrella organization. Treasury responded to check with our legal team, but it was the legal team asking Treasury. Result is yes, other communities have used this type of setup and the DDDAs need to be sure to follow TIF guidelines. Cristina will follow up with Licia in Corporation Counsel and the Mayor.

##### ii. Take The Downtown Management Checklist: What Would we Want to Change on the Benefits/Technical Assistance Services Agenda provided by MS? Jeff L. suggested that the boards do a self-assessment with checklist. Need to determine how to facilitate. Initial thoughts were to do at a meeting together or send separately and provide deadline.

#### b. Partner Engagement Recruitment

##### i. Letter of Request

It is now reduced to one page for ease of read. Cristina will send out letter and list.



**Mission:** *Collaborating to create a vibrant Downtown Dearborn experience for all.*

1. Review Executive Summary
  2. Use as an Intro Letter/Sample for Committee/Board to individually send
- ii. Fund Development
1. Review Sponsor/Partner Worksheet – Identify/Prioritize
  2. What's the Value Proposition? See attached - item was not attached - will be emailed out directly.
  3. Grants/Foundation Research (see attached)
  4. Committee Outreach - It will be an open ask for board and committee members to sign up for those they have connections with and can begin a conversation of support. A management method as sales happen to keep the inventory reporting current will be considered. This is to prevent overselling of the same inventory item.

II. Next Steps

- a. Michigan Avenue and Downtown Vision Plans – proceeding with RFP - This item has already been budgeted. It is taking the Master Plan and further moving into the Michigan Ave. and Downtowns vision.
- b. Service Agreement (emailed Licia) - under review
- c. By-Law draft

III. Other Notes

- a. Board training will be scheduled early November. It will be open and encouraged for all board members.



**Mission:** *Collaborating to create a vibrant Downtown Dearborn experience for all.*

# JOINT DDDA EXECUTIVE COMMITTEE MEETING

## Minutes

October 7, 2019

5:30pm

Attendees: Director Dan Merritt, Director Jay Kruz, Director Sam Abbas (via phone), Janet Bloom

### 1. JOINT BOARD MEETING AGENDA ITEMS

- a. Public ACT 57 – Branding Dearborn (Launching Roll Out- November)

PA 57 meeting will be Oct. 17, prior to slated Joint Board Meeting. PA 57 8 am – 9 am.

Joint Board Meeting 9 am – 10 am. Octane And Applied Storytelling will be at PA 57 meeting to recap the process and present final brand. The presentation will be sent in board packets prior to Oct. meeting. Roll out plan will take place over the course of a year, with components scheduled out for release. Dan M. asked if there are any other elements we need to cover to meet PA 57 requirements during that hour.

- b. Snow Removal

Per city, must go with lowest bidder; Purchasing and DDDAs met with Premium Lawn to go over expectations and scope.

- c. Holiday décor

Per purchasing this will be turned over as an ITB which allows by line item selection for best pricing, not having to accept one contract with all items. It also reached a cost threshold that put it into Bid process.

- d. CTM

Board asked for value of this service at last meeting. It was suggested to do an “Enter to Win” to track use of rack cards. Would need to check legal parameters on such a program. Suggestions requested. Must keep in mind, marketing as a community, not a single business. 188 locations it is distributed to. Jay K. asked if cards could be distributed to only a 20 mile radius since they are more likely to visit Dearborn. Would like a list of who that would be. It was also requested to get feedback from Andrea Fitzgerald who currently sponsors rack card to see her response rate. Jay K. also asked to see what she pays as a percentage of space on card. Jay K. also asked to get income levels by community.

- e. Additional Hour for Photography

Photo shoot ran over on time with models and on-location shots.

### 2. EXEC COMMITTEE DISCUSSION ITEMS

- a. Michigan Main Street Presentation – Recap

8 attended, two board members attended. Materials/presentation will be sent out and audio file will be made available.

- b. Board Training

Training should take one hour. Need to specify dates. It was requested to schedule a Thursday or Friday morning, early November, before 11am.

- c. 2020 Sponsorship Program – Jean & Cristina finalizing presentation deck
  - i. Need Board Members to Reach Out & Schedule Meetings with Potential Partners – Cristina will reshare document so all board members will utilize same file. Board members will need to select and sign up for their targets.
- d. Upcoming Contract RFPs/Bids
  - i. Communications & Marketing – (Tanner Friedman expires January 19, 2020)
    - 1. Review Draft Scope (see attached)
    - 2. Board may want to extend current contract for one month (start new contract @March 1) Based on timing, suggest to do one more month on contract so new contract start date is March first, to get past busy retailer time from holidays. If agreeable, it will be put on November agenda. If the missing time of Feb. 20-March 1 won't impact Dearborn Restaurant Week being held March 20-29, then it was agreeable as presented.
  - ii. EDDDA Parking & Alley Project – (short term vs. long term)
    - 1. breaking out items for bid vs. RFP – Cristina still working on
    - 2. Analyzed Kidcadia area (see attached) – reviewed photos for possible options. Jay K. used to work in that building and due to doors being recessed; it was always an issue walking out from building to parking lot. Both Dan M. and Jay K. agreed that the median with trees was the best option.
    - 3. Walking Tour with DTE for alleys on Wednesday – Cristina out with DTE on Oct. 2 and meeting again Oct. 9.
    - 4. Dan M. asked for an update on the lot between Middlesex and Horger. He said they didn't start any work but would like update.
  - iii. EDDDA City Hall Park Redesign – RFP in development – Design team is currently working on this.
- e. EDDDA Updates
  - i. Lighting on Schaefer - Scheduled for this Week
  - ii. Intercept Survey – finalizing contract - to begin this month
  - iii. 2 Mill Levy – November-December draft – asking for point people in Finance and Assessing to help craft steps and processes. Will need to bring to City Council to explain the need for Levy.
  - iv. Parking – defined short term parking needed – Cristina working with Police and City to resolve within the next month or so. Area being reviewed is by Joe's Top Dog lot.
  - v. Seating at Fish Market Mural (finalizing options for BID) – Cristina reviewing options – looking at colorful benches, picnic tables and single seat options. Items that bolt to ground.
- f. WDDDA Updates
  - i. Trash Receptacles Need for W. Village Drive (retrieving specs for BID) – complaints received so finalizing quantity. And put out to bid (if meets bids threshold). Sam A. questioned what is the responsibility for DDA

versus individual business owners, especially those opening up restaurants with outdoor seating. It was asked if Council has an ordinance on min. trash cans per restaurant for outdoor areas. Jay K. suggested Erin Byrnes as a good City Council contact for this topic. The location is different than the Wagner Park Area – more W. Village Commons.

- ii. Parking Study Recommended – demand analysis is needed
- iii. Connector Streets Construction Update – concrete poured on Howard, concrete to be poured on Mason next, lighting will go in after that. Westbound closest to curb opened – was causing major congestion. Will keep open until they have to close for use of space for work area. Tuesday – water main shutdown will occur. Cristina sent notice out on Facebook and email to businesses in that construction zone.



# Downtown Management Through Main Street

2019 Training Series  
MICHIGAN MAIN STREET



# Training Agenda

- Community Development Organization Lifecycle
- Place Management Checklist
- Main Street Model for Place Management
- Main Street Program Overview
- Main Street Approach + Model for Revitalization
- Getting Started
- Organization Campaign
- Communication Planning
- Organization Planning
- Organization Budget
- Fundraising Strategies



# Place Management Overview

Community Development Organization Lifecycle and Checklist

# Organization Life Cycle

- Start-up Phase

- Organization gets started or is in its infancy
- Focus on initial challenges and gathering information
- Building Capacity – volunteer and financial
- Identifying goals, intended outcomes and strategic projects/activities
- Communicating success to build support for organization

- Growth Phase

- Increasing sophistication of the projects/activities
- Redefining strategic goals and outcomes to tackle more complex challenges
- Significant growth in economic impacts (public and private investment into district)
- Increasing occupancy rate
- Significant improvement in the physical appearance of the district

- Sustain Phase

- Maintain the positive change in the district
- Fine-tune projects/activities
- Define goals and outcomes based on adapting to changes in the district and economic market

# Organization Responsibilities

- Targeted geographic area – District Identification
- Organizational Management Structure
- Comprehensive Expertise and Diversity within leadership
- Personnel Management
- Financial Management
- Financial Resource Development
- Defined Vision and Goals - Strategic Planning
- Work Plan/Project Management
- Building volunteer capacity
- Cultivating Partnerships
- Measuring Progress and Impacts
- Communicating the value
- Developing broad-based community support – increasing positive perceptions about the district



# Community Development Organization Checklist

## Community Development Organization Checklist

This checklist outlines the fundamental criteria and best practices for community development organizations. It is intended to help you identify the foundational strengths of your community development organization and to prioritize opportunities for organizational development. The goal of the checklist is to provide a baseline to measure progress in the organization's ability to serve the needs of the commercial district.

This tool is informed by community development organization best practices. Each section offers statements that, if true, reflect the practices and behaviors of a high-performing organization.

### INSTRUCTIONS

- Provide the tool to each of your community development organization Board members and/or leaders (staff and non-staff).
- Establish and communicate a deadline for completing the checklist.
- Respondents will read each statement and consider its applicability to your organization. There are three possible answer choices:
  - Sustain
    - Select this answer if your organization actively and consistently demonstrates this criterion and has processes in place to support and maintain operations.
  - Grow
    - Select this answer if your organization has taken steps toward actively and consistently demonstrating this criterion and recognizes that work needs to be done to ensure success.
  - Start-up
    - Select this answer if your organization does not demonstrate this criterion and might need to consider this a priority for organizational development.
- Gather the completed checklists and compile the results. You will look for how closely, or how far apart are the individual responses. Note where there is alignment, and where responses diverge.
- Hold a meeting to review and engage in a dialogue about the compiled results. Guiding questions might include:
  - What might you be noticing about these results?
  - What stands out?
  - What results, if any might require more exploration?
- Ask organization members to individually select the top three criterion they believe most important to address over the next twelve months. Record these criteria on chart paper. Open the floor for additional dialogue or input. Provide each member with three votes (the "dot" method works well for this purpose) and have them select their top three from the compiled list. The three criteria with the most votes are the areas the organization will focus on for its development activities over the next twelve months.



### COMMUNITY DEVELOPMENT ORGANIZATION CHECKLIST

This tool is intended to help you identify the foundational strengths of your Community Development Organization in order to prioritize opportunities for organizational development. Rate your Community Development Organization in each of the following criteria.

Criteria	Start-up	Grow	Sustain
<b>DISTRICT ASSESSMENT</b>			
Organization focuses on one targeted geographic area and the district Boundary is defined			
A map denoting the district in relation to any other local district exists			
The business and activity mix of the district has been evaluated through the completion of a building and business inventory			
A map denoting the activity mix of the district on first and upper floors exists			
A Business and Building Inventory exists for the district			
Organization has read, evaluated and uses existing planning documents, market studies, surveys, development plans and the zoning ordinance for the district			
<b>ORGANIZATIONAL STRUCTURE AND CAPACITY</b>			
Organization has a management structure and organizational chart			
The board of the organization is composed of a diverse group of stakeholders from the district			
The organization has professional, paid staff			
Organization has defined roles and responsibilities within the district that differ from and compliment the work of other organizations			
Organization has a vision and goals for the district that is supported by consensus from key stakeholders			
Organization utilizes volunteers to accomplish some projects/programming			
Organization works to cultivate a strong volunteer base			
<b>STAKEHOLDER ENGAGEMENT</b>			
Organization has buy-in and support from district business owners, property owners and residents			
Organization has buy-in and support from other community organizations			
Organization has buy-in and support from the local municipality			
Organization communicates regularly with key stakeholders to gain support and encourage engagement and participation in organization's efforts			
Organization has identified other community organizations and/or local service providers that exist to support the district and communicates regularly with them			
Organization knows where to go for resources and support, when needed			
<b>BUDGET AND FUNDRAISING</b>			
A budget exists to support projects and programming for district revitalization			
The line-items in the budget directly support the organization's strategic plan			
Organization has a plan to increase revenues through fundraising efforts such as an Annual Sponsorship Program, events, merchandise, individual pledges and contributions			
<b>PROJECTS AND PROGRAMMING</b>			
Organization has a Strategic Plan and/or Organization develops and implements strategic projects and programming designed to support the vision and goals for the district			
Projects and programming are aligned with and support existing planning documents, market studies, surveys, development plans and the zoning ordinance			



# Main Street Model for Place Management

Michigan Main Street, Main Street Approach and Main Street Model for Revitalization



# Reinvestment on the Rise

\$65.6 billion in reinvestment, 126,476 new businesses and 260,011 buildings rehabilitated since 1980



## National Main Street Center

- Established in 1980, the National Main Street Center guides work of 45 state, city or county coordinating programs providing technical assistance to over 2,000 communities nation-wide
- Main Street Movement grew out of the decline of vibrant downtowns and commercial districts due to suburbanization, shopping malls and big box retailers
- Main Street Approach of preservation-based economic development has paved the way for the renaissance of healthy, vibrant downtowns and commercial districts throughout the nation



# Urban Main Streets - Map





The Michigan Main Street program exists to help communities develop main street districts that:

- ✓ **ATTRACT** both residents and businesses
- ✓ **PROMOTE** private commercial investment
- ✓ **SPUR** economic growth

# Michigan Main Street Program Levels



**Learn:**  
Training  
Series

**Start:**  
Engaged  
*1-3 years*

**Progress:**  
Select  
*5 years*

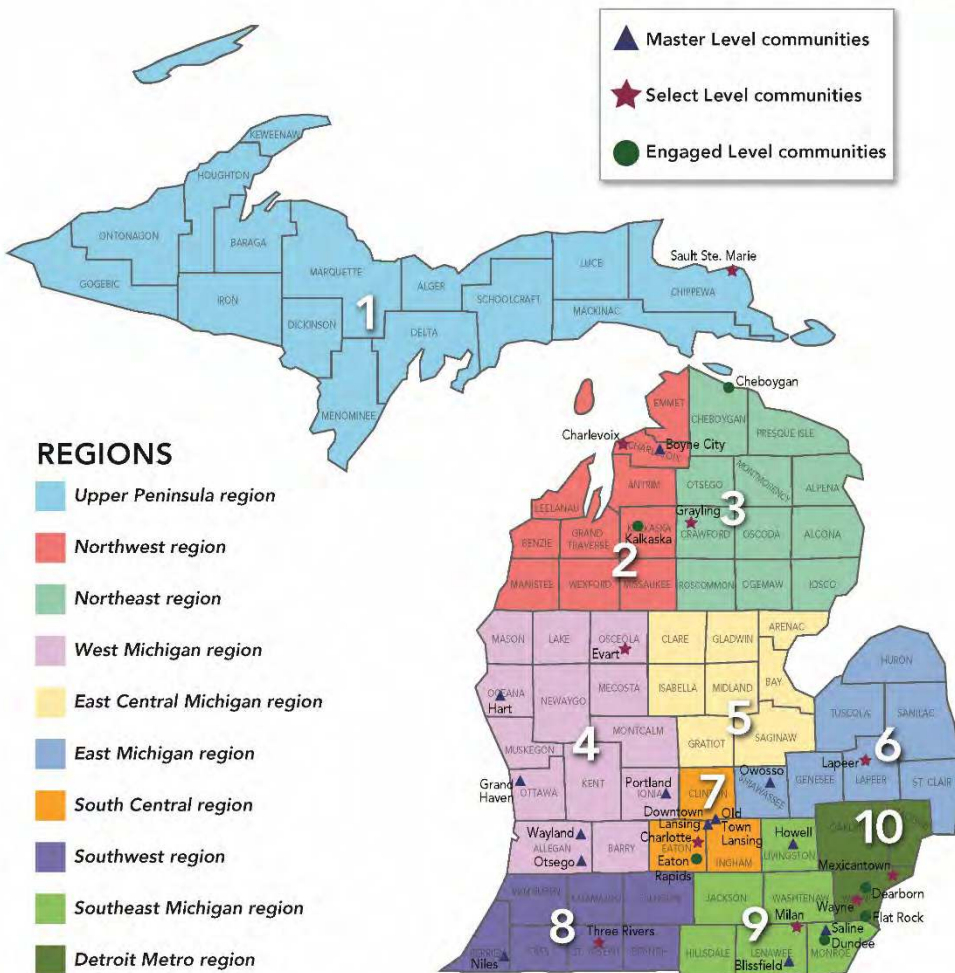
**Maintain:**  
Master  
*At least 2 years*

# Michigan Main Street

- Michigan Main Street became a coordinating program of the National Main Street Center in 2003.
- In partnership with the National Main Street Center we provide tailored technical assistance to Main Street Communities.
- Examples of technical assistance:
  - Branding
  - Communication Plan
  - Business Recruitment
  - Market Data Analysis
  - Board Development and training
  - Retail Merchandising
  - Small Business Support



# Michigan Main Street Communities 2019



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

# Main Street Reinvestment Statistics



**2017-18 TOTAL PRIVATE INVESTMENT:**

**\$28,798,135**

Program to date: \$286,595,375



**2017-18 TOTAL PUBLIC INVESTMENT:**

**\$4,103,949**

Program to date: \$89,075,530



**2017-18 VOLUNTEER HOURS: 56,566**

Program to date: 690,739



**2017-18 NEW BUSINESSES: 116**

Program to date: 1,299



**2017-18 FAÇADE IMPROVEMENTS: 92**

Program to date: 1,288



# Community Highlight: Old Town Lansing, 2006



Commercial  
National Register  
District



1,500 Active  
Volunteers + 111  
events



90% Vacant in  
2009 to less than  
1% Vacant in  
2019



Highest  
concentration  
of creative  
service  
businesses in  
MI

# Community Highlight: Howell, 2005

\$21 Million in  
Private  
Investment

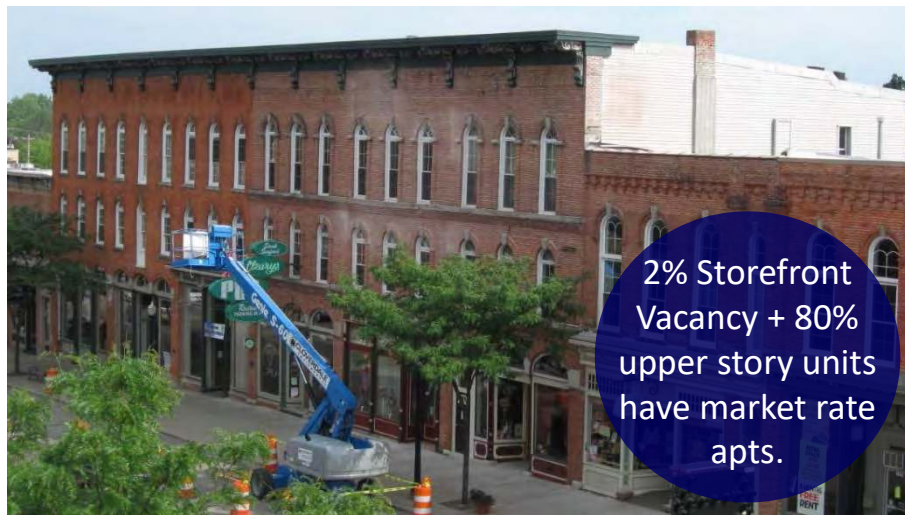


2016 & 2018  
Top 10 Main  
Street



Communities in  
the Country

2% Storefront  
Vacancy + 80%  
upper story units  
have market rate  
apts.



# Value of Main Street



## The Main Street Program Facilitates Successful Revitalization.

- Provides a framework and proven methodology for sustainable revitalization
- Engages the community in the future of the district
- Proactively manages the market rather than reacting to external forces
- Access to State support, technical assistance and outside experts
- Access to a National network of communities and resources



# THE MAIN STREET APPROACH

A grassroots, community- and volunteer-driven strategy encouraging **economic development** through **historic preservation**.

# Main Street Economic Development



## Traditional Economic Development:

- Staff Driven
- Municipal ownership
- Driven by transactions
- Chase Jobs
- Focus on what you DO NOT have
- Quality of life unimportant
- Municipal financed
- One-way communication



## 21<sup>st</sup> Century Economic Development:

- Community Driven, Community Ownership
- Driven by an overall vision
- Grow Jobs
- Laser recruitment strategy
- Celebrate cultural assets – Focus on what you DO have
- Quality of life critical
- Financed through public/private partnership
- Two-way communication



# Main Street Guiding Principles

Comprehensive

Capitalize on Existing Assets

Incremental

Quality

Self-help

Change

Partnerships

Implementation

# Main Street Approach™



## **Community vision + Market understanding:**

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

*Key tools: local surveys, market data*

## **Transformation Strategies**

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

*Key tools: focused strategy, implementable goals*

## **Implementation and Measurement**

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

*Key tools: project work plans, data collection and tracking*

# Main Street Model in Practice: Milan

- Strategies: Family Friendly and Arts + Culture



# Main Street Model in Practice: Owosso

- Strategies: Tourism (Day-Tripper Market) and Residential Density



# Main Street Four Points®



## **Economic Vitality**

Strengthens existing economic assets, while also identifying opportunities for new development and growth.

## **Design**

Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

## **Organization**

Cultivates partnerships and coordinates resources around a shared community vision for downtown.

## **Promotion**

Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

# Economic Vitality

Strengthens + diversifies the local economy supporting existing base, entrepreneurship, and appropriate development

- **Support existing economic base**
  - Retention, Expansion, Transition
- **Promote strategic use of space + development**
  - Business Recruitment, Real Estate Development, Monitoring and Reporting Change
- **Assemble resources**
  - Partnerships, Strategic Planning, Supporting Incentives



# Design

Improves physical elements while preserving the community's authentic fabric, character + identity

- **Promote physical improvements**
  - Buildings + Public Space
- **Preserve + enhance historic fabric**
  - Education + Awareness
- **Encourage planning + best practices**
  - Planning, Standards, Assistance



# Promotion

Position the district as the center of activity, culture, commerce and community life, market its assets and positive image

- **Position district as center of activity**
  - Community + Special Events
- **Market the district's assets**
  - Retail Promotions + Marketing
- **Enhance positive Image**
  - Image Building + Branding



# Organization

Bring the Community together to build consensus and common vision, assemble resources, and lead revitalization

- **Promote the revitalization efforts**
  - Communication + Public Outreach
- **Foster community engagement**
  - Partnerships + Volunteer Leadership
- **Encourage investment in revitalization**
  - Funding + Other Resources



# Comprehensive Impact of Main Street

## ECONOMIC VITALITY



## DESIGN



## PROMOTION



## ORGANIZATION





# Getting Started

Step-by-Step Guide to Engaging in Main Street

# Steps to Main Street

- 1<sup>st</sup> Step – Identify/Establish Main Street Organization
- 2<sup>nd</sup> Step – Identify Main Street Area
- 3<sup>rd</sup> Step – Main Street Campaign
  - Communication
- 4<sup>th</sup> Step – Develop Communication Plan
  - Engage Community and Build Relationships with Key Stakeholders
- 5<sup>th</sup> Step – Build Program Budget
- 6<sup>th</sup> Step – Main Street Campaign
  - Fundraising





# Identify or Establish Main Street Organization

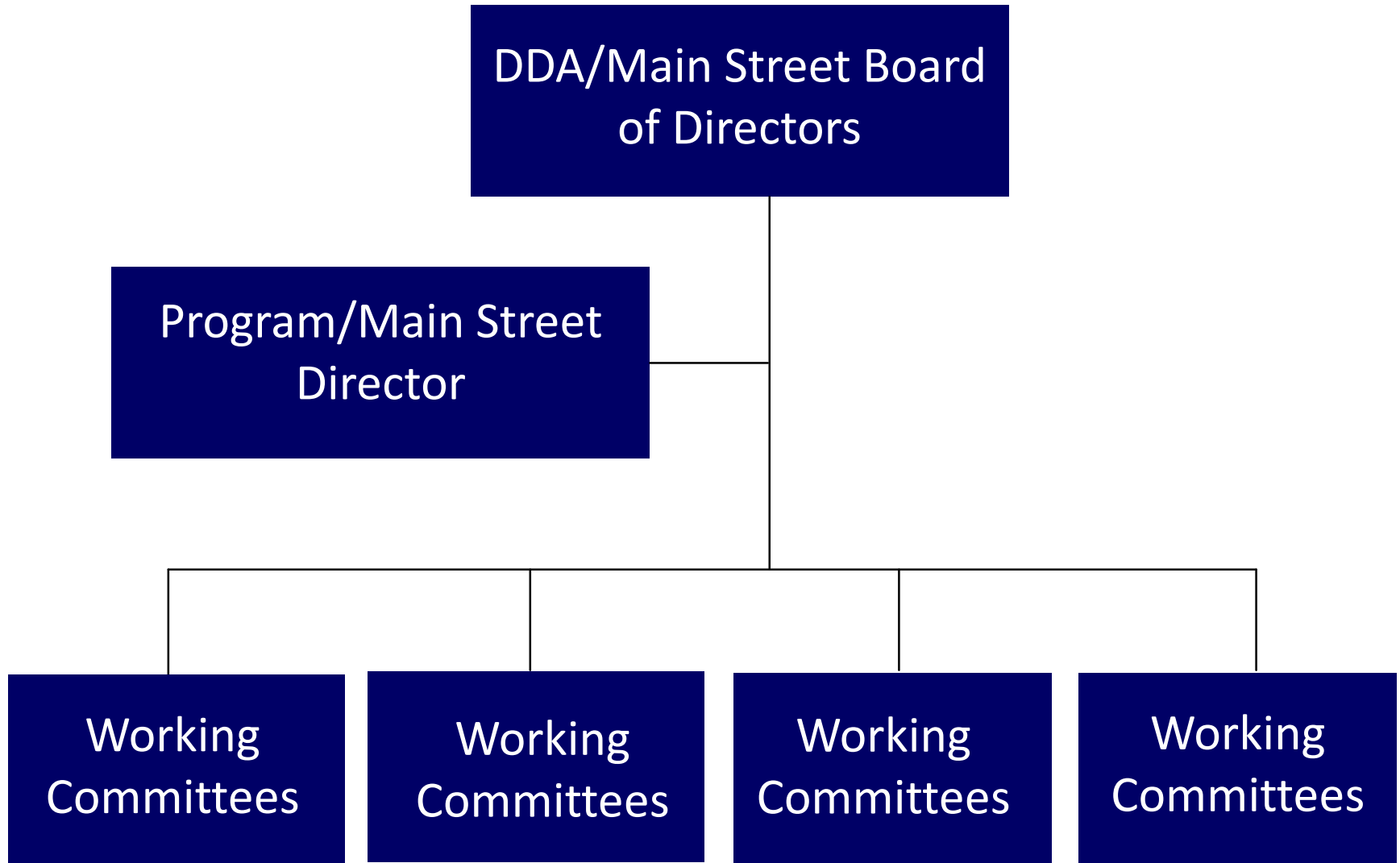
Local Main Street Organization fully committed to downtown revitalization and management

# Identify or Establish a Main Street Organization

- Organization (Nonprofit 501c3 or Quasi-Governmental DDA, PSD, BIZ, BID)
- Board of Directors
- Full-time Executive Director
- Volunteers organized by Committee/Team



# Organizational Structure



# Main Street Board of Directors

## Traditional Municipal Boards :

- Governing Boards
- Staff-driven
- Primarily financed by Tax Increment Financing (TIF)
- Enabled through state legislation – Public Act 197
- Open Meetings Act
- FOIA

## Main Street Boards:

- Working Boards
- Volunteer-driven
- Primarily financed through fundraising, memberships, event revenue, etc.

# Board of Directors

- Lead the Direction of the Main Street Program
- Policy
- Planning
- Committee Oversight
- Funding & Financial Management
- Advocacy
- Personnel/Evaluation



# Building an Effective Board

## Board Member Profile:

- Age
- Gender
- Race
- Resources
- Connections
- Qualities
- Expertise
- Tenure



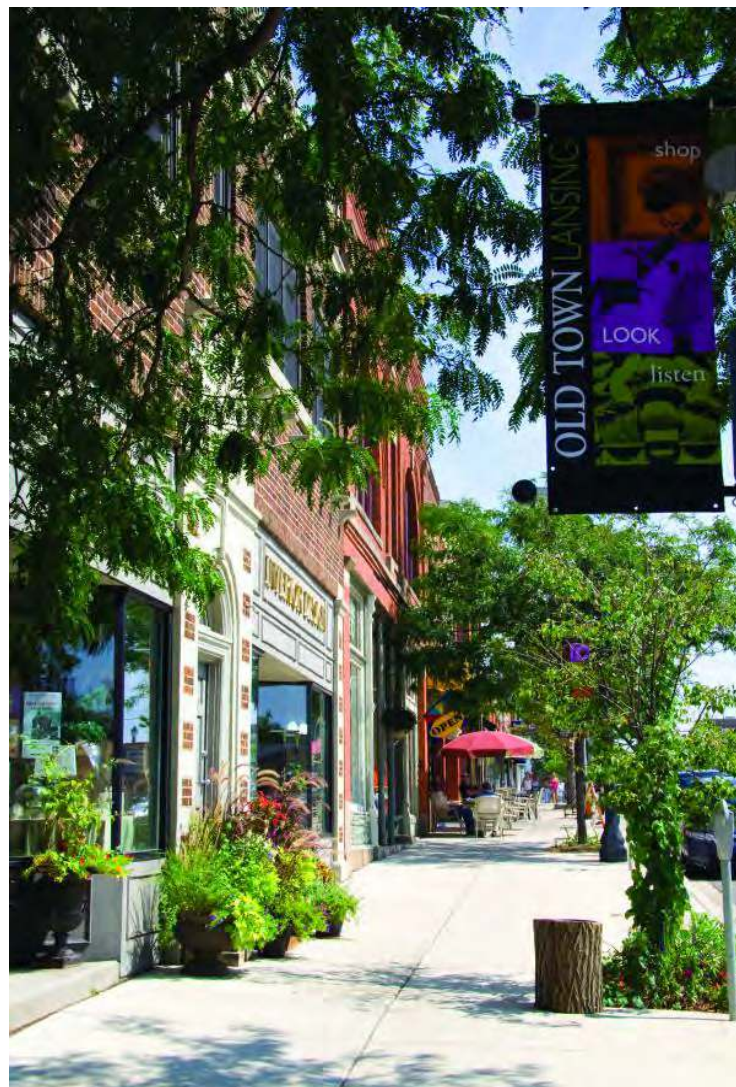
# Executive Director – Professional Management



- Relationship + Capacity Building
- Program Advocate
- Volunteer Management – The Motivator and Coach
- Work Plan Coordination – Development & Implementation with Committees/Teams
- Administrative – Day to Day Operations/Budget Management

# Project Committee/Team Responsibilities

- Develop and implement projects and tasks needed to achieve goals identified by board
- Develop annual work plan and budget for specific projects
- Work in collaboration by communicating with other committees/team members
- Create and communicate benchmarks that measure the success of specific projects and impact of the organization






# Volunteer Engagement Tips

- Cause Driven rather than organizationally motivated
- Prefer to be led through passion/inspiration rather than managed
- Want to make a difference
- Expect flexibility
- Not willing to make a long-term commitment
- Prefer to work on short-term projects for a specific role




- Charlevoix - Junior Main Street
  - Projects: Downtown App and Hoop Skirt Alley Project

## JUNIOR MAIN STREET COMMITTEE




### MAKE AN IMPACT IN DOWNTOWN CHARLEVOIX.

Join Junior Main Street to have your voice heard and earn volunteer hours making a positive impact on your community. Email Lindsey Dotson if you're interested!




### MONTHLY MEETINGS DURING AIM HOUR

LINDSEY DOTSON, MAIN STREET DDA DIRECTOR  
(231) 547-3257 | lindseyd@charlevoixmi.gov





- Howell Main Street
  - First Dates and Volunteer Incentive Program



### NEW 2019 Volunteer Appreciation Program

We LOVE our volunteers and to show our appreciation for your service we are kicking off a brand new Volunteer Appreciation program for 2019! Here's how it works:

**Step 1: Get a Punch Card**  
On your first day of service in 2019 you will receive a punch card that looks just like the sample below. Keep this card handy because you will use it to earn punches/stamps for your hours of service.

**Step 2: Earn Punches**  
Receive punches for the following volunteer activities:

- General volunteer service (ex. Event set-up, clean-up, phone calls, fundraising, etc.) 1 punch/hour
- Attend a committee or planning team meeting: 2 punches
- Bring a friend to a committee or planning team meeting: 1 "extra" punch for the meeting
- Volunteer of the Month recognition: 5 punches

Make sure a staff member punches (or initials) your card on your day of service. But, if you forget your card or forget to get it punched, you can come to the office at 118 W. Clinton St. within 7 days of service to have a staff member get you caught up.

**Step 3: Redeem Punches**  
Volunteers will receive an invitation to an Exclusive Volunteer Appreciation Party to be held in January, 2020! (Details including location, time, etc. are still TBD.) Volunteers will enjoy delicious refreshments and turn their punches into raffle ticket entries to win fabulous prizes! 1 punch = 1 ticket

You have a whole year to collect punches and the more you volunteer the better your chances to win some really sweet stuff!

**The fine print:** You must keep your card(s) in safe place and treat them like gold. When you fill up a card, put it in your safe place and get another one started. Lost cards will not be replaced.

# Volunteer Management

- Recruitment
  - Identify needs based on current projects
  - Create job descriptions
  - Match volunteers to projects based on identified skills, interests, and time commitment
- Orientation
  - Volunteer packet
  - Volunteer mentor/buddy system
- Management
  - Track volunteer time
  - Evaluate volunteer performance
- Recognition
  - Annually recognize hard work and achievements
  - Recognize major accomplishments throughout the year

## Wayne Main Street Volunteer Handbook



**Be involved.**

Two hours of volunteering can create a street lined with flowers.

**Wayne Main Street is more than an organization. It's a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.**

### HOURS & CONTACT INFO

#### **Office:**

1 Town Square Wayne, MI 48184

#### **Mailing Address:**

PO Box 327 Wayne, MI 48184

734-629-6822

**Hours:** Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm  
or by appointment

# Main Street Organization Next Steps



- Create momentum for Main Street and downtown revitalization efforts
- Educate key partners & stakeholders
- Implement fundraising strategy
- Lead application
- Attend MMS Trainings





# Identify the Main Street Area

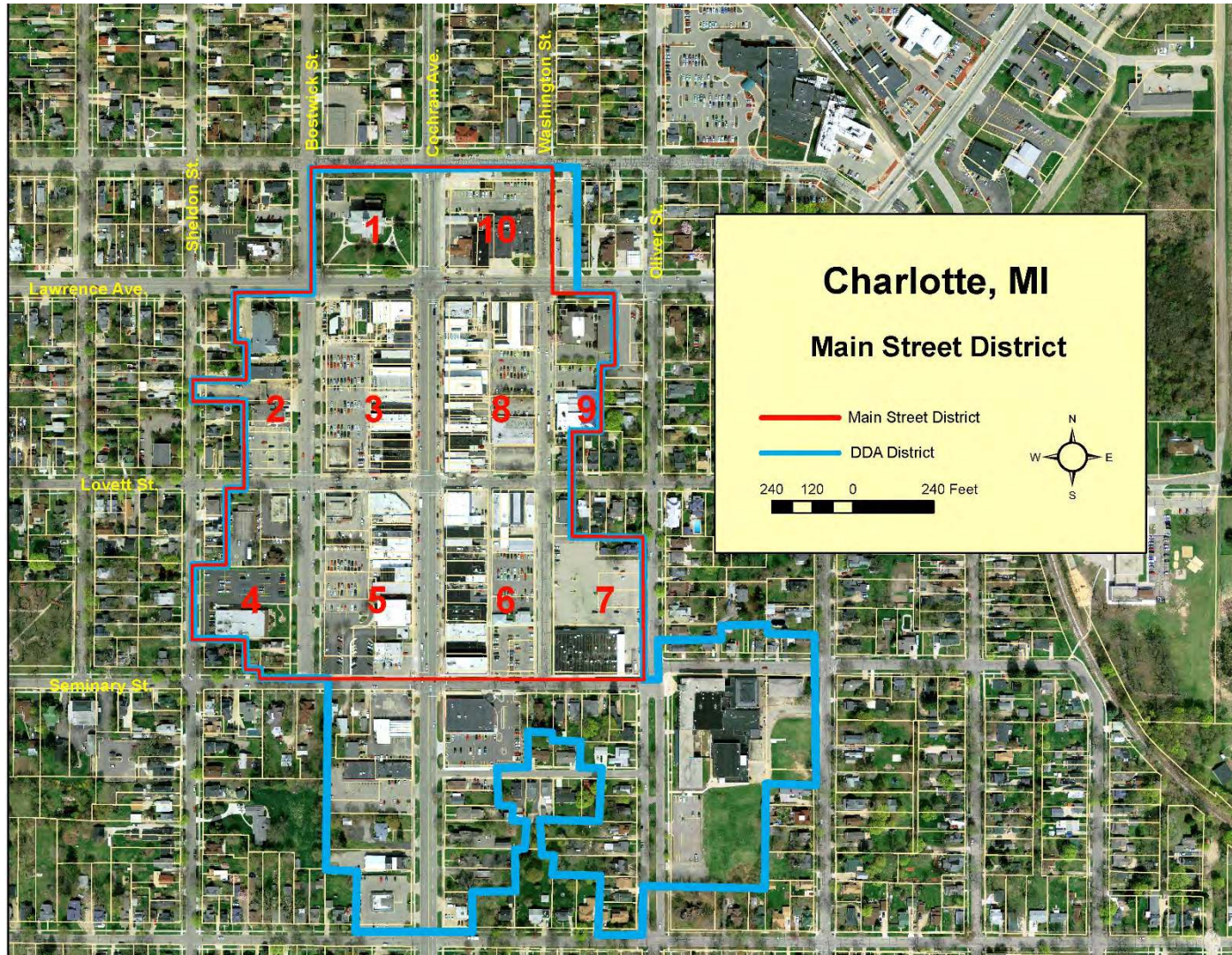
Identify Area for targeted revitalization and management efforts through Main Street

# Identify the Main Street Area

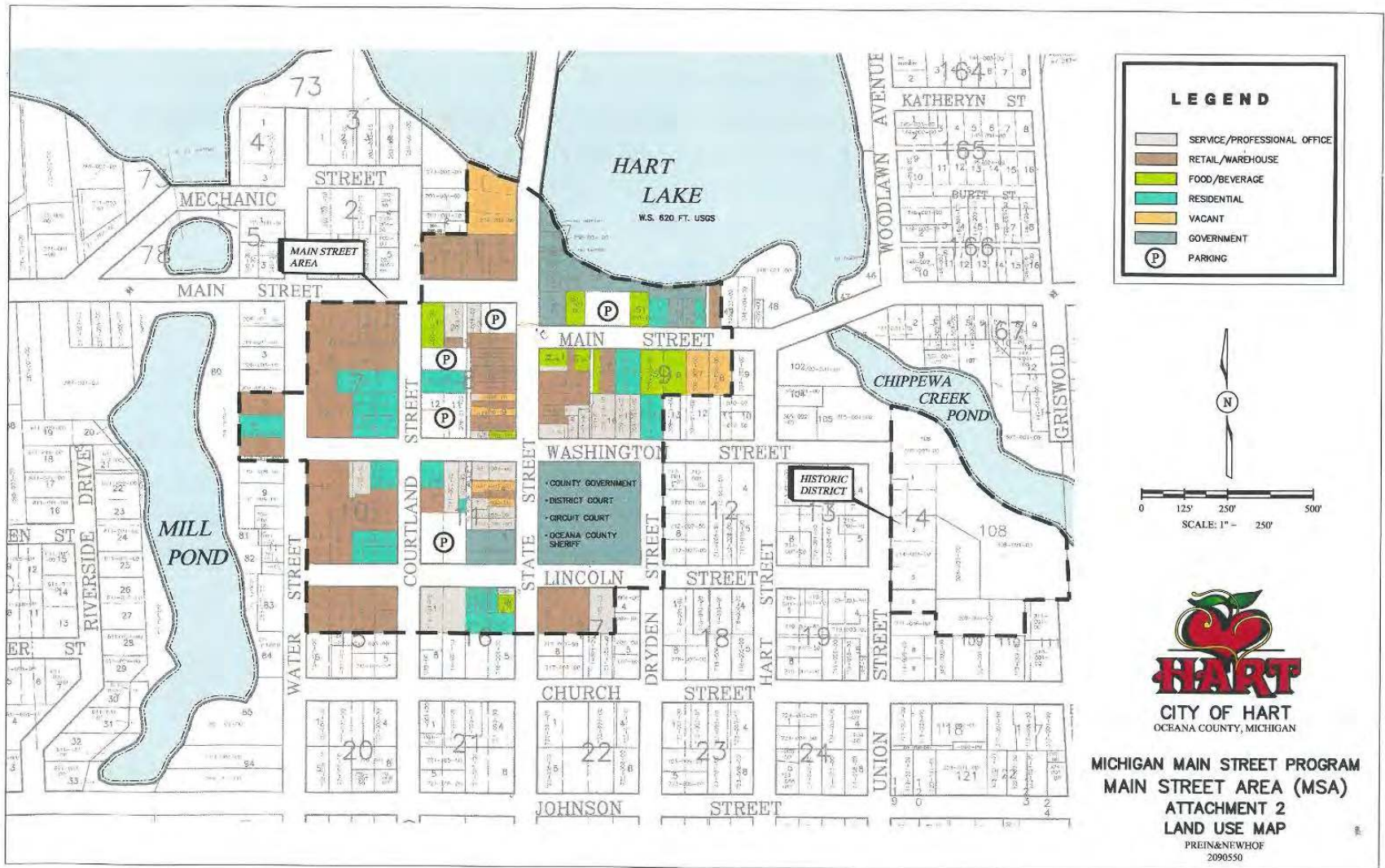


- Contiguous grouping of 20 or more zoned-commercial parcels
- 75% or more of the 20 parcels have existing buildings
- Predominantly zoned, planned and built or used for commercial purposes for 50 years or more.
- Pedestrian friendly & zero lot line development

# Main Street Area Map



# Main Street Area Map



# Conduct Building and Business Inventory

- Inventory by parcel
- Property Owner & contact info
- Businesses & contact info by floor
- Square footage by floor
- Age of building
- Photos
- Recent improvements
- Tax information
- Housing units
- Cost per square foot
- Vacancy
- Number of storefronts



# How to use a Building + Business Inventory

- Tool to collect, manage and track information about your district
- Understand current conditions and measure changes over time
- Identify and prioritize property development opportunities
- Determine strengths and gaps in current business mix
- Streamline data collection and stakeholder communication

Building + Business Inventory.xlsx - Excel							Michelle Audette-Bauman (MEDC)						
Parcel #	Property Street Address	Available	Known As	Notes	Owner Name	Own							
100-114-00	127 Court Street	N	Otsego Police Department	1 main entrance	Authority	Otseg							
023-033-10	218 N. Farmer Street	N	Otsego Historical Museum	2 store fronts	Authority	Otseg							
100-120-00	124 N. Farmer Street	N	Veterans of Foreign Wars	2 store fronts, 2nd floor apartment	Veterans of Foreign Wars	Otseg							
100-060-00	112 Kalamazoo Street	N	Church of God	parking lot	Church of God	Otseg							
022-005-00	117 E. Orleans Street	N	Otsego City Hall	2 entrances	City of Otsego	Otseg							
022-005-00	125 S. Farmer Street	N	Otsego Fire Department	2 main entrances	City of Otsego	Otseg							
100-044-00	115 S. Farmer Street	N	Alano Club	1 store front	City of Otsego	Otseg							
100-012-70	121 W. Allegan Street	N	Bob's True Value Hardware		Robert E & Carol H Meles; Br	Otseg							
023-039-00	141 N. Farmer Street	N	MillAssist Services Inc.	1 store front	MillAssist Services Inc	Otseg							
100-012-00	125 W. Allegan Street	N	Bob's True Value Hardware	apartment, open space	Robert E & Carol H Meles; Br	Otseg							
100-014-25	109 N. Farmer Street	N	365 Fitness	1 store front	William & Sandra Hambright Plainv								
100-023-40	131 E. Allegan Street	N	Little Pines Auto Repair	1 store front	Service	Otseg							
100-016-50	103 W. Allegan Street	N	Amish Oak Treasures	entrances, basement	Twin Lakes Sales LLC	Otseg							
100-014-00	114 W. Allegan Street	N	Antique Mall	access	Roger Newman	Tusco							
100-010-00	134 W. Allegan Street	N	W.I.C.	2 store fronts, 2nd floor office/apt	Richard Haugh	Otseg							
100-011-00	133 W. Allegan Street	N	Turn It Around Resale	2 entrances, add on Kalamazoo	c/o Thomas Rosenhagan	Porta							
100-024-00	124 E. Allegan Street	N	Farmer's Insurance	1 store front	Nathan & Jennifer Hunt	Marti							
100-040-50	115 S. Fair Street	N	residential duplex	2 two story apartments	Albert Radsnieler	Honk							

At Grade Space (i.e. 1st Floor)													
Use	# of Units (residential only)	Floor Area	Business Name	Owner-occupied?	Rent per Month (for residential, leave blank)	Use							
Food & Bev		2,000	Oscar's Café	Yes	\$ 1,500	Residential							



# Main Street Campaign

Tool for Building Momentum and Community Support

# Main Street Campaign

- Tool to guide communication and fundraising efforts
- Focus on building awareness and momentum for local Main Street effort
- Two Components:
  - **Communication** – developing a general message
  - **Fundraising** – creating a pledge drive and sponsorship program



# Milan Main Street Example

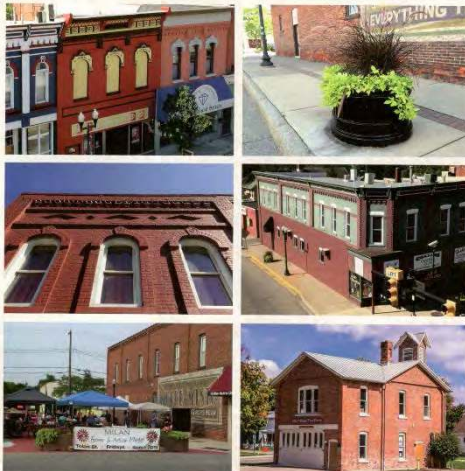


## DOWNTOWN MILAN MAIN STREET PROGRAM

**MAIN STREET.** Two words that evoke nostalgic feelings and warm memories in many people. That proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

Times are changing... and what once was is no more. Downtowns not only have to compete with urban sprawl and big box stores, but globally with the advancing technologies of the internet.

We are here to show that downtown should not be forgotten. Our downtown has two elements that cannot be reproduced—history and authenticity. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else. Therefore, it is our job to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful.



## CONTRIBUTION AND PLEDGE USE

Our goal is to secure acceptance into the program. Once accepted, four committees of downtown and community representatives will be formed (based on the four points). Those committees will create work plans to determine what the money should be spent on. Below is a list of the types of programs and events that could be funded.

**STAFFING:** The Main Street Program requires a dedicated staff member to lead revitalization efforts, work with existing businesses, assist with recruiting new businesses, and support downtown events.

**MINI-GRANTS:** The Main Street Committee could expand the competitive grant program for businesses in the district. Grants could go to businesses who fill out an application for things such as new awnings, outdoor seating, public murals, or anything that would improve the downtown.

**COMMUNITY EVENTS:** The Main Street Committee can create downtown events to draw visitors and promote business. The Promotion Committee would determine which events are best suited for Milan.

**BUILDING FAÇADE MATCH:** The Main Street Committee could provide matching funds for businesses interested in improving the look of their store.

**BUSINESS INCUBATOR:** The Main Street Committee could provide matching funds for new entrepreneurs interested in starting a business.

**PUBLIC ART AND COMMUNITY SPACES:** The Main Street Committee could provide matching funds for public art to enhance the downtown.

**DOWNTOWN INFRASTRUCTURE AND SIGNALS:** The Main Street Committee could provide matching funds for parking, bike paths, sidewalks, or other infrastructure.

Visit us at: [www.facebook.com/MilanDDA](http://www.facebook.com/MilanDDA)



## FINANCIAL OPPORTUNITIES

Sponsorship Levels (based on cumulative value of sponsorship over five years)

<b>DIAMOND</b>	\$20,000 and up	1 1/2" Name on Donor Listing (Annual Report) 2 1/2" Banner at all Milan Main Street Events Recognition on downtown information kiosk An event sponsorship for a Main Street Event
<b>PLATINUM</b>	\$5,000 - \$19,999	1 1/2" Name on Donor Listing (Annual Report) 2 1/2" Banner at all Milan Main Street Events Recognition on downtown information kiosk
<b>GOLD</b>	\$2,500 - \$4,999	1 1/2" Name on Donor Listing (Annual Report) 2 1/2" Banner at all Milan Main Street Events
<b>SILVER</b>	\$1,000 - \$2,499	1 1/2" Name on Donor Listing (Annual Report)
<b>BRONZE</b>	\$500 - \$999	1 1/2" Name on Donor Listing (Annual Report)
<b>COPPER</b>	\$100 - \$499	1 1/2" Name

Please return in the envelope provided by November 30, 2015.  
Address to Milan Main Street Committee, PO Box 201, Milan MI 48160

Investments in Milan Main Street Fund are tax-deductible. The Milan Main Street Committee is a subcommittee of the Milan DDA, formed from citizens interested in making a difference in Milan, especially in Milan's downtown.



# Main Street Campaign Goals

- Building Community Support
  - For change in downtown
  - For organization
- Creating a Unified Message
- Communicating the Purpose + Value
  - Downtown and Organization
- Getting people involved
  - Volunteer
  - Donate Money
- Generating excitement
  - Have people share the information



# Create Consistent Message



- **DOWNTOWN**

- The Vision
- The Positives
- The Opportunities
- The Results

- **THE PROGRAM**

- The Mission
- The Value
- The Opportunities
- The Results

# Main Street Campaign - Message Components

- What is Main Street?
- Why is Downtown and revitalization important to our Community?
  - History
  - Opportunities for the Future
- What are you trying to achieve with your Main Street efforts?
- How will Main Street impact various stakeholders in the downtown?
- How will Main Street benefit the community?
- How does it work – process to becoming a Main Street Community?
- What is your timeline?
- What are the needs of the organization?
- How can someone get involved?
- Frequently Asked Questions

## MAIN STREET PROGRAM

A program of the Charlevoix Downtown Development Authority designed to preserve the natural beauty and history, enhance commerce and strengthen investment in Downtown Charlevoix.



### Main Street.

Two words that evoke nostalgic feelings and warm memories for many people. That's proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

However, times are changing and what once was, is now no more. Downtown's not only have to compete with urban sprawl and big box stores, but globally with the advancing technologies of the Internet.

Main Street is here to show people that downtown shouldn't be forgotten. They have two things that cannot be reproduced, history and authenticity. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else; therefore, it's our job to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful.

Downtown provides an atmosphere for you and your friends and family to enjoy, and an attractive downtown also leads to better business recruitment, new jobs, a stronger tax base, more public amenities, and better community facilities like the hospital, schools, and library.

Downtown local businesses are most often the ones who donate to the little league or your daughters school field trip. They supply funds for the free Summer Concert Series and the Venetian Festival; things that all the citizens in our town are able to enjoy. In other words, the success of these businesses directly impacts your quality of life.

Downtown is a collective, community effort. Not just the work of a few select folks. Re-framing the way we think about our role in the community will continue to ensure that we provide the best experience for your family and for future generations to come.

Believe it or not, we all have a stake in the improvement and vitality of downtown and you now have the opportunity to be part of the change you wish to see!

### How Does it Work?

Main Street is a national program that receives state funding. Every year communities throughout the state compete to be selected as one of the three official Main Street Communities Inducted into the program.

Once inducted into the next level of program (Select Level), your community receives: support and services designed to stimulate your downtown, more opportunities for grant participation and support, a successful fundraising program, ample volunteer base, completeness of the application, and a final presentation.

Applicants for the Select Level are judged on a number of factors including community participation and support, a successful fundraising program, ample volunteer base, completeness of the application, and a final presentation.



### How Can I Help?

#### SERVE ON A COMMITTEE:

Do you have expertise that would make you an asset? If so, you can become a formal committee member working hand in hand to help improve downtown.

#### VOLUNTEER:

Don't have the time or flexibility to make monthly meetings? That's ok, you can help us sell t-shirts, stuff envelopes, plant flowers or collect pledges. Whether you give us one hour or one year we will find the perfect volunteer opportunity that fits you.

#### DONATE:

We know money is tight—seriously, we know—which is why we are grateful for any and all donations. We happily accept pocket change or a substantial monetary pledge. Financial pledges will not only give us a better chance at reaching the next level of the program, but will also allow us to continue to provide a beautiful atmosphere, ample amenities, and fun events to stimulate the downtown and Charlevoix as a whole. (If Charlevoix does not make it to the next level, you would not be required to fulfill your pledge.)



### Learn More

#### Ms. Bethany Pearson

Community Economic Development Director  
231-547-3257 or bpearson@cityofcharlevoix.org  
www.downtowncharlevoix.com  
www.michiganmainstreetcenter.com

### Main Street Meeting

Speakers Patrick Reagan from the Portland DDA and Laura Krizov from the Michigan Main Street Program will be on hand to explain the program and answer all of your questions. Everyone is welcome!

DATE: Thursday, September 4, 2014  
TIME: 6:00-7:30pm  
LOCATION: Charlevoix Public Library

# Tool

MAIN STREET CAMPAIGN MESSAGES WORKSHEET		
Main Street Campaign Goal 1:		
Main Street Campaign Goal 2:		
<p>What is Main Street?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What is the history of Downtown? Why is Downtown important to the community?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What opportunities exist in Downtown?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>What is the vision and goals for the future of Downtown? What improvements is Main Street trying to achieve?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>How will Downtown Revitalization and Management through Main Street benefit the Downtown and the Community?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What does the Main Street Organization Need?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>How does Main Street Work? What is the Timeline?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		<p>How can someone get involved?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

# Main Street Campaign - Mission

- Articulate the vision for the Downtown and Mission of the organization
- Statement of the Goal for Community and Main Street
- Who, What, Why, How Statement



# Recommended Activity

**MAIN STREET  
MAD LIBS**

We are \_\_\_\_\_  
Organization Name

and we believe in \_\_\_\_\_  
Value

Every day, we \_\_\_\_\_  
Verb                      Noun

on behalf of \_\_\_\_\_  
Constituency

in \_\_\_\_\_  
Place

so that \_\_\_\_\_  
Aspiration/ Change that you want to make

**JOIN WITH US!**



# Communication Plan

Targeted Outreach and Engagement Strategy for Main Street Stakeholders

# Communications Planning Best Practices

- Plan regular communications
- Tailor communication to meet audience's needs
  - Messages appeal to stakeholder interests
  - Delivery Method – identify best way to convey information to targeted groups
- Create Simple, Consistent Message
  - Explain purpose and value
  - Let people understand what you are trying to do
  - Include a call to action
- Guiding Questions:
  - Who do we need to talk to?
  - What language & images will they respond to?
  - How do they receive information?

# Stakeholder Communication Plan - Components

- Stakeholder Identification
  - Identify key stakeholders that could be contributors to organization
- Stakeholder Profile
  - Highlight stakeholder interests
- Stakeholder Message
  - Create a message appealing to each stakeholder's interest
- Messaging Tools
  - Deliver message
- Communication Calendar
  - Implement communications



# Build a Sense of Ownership



**WITH *versus* FOR**

# Appeal to Stakeholder Interests

- Value proposition
- What's in it for them?
  - How does Main Street benefit them?
- Why does a strong downtown matter?
  - How does it benefit each unique stakeholder?
- What will motivate them to support the organization and get involved?



# Common Calls to Action

- Become a volunteer committee/team member
- Make a pledge to donate money
- Visit Downtown & Support Local Businesses
- Share Information
- Generate excitement to get others involved



# Messaging Tools



- Focus on the most effective and efficient method of communication
- Identify the messaging tools that are best suited to reach each key stakeholder and deliver the message
- Direct Communication
  - One-on-one conversations
  - Stakeholder meetings
  - Presentations
  - Thank You's
- Indirect Communication
  - Newsletters – print and electronic
  - Brochures
  - Flyers
  - Press Releases
  - Website
  - Social Media
  - Media – Radio or TV

# Be Creative

- Imagery/Video
- Logos
- Vacant Storefronts
- Bag Stuffers
- Bulletin Boards
- Utility Bill
- Sidewalk Chalk
- T-shirts
- Engage Youth
- Letter of Support



# Tool

MAIN STREET STAKEHOLDER COMMUNICATION PLAN WORKSHEET																				
STAKEHOLDER PROFILE		MESSAGING	MESSAGING TOOLS										ROLE					TIMELINE		
			Face-to-face	Stakeholder Meeting	Presentation/Update	Online	Online	Workshop	Discussion	Mail	Press Release	Website	Social Media	Other	Volunteer	Online Forum	Advisory	Advisory	Advisory	Advisory
Stakeholder	Goals, motivations, interests	Key message	Direct communication					Indirect communication					Skill set/position					Frequency		
DOWNTOWN																				
PUBLIC																				
COMMUNITY																				

# Tool: Communication Calendar

- Identifies Lead to develop messaging tool
- Identifies frequency to deliver messaging tool
- Planning tool – outline tasks needed to develop and deliver messaging tool

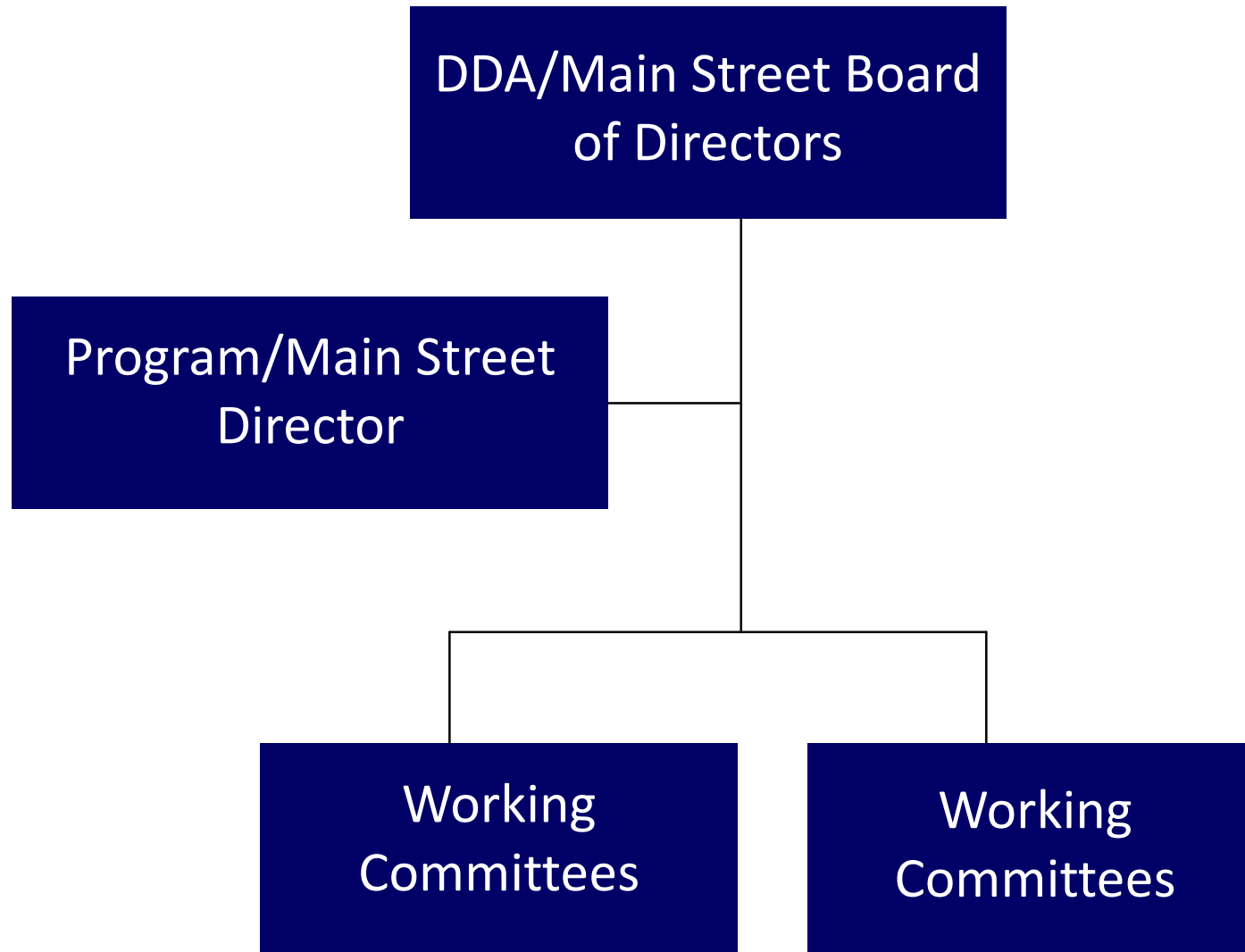
MAIN STREET COMMUNICATION CALENDAR WORKSHEET																		
	MESSAGING TOOL	STAKEHOLDER	LEAD	FREQUENCY												ACTION ITEMS/TASKS		
				Daily	Weekly	January	February	March	April	May	June	July	August	September	October		November	December
						Monthly												
Direct Communication	Face-to-Face																	
	Stakeholder Meeting																	
	Presentation/Update																	
	Other:																	
	Other:																	
In-Direct Communication	Newsletter																	
	Brochure																	
	Flyer																	
	Press Release																	
	Website																	
	Social Media																	
	Other:																	



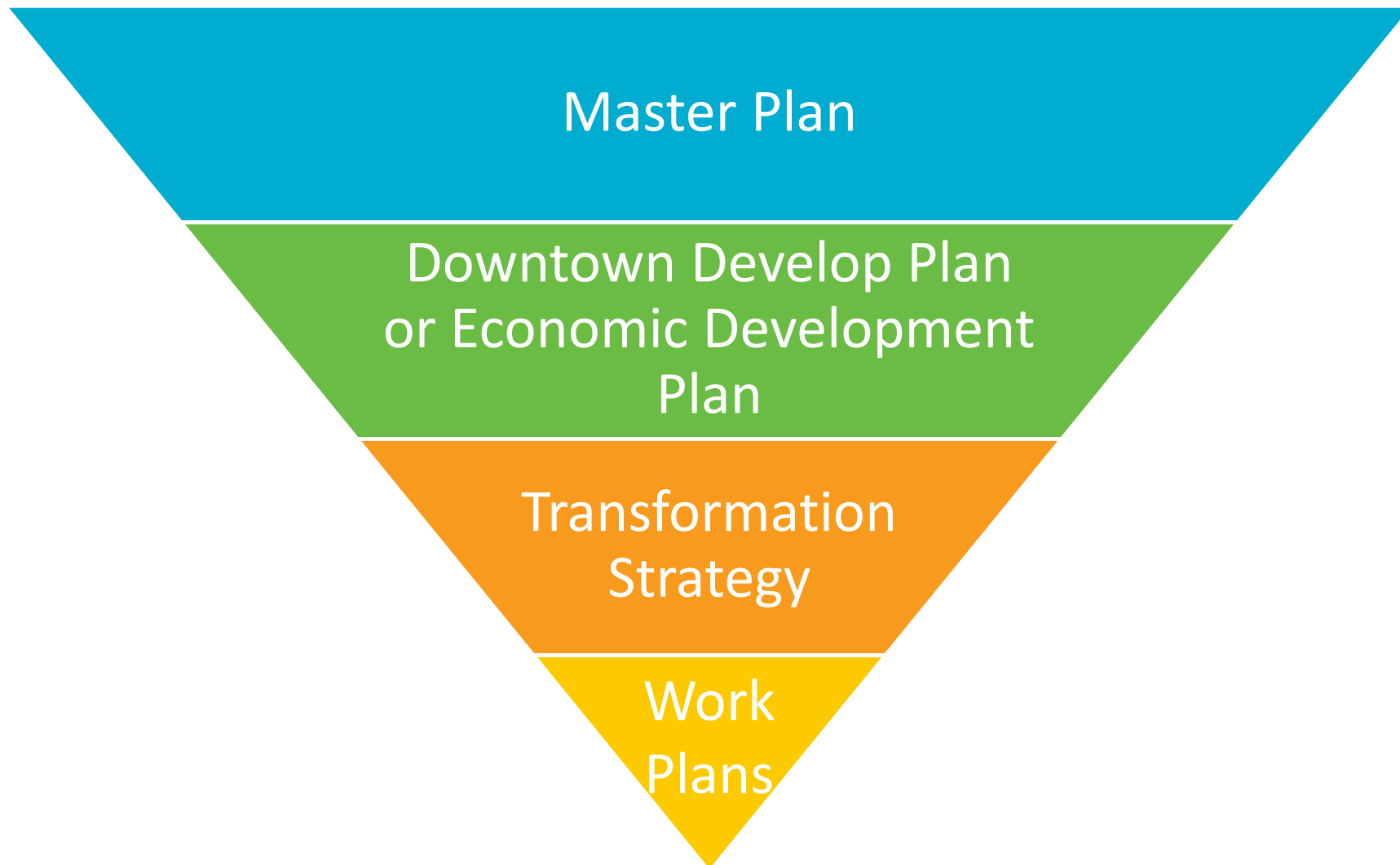
# Main Street Planning

Building Capacity to Implement Projects

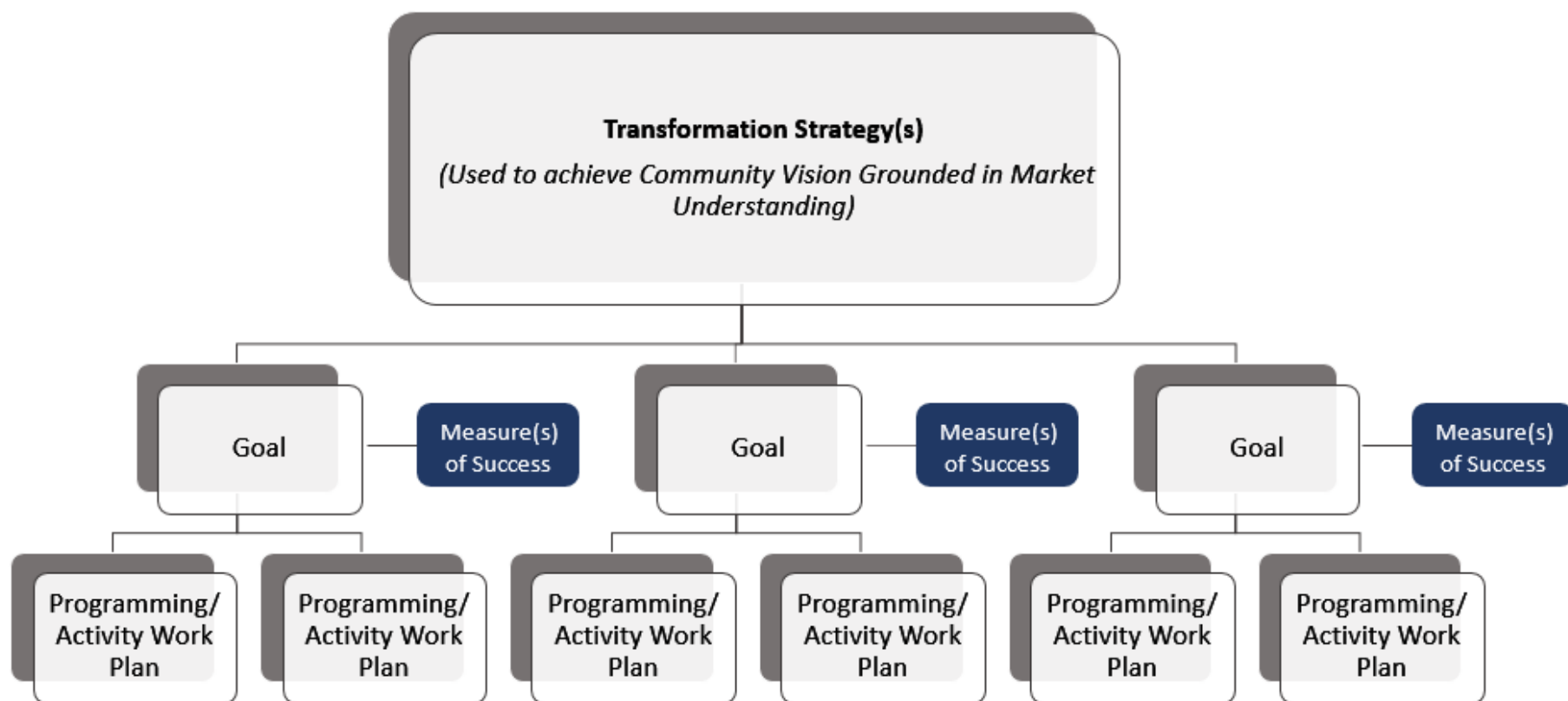
# Organizational Structure



# Main Street Planning



# Transformation Strategy Implementation



# Work Plan Process

1. Transformation Strategy Identification
  - Community vision
  - Market data
2. Strategy Development
  - Board identifies and sets goals
  - Develops measures of success
3. Strategy Implementation + Project Management
  - Committees develop projects to meet Board goals
  - Work plans created for each project
  - Determines measures of success for each project
4. Board reviews and approves work plans
5. Board approves annual budget
6. Board submits annual budget to municipality





# Main Street Budget

Building Capacity and Resources for Main Street Efforts

# Sustainable 5 Year Budget

## Appendix #2 - Five-Year Budget Example

### DDA / MS Fund Balance Summary

Summary	FY #1	FYE #2	FYE #3	FYE #4	FY #5	Notes
Fund Balance (Beginning of Year)						
Revenues Over (Under) Expenditure						
Fund Balance (End of Year)						

### DDA / MS Revenues

Account Title
Allocation from Fund Balance
Property Tax Collections
Grants: (please list)
- 1) ie. Local Community Foundation
- 2)
- 3)
Loan Proceeds
Interest Earnings
Committee Revenues - includes:
- Design Comm Revenue
- Econ Restruct. Comm Revenue
- Organization Comm Revenue
- Promotions Comm Revenue
Contributions
- City Contribution
- County Contribution
- Business Contribution
- Corporate Contribution
- Property Owner Contribution
- Private Contribution
- Chamber of Commerce
- Contribution from Community Groups
Membership Dues
Fees for Service
Major Event Revenue (each event may require
- 1) i.e. MusicFest

### DDA / MS Expenses

Account Title	FY #1	FYE #2	FYE #3	FYE #4	FY #5	Notes
Office Equipment and Supplies						
- Postage						
Membership Dues - such as:						
- Michigan Downtown Association						
- National Main Street Center						
-						
-						
Professional Library/Subscriptions						
Utilities/Phone/Internet Service						
Facilities Rent						
Salaries/Wages						
Insurance: Life/AD&D						
Medical Insurance						
Social Security						
Pension						
Unemployment						
Sick/Vacation						
Professional Development/Education/Travel						
1) New Manager Training - TBD						
2) Fall Quarterly Training - TBD						
3) Winter Quarterly Training - TBD						
4) National Main Streets Conference - TBD						
5)						
6)						
7)						
Administrative Service Fee						
Insurance						
Bank Fees						
Loan Principle Repayment						
Interest						

# Tool: Main Street Budget Worksheet

- Complete Budget Worksheet as Fund Development Plan

The image shows two overlapping copies of the 'Main Street Budget Worksheet'. The top worksheet is 'SECTION 1: Organization Expenses' and the bottom is 'SECTION 2: Organization Revenues'. Both worksheets are designed as spreadsheets with columns for 'Current Year', 'FY #1', 'FY #2', 'FY #3', 'FY #4', 'FY #5', and 'Notes'. The worksheets are color-coded with blue headers and green highlights for certain sections. The bottom worksheet also includes a 'REVENUES TOTAL' section and a 'MAIN STREET BUDGET WORKSHEET TOTALS' section at the bottom.

**SECTION 1: Organization Expenses**

Line Item	Current Year	FY #1	FY #2	FY #3	FY #4	FY #5	Notes
<b>Property Tax Collections</b>							
Interest Earnings							
Grants							
Contributions/Pledges/Sponsorships							
1. City							
2. County							
3. Business Owners							
4. Property Owners							
5. Residents							
6. Community Groups							
7. Corporate/Industrial							
8. In-kind							
9.							
10.							
<b>Project Revenues</b>							
1. Design Project Revenue							
2. Economic Vitality Project Revenue							
3. Organization Project Revenue							
4. Promotion Project Revenue							
5.							
<b>Major Event Revenue</b>							
1. Le. Farmer's Market							
2. Le. Concerts in the Park							
3.							
4.							
5.							
<b>Merchandise Sales</b>							
Fees for Service							
<b>REVENUES TOTAL</b>							
<b>MAIN STREET BUDGET WORKSHEET TOTALS</b>							
TOTAL REVENUE							
- TOTAL EXPENSES							
TOTAL							

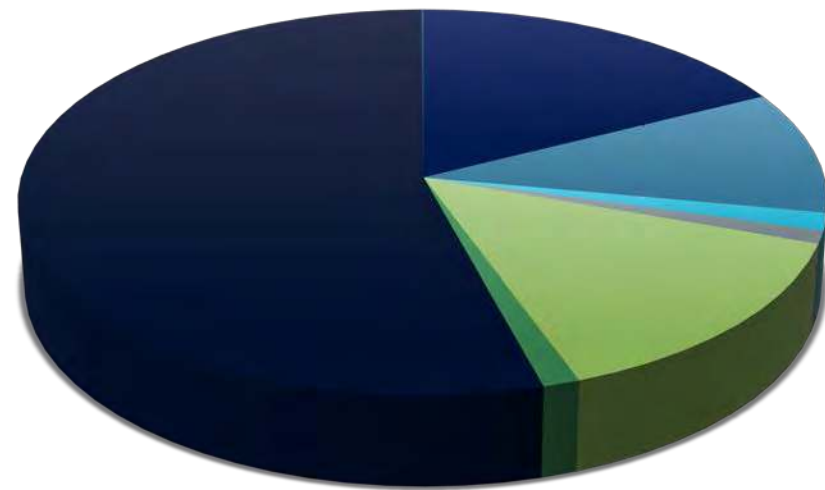
**SECTION 2: Organization Revenues**

Line Item	Current Year	FY #1	FY #2	FY #3	FY #4	FY #5	Notes
<b>Property Tax Collections</b>							
Interest Earnings							
Grants							
Contributions/Pledges/Sponsorships							
1. City							
2. County							
3. Business Owners							
4. Property Owners							
5. Residents							
6. Community Groups							
7. Corporate/Industrial							
8. In-kind							
9.							
10.							
<b>Project Revenues</b>							
1. Design Project Revenue							
2. Economic Vitality Project Revenue							
3. Organization Project Revenue							
4. Promotion Project Revenue							
5.							
<b>Major Event Revenue</b>							
1. Le. Farmer's Market							
2. Le. Concerts in the Park							
3.							
4.							
5.							
<b>Merchandise Sales</b>							
Fees for Service							
<b>REVENUES TOTAL</b>							
<b>MAIN STREET BUDGET WORKSHEET TOTALS</b>							
TOTAL REVENUE							
- TOTAL EXPENSES							
TOTAL							

**EXPENSES TOTAL**

# Main Street Budget - Expenses

Expenses Break Down



■ Salary- 16%      ■ Design - 9.5%      ■ Econ. Vitality - 1.3%

■ Organization - 1%      ■ Promotions - 12.8%      ■ Travel - 1.2%

■ Operations - 49.4%      ■ Other - 8.8%

- Typical Expenses

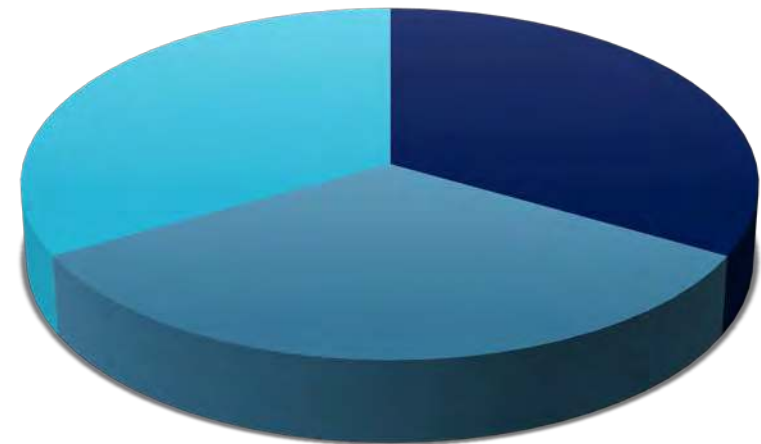
- Operations
- Office
- Staff
- Membership Dues/Subscriptions
- Professional Development/Travel
- Existing and Future Projects

# Main Street Budget - Revenues

- Typical Revenue Sources

- Property Tax/TIF Revenue
  - **Average:** \$185,502
- Grants
  - **Average:** \$27,768
- Contributions/Pledges/ Sponsorships
  - **Average:** \$35,822
- Project Revenue
  - **Average:** \$19,533
- Event Revenue
  - **Average:** \$29,575
- Other
  - Merchandise Sales
  - Fees for Service
  - Rents
  - Special Projects

Revenue Break Down



■ Public ■ Private ■ Earned



# Main Street Campaign

Tool for Building Momentum and Community Support

# Main Street Campaign

- Tool to guide communication and fundraising efforts
- Focus on building awareness and momentum for local Main Street effort
- Two Components:
  - **Communication** – developing a general message
  - **Fundraising** – creating a pledge drive and sponsorship program



# Milan Main Street Example

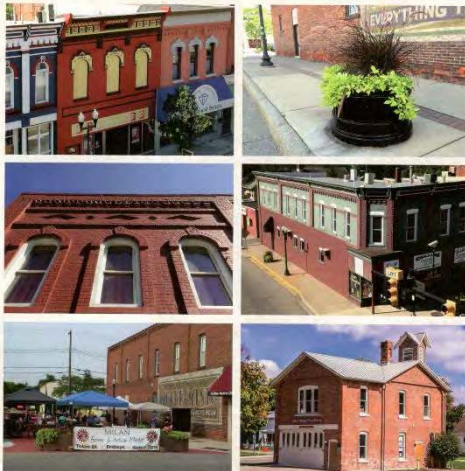


## DOWNTOWN MILAN MAIN STREET PROGRAM

**MAIN STREET.** Two words that evoke nostalgic feelings and warm memories in many people. That proof that place matters, and that main streets exist as places of civic pride and community congregation. They are a reflection of what we love about our towns and our neighbors.

Times are changing... and what once was is no more. Downtowns not only have to compete with urban sprawl and big box stores, but globally with the advancing technologies of the internet.

We are here to show that downtown should not be forgotten. Our downtown has two elements that cannot be reproduced—history and authenticity. Historical architecture and the authentic growth of downtowns throughout time give them a distinct flavor and vibrancy not found anywhere else. Therefore, it is our job to preserve both the tangible and intangible aspects that make our downtown distinctly beautiful.



## CONTRIBUTION AND PLEDGE USE

Our goal is to secure acceptance into the program. Once accepted, four committees of downtown and community representatives will be formed (based on the four points). Those committees will create work plans to determine what the money should be spent on. Below is a list of the types of programs and events that could be funded.

**STAFFING:** The Main Street Program requires a dedicated staff member to lead revitalization efforts, work with existing businesses, assist with recruiting new businesses, and support downtown events.

**MINI-GRANTS:** The Main Street Committee could expand the competitive grant program for businesses in the district. Grants could go to businesses who fill out an application for things such as new awnings, outdoor seating, public murals, or anything that would improve the downtown.

**COMMUNITY EVENTS:** The Main Street Committee can create downtown events to draw visitors and promote business. The Promotion Committee would determine which events are best suited for Milan.

**BUILDING FACADE MATCH:** The Main Street Committee could provide matching funds for businesses interested in improving the look of their store.

**BUSINESS INCUBATOR:** The Main Street Committee could provide matching funds for businesses interested in improving the look of their store.

**PUBLIC ART AND COMMUNITY SPACES:** The Milan Main Street Committee could provide matching funds for businesses interested in improving the look of their store.

**DOWNTOWN INFRASTRUCTURE AND SIGNALING:** The Milan Main Street Committee could provide matching funds for businesses interested in improving the look of their store.

Visit us at: [www.facebook.com/MilanDDA](http://www.facebook.com/MilanDDA)



## FINANCIAL OPPORTUNITIES

Sponsorship Levels (based on cumulative value of sponsorship over five years)

<b>DIAMOND</b>	\$20,000 and up	1 1/2" x 1" Name on Donor Listing (Annual Report) 2 1/2" x 1" Banner at all Milan Main Street Events Recognition on downtown information kiosk An event sponsorship for a Main Street Event
<b>PLATINUM</b>	\$5,000 - \$19,999	1 1/2" x 1" Name on Donor Listing (Annual Report) 2 1/2" x 1" Banner at all Milan Main Street Events Recognition on downtown information kiosk
<b>GOLD</b>	\$2,500 - \$4,999	1 1/2" x 1" Name on Donor Listing (Annual Report) 2 1/2" x 1" Banner at all Milan Main Street Events
<b>SILVER</b>	\$1,000 - \$2,499	1 1/2" x 1" Name on Donor Listing (Annual Report)
<b>BRONZE</b>	\$500 - \$999	1 1/2" x 1" Name on Donor Listing (Annual Report)
<b>COPPER</b>	\$100 - \$499	1 1/2" x 1" Name on Donor Listing (Annual Report)

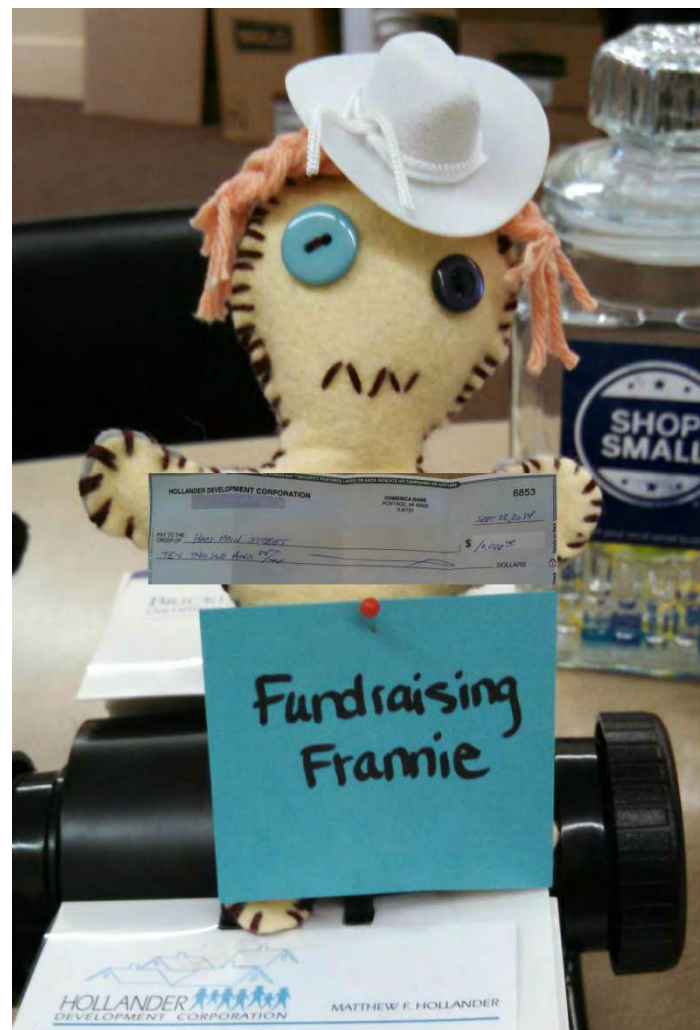
Please return in the envelope provided by November 30, 2015.  
Address to Milan Main Street Committee, PO Box 201, Milan MI 48160

Investments in Milan Main Street Fund are tax-deductible. The Milan Main Street Committee is a subcommittee of the Milan DDA, formed from citizens interested in making a difference in Milan, especially in Milan's downtown.



# Main Street Campaign - Fundraising

- Pledge Drive
- Sponsorship Program
- Identify a champion and volunteers to lead these efforts



# 1 - Identify Contributors

- Develop a prospect file w/profiles of each stakeholder
- Based on Stakeholder Communication Plan
  - Create profiles of all stakeholders that highlights their interest in downtown and/or organizational mission/revitalization efforts
  - Create a message that appeals to each stakeholder
  - Estimate the amount of money you can reasonably expect each key stakeholder to contribute
    - Match each to a planned action or project that has a defined cost
    - This is a multi-year gift – ask for multi-year amount
- Potential Contributors
  - Municipal Government
  - Financial Institutions
  - Local Industries
  - Foundations
  - Organizations and Civic Groups
  - Downtown Businesses
  - Downtown Property Owners
  - Individual Community Members

# 2 – Develop Fundraising Strategies

- Pledge Form
  - General Appeals
    - Solicit pledges and support for general program activities
- People can commit time or money
- Great way to document support
- Committed revenue for 1 to 5 years
- Don't forget to bill them!

**Milan Main Street Pledge**

I pledge the following:

☐ Annual Investment in Milan—\$\_\_\_\_\_ the first year (2016) and \$\_\_\_\_\_ for each of the next consecutive four years (2017-2020) to support the economic revitalization of downtown Milan.

OR

☐ Lump Sum Investment in Milan—\$\_\_\_\_\_ to be paid in 2016 to support the economic revitalization of downtown Milan.

OR

☐ Other Structure or In-Kind Investment in Milan—\_\_\_\_\_

\_\_\_\_\_

to support the economic revitalization of downtown Milan:

I understand that I will be invoiced for this sponsorship only if Milan is accepted into the Select Level of the Michigan Main Street program. I will fulfill the first sponsorship commitment for 2016 by April 1, 2016 and following year sponsorships by the succeeding April 1 of that year. This sponsorship can be increased, decreased, extended, or cancelled in writing by mailing to the Main Street Committee Treasurer, P. O. Box 201, Milan MI 48160.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City State Zip \_\_\_\_\_ Preferred contact method: ☐ Phone ☐ Email

☐ I prefer NOT to have my name listed among Main Street sponsors. Initial \_\_\_\_\_

Please return in the envelope provided by December 31, 2015. Return to Milan Main Street Committee, P. O. Box 201, Milan MI 48160.

Investments in Milan Main Street Fund are tax deductible. The Milan Main Street Committee is a subcommittee of the Milan Downtown Development Authority (DDA), formed from citizens interested in making a difference in Milan, especially in Milan's downtown.

# 2 – Develop Fundraising Strategies

## Main Street Evart Pledge Form

**I pledge the following:**

Sponsorship	Yearly Gift	Years	One Time Gift
<input type="checkbox"/> Diamond	\$4,000	5	\$20,000
<input type="checkbox"/> Platinum	\$2,000	5	\$10,000
<input type="checkbox"/> Gold	\$1,000	5	\$5,000
<input type="checkbox"/> Silver	\$500	5	\$2,500
<input type="checkbox"/> Bronze	\$250	5	\$1,250
<input type="checkbox"/> Copper	\$100	5	\$500

☐ Annual investment in Evart with a five year commitment

☐ A one-time gift to Evart

☐ I prefer my donation to be anonymous

☐ Volunteer

☐ ECONOMIC VITALITY - Committee Member

☐ DESIGN - Committee Member

☐ PROMOTION - Committee Member

☐ ORGANIZATION - Committee Member

☐ Event & program volunteer

I understand that I will be invoiced for this sponsorship.

I will fulfill the first sponsorship commitment for April of 2018 and the following years by April 1.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_



Please return this response form by November 20, 2017. Please make checks payable to Evart DDA and mail to:

Evart DDA, 127 N River Road, Evart, MI 49631

- Sponsorship Program
  - Specific Appeals
    - Solicit support for specific programs or activities
  - General Appeals
- Develop Contribution Levels and corresponding value/recognition
- Can be combined with the Pledge Form

# 3 – Plan Fundraising Methods



- Fundraising Ask
- Based on Stakeholder Communications Plan
- Direct Communication
  - Face-to-Face
  - Booths at Events
- Indirect Communication
  - Mail Solicitations
  - Newsletter
  - Social Media
  - Press Release/Local Media
- Events



# Wrap up

Next Steps

# Next Steps



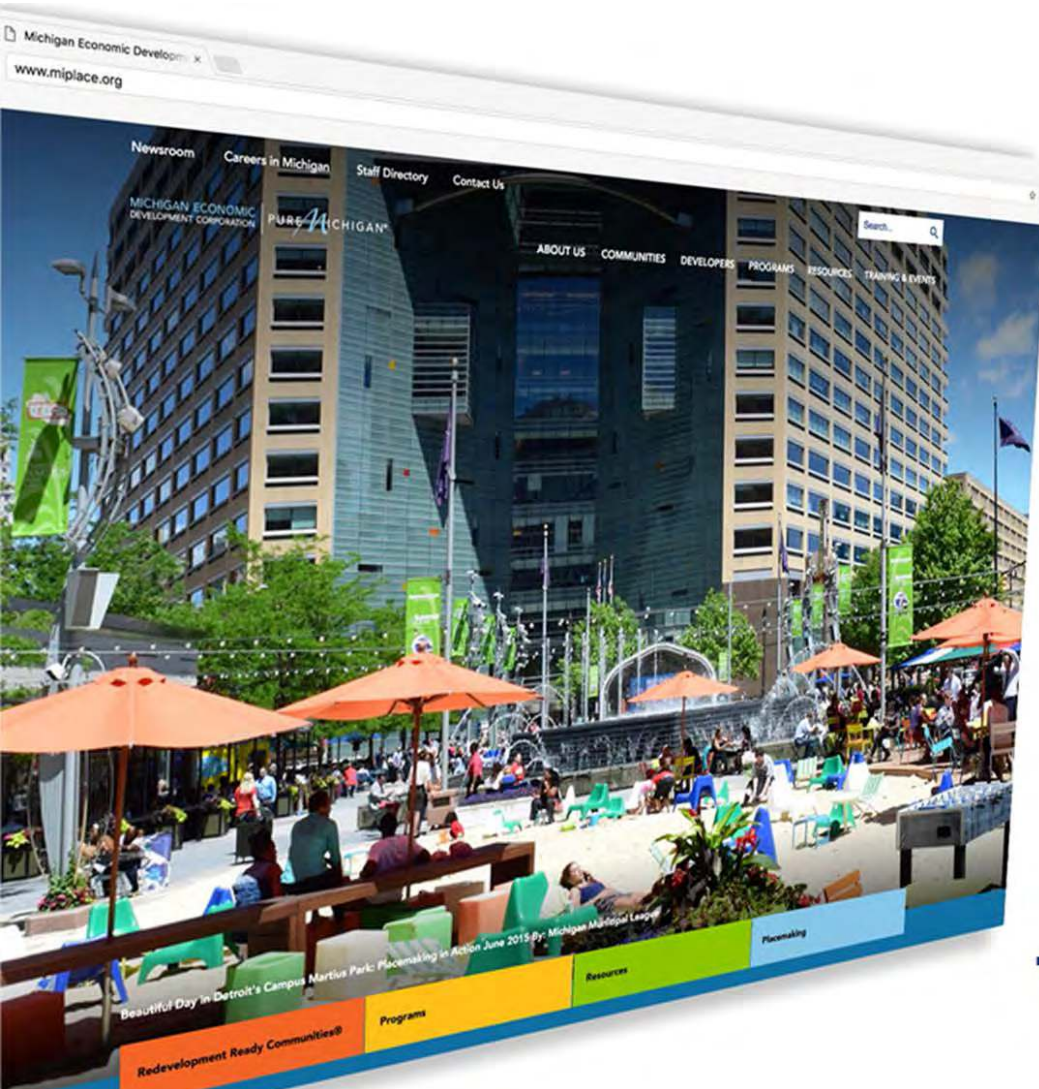
- Identify/Establish Local Main Street Organization
- Identify Main Street Area
  - Start Building and Business Inventory
- Develop Main Street Campaign
  - Execute Stakeholder Communication Plan
  - Develop Main Street Budget
  - Begin Fundraising
- Start Select Level Application
- Community Site Visit

# Select Level Application

## Application Components:

- Applicant Profile
- Background Questions
- Proposed Main Street Area
- Budget
- Physical Characteristics of Proposed Main Street Area
- Organizational Structure
- Statement of Community Support

	CRITERIA	MAXIMUM POINTS AVAILABLE	TOTAL POINTS RECEIVED
A)	The proposed <b>MAIN STREET AREA</b> meets the definition of a traditional downtown or neighborhood commercial district	10	
B)	The community demonstrated a true <b>NEED</b> for the Main Street Approach and services provided by the Michigan Main Street (MMS) program <ul style="list-style-type: none"> <li>• The possibility of demonstrable change in the proposed district <i>as a result of</i> participating in the MMS program (compared to the size of the community)</li> </ul>	15	
C)	The community demonstrated a true <b>WANT</b> for the Main Street Approach and services provided by the MMS program <ul style="list-style-type: none"> <li>• The expression of enthusiasm for learning new ideas and receptiveness to the trainings, services, and recommendations provided by the MMS program</li> </ul>	15	
D)	The community demonstrated a strong commitment to <b>HISTORIC PRESERVATION</b> and utilizing their historic and cultural assets as an economic development tool <ul style="list-style-type: none"> <li>• Evidence of local historic preservation activity (compared to the size of the community)</li> </ul>	15	
E)	The community demonstrated their <b>READINESS</b> to create a local Main Street program that follows the Main Street Approach <ul style="list-style-type: none"> <li>• The familiarity with the concepts and principles of the Main Street Approach</li> <li>• The participation in and utilization of learning opportunities provided by the MMS during the course of their participation in the MMS Associate Level</li> </ul>	15	
F)	The community demonstrated their <b>CAPACITY</b> to create a local Main Street program that follows the Main Street Approach <ul style="list-style-type: none"> <li>• An adequate budget and funding commitment to support a local Main Street program is available (compared to the size of the community)</li> <li>• The commitment to hire a full-time Main Street program manager</li> <li>• The proposed Main Street Area is a manageable size</li> </ul>	15	
G)	The community demonstrated that they have <b>BROAD-BASED COMMUNITY SUPPORT</b> for downtown revitalization and creating a local Main Street program that follows the Main Street Approach <ul style="list-style-type: none"> <li>• The engagement of the broader community throughout the MMS Associate Level</li> <li>• Downtown stakeholders (ie property owners, business owners, residents, etc.), local city government, and other major community stakeholder organizations (ie chamber of commerce, merchants association, local economic development corporation, etc.) have demonstrated strong financial and volunteer support</li> </ul>	15	
	<b>TOTAL POINTS</b>	<b>100</b>	



# RESOURCES

[www.miplace.org](http://www.miplace.org)

**LinkedIn:**

MEDC Community  
Development

**Facebook:**

@MiPlaceNews

**Twitter:** @MiPlaceNews





# Thank You!

## Michigan Main Street Center

<https://www.miplace.org/communities/mms>



# Downtown Management Organization Checklist

This checklist outlines the fundamental criteria and best practices for downtown management organizations. It is intended to help you identify the foundational strengths of your downtown management organization and to prioritize opportunities for organizational development. The goal of the checklist is to provide a baseline to measure progress in the organization's ability to serve the needs of the downtown district.

This tool is informed by downtown management organization best practices. Each section offers statements that, if true, reflect the practices and behaviors of a high-performing organization.

## INSTRUCTIONS FOR COMPLETING YOUR CHECKLIST

- Provide the tool to each of your downtown management organization Board members and/or leaders (staff and non-staff).
- Establish and communicate a deadline for completing the tool.
- Respondents will read each statement and consider its applicability to your organization. There are three possible answer choices:
  - Sustain
    - *Select this answer if your organization actively and consistently demonstrates this criterion and has processes in place to support and maintain operations.*
  - Grow
    - *Select this answer if your organization has taken steps toward actively and consistently demonstrating this criterion and recognizes that work needs to be done to ensure success.*
  - Start-up
    - *Select this answer if your organization does not demonstrate this criterion and might need to consider this a priority for organizational development.*
- Gather the completed checklists and compile the results. You will look for how closely, or how far apart are the individual responses. Note where there is alignment, and where responses diverge.
- Hold a meeting to review and engage in a dialogue about the compiled results. Guiding questions might include:
  - *What might you be noticing about these results?*
  - *What stands out?*
  - *What results, if any might require more exploration?*
- Ask organization members to individually select the top three criterion they believe most important to address over the next twelve months. Record these criteria on chart paper. Open the floor for additional dialogue or input. Provide each member with three votes (the “dot” method works well for this purpose) and have them select their top three from the compiled list. The three criteria with the most votes are the areas the organization will focus on for its development activities over the next twelve months.



## DOWNTOWN MANAGEMENT ORGANIZATION CHECKLIST

This tool is intended to help you identify the foundational strengths of your Downtown Management Organization in order to prioritize opportunities for organizational development. Rate your Downtown Management Organization in each of the following criteria.

Criteria	Start-up	Grow	Sustain
<b>DISTRICT ASSESSMENT</b>			
Organization focuses on one targeted geographic area and the downtown district boundary is defined			
A map denoting the downtown district in relation to any other local district exists			
The business and activity mix of the downtown district has been evaluated through the completion of a building and business inventory			
A map denoting the activity mix of the downtown district on first and upper floors exists			
A Business and Building Inventory exists for the downtown district			
Organization has read, evaluated and uses existing planning documents, market studies, surveys, development plans and the zoning ordinance for the downtown district			
<b>ORGANIZATIONAL STRUCTURE AND CAPACITY</b>			
Organization has a management structure and organizational chart			
The board of the organization is composed of a diverse group of stakeholders from the downtown district			
The organization has professional, paid staff			
Organization has defined roles and responsibilities within the community that differ from and compliment the work of other organizations			
Organization has a vision and goals for the downtown district that is supported by consensus from key stakeholders			
Organization utilizes volunteers to accomplish some projects/programming			
Organization works to cultivate a strong volunteer base			
<b>STAKEHOLDER ENGAGEMENT</b>			
Organization has buy-in and support from downtown business owners, property owners and residents			
Organization has buy-in and support from other community organizations			
Organization has buy-in and support from the local municipality			
Organization communicates regularly with key stakeholders to gain support and encourage engagement and participation in organization's efforts			
Organization has identified other community organizations and/or local service providers that exist to support the downtown district and communicates regularly with them			
Organization knows where to go for resources and support, when needed			
<b>BUDGET AND FUNDRAISING</b>			
A budget exists to support projects and programming for downtown revitalization			
The line-items in the budget directly support the organization's strategic plan			
Organization has a plan to increase revenues through fundraising efforts such as an Annual Sponsorship Program, events, merchandise, individual pledges and contributions			
<b>PROJECTS AND PROGRAMMING</b>			
Organization has a strategic plan and/or Organization develops and implements strategic projects and programming designed to support the vision and goals for the downtown district			

Projects and programming are aligned with and support existing planning documents, market studies, surveys, development plans and the zoning ordinance			
Organization assists and provides resources to real-estate development activity occurring in the downtown			
Organization assists and provides resources to small businesses and entrepreneurs in the downtown			
Organization assists and provides resources for building and/or façade rehabilitation within the downtown			
Organization assists and provides support for cleanliness and beautification efforts in the downtown			
Organization assists and provides support for public space and/or public art within the downtown			
Organization assists and provides support for events in the downtown			
Organization assists and provides support for the place-based marketing of the downtown			

What are the greatest strengths of your organization and/or downtown:

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What challenges is your organization and/or downtown facing:

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What are your organization's and/or downtown's greatest opportunities for improvement:

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# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Essential IT Web Services for DRW

Date Adopted: September 19, 2019

Motioned by: Director Jan Cislo

Seconded by: Director Jay Kruz

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

**WHEREAS:** The EDDDA and WDDDA has transferred the Dearborn Restaurant Week (DRW) website to Essential IT to provide web hosting and web maintenance services for a 12-month period from September 1, 2019- August 31, 2020 for a total of \$360.00, split evenly; therefore, be it

**RESOLVED:** The EDDDA allocates \$180.00 to Essential IT for web hosting and maintenance from September 1, 2019 - August 31, 2020 for FYE 2020, subject to review and approval by Corporation Counsel.

Yes: Director Mark Guido, Director Julia Kapilango,, Director Judith McNeeley, Mayor Jack O'Reilly, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Essential IT Web Services for DRW

Date Adopted: September 19, 2019

Motioned by: Director Jackie Lovejoy

Seconded by: Director John McWilliams

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) and East Dearborn Downtown Development Authority (EDDDA) promotes its districts and provides resources to the community and businesses through its collaborative websites; and

**WHEREAS:** The EDDDA and WDDDA has transferred the Dearborn Restaurant Week (DRW) website to Essential IT to provide web hosting and web maintenance services for a 12-month period from September 1, 2019- August 31, 2020 for a total of \$360.00 split evenly; therefore, be it

**RESOLVED:** The WDDDA allocates \$180.00 to Essential IT for web hosting and maintenance from September 1, 2019 - August 31, 2020 for FYE 2020, subject to review and approval by Corporation Counsel.

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director

Mohammed Hider, Director Jeffery Lynch, Mayor Jack O'Reilly, Director Audrey Ralko

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Décor FYE2020

Date Adopted: September 19, 2019

Motioned by: Director Jay Kruz

Seconded by: Director Mark Guido

**WHEREAS:** The East Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; therefore, let it be

**RESOLVED:** The EDDDA authorizes \$17,144 in expenditures for the purchase of holiday decor from the Contract Services budget 297-6100-911-34-90; be it further

**RESOLVED:** The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as presented, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Amount
Northern Lights Display	16 - 24" red bows 8 - 15' branch garland	\$2000
Bronners	20-4' wreaths 264 - Warm White Mini Lights (100 lights/strand)	\$11,644
Holiday Lights Display	4 cases Warm White Light Spheres (24)	\$1500
Ambius	2 cases Red Light Spheres (12) 2 cases Green Light Spheres (12)	\$2000

Yes: Director Jan Cislo, Director Julia Kapilango, Director Judith McNeeley, Mayor Jack O'Reilly, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Holiday Décor FYE2020

Date Adopted: September 19, 2019

Motioned by: Director Jackie Lovejoy

Seconded by: Mayor Jack O'Reilly

**WHEREAS:** The West Dearborn Downtown Development Authority authorized a budget of \$20,000 for the purchase of holiday decorations in FYE2020; therefore, let it be

**RESOLVED:** The WDDDA authorizes \$19,974 in expenditures for the purchase of holiday decor from the Contract Services budget 296-6100-911-34-90; be it further

**RESOLVED:** The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds with the following approved vendors for the holiday decor as presented, subject to review and approval of Corporation Counsel:

Vendor	Purpose	Amount
Northern Lights Display	60 - 24" red bows 30 - 15' branch garland 6 - 25' branch garland 6 - 25' red garland	\$9,114
Bronners	130 - Warm White Mini Lights (100 lights/strand) 6 - Pole Mount Displays	\$10,860

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director Mohammed Hider, Director Jeffery Lynch, Director John McWilliams, Director Audrey Ralko

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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East Downtown Dearborn Trade Area Intercept Survey 2019

Date Adopted: September 19, 2019

Motioned by: Director Kal Turfah

Seconded by: Director Jay Kruz

**WHEREAS:** The EDDDA may conduct market research and analysis of the downtown in order to plan and implement market strategies; and

**WHEREAS:** The EDDDA solicited proposals for an intercept survey to be conducted in the district for 2019; let it be

**RESOLVED:** That the EDDDA authorizes expending \$2960.00 from FYE2020 Contract Services 297-6100-911-34-90, a carry forward budget item, with C&F Market Research to complete an intercept survey of the East Downtown Dearborn district using two interviewers over the course of four days, subject to the review and approval of Corporation Counsel.

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Director Judith McNeeley, Mayor Jack O'Reilly, and Chairperson Scott Saionz

No:

Abstained:

Absent: Vice-Chairperson Dan Merritt, and Director Mary O'Bryan

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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FYE2020 Interim Graphic Design Services

Date Adopted: September 19, 2019

Motioned by: Director Jan Cislo

Seconded by: Director Jay Kruz

**WHEREAS:** The EDDDA and WDDDA collaborates on marketing and advertising projects where graphic design services and printing are needed in addition to the cost of advertising; and

**WHEREAS:** It is recommended to use Tanner Friedman's recommended graphic design provider, Bright Sky Creative, for these graphic design services to remain consistent with these advertising outlets at a total cost of \$440 and to share the cost equally between the EDDDA and WDDDA; and

**WHEREAS:** The vendor Malko Media printed the files from Bright Sky Creative for a total cost of \$50, to be split equally with EDDDA and WDDDA; therefore, let it be

**RESOLVED:** The EDDDA authorizes the expenditure of \$220 from the Community Promotion/Graphic Design account #297-6100-911-51-00 from FYE2020 for graphic design services provided by Bright Sky Creative itemized below; let it be further

**RESOLVED:** The EDDDA authorizes the expenditure of \$25 to Malko Media from the same account to print the signs for the U of M - Dearborn onsite student events; let it be further

**RESOLVED:** The EDDDA Executive Director is authorized to execute these contracts, subject to review and approval of Corporation Counsel.

Vendor	Item	Total Vendor Cost	District Portion
Bright Sky Creative	2 - Henry Ford Giant Screen Graphics (Aug./Sept.)	\$200	\$100 - EDDDA \$100 - WDDDA
Bright Sky Creative	Uof M-Dbn - signage files-sent to Malko Media	\$240	\$120 - EDDDA \$120 - WDDDA
Malko Media	Print signs for U of	\$ 50	\$25 - EDDDA

	M-Dbn events		\$25 - WDDDA
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Yes: Director Mark Guido, Director Julia Kapilango, Director Judith McNeeley, Mayor Jack O'Reilly,  
Chairperson Scott Saionz

No:

Abstained:

Absent: Director Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

FYE2020 Interim Graphic Design Services

Date Adopted: September 19, 2019

Motioned by: Director Jackie Lovejoy

Seconded by: Director Audrey Ralko

- WHEREAS:** The EDDDA and WDDDA collaborates on marketing and advertising projects where graphic design services are needed in addition to the cost of advertising; and
- WHEREAS:** It is recommended to use Tanner Friedman's recommended graphic design provider, Bright Sky Creative, for these graphic design services to remain consistent with these advertising outlets at a total cost of \$440 to share the cost equally between the EDDDA and WDDDA; and
- WHEREAS:** The vendor Malko Media printed the files from Bright Sky Creative for a total cost of \$50, to be split equally with WDDDA and EDDDA; therefore, let it be
- RESOLVED:** The WDDDA authorizes the expenditure of \$220 from the Community Promotion/Graphic Design account #296-6100-911-51-00 from FYE2020 for graphic design services provided by Bright Sky Creative itemized below; let it be further
- RESOLVED:** The WDDDA authorizes the expenditure of \$25 to Malko Media from the same account to print the signs for the U of M - Dearborn onsite student events; and let it be further
- RESOLVED:** The WDDDA Executive Director is authorized to execute these contracts, subject to review and approval of Corporation Counsel.

Vendor	Item	Total Vendor Cost	Per District Cost
Bright Sky Creative	2 - Henry Ford Giant Screen Graphics (Aug./ Sept.)	\$200	\$100 - EDDDA \$100 - WDDDA
Bright Sky Creative	Uof M-Dbn - signage files-sent to Malko Media	\$240	\$120 - EDDDA \$120 - WDDDA

Malko Media	Print signs for U of M-Dbn events	\$ 50	\$25 - EDDDA \$25 - WDDDA
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Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director Mohammed Hider, Director Jeff Lynch, Director John McWilliams, and Mayor Jack O'Reilly

No:

Abstained:

Absent: Director James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Movies in the Park (City Hall Park) Amendment 2019

Adopted on: September 19, 2019

Motioned by: Director Jan Cislo

Seconded by: Mayor Jack O'Reilly

**WHEREAS:** The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The EDDDA values programming events and activities to engage the community and open space to grow the economy; and

**WHEREAS:** The EDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the EDDDA authorizes \$200 for social media advertising on Facebook, changing the budget to \$2420 in expenditures for the Movies in the Park event for 2019 event season from the Community Promotions Budget # 297-6100-911-51-00; and
2. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented, subject to review and approval of Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00
Facebook Advertising via POW! Strategies	social media advertising (qty. 2 at \$100/each)	\$200.00

Yes: Director Mark Guido, Director Julia Kapilango, Director Jay Kruz, Director Judith McNeeley, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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Movies in the Park (Wagner Park) Amendment 2019

Adopted on: September 19, 2019

Motioned by: Director Audrey Ralko

Seconded by: Director Thomas Clark

**WHEREAS:** The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

**WHEREAS:** The WDDDA values programming events and activities to engage the community and open space to grow the economy; and

**WHEREAS:** The WDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the WDDDA authorizes \$200 for social media advertising on Facebook, changing the budget to \$2420 in expenditures for the Movies in the Park event for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented, subject to review and approval of Corporation Counsel.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00
Facebook Advertising	social media advertising (qty. 2 at \$100/each)	\$200.00

Yes: Chairperson Sam Abbas, Director Mark Guido, Director Mohammed Hider, Director Jackie Lovejoy, Director Jeffery Lynch, Director John McWilliams, Mayor Jack O'Reilly

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Additional Shop Small Banners and New Placements

Date Adopted: September 19, 2019

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Jan Cislo

**WHEREAS:** The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District, and that using street pole banners are an effective way to market and identify the district and;

**WHEREAS:** The EDDDA budgeted \$30,000 for general marketing and banners for FYE2020;

**WHEREAS:** Some Shop Small Banners require replacement for FYE2020; and

**WHEREAS:** New placement locations for banner installation with new streetlights would benefit the existing banner system and create consistency throughout the district; and

**WHEREAS:** Britten Banners Inc. created the Shop Small banners from FYE2017 through to FYE 2019, and still has the design on file which will reduce the EDDDA's costs in producing additional banners; therefore be it

**RESOLVED:** The EDDDA authorizes expending up to \$500 for the production of Shop Small banners from Britten Banners Inc. from the General Marketing budget line item account #297-6100-911-51-00, subject to review and approval of Corporation Counsel.

Yes: Director Mark Guido, Director Julia Kapilango, Director Jay Kruz, Director Judith McNeeley, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Additional Shop Small Banners and New Placements 2020

Date Adopted: September 19, 2019

Motioned by: Director Thomas Clark

Seconded by: Chairperson Sam Abbas

**WHEREAS:** The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District, and that using street pole banners are an effective way to market and identify the district and;

**WHEREAS:** The WDDDA budgeted \$30,000 for general marketing and banners for FYE2020;

**WHEREAS:** Some Shop Small Banners require replacement for FYE2020; and

**WHEREAS:** New placement locations for banner installation with new streetlights would benefit the existing banner system and create consistency throughout the district; and

**WHEREAS:** Britten Banners Inc. created the Shop Small banners from FYE2017 through to FYE 2019, and still has the design on file which will reduce the WDDDA's costs in producing additional banners; therefore be it

**RESOLVED:** The WDDDA authorizes expending up to \$3000 for the production of Shop Small banners from Britten Banners Inc. from the General Marketing budget line item account #296-6100-911-51-00, subject to the review and approval of Corporation Counsel.

Yes: Director Mark Guido, Director Mohammed Hider, Director Jeffery Lynch, Director Jackie Lovejoy, Director John McWilliams, Mayor Jack O'Reilly, Director Audrey Ralko

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019/2020 Snow Removal Contract

Date Adopted: September 19, 2019

Motioned by: Director Julia Kapilango

Seconded by: Director Jan Cislo

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The EDDDA authorized a budget of \$45,000 for snow removal services FYE2020; and

**WHEREAS:** The DDDAs competitively bid out snow removal services for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process; therefore, be it

**RESOLVED:** The EDDDA authorizes the Executive Director to execute a contract on behalf of the EDDDA with the approved vendor for snow removal services, subject to the review and approval of Corporation Counsel; be it further

**RESOLVED:** The EDDDA authorizes entering into a contract with a do not exceed of \$45,000 for snow removal services for the 2019/20 snow season, and the option of up to three, one-year renewals, from the snow removal budget line item.

Yes: Director Mark Guido, Director Jay Kruz, Director Judith McNeeley, Mayor Jack O'Reilly, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## 2019/2020 Snow Removal Contract

Date Adopted: September 19, 2019

Motioned by: Director Jackie Lovejoy

Seconded by: Director Sam Abbas

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

**WHEREAS:** The WDDDA authorized a budget of \$45,000 for snow removal services FYE2020; and

**WHEREAS:** The DDDAs competitively bid out snow removal services for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options through the City of Dearborn procurement process; therefore, be it

**RESOLVED:** The WDDDA authorizes the Executive Director to execute a contract on behalf of the WDDDA with the approved vendor for snow removal services, subject to the review and approval of Corporation Counsel; be it further

**RESOLVED:** The WDDDA authorizes entering into a contract with a do not exceed of \$45,000 for snow removal services for the 2019/20 snow season, and the option of up to three, one-year renewals, from the snow removal budget line item.

Yes: Director Thomas Clark, Director Mark Guido, Director Mohammed Hider, Director Jeffery Lynch, Director John McWilliams, Mayor Jack O'Reilly, and Director Audrey Ralko

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Street Trees\_Schaefer FYE 2020

Date Adopted: September 19, 2019

Motioned by: Director Jan Cislo

Seconded by: Director Mark Guido

**WHEREAS:** The East Dearborn Downtown Development Authority understands that upkeep and improvements to the grounds, trees and foliage within its district is vital to the downtown image and imparts a sense of pride and investment into the community; and

**WHEREAS:** Ten tree wells along Schaefer Avenue were identified as needing trees; and

**WHEREAS:** WH Canon is under contract to the EDDDA for landscaping and maintenance in the East Dearborn Downtown Development Authority District; therefore, be it

**RESOLVED:** The EDDDA authorizes the expenditure not to exceed \$6000 to purchase ten trees to install in selected tree wells along Schaefer Avenue; be it further

**RESOLVED:** The EDDDA authorizes the Executive Director to execute the purchase of said trees through WH Canon with budget line item account #297-6100-911-62-40, subject to the review and approval of Corporation Counsel.

Yes: Director Julia Kapilango, Director Jay Kruz, Director Judith McNeeley, Mayor Jack O'Reilly, Chairperson Scott Saionz, and Director Kamal Turfah

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market 2019

Date Adopted: September 19, 2019

Motioned by: Director Kamal Turfah

Seconded by: Director Judith McNeeley

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at West Village Commons and City Hall Park; and

**WHEREAS:** The EDDDA budgeted \$15,000 from Community Promotions fund / Holiday Promotions line item in account #297-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The EDDDA authorizes the Executive Director to execute contracts on behalf of the EDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Reindeer onsite 4 hours	\$3000
Santa Joe and Mrs. Tricia	4 hours	\$550
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100

Yes: Director Jan Cislo, Director Mark Guido, Director Julia Kapilango, Director Jay Kruz, Mayor Jack O'Reilly, and Chairperson Scott Saionz

No:

Abstained:

Absent: Vice Chairperson Dan Merritt and Director Mary O'Bryan

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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## Winterfest Market 2019

Date Adopted: September 19, 2019

Motioned by: Director Audrey Ralko

Seconded by: Director John McWilliams

**WHEREAS:** The EDDDA and WDDDA jointly promote and organize events to drive consumer traffic to the district and create a vibrant environment during the holidays; and

**WHEREAS:** The Promotions Committee is planning the 2019 Winterfest Market for Saturday, December 14<sup>th</sup> from 10 a.m. to 4 p.m. at Wagner Park and City Hall Park; and

**WHEREAS:** The WDDDA budgeted \$14,665 from Community Promotions fund / Holiday Promotions line item in account #296-6100-911-51-00 for activities and performances at the Winterfest Market; therefore, be it

**RESOLVED:** The WDDDA authorizes the Executive Director to execute contracts on behalf of the WDDDA with the approved vendors listed, subject to the review and approval of Corporation Counsel.

Vendor	Item	Price
Reindeer Ranch	Santa with Reindeer & Bench - 4 hours	\$3200
Pebbles the Clown/Dana Woods	Face Painter - 5 hours	\$575
AJ Lynn	entertainment - 6 hours	\$500
Facebook via POW! Strategies	Facebook/Instagram Advertising	\$100

Yes: Chairperson Sam Abbas, Director Thomas Clark, Director Mark Guido, Director Mohammed Hider, Director Jeffery Lynch, Director Jackie Lovejoy, and Mayor Jack O'Reilly

No:

Abstained:

Absent: Vice Chairperson James Jernigan and Director Karen Nigosian