

**CITY OF BELLEVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA**

**Wednesday, February 15, 2023 - 6:00 pm (EST)
Belleville City Hall — Council Chambers
6 Main Street, Belleville, MI 48111**

Join Zoom Meeting

<https://us02web.zoom.us/j/82912351177?pwd=d1BoU1lGMlI5bkVvMlEzb2RMbW53QT09>

Meeting ID: 829 1235 1177

Passcode: 071593

One tap mobile

+16469313860,,82912351177#,,,,*071593# US

+13017158592,,82912351177#,,,,*071593# US (Washington DC)

Dial by your location

+1 646 931 3860 US

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 719 359 4580 US

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 360 209 5623 US

+1 386 347 5053 US

+1 408 638 0968 US (San Jose)

+1 507 473 4847 US

+1 564 217 2000 US

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 689 278 1000 US

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Find your local number: <https://us02web.zoom.us/j/82912351177?pwd=d1BoU1lGMlI5bkVvMlEzb2RMbW53QT09>

1. Pledge of Allegiance and Moment of Silence

2. Roll Call

Ivan Ankwaatsa

Denise Baker – Secretary

Valerie Kelley-Bonner

Mayor Kerreen Conley

Alicia McGovern – Chair

Kelly McWilliams – Vice-Chair

Sabrina Richardson-Williams – Treasurer

Jennifer Winter

3. Citizen Comments, Agenda Items Only

4. Approval of and/or Changes to the Agenda

5. **Approval of Meeting Minutes**
 - January 18, 2023 Regular DDA Meeting
6. **General Business**
 - a. Presentation of Monday.com – Ivan Ankwatsa
 - b. Grant Application – Central Business Community
 - c. Grant Application – Belleville Chamber of Commerce
 - d. Goats 2023 – proposal and contract
 - e. DDA Committee Assignments
 - f. Site Furnishings for Downtown and Parks
 - g. Discussion on quote requests for repairs to, and restriping of, City Parking lots in Downtown and Parks
 - h. Authorize advertisement for 2-3 DDA Funded Summer Maintenance Worker positions for the DDA District (Downtown & Parks)
 - i. Discussion on proposed new Event Funding Program & Application
 - j. Discussion on Marketing Opportunity in Detroit Tigers and/or Lions Program
 - i. Fulfillment of contract from 2018 campaign with Detroit Tigers (tickets)
 - ii. Assignment to Marketing Committee
7. **Director's Report**
8. **Treasurer's Report and Accounts Payable**
9. **Chair and Board Member Comments**
10. **Citizen Comments, Non-Agenda Items**
11. **Action Items for Next Regularly Scheduled Meeting**
12. **Adjournment**

**CITY OF BELLEVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
Wednesday, January 18, 2023 – 6:00 pm**

The regular meeting of the Downtown Development Authority was held via a hybrid of in-person and virtual access through ZOOM.

The regular meeting of the Downtown Development Authority was called to order by Board Chairperson McGovern at 6:00 p.m.

1. PLEDGE OF ALLEGIANCE & MOMENT OF SILENCE

2. ROLL CALL

Board Member Kelly-Bonner	Absent
Board Member McWilliams	Present
Board Member Winter	Present
Board Member Ankwatsa	Present
Secretary Baker	Present
Treasurer Richardson-Williams	Present
Chair McGovern	Present
Mayor Conley	Absent

3. CITIZEN COMMENTS, AGENDA ITEMS ONLY

- No comments.

4. APPROVAL OF AND/OR CHANGES TO AGENDA

MOTION: Motion by Richardson-Williams, supported by Baker to approve the agenda as presented.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye
	Chair McGovern	Aye

Motion Carried.

5. APPROVAL OF MEETING MINUTES

A. December 21, 2022, Regular DDA Meeting

MOTION: Motion by Baker, supported by McWilliams to approve the Minutes of the Regular DDA Meeting held on Wednesday, December 21, 2022.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye

Chair McGovern

Aye

Motion Carried.

6. GENERAL BUSINESS

A. Election of Officers

- Chair McGovern opened voting amongst the Board Members for selection of Officers on the Board.

MOTION: Motion by Winter, supported by McWilliams to re-elect Alicia McGovern to the position of Board Chairperson.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye
	Chair McGovern	Aye

Motion Carried.

MOTION: Motion by Baker, supported by Winter to elect Kelly McWilliams to the position of Board Vice-Chairperson.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye
	Chair McGovern	Aye

Motion Carried.

MOTION: Motion by Winter, supported by McWilliams to re-elect Denise Baker to the position of Board Secretary.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye

Motion Carried.

MOTION: Motion by Baker, supported by McWilliams to re-elect Sabrina Richardson-Williams to the position of Board Treasurer.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye
	Chair McGovern	Aye

Motion Carried.**B. Committee Commitments**

- Chair McGovern asked the Board Members to think about which committees they would like to join, and to send their preferences to City Manager Robinson and Project Administrator Jones.

C. Follow-Up List

- Secretary Baker presented the current DDA follow-up list.
- Board Member Richardson-Williams inquired as to who was on the Parks and Recreation Commission, and what the plan is for that commission going forward. She also stated that she would like to have mulch ordered for the parks.
- Chair McGovern stated that she would like to see an estimated time frame for the re-establishment of the Parks and Recreation Commission.

7. DIRECTOR'S REPORT

- City Manager Robinson presented the Director's Report, and opened the floor for questions from the Board.

8. TREASURER'S REPORT AND ACCOUNTS PAYABLE

MOTION: Motion by Baker, supported by McWilliams authorizing the Treasurer's Report and Accounts Payable as presented.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye
	Treasurer Richardson-Williams	Aye

Motion Carried.**9. CHAIR AND BOARD MEMBER COMMENTS**

- Board Member Ankwatsa
 - Welcomed Project Administrator Steve Jones.
 - Would like to set up a meeting with Jones and City Manager Robinson to discuss the upcoming presentation of Monday.com.
- Board Member McWilliams
 - Is looking forward to seeing tasks on the Follow-Up List get accomplished.
- Board Member Winter
 - Welcomed Project Administrator Jones.
- Secretary Baker
 - Thought the meeting went well.
 - Recognizes that there are many tasks that need to be accomplished, and is looking forward to getting the sub-committees up and running.
- Treasurer Richardson-Williams
 - Noted that she had sent out the job description of the previous DDA Director to the Board Members.
 - Feels that Project Administrator Jones is a good addition.
- Chair McGovern
 - Stated there is a lot to get done, but looks forward to tackling those tasks this year.

10. CITIZEN COMMENTS, NON-AGENDA ITEMS

- John Winter
 - Believes that any expectation of the Board to have City Manager Robinson report to them weekly about every task being completed is excessive and micro-managerial.
 - Thanked the Board for all that they do.
- Rosemary Otzman
 - Noted that per a report given at the most recent Van Buren Township Board Meeting, Wayne County will not be able to begin work on the Denton Rd. bridge until 2025. She continued to say that the Township plans to ask the City of Belleville for money towards the re-construction/renovation of the bridge, as the Iron Belle Trail will run through that causeway which connects the City to the Township.

11. ACTION ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

- No items noted.

12. ADJOURNMENT

MOTION: Motion by McWilliams, supported by Baker to adjourn at 7:08 p.m. No objections noted.

ROLL CALL VOTE:	Board Member McWilliams	Aye
	Board Member Winter	Aye
	Board Member Ankwatsa	Aye
	Secretary Baker	Aye

Treasurer Richardson-Williams
Chair McGovern

Aye
Aye

Motion Carried.

Briana Hootman / City Clerk

Approved:

Posted:

Published:



Belleville Central Business Community

152 Main Street, Suite 2
Belleville, Michigan 48111

January, 2023

Belleville DDA
6 Main Street
Belleville, MI 48111

DDA Members:

Thank you for the grant of \$2,000 for our 2022 events. The money was used just as we requested and we continue to appreciate your support of these events. As you may recall, we also had money from your 2021 grant for our Easter Event.

Farmers Market, 2022	\$333 Advertising
Taste of Belleville, 2022	\$333 Advertising
Harvest Fest, 2022	\$333 Advertising
Booville, 2022	\$333 Advertising
Halloween, 2022	\$333 Advertising
Photos with Santa, 2022	\$335 Advertising

Your logo was used on all print ads, social media, website, and signage at the events.

Sincerely,

Bill Wolters
President

Bill Wolters, President

www.bellevillecentralbusinesscommunity.com



Belleville Central Business Community

152 Main Street, Suite 2
Belleville, Michigan 48111

January, 2023

Belleville DDA
6 Main Street
Belleville, MI 48111

DDA Members:

Attached is a grant request for our 2023 Events. We are hoping since you opened the flood gates last year by awarding a \$2,000 grant for more than one event, that you will consider an increase for our organization also. This year we have included all eight and since your grant only covers a portion of our Marketing, we will as in past years, divide the grant evenly over all of them.

In addition to print marketing, this year we will also be concentrating additional funds on social media. Reflected in our budget are all sponsorships that have been committed so far for 2023. We do expect to receive additional moneys but your grant will go a long way in covering our expenses. Please give serious consideration to increasing the \$2,000 award.

Your logo will continue to be used on all print ads, social media and signage at the events, as well as on our Website.

Sincerely,

Bill Wolters
President

Bill Wolters, President

www.bellevillecentralbusinesscommunity.com

.....

Date received_____
Meeting review date_____
Recommendation: _____

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

APPLICATION COMMUNITY EVENTS FUNDING PROGRAM

Please Review Attached Guidelines

DUE JANUARY 31 annually for maximum funding up to \$2000

OR Due the first of the month for DDA mini-grant review at next DDA meeting; Mini-grant maximum funding up to \$1000

ORGANIZATION REQUEST FOR DDA FUNDS

Please review the attached Community Event Funding Program Guidelines. Reply to each section completely; *additional sheets may be attached.* Application forms may be downloaded from the DDA website <https://bellevilleonthelake.com/dda/>

Submit complete application to City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. For assistance call Deputy City Manager/DDA Director Tim McLean at 734-252-4317.

Submission Date January 19, 2023

Name of Organization Belleville Central Business community

Organization Address 152 Main Street, Suite 2

Contact Name Janet Millard Phone Number (s) (734) 558-5368 or (734) 485-2968

Name of person(s) in charge of event Janet Millard Click or tap here to enter text.

I ORGANIZATION MISSION OR PURPOSE SEE ATTACHED

II DDA FUNDING HISTORY

A. Is this the first time you've applied for DDA funding for this event? Y ☐ N ☒

B. If Yes, how many times have you applied previously? Probably 8. In the beginning we didn't need it but as expenses grew and the DDA made the grant just for Marketing, it has been very helpful.

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

VII FUNDING RECOGNITION

Tell us how the DDA's participation will be recognized? **The DDA Logo will be on all print and social media advertising plus on signage at all events.**

VIII CITY OF BELLEVILLE EVENT APPROVAL

Have you submitted a Special Event Application to the City of Belleville for approval? Y ☒ N ☐

Has your Special Event Application to the City been approved by Belleville City Council? Y ☒ N ☐

The city has approved the Flop E Bunny Candy Hunt in April and the Belleville Farmers Market scheduled for June through October. The remainder of the events will go to City Council later in the spring and late summer. We don't expect a problem since the CBC has been producing these successful events for many years.



CBC Events for DDA Grant

Purpose: Develop, encourage, promote & protect the commercial, professional, individual, financial & general business interests of the area serviced.

Saturday, April 8

Flop E Bunny Candy Hunt

Victory Park – Noon-2:00 pm
(Kiwanis, Girl Scouts, Kona Ice)

Sat. & Sun., June 24 & 25

Belleville Lake Fest

4th Street Place
Participant in Kid's Zone

Belleville Farmers Market

4th Street Place – 4:00 pm-7:30 pm
(Egan's Monday Cruise night).

Thursday, August 17, 2023

Taste of Belleville

Horizon Park/High Street
(BACA Music Lakeside)

Saturday, December 9 & 16, 2023

Photos with Santa

Free pictures with Santa &
Stockings with treats
Belleville Area District Library– 12 Noon-4 pm

BooVille

Saturday, October 14

Harvest Fest & Market

Seasonal produce & crafts.
Entertainment & Nickel Dig.
Belleville area District Library & 4th
Street Place
(Belleville Fire Dept., Community
Chorus, Belleville Kiwanis)

Saturday, October 15, 2022

Monster Mutt Walk

Our special Booville event
Costumed dogs & a parade on
the sidewalks
4th Street Place – 12 Noon-2 pm
(Friends of Michigan Animals
Rescue)

Monday, October 31, 2022

Halloween

Treats for both children & adults
and a costume contest
4th Street Square – 5pm-7pm
(All downtown businesses)

CBC EVENTS**REVENUE '23 EXPENSES'23****FLOP E BUNNY**

Genisys Credit Union	500.00	
Donations	200.00	
Candy		450.00
Photo Supplies/Frames		200.00
Marketing		750.00
Donations		350.00
DJ		200.00
Hay Bales		50.00
Trinkets for the Kids		100.00
NJROTE		100.00
Liability Insurance		281.00
Signage		25.00
	\$700.00	\$2,506.00

FARMERS MARKET

Clement Insurance	1000.00	
Jack Demmer	1000.00	
Coldwell Bankers Professional	1000.00	
Edward Jones	1000.00	
Genicys Credit Union	500.00	
Vendors	4000.00	
Signage/flyers		400.00
Marketing		2250.00
Taste the Difference/MFMA		335.00
Insurance		281.00
Parkway Services		720.00
Unlimited DJ		1800.00
NJROTC		500.00
Market Manager		1050.00
	\$8,500.00	\$7,336.00

Belleville Lake Fest

Jack Demmer	500.00	
Revenue from Games	500.00	
Marketing		500.00
Craft Table		200.00
Signage		20.00
Liability Insurance		281.00
Prizes		500.00
	\$1,000.00	\$1,501.00

CBC EVENTS**REVENUE '23 EXPENSES'23****HALLOWEEN**

Genysis Credit Union	500.00	
DTE Energy	300.00	
Costume Contest		300.00
Refreshments/cups		100.00
Tim Hortons		350.00
Marketing		649.00
Signage		20.00
Insurance		281.00
	\$800.00	\$1,700.00

PHOTOS WITH SANTA

Jack Demmer	1000.00	
Moving the Mitten	1000.00	
DTE Energy	300.00	
Donations	900.00	
Coloring Book Revenue	2175.00	
Coloring Book Printing		2000.00
Coloring Book Design	1600.00	435.00
Donations		200.00
Photographer		200.00
Signage		50.00
Insurance		281.00
Trinkets for kids		100.00
Christmas Stockings		2000.00
Marketing		932.00
Postage for coloring books		10.00
Refreshments for Volunteers		80.00
Photo Stock		846.00
	\$6,975.00	\$7,134.00



Belleville Downtown Development Authority

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

Adopted December 2015; amended 2020 and 2021

The DDA is seeking a partner relationship with event presenters to help promote Belleville's Downtown on the Lake including Local Businesses.

I Local Organizations planning to present a public event(s) in Downtown Belleville may submit an application for funding in accordance with these Guidelines.

The Belleville DDA intends to support qualified downtown events with *funding not to exceed \$2000 per organization*. Applications must be received by the **deadline: January 31 each year**. Funding recommendations are reviewed as part of DDA budget for the fiscal year July 1 – June 30.

OR DDA Mini-Grant requests may be reviewed during the fiscal year. Mini-grant maximum funding up to \$1000 per organization; Due the first of the month for review at the next DDA meeting.

II To qualify for Belleville DDA funding events **must**:

- **Include participation of local downtown businesses**
- **Market the event as well as promote Belleville's Downtown**
- The presenting organization must show sponsorships from others in the community/region towards the total cost of the event
- Take place within the DDA Downtown District
- Be open to the public
- Preference will be given to events which attract a diversity of participation

III Community Organizations receiving Belleville DDA funding **must comply with the following**:

- **DDA monies awarded must be used towards marketing the event, Belleville's Downtown, and Local Businesses.**
- All necessary insurance and security must be provided by the event.
- Event organizers must work with City of Belleville City Council/ Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues. Event organizations must receive City Council approval for their Special Events Application.
- Event must use the DDA logo on all materials and to link to the DDA website (if applicable).
- Event organizer must complete an Application Form and provide contact information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Organizations receiving DDA event funding must submit a written final report on the events and how DDA funds were used prior to consideration of a new application. Funded organizations may be asked to appear and submit their report at a DDA meeting following the event.

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES con't.

IV Please use the Community Events Funding Program Application Form to submit funding requests.

- Forms can be downloaded from the DDA website: <https://bellevilleonthelake.com/dda/>
- Complete applications should be mailed or dropped off at, City Hall, 6 Main Street, Belleville MI 48111 no later than the posted deadline.

NOTE: The Belleville Downtown Development Authority Board reserves the right to waive all or any part of this policy under special exigencies to be specified and determined by a two thirds 2/3 majority of the Board.

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Date received_____
Meeting review date_____
Recommendation: _____

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

APPLICATION COMMUNITY EVENTS FUNDING PROGRAM

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ORGANIZATION REQUEST FOR DDA FUNDS

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Submit complete application to City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. For assistance call Deputy City Manager/DDA Director Tim McLean at 734-252-4317.

Submission Date 1/30/2023

Name of Organization Belleville Area Chamber of Commerce Lakefest

Organization Address 248 Main St, Belleville, MI 48111

Contact Name Martha Hanoian Phone Number (s) (734)697-7151 or (734)262-1975

Name of person(s) in charge of event Martha Hanoian

I ORGANIZATION MISSION OR PURPOSE TO SUPPORT AND PROMOTE THE BUSINESSES IN THE 48111 AREA.

II DDA FUNDING HISTORY

A. Is this the first time you've applied for DDA funding for this event? Y ☐ N ☒

B. If Yes, how many times have you applied previously? The DDA has supported Lakefest for many years..

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

III EVENT DESCRIPTION

Event Name Lakefest

Event Date(s) June 23 - 25

Location Downtown Belleville

Event Description/ Activities Planned:

Family Activities and Entertainment, live music, a corn hole tournament, main street scavenger hunt, pancake breakfast, craft and non-profit booths, food trucks. This will be done in conjunction with the Thrill in the Ville boat races.

IV DOWNTOWN BENEFIT

A. How the proposed activity will benefit Belleville's Downtown and Local Businesses:

This activity brings thousands of families into the downtown area. They are encouraged to shop in the local businesses and eat in the local restaurants.

B. List Local Businesses involved, include How Businesses are participating in the event.

We are currently working on local sponsorship, however past sponsors include Meijer, Servis Group, Moving the Mitten, Edward Jones, Garden Fantasy on Main, Atchinson Ford and many others. We also work with the local restaurants to encourage use of the bora dora district.

V PROMOTION and PUBLICITY

A. How many participants expected: 10,000 plus over the weekend

B. Participant demographics (ages, special interests, where coming from, etc.):
We have activities for all ages.

C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:

We promote in the Belleville Independent, Van Buren Today, The Belleville Beat, Member Newsletters and Facebook. We will also be sending press releases to the Detroit Free Press and MLive.

VI BUDGET *Note: Please attach an Itemized Budget for the Event to Your Application.*

Budget Summary:

TOTAL COST of EVENT	\$ 65000	
TOTAL INCOME PROJECTED	\$ Click or tap here to enter text.	
DDA FUNDS REQUESTED***	\$ 2000	
LIST NAMES of ADDITIONAL INCOME SOURCES (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED ? Yes or No
	\$ Click or tap here to enter text.	Y ☐ N ☐
	\$ Click or tap here to enter text.	Y ☐ N ☐
	\$Click or tap here to enter text.	Y ☐ N ☐
	\$ Click or tap here to enter text.	Y ☐ N ☐

*** DDA funding must be used towards marketing the event, Belleville's Downtown, and Local Businesses.

VII FUNDING RECOGNITION

Tell us how the DDA's participation will be recognized? Click or tap here to enter text.

DDA Funding is used toward promotions in Newspapers and Local Magazines. The DDA is also recognized with a large banner.

VIII CITY OF BELLEVILLE EVENT APPROVAL

Have you submitted a Special Event Application to the City of Belleville for approval? Y ☒ N ☒

Has your Special Event Application to the City been approved by Belleville City Council? Y ☐ N ☒

Lakefest Grant Accounting

\$900 Belleville Independent Ad

\$500 Belleville Beat Back Page

\$700 Van Buren Today



COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

Adopted December 2015; amended 2020 and 2021

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- Take place within the DDA Downtown District
- Be open to the public
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- All necessary insurance and security must be provided by the event.
- Event organizers must work with City of Belleville City Council/ Administration /DPW/Police and Fire on road closures, use of public space and services, and other issues. Event organizations must receive City Council approval for their Special Events Application.
- Event must use the DDA logo on all materials and to link to the DDA website (if applicable).
- Event organizer must complete an Application Form and provide contact information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Organizations receiving DDA event funding must submit a written final report on the events and how DDA funds were used prior to consideration of a new application. Funded organizations may be asked to appear and submit their report at a DDA meeting following the event.

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES con't.

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.....

Date received_____
Meeting review date_____
Recommendation: _____

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

APPLICATION COMMUNITY EVENTS FUNDING PROGRAM

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Submission Date 1/30/2023

Name of Organization Belleville Area Chamber of Commerce Winterfest

Organization Address 248 Main St. Belleville, MI 48111

Contact Name Martha Hanoian Phone Number (s)734-697-7151 or (734)262-1975

Name of person(s) in charge of event Martha Hanoian

I ORGANIZATION MISSION OR PURPOSE TO SERVE THE BUSINESSES IN THE 48111 AREA

II DDA FUNDING HISTORY

A. Is this the first time you've applied for DDA funding for this event? Y ☐ N ☒

B. If Yes, how many times have you applied previously? DDA has been a Winterfest sponsor several times in the past.

NOTE: Organizations which received DDA event funding previously, must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

III EVENT DESCRIPTION

Event Name Winterfest

Event Date(s) November 30 – December 3

Location Downtown Belleville

Event Description/ Activities Planned:

Weekend Festival with shopping, family activities, live music and parade.

IV DOWNTOWN BENEFIT

A. How the proposed activity will benefit Belleville's Downtown and Local Businesses:

Participants are encouraged to visit local restaurants, bars and shops during these festivals.

Participating businesses are advertised on all marketing materials prior to and immediately following the event. Sponsoring businesses are recognized with large banners during the event.

B. List Local Businesses involved, include How Businesses are participating in the event.

Local businesses are asked to sponsor the different events that we bring in. Past sponsors have included Belleville DDA, Servis, Atchinson Ford, Pacesetters Painting, Garden Fantasy on Main, Moving the Mitten, Main Street Pups, Next Home Evolution and many others.

V PROMOTION and PUBLICITY

A. How many participants expected: 5000 – 10000 over the weekend

B. Participant demographics (ages, special interests, where coming from, etc.):
This event draws all ages from the 48111 community and surrounding areas.

C. List your methods to advertise and promote the event, plus Downtown and Local Businesses:

We advertise in the Belleville Independent, Today Magazines, The Beat and on Social Media. We will also be sending press releases to MLive, Detroit Free Press and Local Networks.

VI BUDGET *Note: Please attach an Itemized Budget for the Event to Your Application.*

Budget Summary:

TOTAL COST of EVENT	\$ 40,000	
TOTAL INCOME PROJECTED	\$ Click or tap here to enter text.	
DDA FUNDS REQUESTED***	\$ 2000	
LIST NAMES of ADDITIONAL INCOME SOURCES (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED ? Yes or No
	\$ Click or tap here to enter text.	Y ☐ N ☐
	\$ Click or tap here to enter text.	Y ☐ N ☐
	\$Click or tap here to enter text.	Y ☐ N ☐
	\$ Click or tap here to enter text.	Y ☐ N ☐

*** DDA funding must be used towards marketing the event, Belleville's Downtown, and Local Businesses.

VII FUNDING RECOGNITION

Tell us how the DDA's participation will be recognized? **The Belleville DDA is recognized with a large banner during the event (pictures can be provided) . They are also advertised as a sponsor of this event in print and on social media.**

VIII CITY OF BELLEVILLE EVENT APPROVAL

Have you submitted a Special Event Application to the City of Belleville for approval? Y ☐ N ☒

Has your Special Event Application to the City been approved by Belleville City Council? Y ☐ N ☒

January 19, 2023

Dear Sponsor,

Once again, thank you for your support of the Belleville Area Chamber of Commerce Winterfest! Cold and windy days caused some quick relocations, but that didn't stop the thousands of people coming out to watch the light parade, skate on the artificial ice rink, make crafts or watch the animal show. The Thursday night pop up shops were busy and where a great boost to the participating businesses on Main St. The following festival recap features event highlights from 2022.

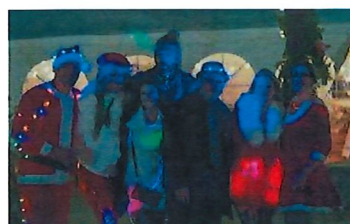
Event Summary:

Overview

Ladies Night Out on Thursday evening is always a popular event. This year was no different. The tent in Fourth Street Square was full of vendors, as was Moving the Mitten Real Estate. Abode, Crafted, BB's Boutique, Garden Fantasy on Main all stayed open after hours to help kick off Winterfest. Many ladies carried Bayou and Egan's DORA while they shopped, cups taking advantage of the city's BORA-DORA district.



Friday night we danced the night away with our first Neon Santa Dance Party. The DJ was rocking and kept the crowd entertained. This was the first year for this dance party and are planning on building up this event in future years.



Saturday morning brought cold, rainy and extremely windy weather. Volunteers from the BYC were in Fourth Street Place at 7am setting up and cleaning the artificial ice rink.

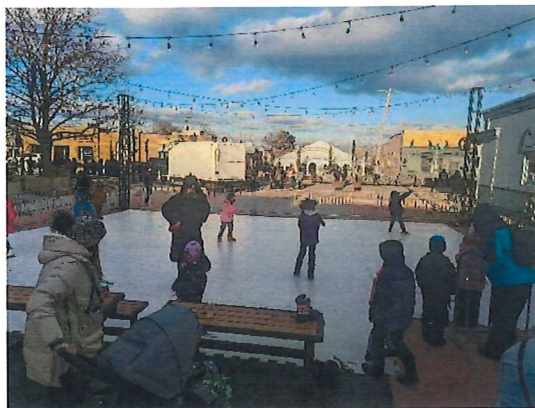
The planned bouncers/inflatables could not be delivered or used due to the extremely high winds.

The high winds also required us to move the animal shows with **Mark Rosenthal of Animal Magic** into the Belleville Area District Library.



The artificial ice rink was enjoyed by children and adults of all ages.

Food trucks offered up various options for families to enjoy such as fun festival foods like pizza and elephant ears, as well as more unique items like lobster rolls or lobster bisque.



In the heated tent in 4th Street Square, members of the Belleville Kiwanis Club, Coldwell Banker Professionals and the 4-H club helped several hundred children make Holiday themed crafts. 400 Craft Kits and 72 glue sticks were used in a 3-hour time period. Special Thanks to **Atchinson Ford, Pacesetter Painting, Next Home Evolution and Cross Country Mortgage –Rachel Armstrong Team** for sponsoring the Kids Zone Activities.



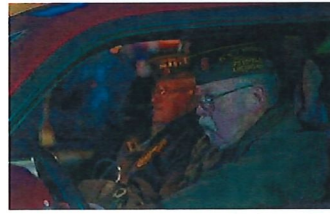
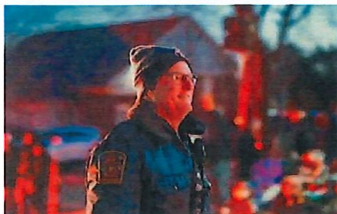
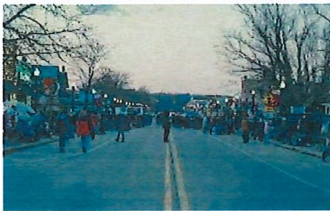
Carriage Rides, sponsored by **Randy Brown Landscaping**, were available for a few hours this year for a relaxing ride down Main Street. These were incredibly popular and we intend on having them again next year for a longer part of the weekend.

On Saturday evening a capacity crowd lined the streets to enjoy the light parade with some amazing float entrees. We were proud to honor several local veterans as a new addition to the parade.

It was also exciting to see the Belleville High School Football team marching down the street as back-

to-back State Champions. Parade Honors went to P & P Dance Center, BYC, American Heritage Girls & Faith Community Church.

The parade Grand Marshals for this year were John Juriga and Harper Mathis, wonderful representatives of our community. **Atchinson Ford** provided the cars for both of our Grand Marshalls. This year it was our own Belleville Fire Department's turn to bring Santa into town, and they accomplished it in glowing fashion!



After the parade many families went to the Belleville Area District Library so that the children could visit with Santa before heading back outside for the amazing fireworks display over the lake, put on by the Michigan Fireworks Club of Belleville.

Finally, we closed out the evening with a great night of music and dancing in the big heated tent. The **Servis Group** Main stage hosted The Killer Flamingos who kept the party going with great music and a lot of fun!





Sunday morning **A-Design Line** sponsored “Breakfast with Santa”. Local service group CAF-5 served several hundred people pancakes and sausages while Santa was on hand to visit with the children and take photos. Local keyboardist Tyrone Hamilton entertained the crowd with carols.

The inflatables/bouncers were finally able to be delivered on Sunday morning for the children to enjoy as families came out once again and were able to make crafts in the main tent, skate, bounce and treat themselves to the food trucks.



The Numbers

The festival advertising went to all homes in the 48111 in the *Van Buren Today Magazine*. It was also featured in a half page ad in the *Belleville Area Independent*, and coverage by the *Belleville Beat*. Utilizing Social Media, there was a 70,000-person event reach on *Facebook*. The main tent was lined with large banners thanking all of our sponsors for the event. When the high winds subsided, it became safe to put more event sponsor banners around the ice rink for the remainder of the event.



All sponsorship dollars were used to create the event(s), bring in quality entertainment and advertise both the events and our sponsors. Final numbers are still coming in. But currently, we estimate a break-even event.

Warm regards and thank you for your help making this event a success!

Martha Hanoian, Director
 Belleville Area Chamber of Commerce
 (734)697-7151 Office
 (734)262-1975 Cell
BACC48111@gmail.com

DDA Grant Accounting

\$2000 Grant

\$1362.09	Banners to Advertise Sponsors including DDA
\$700	Van Buren Today Advertising Value (\$350 in donated ad space)
\$100	Facebook Ads Value (KSpringer Media Group)
\$	The Belleville Beat Full Page Ad Value (The Belleville Beat)
\$500	Social Media Advertising Value (KSpringer Media Group)

Randy Brown Landscape
7580 Belleville Rd.
Belleville, MI 48111
734-697-1820

Bid Proposal for
City of Belleville
6 Main St.
Belleville, Mi. 48111

February 8, 2023

Qty.	Name	Total Cost w/Labor
1	Goats Eating Brush along bank at Horizon Park Set up of Electric Fence & Border Fence Transportation Fee	\$3,995.00
Total		\$3,995.00

Thank You

Randy Brown

Randy Brown
Landscape

*Note from City Manager/Police Chief David Robinson – Cost would be split 50/50
between the City and the DDA

POSSIBLE SITE FURNISHINGS FOR DOWNTOWN AND PARKS

Picnic tables	Commercialsitefurnishings.com	800-278-4480
6 ft brown	\$811.25 ea	
8 ft ADA	\$869.27 ea	9-guage expanded steel top and seats
8 ft standard expanded metal	\$884.27 ea	
6 ft Perforated Metal - brown	\$918.28 ea	11-guage perforated steel top and seats
8 ft ADA Perforated Metal	\$934.28 ea	
8 ft Perforated Metal	\$976.30	

Picnic Tables	Belson Outdoors - Belson.com
6 ft Perforated Metal - brown	\$1,485.00 ea
8 ft ADA Perforated Metal	\$1,594.00 ea
8 ft Perforated Metal	\$1,594.00 ea

Park Bench		
4 ft James Park Bench	\$483.15 ea	11 guage perforated steel
6 ft James Park Bench	\$510.16 ea	11 guage perforated steel
8 ft James Park Bench	\$561.17 ea	11 guage perforated steel
4 ft Jordan Park Bench	\$442.14 ea	9 guage perforated steel
6 ft Jordan Park Bench	\$476.15 ea	9 guage perforated steel
8 ft Jordan Park Bench	\$510.16 ea	9 guage perforated steel

Park Bench	Belson Outdoors - Belson.com
6 ft Park Bench	\$786.00 ea
8 ft Park Bench	\$804.00 ea

Barricades	cabletiesandmore.com		
6.5 ft - Hot Dip Galvanized - Flat feet	\$125.50 ea	\$1,255 bundle	must order in qty of 10
8.5 ft - 18 Guage Steel - flat feet	\$108.88 ea	\$1,088.80 bundle	must order in qty of 10

Convertible Table/Benches		
Lifetime 60054 Convertible Bench	\$199.99	Amazon

Trash can	Belson Outdoors - Belson.com	
Model S-32	\$643 ea	
plus lid - #RBR-32-14	\$226 ea	
plus liner - #PL32	\$81 ea	
	\$950 total ea	
Model #CBTR-FTRB-BK	\$917 ea (SALE PRICE)	*

DDA Special Event Sponsorship Funding Process

The Belleville Downtown Development Authority (DDA) will follow the process outlined below to review special event sponsorship funding requests. Those who wish to apply must follow these steps to ensure that a complete funding request is submitted for timely review and consideration.

- 1.** When applying for funding, the applicant(s) must complete and submit the **City of Belleville Downtown Development Authority Special Event Sponsorship Application**. ***Paper copies can be found at City Hall, 6 Main St, Belleville, MI 48111***
- 2.** Once an application is submitted, it will be reviewed by the Executive Director and applicants will be notified by email if their application is complete or additional information is required.
- 3.** The application will be reviewed first by the Finance Committee and a brief presentation will be allowed at this meeting to describe the key details of the event. This presentation must not exceed 10 minutes with additional time allowed only for questions.
- 4.** If recommended for approval, the applicant will be notified and the DDA Board will consider the application at its next meeting. A *yes* or *no* decision must be reached at this meeting. The applicant may or may not be required to provide a presentation to the full board at this time but should be present and prepared to answer questions if needed.
- 5.** The applicant will be notified via email of the outcome reached at the DDA Board Meeting.

City of Belleville Downtown Development Authority

Special Event Sponsorship Application

Contact Information:

Organization Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Organization Website: _____

Organization Agent/Applicant Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Event Details

Event Name: _____

Event Date(s): _____

Event Time(s): _____

Event Location (Proposed location): _____

Event Type: (Check all that apply):

____ Parade ____ Concert ____ Festival

____ Athletic Event (run, walk, etc.) ____ Other:

Event Category: _____

Event Description/Purpose: **(Please be as detailed as possible)**

*****COVID-19 & Social Distancing Precautions***** — Please describe in detail how this event will implement and enforce current COVID-19 regulations, and social distancing measures.

DDA Funding Details

Has the applicant and/or organization received DDA funding for this event before? Yes or No _____

How will this event benefit the district and local businesses?

Are there any local business involved? **If yes, please list them below.**

Additional Event Details

Total number of participants: _____

Will the event require a pavilion and/or gazebo rental?

____ Pavilion ____ Gazebo ____ Both ____ None

Will any food be prepared, distributed, or sold at the event? **All food vendors must receive a permit approved by the Wayne County Environmental Health Department and the City of Belleville** ___ Yes ___ No

Will any alcohol be served or sold at the event and by whom?

Parking— Where do you anticipate attendees will park?

Do you have a plan for signage to direct attendees where to park?

Will public lots be used? ___ Yes ___ No

Will private lots be used? ___ Yes ___ No

Budget Summary

Total Cost of Event	\$	
Total Income Projected	\$	
DDA Funds Requested	\$	
List Names of Additional Funding Sources	Amount	Confirmed? (Yes or No)

City Service & Equipment

Certification and Signature: I understand and agree on behalf of the sponsoring organization that

- All food vendors must receive a permit and be approved by the Wayne County Environmental Health Department and City of Belleville
- This approval of this event may include additional requirements and/or limitations based of the DDA's review of the application.

Applicant's Signature

Date

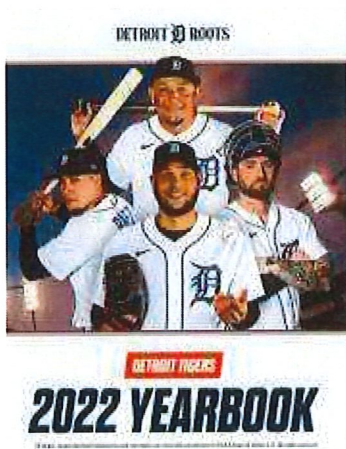
Printed Name of Applicant

Steve:

It was great talking to you about Belleville advertising in the **Official Detroit Tigers Yearbook**. This is a great way to align with the Tigers and reach hundreds of thousands of people/travelers/fans inside Comerica Park throughout the baseball season. Your ad would be at Tigers home games (81 games)

Printed Version: The official Detroit Tigers Yearbook will be available inside Comerica Park for Tigers home games.

Digital Version: A complete, digital version of the official Detroit Tigers Yearbook will be made available for free viewing on the official Tigers website, which receives millions of unique, monthly viewers.



Official Team Brand Association

Officially align your brand and leverage one of the most popular sports in America. Use the power of your home team to deliver your advertising message.

Great Editorial

These high-quality publications are packed with feature stories, team and player profiles, statistics, history, and most importantly, great photography.

Repeat Exposure

Souvenir publications are collectibles that are taken home and used as a reference piece throughout the season, providing repeat exposure for your advertising message.

High-Quality, Pre-Qualified Audience

Your advertising message is delivered to a pre-qualified audience of avid home team fans in a positive, receptive environment. Reach some of the most loyal and dedicated fans in sports!

Special Advertising Rates / Hospitality

Full Page \$10,000

Half Page \$5,500

Quarter Page \$3,000

Eighth Page \$1,900

All options will include lower level sports or concert tickets as well. The number of tickets will depend on your ad size. Keep in mind you can dictate the invoice date as well.

A media kit is attached for your review and I will follow up with you in a few days to see which option works best for you. In the meantime, please call me if you have any questions.

Thanks

Daniel Chatlin

Advertising Sales Director

Power Play Marketing

Office: 248-530-4121

dchatlin@ppmmarketing.com

www.ppmmarketing.com

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



ACCOUNTS PAYABLE EXPENDITURES
DDA MEETING FEB 2023

DATE	AMOUNT		G. TOTAL
2/15/2023	\$48,244.79		\$48,244.79
<u>GRAND TOTAL</u>			\$48,244.79

02/09/2023 03:45 PM
User: TAKISHA
DB: Belleville

CHECK REGISTER FOR CITY OF BELLEVILLE
CHECK NUMBERS 2164 - 2169

Check Date	Bank	Check	Vendor	Vendor Name	Invoice Vendor	Description	Amount	Stat
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Bank DDA Downtown Development Authority								
02/09/2023	DDA	2164	0253	CITY OF BELLEVILLE	CITY OF BELLEVILLE	REIMBURSE CITY FOR DIRECTOR ADMI	18,380.00	Open
02/09/2023	DDA	2165	0075	DTE ENERGY	DTE ENERGY	STREET LIGHTING 9200 458 6098 7	14.79	Open
02/09/2023	DDA	2166	0276	GARDEN FANTASY ON MAIN	GARDEN FANTASY ON MAIN	WINTER DECORATIONS & BANNERS 202	2,800.00	Open
02/09/2023	DDA	2167	4203	KBE HOIST	KBE HOIST	INSTALL FIELD LABOR TO INSTALL E	1,325.00	Open
02/09/2023	DDA	2168	2203	OSIER & SONS ELECTRIC,	OSIER & SONS ELECTRIC,	INSTALL 400 AMP PANEL (167 4TH S	24,975.00	Open
02/09/2023	DDA	2169	4386	WATER LANDSCAPES LLC	WATER LANDSCAPES LLC	MAINTENANCE ON VILLAGE PARK POND	750.00	Open

DDA TOTALS:
Total of 6 Checks: 48,244.79
Less 0 Void Checks: 0.00
Total of 6 Disbursements: 48,244.79