

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

**Wednesday, February 16, 2022 6:00 pm (EST)
Belleville City Hall—Council Chambers
6 Main Street, Belleville, MI 48111**

Join Zoom Meeting

<https://us02web.zoom.us/j/81772206628?pwd=SmJZVUdMNmsvSTdzWnV2VmxCREVQdz09>

Meeting ID: 817 7220 6628

Passcode: 377711

One tap mobile

+16468769923,,81772206628#,,,,*377711# US (New York)

+13017158592,,81772206628#,,,,*377711# US (Washington DC)

Dial by your location

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

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1. Pledge of Allegiance and Moment of Silence

2. Roll Call

Denise Baker – Secretary

Valerie Kelley-Bonner

Jim Chudzinski – Vice Chair

Mayor Kerreen Conley

Alicia McGovern - Chair

Kelly McWilliams

Sabrina Richardson-Williams – Treasurer

Jennifer Winter

Determination of Quorum and Status of Absent Members

3. Citizen Comments, Non-Agenda Items

4. Approval of and/or Changes to the Agenda

**5. Approval of Meeting Minutes
– January 19, 2022 Regular DDA Meeting**

6. General Business

A. Funding Request CBC

B. Funding Request BACC-Lakefest

C. Funding Request BACC-Winterfest

- 7. Director's Report**
- 8. Treasurer's Report and Accounts Payable**
- 9. Chair and Board Member Comments**
- 10. Citizen Comments**
- 11. Action Items for Next Regularly Scheduled Meeting**
- 12. Adjournment**

City of Belleville
Downtown Development Authority
Meeting Minutes
Wednesday, January 19, 2022 (Belleville City Hall)

The Regular Meeting of the Belleville DDA was called to order at 6:00 pm by Chair Alicia McGovern.

1) PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE

2) ROLL CALL:

Denise Baker	Present	Kelly McWilliams	Present
Jim Chudzinski	Present	Sabrina Richardson-Williams - Treasurer	Present
Mayor Kerreen Conley	Absent	Jennifer Winter	Present
Valerie Kelley-Bonner	Absent		
Alicia McGovern - Chair	Present		

3) CITIZEN COMMENTS, NON-AGENDA ITEMS

Tom Fielder: Commented that there is no news to report on the museum closure.

4) APPROVAL OF THE AGENDA

Motion to approve the agenda with as presented by Jim Chudzinski. Second by Kelly McWilliams.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

5) APPROVAL OF DECEMBER 15, 2021 REGULAR MEETING MINUTES

Motion to approve the regular meeting minutes by Sabrina Richardson-Williams. Second by Denise Baker.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

6) GENERAL BUSINESS

A. 2022 ELECTION OF OFFICERS:

Chair McGovern recommended a continuation of the current officers (McGovern-Chair, Richardson-Williams-Treasurer, Baker-Secretary) and nominating Jim Chudzinski to the vacant Vice Chair position. Motion to approve the recommendation for DDA Officers made by Jim Chudzinski. Second by Jennifer Winter

Roll Call Vote: 6 Ayes, 0 Nays. MOTION CARRIED

B. DDA SUBCOMMITTEES

The DDA Board and Director volunteered to serve on the following subcommittees:

Budget Committee: Baker, McWilliams, Richardson-Williams

Economic Development: McGovern, McWilliams

Arts: Richardson-Williams

Façade Program: McLean

C. 2022 STRATEGIC PLANNING

Due to a number of illnesses, the January 12, 2022 Strategic Planning Session was cancelled. The Board opted to reschedule the session with Facilitator Samantha Harkins on Thursday, February 10 from 5:30-8:30PM.

7) DIRECTOR'S REPORT

Deputy City Manager McLean discussed separating the request for proposal for park maintenance items in order to seek proposals from qualified vendors into three specific areas: grass/weed removal, fertilization, tree trimming.

8) TREASURER'S REPORT AND ACCOUNTS PAYABLE

Sabrina Richardson-Williams presented the payables report and asked the Board to approve payables in the amount of \$1,989.27.

Motion to approve the payables by Denise Baker. Second by Kelly McWilliams.

Roll Call vote: 6 Ayes, 0 Nays. MOTION CARRIED.

9) CHAIR AND BOARD MEMBER COMMENTS

McWilliams: Wished all a happy new year.

Winter: Wished all a happy new year.

McGovern: Wished all a happy new year.

Baker: Wished all a happy new year.

Richardson-Williams: Congratulated Jim Chudzinski on his appointment as Vice Chair. Stated she is looking forward to 2022.

10) CITIZEN COMMENTS

Chief Robinson: Stated that he would like to meet with the Economic Development Committee in the coming weeks to negotiate a new Maintenance Agreement between the City and DDA.

Motion to adjourn at 6:56 pm made by Jim Chudzinski. Second by Kelly McWilliams.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

Respectfully submitted,

Timothy McLean
Deputy City Manager/DDA Director
Downtown Development Authority

Approved:



Belleville Central Business Community

152 Main Street, Suite 2
Belleville, Michigan 48111

January, 2022

Belleville DDA
6 Main Street
Belleville, MI 48111

DDA Members:

Thank you so much for the second year of \$2,000. Our advertising budget continues to grow so we are most grateful for your continued assistance in marketing our events. Since you have already awarded us funding for our Easter event for 2022, if we are lucky enough to receive another grant this year it will go even further.

Farmers Market, 2021	\$364 Advertising
Harvest Fest, 2021	\$409 Advertising/signage
Booville, 2021	\$217 Advertising/signage
Halloween, 2021	\$217 Advertising/signage
Photos with Santa, 2021	\$409 Advertising/signage
Flop E Bunny, 2022	\$384 advertising

Your logo was used on all print ads, social media and signage at the events. Again, we truly appreciate your continued support.

Sincerely,

Bill Wolters
President

Bill Wolters, President
www.bellevillecentralbusinesscommunity.com



Belleville Central Business Community

152 Main Street, Suite 2
Belleville, Michigan 48111

January, 2022

Belleville DDA
6 Main Street
Belleville, MI 48111

DDA Members:

Attached is our request for funding for our 2022 events. The amounts are broken down below and the budget for each event is attached. As you will see, our advertising budget has increased based on marketing in two publications, The Belleville Area Independent and The Belleville Beat. Since we have already received funding for our Flop E Bunny event scheduled for April, this allowed us to use the \$2,000 for only the following six events. Thank you for considering us again this year.

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 will be used on all print ads, social media and signage at the events. Again, we truly appreciate your continued support.

Sincerely,

Bill Wolters
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www.bellevillecentralbusinesscommunity.com

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 the DDA office, 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.

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 the DDA office, City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. For assistance call the DDA office at 734-646-0504.

Submission Date

Name of OrganizationBelleville Central Business community

Organization Address152 Main Street, Suite 2

Contact NameJanet MillardPhone Number (s)(734) 558-53698

Name of person(s) in charge of eventJanet Millard

I ORGANIZATION MISSION OR PURPOSE

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? 6 or 7

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 See Attachment A

Event Date(s) See Attachment A

Location See Attachment A

Event Description/ Activities Planned:

See Attachment A

IV DOWNTOWN BENEFIT

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

Brings people into the City

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

Sponsorships. See Attachment B

V PROMOTION and PUBLICITY

A. How many participants expected: 100 and Up

B. Participant demographics (ages, special interests, where coming from, etc.):

0 to 100

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

Print & social media. Signage at events.

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

Budget Summary:

TOTAL COST of EVENT	\$	See Attachment B	
TOTAL INCOME PROJECTED	\$		
DDA FUNDS REQUESTED ***	\$	2,000	
LIST NAMES of ADDITIONAL INCOME SOURCES (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED? Yes or No	
See Attachment B	\$	Y ☐ N ☐	
	\$	Y ☐ N ☐	
	\$	Y ☐ N ☐	
	\$	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?

Logo on all print & social media and signage

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 ☒

on Council Agenda for 2-7-22 (Flo & Bunny +
Belleville Farmers Mkt)

Attachment A



CBC Events for DDA Grant

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

BOOVILLE EVENTS

Mondays, June thru October, 2022

Belleville Farmers Market

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

Thursday, August 18, 2022

Taste of Belleville

Horizon Park/High Street
(BACA Music Lakeside)

Saturday, December 10 & 17, 2022

Photos with Santa

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

Saturday, October 8, 2022

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)

Attachment B

CBC EVENTS

REVENUE '22 EXPENSES'22

FARMERS MARKET

Clement Insurance	1000.00	
Jessica Jones	1000.00	
Express Tire/Sumpter Collision	1000.00	
Vendor Revenue	2000.00	
Signage/flyers		
Advertising		1950.00
Signage		200.00
Taste the Difference		85.00
MFMA		150.00
Insurance		260.00
Unlimited DJ		1500.00
Market Manager		950.00
	\$5,000.00	\$5,095.00

TASTE OF BELLEVILLE

Vendor Income	5000.00	
50/50	200.00	
Vendor Expense		2500.00
DJ		200.00
setup/tear down		250.00
Face Painting		200.00
Advertising		848.00
Menu & Trophy		350.00
Dry Cleaning Linens		150.00
Insurance		260.00
Signage		25.00
Misc.		50.00
	\$5,200.00	\$4,833.00

HARVEST FEST

Market Fees	200.00	
Nickle Dig		100.00
Advertising		565.00
Insurance		260.00
Signage		50.00
Entertainment		500.00
	\$200.00	\$1,475.00

ONLY CONFIRMED SPONSORS ARE LISTED.

over

CBC EVENTS	REVENUE '22	EXPENSES'22
BOOVILLE MUTT WALK		
Revenue	300.00	
Donation to FMAR		300.00
Advertising		565.00
Goodie Bags		400.00
Insurance		260.00
Medals		35.00
Printing/signage		50.00
	\$300.00	\$1,610.00
HALLOWEEN		
Costume Contest		250.00
Refreshments/cups		75.00
Tim Hortons		290.00
Advertising		349.00
Signage		25.00
Insurance		260.00
	\$0.00	\$1,249.00
PHOTOS WITH SANTA		
Moving the Mitten	1000.00	
Donations	900.00	
Coloring Book Revenue	2175.00	
Coloring Book Printing		1254.00
Coloring Book Design		435.00
Girl Scout Donation		200.00
Photographer		200.00
Signage		50.00
Insurance		260.00
Trinkets for kids		60.00
Christmas Stockings		1300.00
Advertising		632.00
Postage for coloring books		10.00
Refreshments for Volunteers		80.00
Photo Stock		200.00
	\$4,075.00	\$4,681.00



Belleville Downtown Development Authority

COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

Adopted December 2015; amended 2020

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

I Organizations planning to present a public event(s) in Downtown Belleville may submit an application for funding. The Belleville DDA intends to support qualified downtown events with ***funding not to exceed \$2000 per organization in FY 2020-21.***

The DDA board will annually review the budget amount for Community Event Funding.

Applications must be received by the posted **deadline: Tuesday March 10, 2020.**

Funding recommendations are presented as part of DDA budgeting for the next fiscal year.

The DDA fiscal year is July 1 – June 30.

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

- **Include participation of local downtown businesses** (*examples of retail promotion ideas are attached*)
- **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 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.
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Successful Local Retail Promotions

-- excerpt from National Trust Main Street Center Promotion Handbook

Retail promotion can be more creative, innovative, and successful if you take the time to brainstorm ideas and plan targeted events with the merchants in mind.

Consider the following types of Local promotions:

- **Retail events** that favor unique downtown retail features such as convenience, service, variety, familiarity, or exclusiveness.
 - "Service is our Signature" poster series
 - "The Owner is Home" ad campaign
 - "Shop Downtown" radio jingle
- **Cooperative promotion** focuses on the comparative aspects of retailing in the district, clustering stores that are in the same category and can be promoted together.
 - Spring Fashion Show
 - "Taste of Main Street" restaurant guide
 - "Antique Days" co-op ads for stores
 - Mother's Day promotion of gift shops
- **Cross-retail promotion** groups businesses with complementary goods in one retail event or in coordinated displays.
 - joint window displays: clothing/ jewelry
 - "Home Improvement" promotion of furniture and hardware stores
- **Niche promotion** focuses attention, not on the product mix, but on a specific consumer group targeted through specially distributed flyers, coupons, posters, and/or media ads
 - "Appreciation Days" for senior citizens
 - Employee coupons for area workers
 - "Dad's Day Out" Saturday promotion
 - "After School" specials for students
- "Sales" events are typically discount oriented, offering end-of-season "clearance" merchandise at a reduced price. (Warning: too many discounted "sales" is not a good strategy; plus major market competitors have big budgets and are more skilled and successful at deep discounting than the small, independent merchants.)

BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY

2020 APPLICATION Community Events Funding Program

DUE January 31, 2022

Date received _____
Meeting review date _____
Recommendation: _____

ORGANIZATION REQUEST FOR DDA FUNDS FY 2022

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://belleville.mi.us/dda/>

Submit complete application to the DDA office, City Hall, 6 Main Street, Belleville, MI 48111 by the posted deadline. Late Applications Will Not Be Reviewed for Funding.
For assistance call Carol Thompson at 734-646-0504.

Submission Date *Dec. 10, 2021*

Name of Organization **Belleville Area Chamber of Commerce – Fiduciary for Belleville Lake Fest**

Organization Address **248 Main Street, Belleville, MI 48111**

Contact Name **Michael Kole** Phone Number (s) **734.516.0221**

Name of person(s) in charge of event **Michael Kole / Steve Jones**

I ORGANIZATION MISSION OR PURPOSE **THE CHAMBER’S PURPUSE IS TO PROMOTE, EDUCATE, AND NETWORK AREA BUSINESS, FOSTER ECONOMIC GROWTH, AND PROVIDE A FOUNDATION FOR COLLABORATION.**

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? 1

III EVENT DESCRIPTION

Event Name **Lake Fest 2022**

Event Date(s): **June 24-26**

Location **Main Street, Lake front, Kayak Launch**

Event Description/ Activities Planned:

This is a 2nd year event and evolving.

The event will be 3 days of Boats, Bites, and Beats

- Boating events will include; Kayak Scavenger Hunt, Dragon Boat Racing, Kids Fishing Tournament
- Bites will include up to 20 Juried Food trucks,
- Beats will have 2 live stages on 4th Street Square and High Street
- There will be a Juried Art show on main from 5th to 3rd, and a Car show from 3rd to 5 Points
- A Kidzone with activities for younger children will be on the property NE Corner of 3rd and Main
- Other events with Sumpter and Van Buren Township are being coordinated such as; Fireworks, Boat parade, Movies in the park, and many other activiteis

IV DOWNTOWN BENEFIT

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

Thousands of people will be coming to the art shows, listen to the music, enjoy the BORA DORA District, and to participate in the Dragon Boat Racing (over 400 participants alone will be in attendance). I

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

We have not only local businesses involved, but multiple Non Profit Groups will benefit from the activities being coordinated by the Chamber. The target fundraising number is over \$30,000 to be provided to participating groups. We are just now contacting the businesses, but we have commitments from Moving the Mitten, Garden Fantasy on Main, Coldwell Bankers, and a few others.

V PROMOTION and PUBLICITY

A. How many participants expected: **10-15,000 over a 3-day period**

B. Participant demographics (ages, special interests, where coming from, etc.):

This event is for any and all age groups. They come from all over the 48111 Zip Code

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

As noted above, we plan on utilizing or Facebook / Social Media Strategy, and with our updated Website, we can collect more information in advance on people planning on attending. Our Email Distribution / Newsletter reaches nearly 1,600 addresses each week, and has a 40-45% open rate, and 15-20% Click through rate. This data will better help us target certain demographics later. We used ½ page advertisements in the Local Belleville Independent, and will continue to use this, as well as POSTCARDS, Flyers, and miscellaneous. In addition to the Chambers efforts, the PR / Communications group at Van Buren Township will be promoting equially, and we expect even larger turnouts from the community because of this.

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

Budget Summary:

TOTAL COST of EVENT	\$ 75,000	
TOTAL INCOME PROJECTED	\$ Income as in Profit? Our projection is to break even or better – We are targeting to raise \$30,000 over and above costs for our Non Profit groups in the Dragon Boat Racing	
DDA FUNDS REQUESTED***	\$ 2,000 PLUS a commitment to provide in kind contributions for Police, Fire, Maintenance, Garbage	
LIST NAMES of ADDITIONAL INCOME SOURCES (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED? Yes or No

We have one Presenting Sponsor - Anonymous	\$15,000	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.

Total Expense Budget for 2021 Event

General Budget thus far

- Dragon Boats \$17,500
- Music & Entertainment \$18,000
- Police, Fire, Safety, \$6,000
- Advertising, Promotion, \$5,000
- Arts & Craft Show / Tents /Supplies \$15,000

VII FUNDING RECOGNITION

How will the DDA's participation be recognized? *The DDA will be recognized as a Captain Level Sponsor for a \$2,000 grant. Admiral level will be \$5,000 or more, and Shipsmate for less than \$2000. We will have the LOGO on all signage, advertisement, printed, and digital from the moment it is committed. Funds will be expected on or before June 1, however promotion will begin April 1st.*



COMMUNITY EVENTS FUNDING PROGRAM GUIDELINES

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Submission Date *December 10, 2021*

Name of Organization **Belleville Area Chamber of Commerce**

Organization Address **248 Main Street, Belleville, MI 48111**

Contact Name **Michael Kole** Phone Number (s) **734.516.0221**

Name of person(s) in charge of event **Michael Kole / Steve Jones**

I ORGANIZATION MISSION OR PURPOSE **THE CHAMBER'S PURPOSE IS TO PROMOTE, EDUCATE, AND NETWORK AREA BUSINESS, FOSTER ECONOMIC GROWTH, AND PROVIDE A FOUNDATION FOR COLLABORATION.**

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? Multiple years ... most recently 2x's in 2021 for Lake Fest and Winterfest

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.

The recent completion of the Winterfest, has had a great response from the community. Over 10,000 people were estimated to come to the downtown area over the weekend. Free events from Ice Skating to Live Entertainment were provided.

III EVENT DESCRIPTION

Event Name **Winter Fest 2022**

Event Date(s) **Dec 1, 2, 3, 4th 2022**

Location **Main Street**

Event Description/ Activities Planned:

Coordination with the DDA in "Ladies Night Out" and the BACC Pop Up Shops under the tent for Thursday, Dec. 1st, Friday night is being reconsidered, but a movie and something else underneath the tent Saturday Events include; pancake breakfasts, craft for kids, animal show, the PARADE and FIREWORKS Sunday is wrap up and Additional events are all being re-planned.

IV DOWNTOWN BENEFIT

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

The event brings literally thousands of people to and through Main Street each day of the event. There were standing room only crowds at all shopping and eating venues during last years event. Some of this had to do with the weather, but we feel that the exposure via BACC Advertising had a MAJOR impact and influence on this.

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

Our supporters were from all over the community, as for local support Belleville - this was Garden Fantasy, Moving the Mitten, Crafted Modern, Crafted Beanery, Team Designs, Davenport Bros, and many more just outside the perimeter of Main/Huron River.

V PROMOTION and PUBLICITY

A. How many participants expected: **10-15,000 over a 4-day period**

B. Participant demographics (ages, special interests, where coming from, etc.):

This event is for any and all age groups. They come from all over the 48111 Zip Code

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

As noted above, we plan on utilizing or Facebook/Social Media Strategy, and with our updated Website, we can collect more information in advance on people planning on attending. Our Email Distribution/Newsletter reaches nearly 1,600 addresses each week, and has a 40-45% open rate, and 15-20% Click through rate. This data will better help us target certain demographics later. We used ½ page advertisements in the Local Belleville Independent, and will continue to use this, as well as POSTCARDS, Flyers, and miscellaneous.

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

Budget Summary:

TOTAL COST of EVENT	\$ 46,000	
TOTAL INCOME PROJECTED	Break Even is our goal	
DDA FUNDS REQUESTED***	\$ 2,000 + in kind contributions for police, fire, public works, garbage, maintenance	
LIST NAMES of ADDITIONAL INCOME SOURCES (If you need more space, include income detail in your attached budget)	AMOUNT	CONFIRMED? Yes or No

There are no committed sources of sponsorship, however, we can / will cover the balance of the costs with sponsors, or diverting membership dues.	\$44,000	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.

Total Expense Budget as of Jan, 2020

Activity	2021 Budget
<i>Ice Rink</i>	\$ -
<i>Christmas Tree Bounce</i>	\$ -
<i>Maze</i>	\$ -
<i>Activity Labor / Meals / Hotel</i>	\$ -
<i>Activity Labor Only</i>	\$ -
<i>Activity Delivery</i>	\$ -
Ice, Maze, Bounce, Total	\$ 20,965
Activity Tent / Tables / Heat	\$ 4,500
Saturday Night Band	\$ 3,900
Pancake Breakfast	\$ 750
Jingle Bell Run	\$ 2,000
Trophies	\$ 250
Advertising Beat / VBT	\$ 800
Advertising Independent	\$ -
Postcards / Halloween	\$ 141
Banners / signs	\$ 1,250
Misc.	\$ 1,000
Fireworks	\$ 6,200
Animal Guy	\$ 750
Porta-johns	\$ 735
Insurance	\$ 1,875
Total Costs	\$ 45,116

VII FUNDING RECOGNITION

How will the DDA's participation be recognized? **As a sponsor of the event, last year the DDA was recognized as a Signature Sponsor. The DDA Logo was placed on ALL promotional items, Facebook posts, Website, Activities Calendar, and over 20 emails to newsletter subscribers. In addition to digital marketing, Logo's were present throughout the entire festival area. Multiple banners with the DDA logo were in front of the kids activities tent and parade route.**



TO: Downtown Development Authority Board
FROM: Tim McLean, Deputy City Manager/DDA Director
DATE: February 11, 2022
RE: Director's Report

Since the last regularly scheduled meeting of the Belleville DDA, I have been working on the following items:

- The Strategic Planning Session was held on Thursday, February 10 at the Belleville District Library. We are tentatively planning to have facilitator Samantha Harkins return at mid-year for a status review of the agreed upon goals for 2022.
- DDA Sub-Committees have been established. We will be looking to begin those sub-committee meetings in the very near term.
- Administration has been working on a draft ordinance and internal procedures for the permitting of golf carts on City-owned streets. A public hearing will be held at the regularly scheduled meeting of the City Council on February 22, 2022 at 7:30PM.
- Chair McGovern and I will be meeting with Mayor Conley and Chief Robinson in the afternoon on February 11 to discuss the Maintenance Agreement between the City and DDA that is set to expire later this year.
- The deadline for proposals for park landscaping/maintenance is February 11 at Noon. We will likely be adding an item to the February 16 agenda to discuss and/or approve a proposal.
- I would like to begin obtaining quotes for the restriping of Main Street. My plan would be to reach out to Van Buren Township and Sumpter Township. If one of both communities have any restriping projects in the works for 2022, a potential collaboration could yield more competitive pricing for the work.

ACCOUNTS PAYABLE EXPENDITURES
DDA MEETING FEB 2022

DATE	AMOUNT		G. TOTAL
2/16/2022	\$2,520.50		\$2,520.50
<u>GRAND TOTAL</u>			\$2,520.50

Check Date	Bank	Check	Vendor	Vendor Name	Invoice Vendor	Description	Amount	Stat
Bank DDA Downtown Development Authority								
02/09/2022	DDA	2081	0120	AT&T		DSL FOR COMMUNITY EVENTS SIGN	405.50	Open
02/09/2022	DDA	2082	4269	GONCZYS PROPERTY MAINTNE		GRASS CUTTING SEPT - OCT 2021	1,620.00	Open
02/09/2022	DDA	2083	3039	ROCKET ENTERPRISES, INC		ROCKET ENTERPRISES, INC ANNUAL FLAG SERVICE AUG 2021-JUL	495.00	Open

DDA TOTALS:

Total of 3 Checks: 2,520.50

Less 0 Void Checks: 0.00

Total of 3 Disbursements: 2,520.50