

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

**Wednesday, June 15, 2022 6:00 pm (EST)
Belleville City Hall—Council Chambers
6 Main Street, Belleville, MI 48111**

Join Zoom Meeting

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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, Agenda Items Only

4. Approval of and/or Changes to the Agenda

**5. Approval of Meeting Minutes
– May 18, 2022 Regular DDA Meeting**

6. General Business

A. DDA Marketing/Branding

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
Meeting Minutes
Wednesday, May 18, 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	Absent	Kelly McWilliams	Present
Jim Chudzinski	Present	Sabrina Richardson-Williams - Treasurer	Present
Mayor Kerreen Conley	Present	Jennifer Winter	Arrived @ 6:10pm
Valerie Kelley-Bonner	Absent		
Alicia McGovern - Chair	Present		

3) CITIZEN COMMENTS, AGENDA ITEMS

There were no citizen comments.

4) APPROVAL OF THE AGENDA

Motion to approve the agenda as presented by Mayor Conley. Second by Jim Chudzinski.

Voice Vote: 5 Ayes, 0 Nays. MOTION CARRIED

5) APPROVAL OF APRIL 20, 2022 REGULAR MEETING MINUTES

Motion to approve the meeting minutes with one revision; Food Truck Wednesday discontinued by Sabrina Richardson-Williams. Second by Kelly McWilliams.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

6) GENERAL BUSINESS

A. 2022-23 DDA BUDGET:

Motion to approve the recommended 2022-23 DDA Budget made by Jennifer Winter. Second by Jim Chudzinski.

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

B. VICTORY PARK GRANT MATCH RESOLUTION:

Motion to approve the Victory Park Grand Match Resolution made by Jim Chudzinski. Second by Sabrina Richardson-Williams.

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

C. PURCHASING POLICY:

Motion to approve the draft DDA Purchasing Policy made by Mayor Conley. Second by Sabrina Richardson-Williams.

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

7) DIRECTOR'S REPORT

Deputy City Manager McLean discussed several activities in the DDA District. Conditional offers of employment have been made for seasonal DPW positions, the City is receiving a grant for the Summer Youth Program, new sculptures have been placed in the DDA District as of May 10. KBE Hoist will be installing the floating dock at Horizon Park the week of May 23.

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 \$7,458.40.

Motion to approve the payables by Sabrina Richardson-Williams. Second by Jim Chudzinski.

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

9) CHAIR AND BOARD MEMBER COMMENTS

McGovern: Stated she was pleased with how the budget process went this year.

Richardson-Williams: Commented that is excited to see the upcoming progress on DDA maintenance.

Conley: Thanked the DDA Budget Committee for its budget preparation work. Stated that she likes the new sculptures around town.

McWilliams: Stated she is happy with the progress being made by the DDA.

Winter: Commented that she is excited that 4th Street Square will be cleaned up this summer.

10) CITIZEN COMMENTS

Elias (last name?) commented about seeing improvements made to the playground in Victoria Commons.

11) ACTION ITEMS FOR NEXT MEETING AGENDA

- Victoria Commons Park Improvements.
- Placement of station of dog waste bags in City Parks.
- Report from Economic Development Committee on partnerships and other development project ideas.

12) ADJOURNMENT

Motion to adjourn at 6:58 pm made by Jennifer Winter. Second by Jim Chudzinski.

Voice Vote: 6 Ayes, 0 Nays. MOTION CARRIED

Respectfully submitted,

Timothy McLean
Deputy City Manager/DDA Director
Downtown Development Authority



TO: Downtown Development Authority Board
FROM: Tim McLean, Deputy City Manager/DDA Director
DATE: June 15, 2022
RE: Item 6A-DDA Marketing/Branding

In 2005, the DDA worked with the consulting firm Anderson Economic Group to develop a comprehensive Downtown Market Strategy. This plan was created as a sort of “Master Plan” type document. At that time, the comprehensive Downtown Market Strategy was completed at a cost of \$33,000.

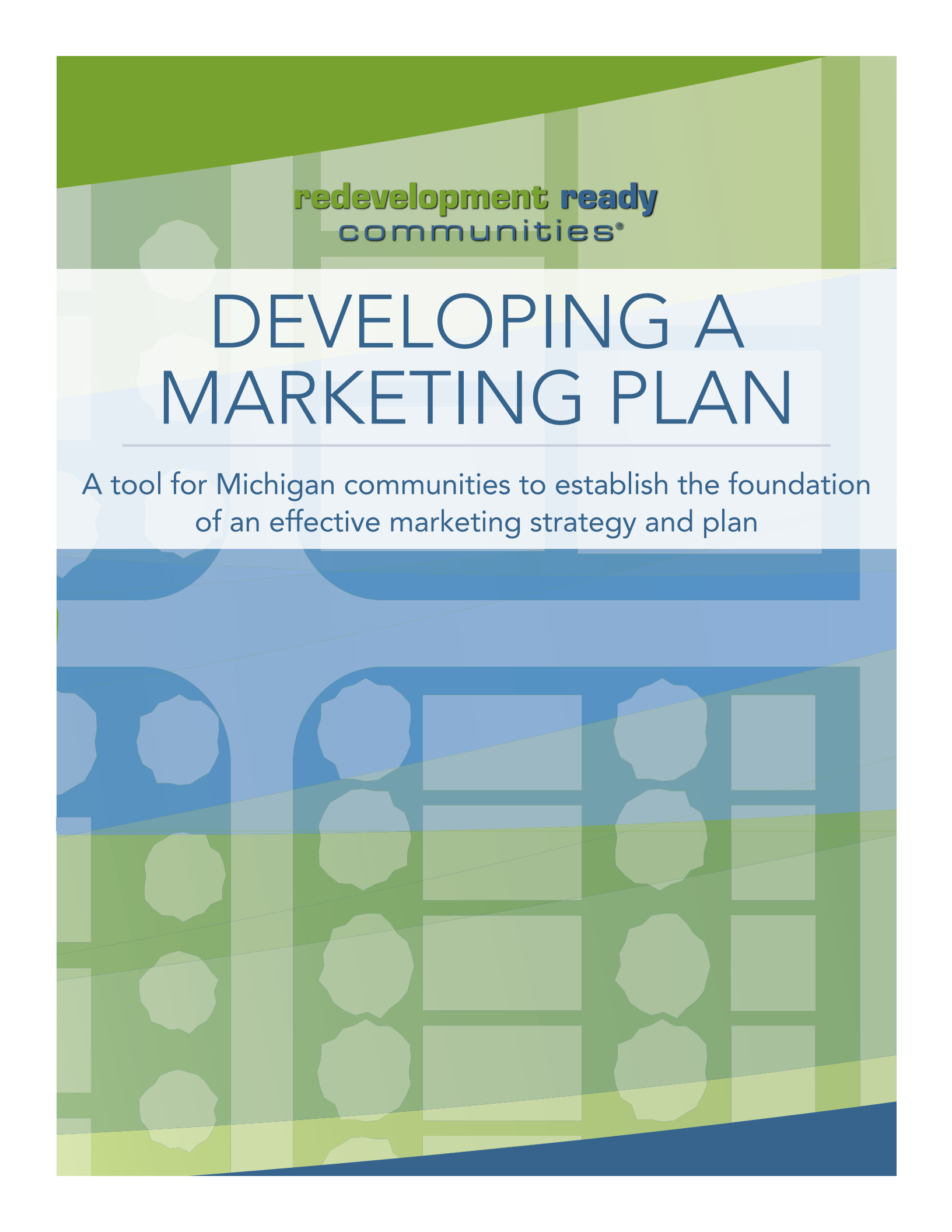
The Economic Development Committee has discussed the need for a marketing/branding strategy and plan. In our earlier discussions, the Committee reached a consensus that we are looking for more of a shorter marketing plan that would allow for a more incremental approach to marketing. I have reviewed marketing plan/strategy documents from several communities, similar in size to Belleville. If the DDA opts to hire a consulting firm to assist with this process, we would be looking at a “ball park” project budget of \$8,000-\$12,000.

Based on estimated project costs, we would need to issue a Request for Proposals (RFP) with a scope of work. Before we can issue an RFP, there needs to be discussions on defining goals for a marketing plan. The Economic Development Committee will be meeting in the near term to discuss the scope of work for the RFP. At this time, I am seeking feedback from the DDA Board about goals and objectives for a new marketing plan.

While the City of Belleville is not engaged in the State’s Redevelopment Ready Communities Program, my recommendation would be that we look to the RRC Guide on Developing a Marketing Plan as our starting point. The intent of the RRC program is for municipalities to establish best practices and streamlined, consistent development processes. Please see the attached document from the RRC program.

Attachment:

- RRC Developing a Marketing Plan.



redevelopment ready
communities®

DEVELOPING A MARKETING PLAN

A tool for Michigan communities to establish the foundation
of an effective marketing strategy and plan

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Marketing is a key component to economic development success.

An effective marketing plan is as important as a community's economic development strategy. With a strong marketing plan, communities are better equipped to attract and retain talent, attract business investment and improve their image while building community pride. To be effective, communities should proactively engage with partners to ensure a streamlined approach to marketing their city, town or region.

A marketing plan is not a one-size-fits-all approach. Each community is unique and should use its existing resources to develop an effective and personalized marketing plan.

This guide will equip communities with the steps they can take to effectively promote themselves through the creation of a basic marketing plan. The guide provides direction for how communities may undertake a modest marketing effort, recognizing that such efforts can require far more time and resources, and are ongoing and evolving. Some communities may have the resources to use a marketing firm, but for those who don't, this guide is intended a starting point.

This guide assists communities in meeting Redevelopment Ready Communities® (RRC) Best Practice 5.2. To view the criteria in detail, see page 17 of the "RRC Best Practices Guide."

GLOSSARY

The following glossary of terms are provided to assist communities as they read through this how-to guide for developing a marketing plan. Please note: these terms are specific to this guide, and may or may not apply to other RRC guides or resources.

Champion: a person designated by the community to spearhead the development and implementation of the community's marketing plan.

Core messages: key messages a community wants its target audiences to hear and remember. Messages should align with the marketing strategies and distinctly address each target audience.

Goals: broad, tangible and descriptive statements of an outcome to be reached. Goals are focused on the end result and are usually associated with several measurable objectives.

Industry: a sector that produces related goods and/or services within an economy, i.e., automotive, health care, technology.

Marketing collateral: a collection of media items used to support the sale or promotion of products and/or services. This can include brochures, newspaper ads, websites, signage, etc.

Marketing plan: a comprehensive document that outlines a community's overall marketing effort.

Marketing strategies: an approach or method that explains how you will achieve your goals and objectives.

Objectives: actions that should be taken to accomplish a goal. They are specific, measurable over a period of time, actionable and realistic.

Partner: an individual or group that actively participates in the planning and/or implementation of the marketing plan.

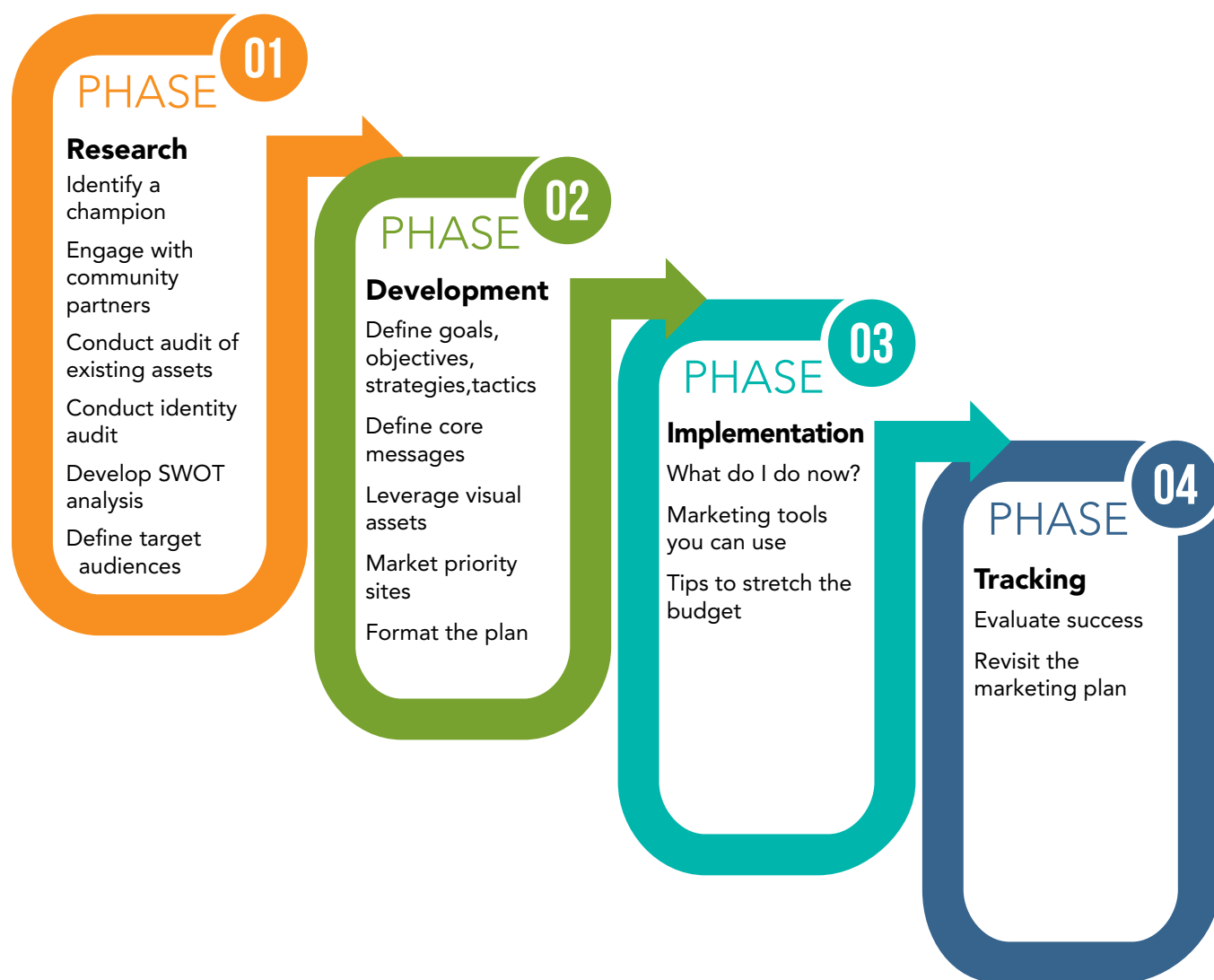
Stakeholder: an individual or group that has an interest in and/or may be impacted by the marketing plan but isn't necessarily involved in the development and implementation of the plan.

SWOT analysis: a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers focus on key issues by identifying strengths, weaknesses, opportunities and threats.

Tactics: the actionable methods a community plans to implement for advertising, public relations, direct mail, trade shows and special promotions.

Target audience: a specific group of people a community wants to reach with a set of core messages.

ROADMAP TO DEVELOPING YOUR MARKETING PLAN



DEVELOPING YOUR MARKETING PLAN

A marketing plan defines deliberate steps to promote and offer information about community assets, attributes and economic opportunity. It demonstrates a community's intention regarding how it is perceived by its target audience and stakeholders. Rather than leaving things to chance, a marketing plan identifies steps to highlight

community attributes and opportunities with intention.

There are four phases associated with developing a marketing plan. These phases are intended to help provide structure and sequencing of efforts to help organize efforts.

PHASE 1: RESEARCH

STEP 1: Identify a champion

Identify a champion that is going to spearhead the development and implementation of the community's marketing plan. This person can be an employee of the municipality, board member, partner or volunteer. It will be important for the champion to manage the project from start to finish, including plan maintenance, while maintaining good relationships with partners and stakeholders and delegating tasks to ensure the work gets done.

STEP 2: Engage with community partners

A community should take the time to meet with local and regional partners and stakeholders to collect insight and feedback before starting the process of developing a marketing plan. It's important to have buy-in from both groups as communities begin developing their marketing plan. This will allow a community to understand how it is perceived prior to this effort.

Communities should also consider coordinating their marketing efforts with local, regional and state partners to effectively implement their marketing plan. Marketing should be a collaborative effort. Everything the community does at the local level to market itself, affects the region and the state.

STEP 3: Conduct audit of existing assets

Communities should begin their audit by taking an inventory of their existing physical and anecdotal assets, as well as marketing and partner resources.

Think about what assets make people want to visit, work, live in and explore the community. Consider utilizing existing resources when developing a marketing plan—these are the foundations of a community's marketing plan.

Physical assets

- Consider assets such as workforce, location, space, incentives, market, infrastructure, proximity to medical care, quality of life (i.e., natural resources, parks and recreation) and cost of doing business (i.e., cost of living, utility costs).
- Pull together existing community adopted plans, i.e., master plan, downtown plan, economic development strategy (EDS) to consider additional assets. Communities should refer to these plans to make sure their marketing efforts are in alignment with and support the various plan initiatives. Examples include strategic methods to attract businesses, residents, visitors and real estate developers to the community or to market priority sites.

Anecdotal assets

- Interview local, regional and state partners (real estate agents, local businesses, residents, convention and visitors bureau (CVB), chambers of commerce, counties, economic development organizations (EDO), downtown development authorities (DDA), neighborhood or industry associations) to identify what they believe makes the community great.

DEVELOPING YOUR MARKETING PLAN

PHASE 1: RESEARCH *continued*

- Talk to local businesses and find out why they choose to stay and what significant challenges they face. Use this opportunity to identify different industry types and opportunities to attract talent to the area.

Resources

- Review the community's existing marketing plan and all corresponding collateral, including all print and digital assets. Here are some questions to ask yourself:
 - » Do you have a social media presence? How responsive are you?
 - » What type of collateral have you produced?
 - » What other channels of communication do you use to communicate with your residents, businesses or other stakeholders?
- Evaluate metrics from the community's past marketing efforts to be used as a baseline for setting future marketing goals, i.e., website, marketing campaign, social media, advertising.
- Evaluate local organizations' marketing efforts, i.e., chamber of commerce, DDA and CVB. Determine how the community can align its marketing plan with existing ones from local partner organizations.
- Identify regional marketing plans. Determine what's worked in the past in other neighboring communities and partnering organizations. Does the community have assets that it can tout from a regional standpoint?

STEP 4: Conduct identity audit

Think about how the public identifies with the community. When people mention the community, what do they think of? Here are some questions to consider:

- How do residents perceive the community?

- How do visitors and neighboring communities perceive the community?
- Set the tone. What does the community want to be known for? How do residents want their community to be described?
- Do people have pride in their community? If so, what are the positives this is associated with? If not, where are there opportunities to improve?
- Does the community have existing branding?
 - » Is the branding consistent among assets? (Logo, colors, seal, typeface, voice, personality, etc.)
- Does the community have a logo or seal?
- What are the community's identifying colors?
- Does the community have existing brand

Tip: Now is a great opportunity to redefine your community's voice.

guidelines? If not: While developing a brand is not required for RRC certification, the community may wish to assess the feasibility of hiring an outside company to help them with their brand strategy. Here is an example of brand guidelines: *Pure Michigan Brand Guidelines*.

- How would you describe your community's voice? Casual, formal, quirky?
- Communities can easily identify their voice by reviewing existing marketing collateral, business letters, social media posts, website content, etc.

STEP 5: Develop SWOT analysis

SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis is an auditing tool to help communities focus on key issues as they develop their marketing plan. This analysis helps determine what strengths and weaknesses a community may have, as well as any opportunities for growth, and threats that could hinder progress. This exercise is a great way to get a snapshot of a community's current situation in a way that's helpful and manageable. The community's economic development SWOT should be used as a resource.

DEVELOPING YOUR MARKETING PLAN

PHASE 1: RESEARCH *continued*

Conduct competitive analysis

As a community develops its SWOT, it will be helpful to conduct a competitive analysis. Communities are becoming increasingly competitive, so it is important to consider what unique “selling” points other municipalities have that your community does not. A community will also want to consider regional assets — what your community shares with surrounding municipalities that you can tout on a regional level. A SWOT analysis can help determine a community’s selling points so partners can leverage these assets in their community’s marketing efforts from a tourist attraction, talent recruitment, priority site marketing, etc., standpoint.

SWOT Example (this is only meant to generate ideas; it may/may not represent your community and is not intended to be a complete SWOT):

Strengths • Engaged residents • Sense of community pride • Businesses actively involved in creating sense of place	Weaknesses • Inconsistent messaging across stakeholders • Lack of resources to drive a marketing strategy
Opportunities • Distinct assets have potential to draw businesses, visitors, future residents • Priority sites identified have potential to draw investors	Threats • Lack of diversity of businesses • No traditional downtown • Infrastructure issues

STEP 6: Define target audiences

Communities should review target audiences as defined in the master plan, downtown plan, economic development strategy and public participation plan. After reviewing, develop a list of target audiences with a description of the target audience that includes demographics, such as age, gender, occupation, education level or any other important characteristics.

Next, identify each target audience group’s goals, motivations and interests in the community and in general. By going through this exercise, a community can better identify what strategies they’ll use to reach each audience type and what the compelling core messages will be.

Tip: Think about what choices a prospective tourist, resident or business person has in your community versus in other parts of the region.

DEVELOPING YOUR MARKETING PLAN

PHASE II: DEVELOPMENT OF MARKETING PLAN

STEP 1: Define goals, objectives, strategies and tactics

The marketing plan that a community develops should be designed to align with the community's long-term foundational goals. For example, if a community wants a better reputation, more engagement, more transparency, etc., a plan should be developed with these goals in mind. The marketing plan should align with the master plan, economic development strategy, and the rest of the RRC Best Practice milestones the community is working to complete for the Redevelopment Ready Communities® certification. Communities may use any of their existing assets and resources to develop their plan.

- **Goals:** broad, tangible and descriptive statements of an outcome to be reached. Goals are focused on the end result and are usually associated with several measurable objectives. *Example: Position [COMMUNITY] as a food destination across the region and state.*
- **Objectives:** actions that should be taken to accomplish a goal. They are specific, measurable over a period of time, actionable and realistic. *Example: Increase the number of food-related small businesses to the downtown area by 20 percent in five years.*
- **Strategies:** an approach or method that explains how you will achieve your goals and objectives. *Example: Educate investors and developers on the benefits of locating a food-related business in [COMMUNITY].*
- **Tactics:** the actionable methods a community plans to implement for advertising, public relations, direct mail, trade shows and special promotions. (Take what you learned about your target audience in Phase 1 and apply it here. *Example: Develop educational materials including site profiles, video and fact sheet.*

Tip: Make sure to include goals that will attract businesses, developers and talent to the state.

STEP 2: Define core messages

A significant part of the marketing plan is the core messaging. Therefore, it will be important for a community to identify and develop its core messages and then solicit feedback from local partners, i.e., chamber of commerce, convention and visitor's bureau or economic development organization, where possible. After completing the audit under Phase I, the community should have a good idea of the types of messages its partners and stakeholders are using and can align its own core messages with these. Marketing efforts have greater impact when core messages are consistent from multiple sources.

A community should define core messages it'll consistently convey to its target audiences, i.e., business owners, entrepreneurs, residents, investors, developers and tourists. The core messages should align with the community's marketing goals and strategies. A community will want to customize core messages for the different target audience groups where appropriate.

Here's a sampling of core messages by possible target audiences related to the example listed in Step 1 above:

- **Entrepreneur/new business owner:** "As a local food and shopping destination in our region, [COMMUNITY] boasts a business-friendly environment by providing transparent and predictable permitting processes, access to local market data and trends and a robust entrepreneurial support system."
- **Developers/investors:** "The downtown is becoming the food destination in our region. [COMMUNITY] has a diversity of historic buildings and redevelopment ready properties to accommodate your food-related business. We'll help cut the red tape, so you don't have to."

DEVELOPING YOUR MARKETING PLAN

PHASE II: DEVELOPMENT OF MARKETING PLAN *cont.*

- **Tourists:** “Looking for unique food finds? We are serving up diverse fare, plus stay a while and shop at our distinctive retailers and see a show at one of our arts and cultural venues. Downtown [COMMUNITY] is your food destination.”
- **Residents:** “Come experience downtown again like it was the first time. [COMMUNITY] offers plenty for you and your family to do from unique restaurants and bars to arts and cultural events and an ever-expanding farmers market with local fare.”

STEP 3: Leverage your visual assets

Community image: A community’s image, or identity, defines what makes it unique, differentiating itself from its competition. Marketing efforts should include the consistent use of the image, which may include the logo, city seal, identifying colors, tag line, etc., to develop and maintain an appealing community identity.

Signage: Apart from use on the community’s website, letterhead, business cards, vehicles, etc., a community’s image can be used on identification signage for public buildings, banners, elevated water towers and gateway signage at major community entrances. Such steps can support many community goals, but it also reinforces a community’s presence and drives home the impression that a community is a unique place with opportunity and redevelopment readiness.

Photos: A picture can say a thousand words about a community and its assets. Photos can be low cost and an effective marketing tool. Consider developing a photo waiver when either taking photos or requesting photos from other individuals, businesses or organizations. Determine a common place to store all photos, waivers and photo credit information electronically for later use.

STEP 4: Determine how to market priority sites

Through the RRC program, the community has worked hard to streamline the development process, making sure efficient planning practices are put in place and a list of redevelopment ready sites has been developed. It is important to be consistent on developing a property information package and advertising priority sites.

- Have a web presence
 - » Have a dedicated web page to market priority sites. For example, “Doing business in [Community]”
 - » Website should have a point of contact for available sites in the community
- Develop a property information package
 - » Make sure the information provided is consistent for all sites. To view the criteria in detail, see page 19 of the “RRC Best Practices Guide”
- Tie in core messaging with target audiences. Make sure messaging is consistent and comprehensible to audiences
- Use the existing RRC *online resource library* to develop guidelines for formatting property information packages

STEP 5: Format the plan...putting it all together

Once all ideas are captured, it’s time to put the plan together. A marketing plan does not have to be professionally designed, it just needs to be easy to read and follow. The goal is to structure it in such a way that anyone can pick it up and use it to help market the community. For examples of marketing strategies from other RRC certified communities, visit RRC’s *online resource library*.

DEVELOPING YOUR MARKETING PLAN

PHASE III: IMPLEMENTATION OF THE PLAN

Now that the marketing plan has been developed and formatted, it's time to begin implementation: putting the marketing strategies and plans into action. There are ways to help make this step as successful as possible.

The implementation phase involves assignments addressing the who, where, when and how of reaching the goals and objectives of a community. Marketing implementation involves putting the marketing design, execution and scheduling into development. This phase requires the giving of specific tasks and timelines to individuals and groups.

In Phase 1: Step 1, the community was encouraged to identify a champion who will carry forward the marketing plan. This person/group should be responsible for communicating the necessary steps of the implementation process to the various partners involved and to get “buy in” from all parties.

MARKETING TOOLS YOU CAN USE

The following are marketing tools and communication channels that can be used as part of the marketing plan:

- Website
- Social media
- Newspapers
- Magazines
- Wayfinding signs
- Newsletters
- Flyers
- Events
- Community organizations
- Business associations

TIPS TO STRETCH THE BUDGET

When resources are limited, here are some tips to help stretch the budget. It will be important for a community to develop relationships and maintain an ongoing dialogue with existing stakeholders to help support its marketing efforts.

- **Tag along:** Identify opportunities to participate in local, regional and state partners' marketing efforts. Maintain an ongoing dialogue so when opportunities arise, you can jump at the chance to tag along.
- **Seek partnerships with local companies:** Identify opportunities to partner with businesses on advertising and other promotional efforts to increase community awareness.
- **Electronic marketing:** Share information efficiently and cost-effectively using the Internet—take advantage of opportunities to increase followers, shares, likes and tweets. Consistency in posting new and original content is key.
- **Media promotion:** Identify opportunities for free promotion. Ask a community partner or stakeholder to write an editorial for a local newspaper's op-ed section; reach out to a reporter with a story idea about a new business moving into downtown; or invite the local TV station to a big cultural event or ribbon cutting. Taking the time to build trusting relationships with the media is critical to getting the word out.
- **State partners:** Identify opportunities to work with state agencies, such as the Michigan Department of Natural Resources (MDNR) or Michigan Department of Transportation (MDOT), to ask about wayfinding signs as a marketing tool.

DEVELOPING YOUR MARKETING PLAN

PHASE IV: TRACKING

Change is inevitable. As technology continues to evolve and new methods of public outreach are discovered or priorities change, it will be important for the community to adjust its marketing plan accordingly.

Ensure the community's champion or responsible party is keeping up with changes to the marketing plan document. Consider establishing a system for tracking and monitoring the plan at least annually to ensure goals and objectives are being met, and that it gets updated as needed.

STEP 1: Evaluate success

The community's champion or responsible party is not only responsible for ensuring the marketing plan gets implemented but also that progress toward all goals is monitored, and results are measured.

Here are some questions a community can ask itself when determining how it will evaluate its marketing success:

- What does success look like to your community?
- How do you plan to measure success?
 - » Survey
 - » Engagement
 - » Public meeting attendance
 - » Call volume tracking
 - » Earned media
 - » Advertising
 - » Shares or engagement on Facebook
 - » Event attendance
 - » Google analytics
- How will you share your success with your stakeholders?
 - » Social media
 - » Website
 - » Newspapers and broadcast opportunities
 - » Annual report information
 - » Announcements at governing body meetings

STEP 2: Revisit the marketing plan

A community should revisit its marketing plan at least once per year, as well as its other plans that will have been completed as part of the RRC Best Practices criteria. Consider the different parts of the plan, i.e., marketing collateral, logo, core messaging, etc., and the frequency at which these elements should be updated. Here are some questions to consider:

- Has your master plan or economic development strategy been updated?
- Have there been any updates to your logo, brand, voice, identify, etc.?
- Have there been any technology changes, i.e., website, social media platforms?
- Have you had a brand refresh?
- Has your community's vision changed?



TO: Downtown Development Authority Board
FROM: Tim McLean, Deputy City Manager/DDA Director
DATE: June 9, 2022
RE: Director's Report

- KBE Hoist has installed the floating dock at Horizon Park as of June 6.
- Two seasonal DPW employees have been hired. They will begin work, performing maintenance duties and tasks in the DDA District as of Monday, June 13.
- The City has received its notice of funding from Wayne County for the Summer Youth Program. As previously discussed, some of those program hires will be assisting with maintenance in the downtown area. To date, we have received six applications for the Summer Youth Program.
- There was some recent vandalism of one of the slides in the playscape at Victory Park. The plastic windows on the slide were destroyed. Replacement windows have been ordered from the manufacturer.
- Kelly Howey from Plante Moran presented the recommended budget to City Council on Monday, June 7. City Council has scheduled a public hearing and budget approval action for a special meeting on Tuesday, June 28 at 6PM.
- The Legislative and Advocacy Committee of the Michigan Downtown Association has sent out its update for the second quarter of 2022. That document is attached to this report.



www.MichiganDowntowns.com

State Historic Preservation Tax Credit Program

From our friends at Michigan Historic Preservation Network:

"Public Act 343 of 2020 was signed into law by Governor Whitmer on December 30, 2020 and established the new [State Historic Preservation Tax Credit program](#) ("State Credit program"). **The State Credit program will accept its first applications starting June 15 at 9:00 a.m.**

The following general requirements apply for State Credit program consideration:

1. A property must be listed in the National Register of Historic Places, the State Register of Historic Sites, or be in a local historic district, and either be individually listed or contribute to a listed district to be eligible for the State Credit.
2. The State Credit has a \$5 million cap per calendar year, which will be divided as follows:
 - \$2 million for commercial projects with expenses of \$2 million or greater.
 - \$2 million for commercial projects with expenses of less than \$2 million.
 - \$1 million total for owner-occupied residential projects.
3. Credit reservations will be awarded on a first-come, first-served basis.
4. A three-part online application is used to apply for the State Credit. It is similar to the parts used for the Federal Historic Rehabilitation Tax Credit, but is a completely independent and separate program and application.

Legislative and Advocacy Committee

Updates

2nd Quarter, 2022



We strongly recommend potential applicants review the New State Credit program FAQs to learn more details about the program. It is also recommended that potential applicants review the legislation, [PA 343 of 2020](#), and associated rules, [R 206.201 – R 206.212](#).

SHPO will host two overview webinars on June 13, followed by live Q&A. Each webinar will be recorded and published online on June 14:

Session 1: Commercial Tax Credit | 2-3 p.m.

Session 2: Residential Tax Credit | 5-6 p.m.

[Click here](#) to register for one or both sessions.

Questions about the new State Credit program? Many answers may be found in the [New State Credit program FAQs](#). If you have additional questions, please email preservation@michigan.gov.



www.MichiganDowntowns.com



The Lapeer Main Street DDA recently hosted Quentin Groce from senator Gary Peter's office. Quentin took the time to meet with Lapeer Main Street director James Alt, Lapeer Mayor Debbie Marquardt, and Michigan Downtown Association director, Dana Walker.

2022 Action Affecting Downtowns

PA 27 2022

Social Districts

Signed into law by Governor Whitmer, March 10, 2022

- No sunset
- Temporary special use within the Social District (ie: beer tent within your festival can stay open!)

Action: Thank your legislators for supporting this economic tool for downtowns.

PA 16 of 2022

Development Liquor Licenses

Approved by the Governor, February 23, 2022

ALLOWS the issuance of a development license for new construction as well as rehabilitation projects.

Action: Thank your legislators for supporting this

The Legislative Committee meets virtually the third Wednesday of every month at 4:15 pm. Please contact the MDA at 248-838-9711 or Committee Chair, Molly LaLone, director@downtownlakeorion.org, if you learn of legislation of which the MDA should be aware.

Schedule a Visit with Your Legislators

Offering a visit and tour to your State and Federal Legislators is an invaluable way to showcase your work, and needs, in downtown. The 3rd Annual Downtown Day will be held Saturday, September 24, 2022, across the State of Michigan. The MDA is encouraging our members to schedule a visit with state and federal officials during the month of September to help celebrate.

Tips to remember when inviting legislators for a visit:

1. Don't wait for a project to be complete before scheduling the visit. Show off any stage of the project/initiative.
2. Take a look at your legislators' schedule. For example, the MI House and Senate are in session in Lansing Tuesdays, Wednesdays, and Thursdays so a visit outside of Lansing would not be possible. Find the schedule here.
3. Invite one month from proposed date (be flexible) and work with the legislator's scheduler and/or District Director.
4. Work with your neighboring communities. Can the visit be combined with a visit to a neighboring community?
5. If the legislator isn't available, ask a staff member to attend. Often he/she can visit longer and will report directly back to the legislator.
6. Create a schedule of the tour/visit and stick to it.
7. Who from your community needs to be part of the tour to create value and impact?
8. Get local businesses involved. Perhaps one or two business owners speak to the legislator in their place of business.
9. Before the visit, send an email to the legislator stating who is scheduled to join the tour from your downtown.
10. Do your homework. In which committees does the legislator participate? What bills has he/she recently supported?
11. Take pictures and share, share, share!
12. Have simple and easy to read documents to share. Use reliable data but don't offer any lengthy reports.
13. Make a direct ask of the legislator and get a commitment. Start big and keep asking until you get a 'Yes'.
 - A. BIG: Will you support Bill 1234 that would provide funding for our XYZ Project?
 - B. SMALL: May I follow up with you in two weeks regarding our progress?
14. After the visit, send a handwritten thank you card to the District Office along with an thank you email to staff. Include follow up materials and any photos from the visit.

ACCOUNTS PAYABLE EXPENDITURES
DDA MEETING JUNE 2022

DATE	AMOUNT		G. TOTAL
6/15/2022	\$2,834.55		\$2,834.55
<u>GRAND TOTAL</u>			<u>\$2,834.55</u>

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CHECK REGISTER FOR CITY OF BELLEVILLE

CHECK NUMBERS 2099 - 2101

Check Date	Bank	Check	Vendor	Vendor Name	Invoice Vendor	Description	Amount	Status
Bank DDA Downtown Development Authority								
06/09/2022	DDA	2099	0120	AT&T	AT&T	DSL FOR COMMUNITY EVENTS SIGN	215.80	Open
06/09/2022	DDA	2100	4203	KBE HOIST	KBE HOIST	INSTALL FIELD LABOR TO INSTALL E	1,000.00	Open
06/09/2022	DDA	2101	4502	TRUGREEN	TRUGREEN	PARK MAINT. (HORIZON PARK)	87.50	Open
				TRUGREEN	TRUGREEN	PARK MAINT. (DOANS LANDING)	43.75	Open
				TRUGREEN	TRUGREEN	PARK MAINT. (VILLAGE PARK 660 SA	1,181.25	Open
				TRUGREEN	TRUGREEN	PARK MAINT. (VILLAGE PARK 45 W)	306.25	Open
							<u>1,618.75</u>	
							<u><u></u></u>	
							<u><u></u></u>	
DDA TOTALS:								
Total of 3 Checks:							2,834.55	
Less 0 Void Checks:							0.00	
Total of 3 Disbursements:							<u>2,834.55</u>	

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CHECK DISBURSEMENT REPORT FOR CITY OF BELLEVILLE
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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DDA OPERATING FUND							
07/14/2021	DDA	2039	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	71.93
				TELECOMMUNICATIONS - TELEPHON	851.000	173	71.93
				CHECK DDA 2039 TOTAL FOR FUND 248:			143.86
07/14/2021	DDA	2040	FERNANDEZ, MARK	COMMUNITY PROGRAM FUNDING	889.000	728	300.00
07/14/2021	DDA	2041	PENCHURA, LLC	CAPITAL OUT. - MUNIC. PROJECT	983.006	901	305.00
07/14/2021	DDA	2042	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT	742.000	443	5,730.00
07/14/2021	DDA	2043	TKM AWARDS	MISC EXPENSE	960.012	443	34.95
07/14/2021	DDA	2044	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	100.92
08/02/2021	DDA	2045	SPANGLER RICHARD J.	COMMUNITY PROGRAM FUNDING	889.000	728	750.00
08/20/2021	DDA	2046	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	158.88
08/20/2021	DDA	2047	BELLEVILLE AREA INDEPENDENT	PROMOTION & ADVERTISING	883.000	728	576.00
08/20/2021	DDA	2048	GARDEN FANTASY	FLOWER PROJECT	742.000	443	3,217.00
08/20/2021	DDA	2049	GONCZYS PROPERTY MAINTENANCE	CONTRACTED SERVICES-MOWING	809.003	443	2,390.00
08/20/2021	DDA	2050	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT	742.000	443	1,600.00
08/20/2021	DDA	2051	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	235.34
08/25/2021	DDA	2052	JONES III, ALFRED LLOYD	COMMUNITY PROGRAM FUNDING	889.000	728	750.00
09/09/2021	DDA	2053	TERRAFIRMA	CONTRACTED SERVICES	809.000	443	3,400.00
				CONTRACTED SERVICES	809.000	443	3,400.00
				CHECK DDA 2053 TOTAL FOR FUND 248:			6,800.00
09/30/2021	DDA	2054	RANDY BROWN LANSCAPE INC.	PARK IMPROVEMENTS	930.001	443	2,925.00
10/15/2021	DDA	2055	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	369.12
10/15/2021	DDA	2056	CITY OF BELLEVILLE	DUE TO GENERAL FUND	214.101	000	103,488.19
10/15/2021	DDA	2057	DISPLAY SALES	DECORATIONS AND BANNERS	882.000	728	309.00

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DDA OPERATING FUND							
10/15/2021	DDA	2058	GONCZYS PROPERTY MAINTENANCE	CONTRACTED SERVICES-MOWING	809.003	443	1,195.00
				CONTRACTED SERVICES-MOWING	809.003	443	1,945.00
				CHECK DDA 2058 TOTAL FOR FUND 248:			3,140.00
11/10/2021	DDA	2059	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	195.25
11/10/2021	DDA	2060	BELLEVILLE AREA CHAMBER OF	COMMUNITY PROGRAM FUNDING	889.000	728	2,000.00
11/10/2021	DDA	2061	BELLEVILLE CENTRAL BUSINESS COMM.	PROMOTION & ADVERTISING	883.000	728	50.00
11/10/2021	DDA	2062	CITY OF BELLEVILLE	DUE TO GENERAL FUND	214.101	000	34,534.22
				DUE TO WATER AND SEWER FUND	214.592	000	1,500.00
				CHECK DDA 2062 TOTAL FOR FUND 248:			36,034.22
11/10/2021	DDA	2063	KEN VOIGT	DECORATIONS AND BANNERS	882.000	728	157.13
11/10/2021	DDA	2064	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT	742.000	443	800.00
11/10/2021	DDA	2065	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	164.86
11/10/2021	DDA	2066	WATER LANDSCAPES LLC	CONTRACTED SERVICES	809.000	443	2,125.00
11/10/2021	DDA	2067	WAYNE COUNTY TREASURER (SET)	ACCOUNTS PAYABLE	202.000	000	17,656.73
12/08/2021	DDA	2068	APPLEGATE, BRIANNA	MISC EXPENSE	960.012	173	450.00
12/08/2021	DDA	2069	KBE HOIST	PARK IMPROVEMENTS			** VOIDED **
12/08/2021	DDA	2070	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT			** VOIDED **
12/08/2021	DDA	2071	VERIZON WIRELESS	CELL BILLS FOR DDA			** VOIDED **
12/08/2021	DDA	2072	KBE HOIST	PARK IMPROVEMENTS	930.001	443	652.50
12/08/2021	DDA	2073	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT	742.000	443	960.00
12/08/2021	DDA	2074	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	270.62
12/15/2021	DDA	2075	BLUE RIBBON CONTRACTING, INC.	STREETSCAPE PROJECT	983.011	901	73,726.00
12/15/2021	DDA	2076	CRAFTED BEANERY	SUPPLIES - MAINTENANCE	775.000	443	102.75

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DDA OPERATING FUND							
01/18/2022	DDA	2077	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	210.25
01/18/2022	DDA	2078	PIONEER LANDSCAPING & LAWN MAINT	FLOWER PROJECT	742.000	443	1,050.00
01/18/2022	DDA	2079	SNIDER ELECTRIC LLC	STREET LIGHTING	926.000	443	500.00
01/18/2022	DDA	2080	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	229.02
02/09/2022	DDA	2081	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	405.50
02/09/2022	DDA	2082	GONCZYS PROPERTY MAINTENANCE	CONTRACTED SERVICES-MOWING	809.003	443	1,620.00
02/09/2022	DDA	2083	ROCKET ENTERPRISES, INC.	CONTRACTED SERVICES	809.000	443	495.00
03/11/2022	DDA	2084	AHEARN SIGNS	DECORATIONS AND BANNERS	882.000	728	350.00
03/11/2022	DDA	2085	BELLEVILLE AREA INDEPENDENT	PROMOTION & ADVERTISING	883.000	728	67.50
03/11/2022	DDA	2086	DISPLAY SALES	DECORATIONS AND BANNERS	882.000	728	818.00
03/11/2022	DDA	2087	GARDEN FANTASY ON MAIN	DECORATIONS AND BANNERS	882.000	728	2,400.00
				DECORATIONS AND BANNERS	882.000	728	2,100.00
				CHECK DDA 2087 TOTAL FOR FUND 248:			4,500.00
03/11/2022	DDA	2088	WATER LANDSCAPES LLC	CONTRACTED SERVICES	809.000	443	2,323.25
04/13/2022	DDA	2089	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	405.50
04/13/2022	DDA	2090	HUNDRED PLACE CONSULTING,LLC	CONTRACTED SERVICES	809.000	443	450.00
04/13/2022	DDA	2091	MIDWEST SCULPTURE INITIATIVE	CAPITAL OUTLAY-MISCELLANEOUS	983.000	901	6,050.00
04/13/2022	DDA	2092	PIONEER LANDSCAPING & LAWN MAINT	CONTRACTED SERVICES	809.000	443	4,350.00
04/13/2022	DDA	2093	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	32.79
05/12/2022	DDA	2094	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	215.80
05/12/2022	DDA	2095	BELLEVILLE AREA CHAMBER OF	DUES	960.003	173	395.00
05/12/2022	DDA	2096	GMS SEALCOATING & STRIPING	CAPITAL OUTLAY-MISCELLANEOUS	983.000	901	4,250.00
05/12/2022	DDA	2097	PIONEER LANDSCAPING & LAWN MAINT	CONTRACTED SERVICES	809.000	443	2,470.00
05/12/2022	DDA	2098	VERIZON WIRELESS	CELL BILLS FOR DDA	851.000	173	127.60

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DDA OPERATING FUND							
06/09/2022	DDA	2099	AT&T	TELECOMMUNICATIONS - TELEPHON	851.000	173	215.80
06/09/2022	DDA	2100	KBE HOIST	PARK IMPROVEMENTS	930.001	443	1,000.00
06/09/2022	DDA	2101	TRUGREEN	CONTRACTED SERVICES-MOWING	809.003	443	87.50
				CONTRACTED SERVICES-MOWING	809.003	443	43.75
				CONTRACTED SERVICES-MOWING	809.003	443	1,181.25
				CONTRACTED SERVICES-MOWING	809.003	443	306.25
				CHECK DDA 2101 TOTAL FOR FUND 248:			<u>1,618.75</u>
				Total for fund 248 DDA OPERATING FUND			302,818.08