



City of Rochester

400 Sixth Street
Rochester, MI 48307
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PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoïn, Patti Eisenbraun, Paul Haig,
Jill Lutz, Karen Malsbury & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	January 10, 2024	5:30 pm
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1. Call to Order
2. Roll Call
3. FYE 2025 Goals & Objectives Discussion
 - a. Proposed 2024 Event Calendar
 - b. Events for Discussion
 - Lagniappe
 - Kris Kringle Market Expansion
 - Gift Card Match Program
 - c. PSD Assessment Renewal
 - d. Additional Ideas & Discussion
4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
5. Miscellaneous
6. Adjourn



2024 Event Schedule

Foodie February
February

Farmers' Market
May 4 - October 26

Deck Art
May 9 & 10

Rochester: No Filter
Artist Reception June 6
On display all month

Downtown Rochester Makers' Market
June 22

Sidewalk Sales
July 18 - 20

Explorers Club
July 18 - August 3

Dancin' in the Street
July 19

Movies in the Moonlight
July 20, 27 & August 3

Taste of Fall
September 2 - October 14

Magical Mural Tour
September 2 - October 14

Rochester Posed
October 3

Trick-or-Treat & Halloween Fest
October 19

Holiday Expo
November 11

Festival of Trees
November 22 -24

Lagniappe
November 25

Snowman Stroll
December 1 - 31

The Big, Bright Light Show
November 25 - January TBD, 2025

Plaid Friday
November 29

Small Business Saturday
November 30

Neighborhood Light Fight
December 1 - 15

Kris Kringle Market
December 6 & 7

Downtown Cookie Stroll
December 7

Pancakes & PJs
December 12

Caroling in the City
December 15

Frost Festival
TBD January 2025

PERIOD ENDING 12/31/2023

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 12/31/2023	ACTIVITY FOR MONTH 12/31/2023	AVAILABLE BALANCE	% BGD USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	500.00	257.06	7.41	242.94	51.41
245-000.000-601.001	MAGICAL MURAL TOUR	500.00	0.00	0.00	500.00	0.00
245-000.000-605.003	SIDEWALK SALES	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	4,000.00	2,750.00	0.00	1,250.00	68.75
245-000.000-605.007	LAGNIAPPE	1,500.00	5,500.00	0.00	(4,000.00)	366.67
245-000.000-605.009	KRIS KRINGLE MARKET	43,000.00	42,259.00	24,259.00	741.00	98.28
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	75,000.00	49,413.25	385.00	25,586.75	65.88
245-000.000-605.013	IN TOWN MAGAZINE	30,000.00	14,250.00	0.00	15,750.00	47.50
245-000.000-605.014	TASTE OF FALL	500.00	0.00	0.00	500.00	0.00
245-000.000-605.015	SPRING MAGAZINE	0.00	4,010.00	0.00	(4,010.00)	100.00
245-000.000-605.016	PANCAKES & PJ'S	2,000.00	3,155.00	2,010.00	(1,155.00)	157.75
245-000.000-605.018	ANNUAL AWARENESS PROGRAM	5,000.00	9,000.00	0.00	(4,000.00)	180.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	9,225.00	9,225.00	3,775.00	70.96
245-000.000-605.029	SNOWMAN STROLL	33,000.00	12,000.00	0.00	21,000.00	36.36
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,600.00	3,450.00	1,200.00	4,150.00	45.39
245-000.000-605.044	HALLOWEEN EVENTS	1,500.00	1,750.00	0.00	(250.00)	116.67
245-000.000-605.050	DOWNTOWN MAKERS MARKET	6,000.00	0.00	0.00	6,000.00	0.00
245-000.000-605.052	DECK ART	500.00	10.00	0.00	490.00	2.00
245-000.000-605.057	ROCHESTER POSED	700.00	50.00	0.00	650.00	7.14
245-000.000-605.062	FARMERS MARKET	30,000.00	7,870.00	0.00	22,130.00	26.23
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,500.00	1,500.00	0.00	0.00	100.00
245-000.000-605.070	CAROLING IN THE CITY	1,500.00	360.00	360.00	1,140.00	24.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,500.00	6,305.00	125.00	1,195.00	84.07
245-000.000-665.072	INTEREST -MICHIGAN CLASS	5,000.00	4,172.41	0.00	827.59	83.45
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	57,989.00	28,994.52	4,832.42	28,994.48	50.00
245-000.000-692.000	MISCELLANEOUS INCOME	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	286,453.97	0.00	13,704.03	95.43
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	225,000.00	0.00	0.00	225,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		867,947.00	492,735.21	42,403.83	375,211.79	56.77
TOTAL REVENUES		867,947.00	492,735.21	42,403.83	375,211.79	56.77
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-794.000	SMALL BUSINESS SATURDAY	0.00	98.25	0.00	(98.25)	100.00
245-703.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,602.00	0.00	0.00	2,602.00	0.00
245-703.000-864.008	CASH-SHORT OR OVER	0.00	3.03	0.00	(3.03)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	10,000.00	4,617.08	624.92	5,382.92	46.17
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	41,592.00	20,796.00	3,466.00	20,796.00	50.00
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		54,194.00	25,514.36	4,090.92	28,679.64	47.08
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-760.000	FARMERS MARKET	15,000.00	8,247.09	0.00	6,752.91	54.98
245-729.000-760.001	CAROLING IN THE CITY	6,000.00	3,800.00	0.00	2,200.00	63.33
245-729.000-762.000	FIRE & ICE	20,000.00	0.00	0.00	20,000.00	0.00
245-729.000-763.000	FESTIVAL OF TREES	40,000.00	71,505.54	46,934.20	(31,505.54)	178.76
245-729.000-790.002	PANCAKES & PJ'S	500.00	90.10	0.00	409.90	18.02

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Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
245-729.000-790.003	IN TOWN MAGAZINE	70,000.00	38,152.65	0.00	31,847.35	54.50
245-729.000-790.007	TASTE OF FALL	2,500.00	1,208.65	0.00	1,291.35	48.35
245-729.000-790.010	FOODIE FEBRUARY	1,000.00	0.00	0.00	1,000.00	0.00
245-729.000-790.011	KRIS KRINGLE MARKET	38,000.00	33,986.96	22,115.50	4,013.04	89.44
245-729.000-791.001	SIDEWALK SALES	4,000.00	2,297.17	0.00	1,702.83	57.43
245-729.000-791.002	DANCIN' IN THE STREET	13,000.00	10,232.36	0.00	2,767.64	78.71
245-729.000-791.003	MAGICAL MURAL TOUR	2,000.00	500.00	0.00	1,500.00	25.00
245-729.000-791.004	ANNUAL AWARENESS	38,000.00	22,316.59	18,150.00	15,683.41	58.73
245-729.000-791.009	LAGNIAPPE	7,000.00	13,164.95	0.00	(6,164.95)	188.07
245-729.000-791.011	MOVIES IN THE MOONLIGHT	17,000.00	16,445.00	0.00	555.00	96.74
245-729.000-791.012	HALLOWEEN	4,000.00	4,081.12	0.00	(81.12)	102.03
245-729.000-791.013	DOWNTOWN MAKERS MARKET	2,500.00	2,285.07	0.00	214.93	91.40
245-729.000-791.014	DECK ART	1,000.00	0.00	0.00	1,000.00	0.00
245-729.000-791.015	ROCHESTER POSED	1,500.00	1,644.70	0.00	(144.70)	109.65
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	7,000.00	6,190.51	0.00	809.49	88.44
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	2,634.89	450.00	3,865.11	40.54
245-729.000-792.000	BANNERS	6,102.00	2,723.92	0.00	3,378.08	44.64
245-729.000-793.000	SNOWMAN STROLL	33,000.00	13,775.00	1,600.00	19,225.00	41.74
245-729.000-794.000	SMALL BUSINESS SATURDAY	3,000.00	2,906.04	0.00	93.96	96.87
245-729.000-805.000	CONTRACTUAL SERVICES	290,000.00	275,261.45	275,261.45	14,738.55	94.92
Total Dept 729.000 - ECONOMIC DEVELOPMENT		628,602.00	533,449.76	364,511.15	95,152.24	84.86
TOTAL EXPENDITURES		682,796.00	558,964.12	368,602.07	123,831.88	81.86
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		867,947.00	492,735.21	42,403.83	375,211.79	56.77
TOTAL EXPENDITURES		682,796.00	558,964.12	368,602.07	123,831.88	81.86
NET OF REVENUES & EXPENDITURES		185,151.00	(66,228.91)	(326,198.24)	251,379.91	35.77