



**Regular Meeting Agenda
Wednesday, March 15, 2023, 7:00 pm
Rochester Municipal Building, 400 Sixth Street**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – February 28, 2023
4. Audience Comments
5. Liaison Reports
 - A. City Council – Marilyn Trent
 - B. Chamber of Commerce – Lisa Swiftney
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Paul Haig
6. General Business Agenda Items
 - A. Main Street Oakland County Accreditation Presentation – John Bry
 - B. Economic Development Update – Nik Banda
 - C. Town Square Project Update – Tony Lipuma/Nik Banda
 - D. Discussion of Outdoor Dining Decks – Kristi Trevarrow/Nik Banda
 - E. Recommendation to Send FYE 2024 Draft Budget to City Council – Ben Giovanelli
 - F. Love Local Art Committee Report – Kristi Trevarrow
7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
8. Miscellaneous

**The next regular meeting of the Rochester DDA
will be held on Wednesday, April 19, 2023.**

DRAFT

Downtown Development Authority
Regular Meeting Minutes

Tuesday, February 28, 2023
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:01 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Tonia Carsten, Paul Haig, Erik Diana, Bob Bloomingdale, Roger Knapp, Tony Lipuma
Board Members Absent:	Lisa Germani Williams, Mayor Stuart Bikson, Chris Johnson
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	Lisa Swiftney
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – January 18, 2023

Motion By:	Erik Diana to approve the January 18, 2023 Regular Meeting Minutes as presented.
Second By:	Tony Lipuma
In Favor:	All
Opposed:	None
Motion Passed	

Goals & Objectives Meeting Minutes – January 30, 2023

Motion By:	Tonia Carsten to approve the January 30, 2023 Goals & Objectives Meeting Minutes as presented.
Second By:	Erik Diana
In Favor:	All
Opposed:	None
Motion Passed	

DRAFT

4) Audience Comments

There were no audience comments.

5) Liaison Reports

A. City Council

Marilyn Trent highlighted the following from the February 13 and February 27, 2023 City Council meetings:

- City Council considered and approved a number of special event applications.
- Approved the purchase of three police department vehicles for the 2022-2023 budget year.
- Approved a first amendment to the Employment Agreement for the City Manager.

B. Chamber of Commerce

Kristi Trevarrow shared the following update from Lisa Swiftney:

- Thanked the DDA for their participation in the Community Outlook Breakfast held on February 27, 2023
- The annual Golf Outing will be held on June 13, 2023.
- Memorial Day Parade applications are now available.

C. Historical Commission

Don Sienkiewicz shared that approximately 1,200 coloring books commemorating Founders Day were delivered to the 2nd graders of Rochester Community Schools. The Founders Day event will be held on Sunday, March 12, 2023. Pat McKay will be the keynote speaker. The Commission is also beginning to plan for the Heritage Festival, which will be held on Memorial Day weekend, May 27-28, 2023.

D. Principal Shopping District

Kristi Trevarrow shared that PSD approved the schedule for Movies in the Moonlight, and the application for the event has been forwarded to City Council. The board has also been discussing merging Junk in the Trunk and the Thursday Night Market to a more upscale artisan market to be held in June. The Snowman Stroll event will continue, though an alternate source for the snowmen is being sought because of a price increase.

6) General Business Agenda Items

A. FYE 224 Draft Budget Presentation

Chairman Giovanelli presented the draft FYE 2024 Budget as proposed by the Budget Subcommittee. The projected unrestricted fund balance for the end of fiscal year 2023/2024 is \$1,629,279.

B. Town Square Project Update

Site Development Committee Chairman Tony Lipuma provided an update on meetings with project architects and the City's engineering firm, Anderson, Eckstein & Westrick, Inc. (AEW). A copy of the Proposal for Services from AKA Architects was included in the packet. Scott Reynolds, Auger Klein Aller Architects, introduced the general structure of the project, and reviewed the rough project timeline.

DRAFT

Motion By:	Paul Haig to approve the Proposal for Services with AKA Architects, including schematic design services, design development services and construction documentation services as presented, at a cost not to exceed \$126,500.00.
Second By:	Bob Bloomingdale
In Favor:	Tony Lipuma, Bob Bloomingdale, Erik Diana, Paul Haig, Tonia Carsten, Chairman Giovanelli
Opposed:	None
Motion Passed	

C. Text Amendment to Zoning Ordinance to Restrict General Office Use

Spearheaded by DDA Board Member Roger Knapp, the Planning Commission considered a text amendment to the Zoning Ordinance that would restrict General Office Use in the Downtown District on both sides of Main Street from Second Street to University. The amendment would restrict General Office use on the first floor. The Planning Commission discussed the proposed amendments at its February 6, 2023 meeting, and will hold a public hearing on Monday, March 7, 2023. If the amendments receive a favorable recommendation from the Planning Commission, City Council will then hold a 1st Reading, 2nd Reading and possible Adoption of the amendment.

Motion By:	Erik Diana to draft a letter of support for the proposed amendment as presented and forward the letter to both the Planning Commission and City Council.
Second By:	Paul Haig
In Favor:	All
Opposed:	None
Motion Passed	

D. DDA Light poles Order Update

Price information was included in the packet for the next group of light poles. The price quote reflects a 3.5% increase due to the increased cost of steel. Dan’s Excavating, that handles the installation and removal, will continue to hold their installation price from previous years at \$1,730 per light pole.

With the proposed budget of \$250,000 and the provided pricing, the DDA will be able to replace 42 light poles.

Motion By:	Erik Diana to direct Kristi Trevarrow to issue a Purchase Order to the provider for the purchase of the forty-two (42) replacement light poles to be paid for in FYE 2024.
Second By:	Bob Bloomingdale

In Favor:	Tonia Carsten, Erik Diana, Bob Bloomingdale, Paul Haig, Tony Lipuma, Chairman Giovanelli
Opposed:	None
Motion Passed	

E. Main Street Oakland County Annual Accreditation Update

Main Street Oakland County (MSOC) conducted the annual National Accreditation visit on Wednesday, February 15, 2023. Kristi Trevarrow provided an overview of the visit. Rochester received accreditation for the 18th year in a row. MSOC Program Coordinator John Bry will attend the March 15, 2023 DDA meeting to provide a full report. Ms. Trevarrow shared the following: 1) The Rochester DDA will be celebrating its 40th Anniversary this year. MSOC has offered their assistance in producing a video to commemorate the event. Lisa Germani Williams will also be providing her expertise for the video. It is hoped that the video will be shared at the Main Street Oakland County Main Event Awards Banquet to be held on Thursday, May 4, 2023. 2) There is the possibility of funds being available through MSOC for a collaboration with the Project for Public Spaces to incorporate public art. 3) MSOC will be allocating additional funds to main street communities for placemaking projects.

7) Receipt of Regular Reports

A. Executive Director Update

Main Street Oakland County

There will be a new grant offering for Main Street Oakland County communities this spring for placemaking-based projects. More details will be provided in March.

The Main Event – Save the Date

The annual Main Street Oakland County Main Event Awards Banquet will be held on Thursday, May 4, 2023 at the Strand Theatre in Pontiac from 6:00 p.m. to 9:00 p.m.

Fire & Ice Festival

The Fire & Ice Festival was held on January 20-21, 2023. A letter was sent to Oakland County from Mayor Bikson and Chairman Giovanelli thanking them for their continued support for this event.

Downtown Maintenance Assistant

Included in the 2023 budget was the creation of a part-time downtown maintenance position, responsible for maintaining the cleanliness of downtown, distribution of materials and signage to downtown businesses, minor downtown maintenance items and assisting staff with event set-up. Derek Fuller, a retired City of Rochester DPW employee, will be joining the team beginning on Monday, March 6, 2023.

B. Events & Marketing Update

EVENTS

Foodie February

During the month of February, participants had a chance to win restaurant gift cards and a \$25 Downtown Rochester gift card each week. Participants could either dine-in or carryout.

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Participants could either bring their receipts to the Downtown Collaboration Studio at 431 S. Main Street or text FOODIE to 866-603-4005 and follow the prompts to send a picture of their receipt. Each receipt received one entry, eligible for both the weekly and grand prize drawings. Grand prize winners will be announced and contacted on Wednesday, March 1, 2023.

Deck Art Registration

Deck Art registration opened on February 1, 2023. Participants can register through April 7, 2023 at the South Street Skateshop (410 Main Street). Registration forms can be found online at www.downtownrochestermi.com/deck-art. The event itself is scheduled for May 11-12, 2023.

PROMOTIONS

In Town Magazine

Staff is currently working on the Spring/Summer issue. Photoshoots start this week and issues will begin to arrive in homes the week of April 17, 2023. This issue will feature a nod to business evolution, and highlight the summer season with gift guides and upcoming events and promotions.

Farmers' Market

Market applications were sent out to all 2022 participating vendors earlier this month. Returning applicants will be solidified by March 1, 2023, allowing for new vendor recruitment shortly thereafter. It is planned to hire two new team members who will split the responsibility of Market Manager.

Makers' Market

A new Makers' Market is being planned. Staff is in the process of recruiting potential applicants. Businesses that offer handmade items, vintage offerings, specialty foods and more are being sought.

Love Local Art Committee

Invitations were sent out earlier this month to potential committee members. The introductory meeting is scheduled for Monday, March 5, 2023 in order to establish our mission and begin brainstorming potential projects.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 01/31/2023 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

The Committee will be meeting in March. The Royal Park Hotel will again provide space for the 2023 Holiday Expo.

E. Site Development Committee

City Manager Nik Banda announced that a retirement party for Chief Schettenhelm will be held on May 25, 2023 at The Roxy.

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He also congratulated Finance Director Anthony Moggio for being a recipient of Oakland County Executive's 40 Under 40.

8) Miscellaneous

Seeing no further business, Chairman Giovanelli adjourned the meeting at 9:02 p.m.

Date Approved

Susan McCullough

6A. Main Street Oakland County Accreditation Presentation

John Bry, Main Street Oakland County Program Coordinator, will be in attendance to provide a report on our recent National Accreditation Visit.

6B. Economic Development Update

City Manager Nik Banda will provide an update on developments happening in and around the downtown district.

6C. Town Square Project Update

Site Development Chairman Tony Lipuma will provide a progress update on the Town Square Project.

6D. Discussion of Outdoor Dining Decks

The following restaurants that have participated in the Outdoor Dining Decks Program for the past three seasons have expressed interest in participating again this year.

Baus Barber
D'Marco's
The Meeting House
Rochester Brunch House
Too Ra Loo
Tonia's Victorian Rose

Additionally, The Spice & Tea Exchange and The Side Dish have requested to participate as well. Since Zoet and Beyond Juice closed last year, we do have available decks.

Last year, the City Council waived any parking fees associated with the placement of the decks.

6E. Recommendation to Send FYE 2024 Draft Budget to City Council

Attached is the budget presented at the February DDA Board Meeting. After the Board's review, the budget was accepted as presented. The Board needs to take action to vote to recommend this draft budget to City Council for their consideration.

**ROCHESTER DDA DRAFT/PROPOSED BUDGET
AS OF 2/27/2023**

248 DDA	2022/23	2023/24	2024/25	2025/26	Net Change Over Last Budget Year	BG Comments
Tax Revenues	1,820,472	1,905,023	1,993,545	2,046,491	84,551	4.6% year over year increase
RTA Addition	91,242	94,846	98,593	100,535	3,604	
Interest Revenue (~5%)	50,000	100,000	100,000	30,000	50,000	Interest income increase
Brownfield Completed FYE 2023	-	69,134	72,591	74,768	69,134	Brownfield addback
Tax Appeals	(55,733)	(58,303)	(60,993)	(62,593)	(2,570)	
Total Revenues	\$ 1,905,981	\$ 2,110,700	\$ 2,203,736	\$ 2,189,201	204,719	Net increase in revenue over last year
Expenses						
Administrative & Overhead (Wages/Rent/Contracts)	\$ 630,445	\$ 602,091	\$ 614,270	\$ 632,506	(28,354)	See GL Detail
BBL	150,000	150,000	150,000	150,000	-	
Site Development		200,000			200,000	Set aside for various Capital (non-Town Square)
Capital						
BBLs 20th anniversary		25,000	25,000		25,000	Set aside for BBL anniversary adds
Alley Lighting Project Earmark		5,000	5,000	5000	5,000	Set aside for alley lights
Street Light Replacement	250,000	250,000	250,000	200,000	-	
Sidewalk Program	10,000	12,000	14,000	18,000	2,000	
Community Art	20,000	20,000			-	
Transfer to Streets (City Projects Plan)	373,156	132,000		400,000	(241,156)	Decrease due to projects pulled ahead last ear
Capital Assets Maintenance	195,000	200,000	205,000	211,150	5,000	
Transfers to Parking for Meters					-	
Transfers to Parking	50,000	50,000	50,000	50,000	-	Same \$50k to parking as in prior years
Covid 19 Response	-	-	-	-	-	
Total Expense	\$ 1,678,601	\$ 1,646,091	\$ 1,313,270	\$ 1,666,656	(32,510)	See GL Detail
Surplus / Deficit	\$ 227,380	\$ 464,609	\$ 890,466	\$ 522,545	237,229	
DDA Fund Balance Unrestricted	\$ 1,164,670	\$ 1,629,279	\$ 2,519,746	\$ 3,042,291	464,609	All of this moved to Town Square so in reality a zero balance budget
Total						
Non-approved Requests	-	-	-	-		
DDA Covid Related Expenses	-	-	-	-		
Approved Requests	-	-	-	-		

Available Fund Balance	\$ 937,290	Fund Balance, beginning of the current budget year
	227,380	Current year surplus (tax collection differential)
	200,000	Amount in 974.000 for FPP
	<u>464,609</u>	Unallocated from above intended for FPP
	\$ 1,829,279	TOTAL FOR PHASE ONE TOWN SQUARE
	690,466	2024/2025 (Forecasted unallocated Fund Balance)
	<u>522,545</u>	2025/2026 (Forecasted unallocated Fund Balance)
	\$ 3,042,291	TOTAL ALL PHASES TOWN SQUARE/OTHER BIG PROJECTS

**ROCHESTER DDA DRAFT/PROPOSED BUDGET
AS OF 2/27/2023**

GL Number	Description	2022-2023 Current Budget	2023-24 PROPOSED	Net Change	% Change	BG Comment
248-703.000-701.000	SUPERVISOR SALARIES	\$ 82,391	\$ 90,504	\$ 8,113	9.8%	Adjusted other staff last year, adjusting Director this year
248-703.000-710.101	LONGEVITY	2,100	2,112	\$ 12	0.6%	
248-703.000-715.000	FICA	6,512	9,907	\$ 3,395	52.1%	Anthony need some detail on the Social Security increase
248-703.000-716.000	HOSPITALIZATION	22,539	23,005	\$ 466	2.1%	
248-703.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200	4,224	\$ 24	0.6%	
248-703.000-718.000	RETIREMENT CONTRIBUTION	10,643	10,671	\$ 28	0.3%	
248-703.000-718.002	EMPLOYER RETIREMENT CONTRIBUT	277	-	\$ (277)	-100.0%	
248-703.000-719.000	INSURANCE OTHER THAN MEDICAL	950	955	\$ 5	0.6%	
248-703.000-719.002	LOCAL MILEAGE ALLOWANCE	85	-	\$ (85)	-100.0%	
248-703.000-720.000	WORKER'S COMP. INSURANCE	305	308	\$ 3	1.0%	
248-703.000-721.000	UNEMPLOYMENT COMP. INSURANCE	121	131	\$ 10	8.0%	
248-703.000-728.000	POSTAGE	3,215	3,282	\$ 67	2.1%	
248-703.000-729.000	PRINTING & OFFICE SUPPLIES	22,000	23,129	\$ 1,129	5.1%	Inflation allowance
248-703.000-757.000	OPERATING SUPPLIES	2,700	2,816	\$ 116	4.3%	
248-703.000-803.000	LEGAL SERVICES	2,144	2,188	\$ 44	2.1%	
248-703.000-804.000	AUDITING	3,165	3,231	\$ 66	2.1%	
248-703.000-805.000	CONTRACTUAL SERVICES	5,000	5,129	\$ 129	2.6%	
248-703.000-805.009	CONTRACT SVCS - BUS. DEV COMM	20,867	21,202	\$ 335	1.6%	
248-703.000-805.010	CONTRACT SVCS - D.P.W.	10,000	10,056	\$ 56	0.6%	
248-703.000-805.011	CONTRACT SVCS - MAINTENANCE	23,908	24,523	\$ 615	2.6%	
248-703.000-805.012	CONTRACT SVCS - COPY MACH MTC	1,300	-	\$ (1,300)	-100.0%	
248-703.000-805.027	CABLE CASTING	4,287	4,376	\$ 89	2.1%	
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	125,606	129,477	\$ 3,871	3.1%	Inflation allowance
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,822	1,860	\$ 38	2.1%	
248-703.000-811.000	GENERAL INSURANCE	15,806	16,133	\$ 327	2.1%	
248-703.000-850.000	TELECOMMUNICATIONS	6,600	6,637	\$ 37	0.6%	
248-703.000-861.002	EQUIPMENT LEASE - COPY MACHIN	17,149	17,504	\$ 355	2.1%	
248-703.000-863.001	PROFESSIONAL DEVELOPMENT	815	836	\$ 21	2.5%	
248-703.000-863.002	TRAVEL	1,608	1,641	\$ 33	2.1%	
248-703.000-921.000	LIGHT & POWER	43,500	44,247	\$ 747	1.7%	
248-703.000-922.000	HEAT-BUILDING	612	625	\$ 13	2.1%	
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	536	547	\$ 11	2.1%	
248-703.000-940.000	RENTAL OF LAND	33,000	33,487	\$ 487	1.5%	
248-703.000-940.002	RENTAL OF LAND - D.D.A. OTHER	917	-	\$ (917)	-100.0%	
248-703.000-955.002	COMMUNITY AFFAIRS- EXTERNAL	3,612	3,687	\$ 75	2.1%	
248-703.000-957.000	DUES & SUBSCRIPTIONS	3,050	3,117	\$ 67	2.2%	
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	95,000	98,377	\$ 3,377	3.6%	
248-703.000-995.004	COMPUTER RENTAL	2,103	2,167	\$ 64	3.0%	
TOTAL OPERATIONS		\$ 580,445	\$ 602,089	\$ 21,644	3.7%	
248-729.000-805.000	CONTRACTUAL SERVICES	\$ 150,000	\$ 175,000	\$ 25,000	16.7%	Increased \$25k for anniversary celebration
248-703.000-999.000	INSURANCE LOSSES & EMERGENCY	50,000	-	(50,000)	-100.0%	Covid set aside from last year
248-729.000-963.000	MISCELLANEOUS	-	5,000	5,000	#DIV/0!	
248-900.000-974.000	SITE IMPROVEMENT	-	200,000	200,000	#DIV/0!	Set aside for Town Square/FPP
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	195,000	200,000	5,000	2.6%	Set aside for non-specific other Capital projects
248-900.000-974.121	SIDEWALK RECONSTRUCTION	10,000	12,000	2,000	20.0%	
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000	250,000	-	0.0%	
248-900.000-974.256	BOLLARD REPLACEMENT	10,000	20,000	10,000	100.0%	
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	373,156	132,000	(241,156)	-64.6%	Decrease due to 2022-2023 pull ahead
248-965.000-995.516	TRANS TO AUTO PARKING FUND	50,000	50,000	-	0.0%	
TOTAL CAPITAL		\$ 1,088,156	\$ 1,044,000	\$ (44,156)	-4.1%	\$ -

TOTAL SPEND YEAR OVER YEAR \$ 1,668,601 \$ 1,646,089 \$ (22,512) -1.3%

6F. Love Local Art Committee Report

Attached is a report from the new Love Local Art Committee.



Love local
ROCHESTER 

**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

DATE: March 10, 2023
FROM: Taylor Clayton, DDA Marketing Coordinator
TO: DDA Board
RE: New Art Initiative

Per the board's request, we've hit the ground running for what we are calling the Love Local Art Committee. Last month, invites were sent out to establish our committee. At this time, the committee consists of a collaboration of members of the local art community, business interests and local residents.

The committee includes DDA Staff, Shaun Hayes, Executive Director of Paint Creek Center for the Arts; Shelly Tyshka, Executive Director of Paint A Miracle; Teckla Rhodes, Board Member of PCCA, local resident and retired Executive Director of Global Industrial Design for General Motors; Sue Keels, owner of Sue K Collab, marketing expert and local artist; and Amber Hall – Promotions Committee Member, downtown business employee and long-time resident with lots of creative spirit!

The committee met on March 6 and had a great in-depth discussion that covered what some long and short term goals could be. We would like to be before the board in April or May to present a scope of work.

7A. Executive Director Update

Main Street Oakland County Summit

MSOC is hosting the Main Street Oakland County Summit on Thursday, April 20, 9-11 am at Waterford Oaks Activity Center. The event flyer is attached. If you are interested in attending, please let me know and I'll be happy to handle the registration.

Main Street Main Event Awards Catalog

Attached is the Awards Catalog for this year's Main Street Oakland County Main Street Main Event Awards Ceremony on Thursday, May 4 at the Flagstar Strand Theatre for the Performing Arts in Downtown Pontiac.

Main Street Now Conference

The Downtown Collaboration Studio will be closed March 27-30 as staff will be attending the Main Street Now Conference in Boston.

2023

Main Street Oakland County SUMMIT

By Invitation Only | In Person



BERKLEY
BIRMINGHAM
AUBURN HILLS
CLARKSTON
CLAWSON
FARMINGTON
FERNDALE
FRANKLIN
GROVELAND
HAZEL PARK
HIGHLAND
HOLLY
HOLLY TOWNSHIP
HURON CORRIDOR-PONTIAC
LAKE ORION
LATHRUP VILLAGE
LEONARD
LYON TOWNSHIP
MADISON HEIGHTS
OAK PARK
ORTONVILLE
OXFORD
PONTIAC
ROCHESTER
ROYAL OAK
SOUTH LYON
WIXOM



Waterford Oaks Activity Center

2800 Watkins Lake Road
Waterford Township, MI

NOTE: Online mapping may be incorrect for this address. Enter at Waterford Oaks Park sign off Watkins Lake Road.

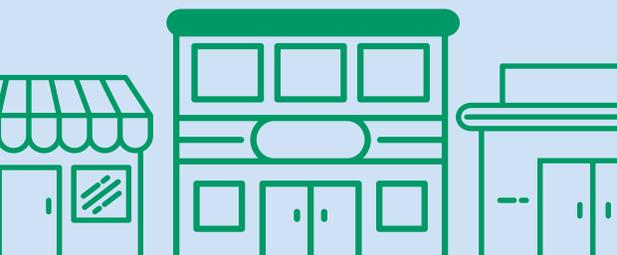
RSVP BY APRIL 17 AT
[AdvantageOakland.EventBrite.com](https://www.AdvantageOakland.EventBrite.com)

While you and your community continue to face many challenges creatively and effectively, Oakland County leadership and staff remain your partners. We want to hear from you. Your feedback continues to guide and direct the priorities and planning for the MSOC program for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic corridors for success.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD





Awards CATALOG

Recognizing
Excellence in
Oakland County
Downtown
Development

Make Plans Today to Attend

The Main Event Awards Ceremony | May 4, 2023
Flagstar Strand Theatre for the Performing of Arts
12 N. Saginaw Street | Downtown Pontiac



Online Awards Submittal Form:
[Forms.OakGov.com/129](https://forms.oakgov.com/129)

Deadline: 5 p.m. on April 14, 2023



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III. For Partner (Associate) and Allied (Affiliate) Communities

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Select Level

Berkley
Clawson
Farmington
Ferndale
Franklin
Highland
Holly
Lake Orion
Ortonville
Oxford
Pontiac
Rochester
Royal Oak

Partner (Associate) Level

Birmingham
Lathrup Village
Wixom
Auburn Hills
South Lyon

Allied (Affiliate) Level

Clarkston
Groveland Township
Hazel Park
Huron Corridor/Pontiac
Holly Township
Leonard
Lyon Township
Madison Heights
Oak Park



Flagstar Strand Theatre for the Performing of Arts
12 N. Saginaw Street | Downtown Pontiac

INTRODUCTION

Main Street Oakland County (MSOC) Awards

The Awards

Each community has had impactful people, projects and/or events that have shaped their downtown and given it renewed direction over the last year. Whether it be the community influencer who continues to lead the charge to use the Main Street model as the focus of keeping downtown businesses open; the saving of a historic building that the community rallied behind; an event that grew from 10 attendees to 1,000; or a development that improved the long-term economic outlook of the downtown.

The award represents your ongoing efforts, with each award representing one or more of the Main Street Approaches: Design, Economic Vitality, Promotion, and Organization.

Winning a MSOC award adds prestige to your downtown and allows your community to take a bow and highlight the value of the work being done. Winning also means additional dollars for your budget, this year's awards will all come with a **cash prize** for the winners.

In every category, winners will receive a custom-made plaque with a handcrafted tile from Pewabic Pottery, plus recognition in Oakland County's post award press release and social media.

Each award description and eligibility requirements are detailed on the following pages. MSOC may award more than one winner for each category if it is deemed appropriate by the judging committees.

MSOC designated districts may apply for only one award per category, for a total of 7 for Select Level and 2 for Partner and Allied Levels.

Submissions

All submissions will be made to MSOC via an [online awards submittal form](#) available at MainStreetOaklandCounty.com

Please enter one nomination per form. Enter community name, nomination name, etc. using this form. Select the award category from the pulldown menu. Nominations for additional categories can be submitted using the same online form/link.

Deadline

All award nominations must be received by Oakland County's Department of Economic Development by 5 p.m., April 14, 2023. If you have any questions regarding the submission process, you may contact John Bry at (248) 858-5444 or by email at bryj@oakgov.com

INTRODUCTION *(cont.)*

Extensions

There are no extensions to the deadline — no exceptions. Late entries will not be accepted, so please start early.

Award Judging

Award judges are professionals and experts in the field but may be from across the state or even out of state. Therefore, it is important to assume the judges are not familiar with your community and/or project so please be thorough and detailed with your submittals.

Helpful Tips

- Do not assume that the judges know your community or project.
- When reviewing the specific award criteria, think of ways that you can communicate why your nominee qualifies for the award.
- Be specific and provide short descriptions or bullet points highlighting the impact the individual or project has had on your Main Street program or community.
- Pictures are worth a thousand words; so, include high-quality photos where available to offer insight on the impact of your nomination/nominee. Good 'before' and 'after' photos are critical for the judges to make good evaluations — especially for physical project submissions such as façades, streetscapes or placemaking.
- Have a third party who is not familiar with the project, program, or individual read and review the content.
- Scan in (vs. using links) press clippings, letters of support, awards or other items that substantiate the reason you have made the specific nomination.

AWARDS *for*

AIMSOC COMMUNITIES





SPIRIT OF MAIN STREET

A Video Essay sponsored by Genisys Credit Union

Every MSOC community is eligible to enter and compete to win \$2,000 for its local program. Your video must be between 2-3 minutes in length, as one complete edited video. The video will be judged on content and production quality. Videos should be enthusiastic, energetic, and tell your story. The video needs to impart the spirit of your program and district.

Rules & Eligibility

- Video must be between 2-3 minutes in length, as a final edited version
- Video must be new
- Video must not be a contracted, professionally produced product
- Past submitted videos are not eligible

Judging Criteria

- Running time 2-3 minutes total
- Quality of imagery and audio
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

The Prize

\$2,000 will be presented to the winner by Genisys Credit Union at The Main Event.

Tips

- Decide what your “Spirit of Main Street” story is
- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district’s spirit
- Determine who or what will tell the story; get it on video
- Include images in the video to demonstrate a particular point
- Give it a title — it helps the viewer understand what they are seeing
- Music is always good

Deadline of intent to participate

5 p.m. | April 14, 2023

Notification of intent to participate to:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Deadline for video submission:

April 24, 2023

AWARDS *for*

Select

LEVEL COMMUNITIES



MAIN STREET INNOVATION

The Main Street model has always been a flexible and creative program. Main Street staff and volunteers come from many different backgrounds that create a fertile environment for innovation. This award recognizes a new or innovative program that was implemented last year to help realize your Main Street vision. This could be for finding new ways to support local businesses, promote your downtown, activate vacant space, or preserve the historic character of the Main Street.

Examples: Using technology to promote visiting the district, turning unused or impractical space into a pocket park, supporting local businesses through financial stress with trainings on how to increase sales through merchandizing, social media, or other means.

Rules & Eligibility

The nomination is for a program or policy that was new to the community in the last year, uses the unique aspects of the community and/or its volunteers to have a positive impact on the Main Street, and is an example of new and creative thinking within the Main Street model.

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Nominated program or policy contributes toward achieving district goals and assisting with activities
- Uniqueness and creativity of the program that addresses a pressing need or new opportunity for the Main Street
- Positive impact that can be measured

POWER IN OUR PLACES

Every downtown has places that make it special and unique: From historic landmarks/buildings to trails and green spaces, to public gathering spaces and any other space important to your Main Street. Main Street Oakland County's historic commercial districts are defined by places with unique characteristics. This award recognizes an outstanding historic preservation effort or placemaking project or initiative that has had a significant impact to the downtown in the last year.

Examples: Historic building(s) rehabilitation, major streetscape enhancements, road diet implementation, public space creation, preservation plan and/or ordinance, public art program, or other project that improved the placemaking and uniqueness of your Main Street.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership
- Project must be accessible or visible to the public
- Action can target areas, districts and/or properties
- Action can be a single initiative or a series taken over time
- Action must support high standards of preservation, restoration and design

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Quality and innovation of final design
- Accessibility by the public
- Measurable results or impact upon the district

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

CAMPAIGN FOR MAIN STREET

This award recognizes an outstanding special event, image campaign, or public relations campaign that has had a significant impact on your Main Street over the last several years. Getting people downtown to shop, eat and drink, have fun, explore, and live is a goal of all Main Street organizations. Promoting what makes your community unique and special is a major part of this.

Examples: Special events, websites or social media programs, and advertising campaigns to promote your downtown as a special destination.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership
- Project can be a reoccurring activity or one-time event
- Project may be an event, image campaign, website/mobile app, promotional piece

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovative partnerships
- Measurable outcomes leading to positive change

TRANSFORMING THE ECONOMY

The Main Street approach is one of the leading Economic Development tools for downtowns throughout the U.S. A strong local economy is the goal of every program in Oakland County, but what represents Economic Vitality in each Main Street can vary greatly. This award recognizes the biggest development or best program leading to the transformation of your local economy. This award is not an apples-to-apples comparison, think specifically about your Main Street program, the downtown and what has moved the needle in a positive direction to your local economy over the last year, supported through market data.

Examples: New anchor business that increased employment and/or foot traffic, a new business filling a market demand, infill development that improved that added to the business mix of the community that improved the perception and sense of place of the Main Street and led to increased economic activity.

Rules & Eligibility

- Project can be publicly-developed, privately-developed, or a combination
- Project must contribute to strengthening the district's economic vitality

Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

DOING BUSINESS ON MAIN STREET

Business retention and attraction are at the heart of economic development in the Main Street approach. A strong local economy is built on the success of our local businesses. This award recognizes the best program or effort that supported existing businesses or attracted new ones to your Main Street.

Examples: Business training programs on topics like merchandizing, online sales, or placemaking, Downtown Dollar programs that encouraged shop local efforts, new permitting processes that made it easier for a business to locate or expand, or financial incentives such as façade and signage grants.

Rules & Eligibility

- Project can be public or private initiative
- Project must contribute to strengthening the district's economic vitality

Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

SUSTAINABLE MAIN STREET

Sustainability has always been the heart of the Main Street movement. Historic Preservation and Environmental Stewardship have some of the biggest economic and social impacts on our downtowns. Finding creative ways to re-develop underutilized or vacant spaces creates new opportunities for business growth, housing, or recreation in the Main Streets. Or improving waste recycling or lowering water and energy uses can save the municipality, businesses, and residences expense and time.

Examples: Obsolete property redevelopment, public space improvements, environmental impact studies and programs, transit/transportation programs, or historic preservation efforts.

Rules & Eligibility

- Project can be publicly-developed, privately-developed, or a combination
- Project must contribute to the overall sustainability of the Main Street, both physically and economically

Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Measurable results or impact upon the district

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

AWARDS *for*

Partner^{*}
& Allied^{**}
LEVEL COMMUNITIES



*Formerly Associate

**Formerly Affiliate

PROGRAM ON THE RISE

This award is to acknowledge our Partner and Allied Level members. The Main Street model is meant to grow with an organization, building capacity and creating opportunities to fully realize their Vision for Main Street. Using the Main Street Four-Point Approach® (Promotion, Organization, Design, and Economic Vitality), our Partners and Allies are working towards achieving a specific vision for each unique community. Program on the Rise is awarded to communities that demonstrate a commitment to the Main Street method and have moved one step closer to become a Select Level Main Street.

Rules & Eligibility

- Effort/project/program should demonstrate growth and progression using the Main Street Approach®
- Effort/project/program can involve one or more of the Four Points: Economic Vitality, Design, Promotion, and Organization for the award nomination
- Effort/project/program can be public, private or partnership

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Main Street Approach™
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an ongoing Main Street program

Deadline

5 p.m. | April 14, 2023

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Thank You
FOR ALL YOU DO!

**If you have any questions regarding the award submissions, contact John Bry:
(248) 858-5444 | bryj@oakgov.com**

**Online Awards Submittal Form, visit:
Forms.OakGov.com/129**





Rochester DDA Board Meeting March 8, 2023 Events Coordinator Report

Events

- **Foodie February Recap** – During the month of February if you dined in or carried out from any Downtown Rochester restaurant, you had the opportunity to bring in your receipts to the Downtown Collaboration Studio to enter to win a downtown dining package of \$100, \$250 or \$500. There were 626 entries and the receipts from 49 different downtown eateries totaling \$29,664.47 spent in town last month!

- **Deck Art 2023 (May 11 & 12)** (Registration now through April 7, or while supplies last) – Artists are currently registering for Deck Art, and we already have over 370 artists registered for the event. We are expecting to receive a few more within the next month. Over 30 businesses have signed up to display the artwork this year. Decks will be turned in beginning April 10. The event dates are scheduled for May 11 & 12 from 5 – 9 pm.



- **Movies in the Moonlight (July 15, 22, 29 & August 5)** – The Promotions Committee has selected the movies for the 2023 Movies in the Moonlight Series:

- July 15: Top Gun Maverick
- July 22: DC League of Super Pets
- July 29: Spider-Man: No Way Home
- August 5: Moana



Other

- **Spring/Summer event signs** will be installed downtown in the next few weeks.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
March 2023
Marketing Coordinator Update

PROMOTION

In Town Magazine: We are currently working on the Spring/Summer issue of In Town. This issue will celebrate the DDA's 40th anniversary, give a nod to the evolving business landscape, spring gift guides and more! Expect copies in homes by mid-April.

Farmers' Market: Returning vendor applications are in, most vendors have returned and many vendors taking on an additional presence! We are actively recruiting new vendors this month as well as, planning for market programming and promotions. We have a lot of Downtown businesses scheduling to be on-site at the market as well as, we've partnered with the Rochester Hills Museum to do a monthly walking historical tour that starts at the market lot. Mark your calendar for the season opening on Saturday May 6th.



Downtown Rochester Makers' Market: Applications are now live for our upcoming Makers' Market! We are seeking artisan, crafter vendors to make up our 40-vendor show. Makers' Market will be hosted on Saturday, June 24 from 10:00 am – 4:00 pm on W. Fourth Street. Applications are due May 5. In the interim we will be seeking to schedule additional entertainment elements.

Love Local Art: Our Public Art committee was established last month. Members consist of individuals from our local art community, those invested in the business district, Rochester residents and DDA Staff. We had a lengthy meeting to discuss what our scope of work could look like, short and long term goals. We look forward to meeting once again on April 3.

User: mmoriwaki

PERIOD ENDING 02/28/2023

DB: Rochester

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 02/28/2023	ACTIVITY FOR MONTH 02/28/2023	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
248-000.000-402.000	CURRENT PROPERTY TAXES	1,663,045.00	1,851,284.27	29,753.77	(188,239.27)	111.32
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION	59,248.00	59,248.47	0.00	(0.47)	100.00
248-000.000-588.001	MAIN STREET OAKLAND COUNTY GRANT	500.00	500.00	0.00	0.00	100.00
248-000.000-605.032	DDA BUSINESS DEVELOPMENT	25,000.00	29,564.00	45.00	(4,564.00)	118.26
248-000.000-665.072	INTEREST -MICHIGAN CLASS	2,301.00	36,605.93	6,497.84	(34,304.93)	1,590.87
248-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	43,886.00	29,257.36	3,657.17	14,628.64	66.67
248-000.000-692.000	MISCELLANEOUS INCOME	4,247.00	4,297.00	0.00	(50.00)	101.18
Total Dept 000.000 - GENERAL LEDGER		1,798,227.00	2,010,757.03	39,953.78	(212,530.03)	111.82
TOTAL REVENUES		1,798,227.00	2,010,757.03	39,953.78	(212,530.03)	111.82
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
248-703.000-728.000	POSTAGE	3,215.00	1,587.74	53.00	1,627.26	49.39
248-703.000-729.000	PRINTING & OFFICE SUPPLIES	22,000.00	17,041.70	4,132.90	4,958.30	77.46
248-703.000-757.000	OPERATING SUPPLIES	2,700.00	601.94	0.00	2,098.06	22.29
248-703.000-803.000	LEGAL SERVICES	2,144.00	255.00	0.00	1,889.00	11.89
248-703.000-804.000	AUDITING	3,165.00	2,525.00	0.00	640.00	79.78
248-703.000-805.000	CONTRACTUAL SERVICES	5,000.00	4,465.50	150.00	534.50	89.31
248-703.000-805.009	CONTRACT SVCS - BUS. DEV COMM	20,867.00	20,178.41	942.72	688.59	96.70
248-703.000-805.010	CONTRACT SVCS - D.P.W.	10,000.00	10,000.00	0.00	0.00	100.00
248-703.000-805.011	CONTRACT SVCS - MAINTENANCE	23,908.00	12,810.75	275.00	11,097.25	53.58
248-703.000-805.012	CONTRACT SVCS - COPY MACH MTC	1,300.00	1,299.65	0.00	0.35	99.97
248-703.000-805.027	CABLE CASTING	4,287.00	1,300.00	0.00	2,987.00	30.32
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	125,606.00	83,324.58	8,045.78	42,281.42	66.34
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,822.00	750.00	0.00	1,072.00	41.16
248-703.000-811.000	GENERAL INSURANCE	15,806.00	0.00	0.00	15,806.00	0.00
248-703.000-850.000	TELECOMMUNICATIONS	6,600.00	4,448.65	564.62	2,151.35	67.40
248-703.000-861.002	EQUIPMENT LEASE - COPY MACHIN	17,149.00	9,227.52	1,299.65	7,921.48	53.81
248-703.000-863.001	PROFESSIONAL DEVELOPMENT	815.00	225.00	0.00	590.00	27.61
248-703.000-863.002	TRAVEL	1,608.00	352.80	352.80	1,255.20	21.94
248-703.000-921.000	LIGHT & POWER	43,500.00	25,399.16	4,238.25	18,100.84	58.39
248-703.000-922.000	HEAT-BUILDING	612.00	314.95	135.92	297.05	51.46
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	536.00	0.00	0.00	536.00	0.00
248-703.000-940.000	RENTAL OF LAND	33,000.00	21,523.86	2,675.00	11,476.14	65.22
248-703.000-940.002	RENTAL OF LAND - D.D.A. OTHER	917.00	917.40	0.00	(0.40)	100.04
248-703.000-955.002	COMMUNITY AFFAIRS- EXTERNAL	3,612.00	3,295.83	569.60	316.17	91.25
248-703.000-957.000	DUES & SUBSCRIPTIONS	3,050.00	5,216.55	555.00	(2,166.55)	171.03
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	95,000.00	63,333.36	7,916.67	31,666.64	66.67
248-703.000-995.004	COMPUTER RENTAL	2,103.00	1,577.25	0.00	525.75	75.00
248-703.000-999.000	INSURANCE LOSSES & EMERGENCY	50,000.00	50,000.00	0.00	0.00	100.00
Total Dept 703.000 - DOWNTOWN DEVELOPMENT AUTHORITY		500,322.00	341,972.60	31,906.91	158,349.40	68.35
Dept 729.000 - ECONOMIC DEVELOPMENT						
248-729.000-791.002	DANCIN' IN THE STREET	0.00	445.00	0.00	(445.00)	100.00
248-729.000-791.009	LAGNIAPPE	0.00	4,914.48	0.00	(4,914.48)	100.00
248-729.000-791.017	DOWNTOWN COOKIE STROLL	0.00	1,800.00	0.00	(1,800.00)	100.00
248-729.000-792.000	BANNERS	0.00	930.00	0.00	(930.00)	100.00

PERIOD ENDING 02/28/2023

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 02/28/2023	ACTIVITY FOR MONTH 02/28/2023	AVAILABLE BALANCE	% BGD USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-729.000-805.000	CONTRACTUAL SERVICES	150,000.00	150,000.00	150,000.00	0.00	100.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		150,000.00	158,089.48	150,000.00	(8,089.48)	105.39
Dept 900.000 - CAPITAL CONTROL						
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	195,000.00	173,329.67	19,570.01	21,670.33	88.89
248-900.000-974.121	SIDEWALK RECONSTRUCTION	10,000.00	0.00	0.00	10,000.00	0.00
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	249,615.00	0.00	385.00	99.85
248-900.000-974.256	BOLLARD REPLACEMENT	10,000.00	0.00	0.00	10,000.00	0.00
248-900.000-974.260	FRONT PORCH PROJECT	0.00	617.50	0.00	(617.50)	100.00
Total Dept 900.000 - CAPITAL CONTROL		465,000.00	423,562.17	19,570.01	41,437.83	91.09
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	373,156.00	0.00	0.00	373,156.00	0.00
248-965.000-995.516	TRANS TO AUTO PARKING FUND	50,000.00	0.00	0.00	50,000.00	0.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		423,156.00	0.00	0.00	423,156.00	0.00
TOTAL EXPENDITURES		1,538,478.00	923,624.25	201,476.92	614,853.75	60.03
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,798,227.00	2,010,757.03	39,953.78	(212,530.03)	111.82
TOTAL EXPENDITURES		1,538,478.00	923,624.25	201,476.92	614,853.75	60.03
NET OF REVENUES & EXPENDITURES		259,749.00	1,087,132.78	(161,523.14)	(827,383.78)	418.53
TOTAL REVENUES - ALL FUNDS						
TOTAL REVENUES - ALL FUNDS		2,545,678.00	2,742,864.66	229,052.76	(197,186.66)	107.75
TOTAL EXPENDITURES - ALL FUNDS		2,209,838.00	1,508,385.78	226,385.75	701,452.22	68.26
NET OF REVENUES & EXPENDITURES		335,840.00	1,234,478.88	2,667.01	(898,638.88)	367.58