



City of Rochester

400 Sixth Street
Rochester, MI 48307
P: (248) 651-9061
F: (248) 651-2624
www.rochestermi.org

PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoin, Patti Eisenbraun, Doug Gould,
Jill Lutz & Kevin Stewart*

| | | |
|---|----------------|---------|
| Downtown Collaboration Studio, 431 S. Main | August 3, 2022 | 5:30 pm |
|---|----------------|---------|

1. Call to Order
2. Roll Call
3. General Business Agenda Items
 - a. Member Resignation – Suzette Louise
 - b. Request for Recommendation – Halloween Events
 - c. Request for Recommendation – Kris Kringle Market
 - d. New Event Discussion – Pancakes & PJs
 - e. Holiday Event Updates
 - Festival of Trees
 - Plaid Friday/Small Business Saturday
 - Snowman Stroll
 - Gift Card Match Program
 - Cookie Stroll
4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
5. Miscellaneous
6. Adjourn

MEMORANDUM

DATE: June 29, 2022

TO: PSD Board

FROM: Promotions Committee

SUBJECT: Request for approval – Trick-or-Treat in Downtown Rochester, Costume Parade & Halloween Fest!

We respectfully request your recommendation to City Council for approval of Trick-or-Treat Downtown, Costume Parade and Halloween Fest. This event will be held on Saturday, October 15 from 3:30 – 6:30 pm.

The event schedule is as follows:

| | |
|----------------|-------------------------|
| 3:30 – 5:00 pm | Trick-or-Treat Downtown |
| 5:15 – 5:45 pm | Costume Parade |
| 5:00 – 6:30 pm | Halloween Fest |

Halloween Fest will begin at 5:00 pm in the Farmers Market lot, corner of E. Third and Water. Activities include Halloween themed games and prizes, Ecto 1 and The Metro Detroit Ghostbusters, and The Linda Rea Team's pumpkin patch and more.

Set up for Halloween Fest will begin following the close of the farmers' market. We would like to close Water Street (between University and Third) and Third Street (between East and Second) to traffic from 5:00 – 6:30 pm for the costume parade and Halloween Fest. We also request closure of the Elevator lot at the corner of Water and University to use as a staging area before the parade at 5:15pm.

Separate communication will be made with DPW, Police and Fire Departments to coordinate all details prior to the event.

Thank you for your consideration.

MEMORANDUM

DATE: July 29, 2022
TO: PSD Board
FROM: Taylor Clayton, DDA Marketing Coordinator
SUBJECT: Request for Recommendation - 2022 Kris Kringle Market

We respectfully request your recommendation to City Council for approval of the 2022 Kris Kringle Market event. The dates of the event are Friday, December 2 from 4-10 pm and Saturday, December 3 from Noon-10 pm. The event will be located on W. Fourth Street between Main Street and Walnut Blvd.

We request that W. Fourth Street be closed between Main and Walnut on Thursday, December 1. Please note that the section requested for road closure on W. Fourth includes the West Alley closure. As always, we expect large crowds and may request an additional police presence. Also, we will need assistance from DPW for trash pick-ups and setup assistance. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the events.

Individual 10' x 10' or 10' x 20' tents will be set up for vendors to sell their wares, including food & beverage booths. We will be working with the Police Department to obtain the proper liquor licensing for our food & beverage tent. As well the sale and consumption of beer and/or hot spiced wine will be contained within the event area in accordance with the Liquor Control Commission Regulations. We appreciate your support on this matter.

Thank you for your consideration in this matter.



2022 Sponsorships

Sponsor a tree at the Downtown Rochester Festival of Trees, November 18-20!
 Select either a 4' or 7' Tree Theme and our talented designers will do the rest!
 Every tree sponsorship includes (2) tickets for the
 Cocktail Preview on November 18.
 All proceeds benefit The Big, Bright Light Show!

7' TREE THEMES \$1,000

- | | | |
|--|--------------------------------|-------------------------------|
| AMERICANA CHRISTMAS SOLD | EVERGREEN CHRISTMAS | SANTA'S SLEIGH |
| ANGELS WE HAVE HEARD ON HIGH SOLD | GINGERBREAD | SWEET SHOPPE |
| AROUND THE WORLD | THE GRINCH SOLD | SNOW BUSINESS (PENGUINS) |
| CARDINALS | MIRACLE ON 34TH STREET | SNOWMAN |
| CHRISTMAS IN PARIS SOLD | NORTH POLE EXPRESS SOLD | VINTAGE CHRISTMAS SOLD |
| COTTAGE CHIC SOLD | PLAID & PINE | WHITE CHRISTMAS SOLD |
| COUNTRY CHRISTMAS SOLD | REINDEER GAMES | WINTER WOODLAND |

4' TREE THEMES \$500

- | | | |
|-------------------------------|--------------------------------|------------------------|
| CANDY CANE LANE | ELF SOLD | THE NUTCRACKER |
| CHARLIE BROWN SOLD | GINGERBREAD HOUSE | RUDOLPH |
| CHRISTMAS KITCHEN SOLD | LETTERS TO SANTA SOLD | SANTA PAWS SOLD |
| COCOA & CHRISTMAS | MOD CHRISTMAS SOLD | SANTA'S WORKSHOP |
| DISNEY | MRS. CLAUS KITCHEN SOLD | UP NORTH SOLD |

YES, I WANT TO BE A TREE SPONSOR!

CONTACT NAME: _____
 BUSINESS NAME: _____
 ADDRESS: _____
 CITY, STATE, ZIP: _____
 TREE THEME: _____
 EMAIL: _____

_____ CHECK ENCLOSED (PAYABLE TO ROCHESTER DDA)
 _____ CREDIT CARD
 CARD NUMBER: _____
 EXP. DATE: _____ SECURITY CODE: _____

PLEASE RETURN FORM & PAYMENT BY WEDNESDAY, AUGUST 31 TO THE ROCHESTER DDA,
 DOWNTOWN COLLABORATION STUDIO, 431 MAIN, ROCHESTER, MI 48307 OR
 EMAIL KRISTI@DOWNTOWNROCHESTERMI.COM. QUESTIONS? 248/656-0060

SNOWMAN STROLL ARTIST INFORMATION

Downtown Rochester is accepting applications from artists for the Snowman Stroll, a public art event that will bring (12) 5' fiberglass snowmen to Main Street! The Snowman Stroll is open to all artists, whether professional or amateurs. Artists of all ages are encouraged to submit designs.

Artists whose designs are selected by a sponsor will be paid a \$1,000 honorarium.

THE DETAILS

Specifications

- The Snowman is in a standing pose, 62" in height and 30" in diameter (bottom snowball)
- The material is fiberglass
- The surface is finished so it can be primed and painted
- The snowmen will be placed in the corner gardens along Main Street, from Second Street to University

Artist Design Guidelines

- Holiday designs are encouraged, but not required
- Artists can submit up to (2) designs for consideration on the provided snowman sketch
- Artists may paint and adorn the snowman, but the structural integrity of the snowman cannot be compromised.
- All snowmen will be placed outdoors, so a weather resistant sealant is required
- Artists must be available for any touch ups or repairs for the duration of the display
- Artwork CANNOT include political statements, profanity, nudity, logos, QR codes, libel, slander or social disrespect.
- Artists must be able to pick up and transport their snowman to and from Downtown Rochester
- Once an artist submits a design, it becomes the property of the Rochester DDA for use in event marketing, social media and merchandise. If the design is not selected by the committee or a sponsor, the rights to the design will revert to the artist.

TIMELINE

| | |
|--|--------------------------------|
| Artist Applications Deadline: | September 1 |
| Sponsor Review of Available Designs | Early September |
| Artist Notification of Selection | Mid-September |
| Deadline for Return of Completed Snowman | November 11 |
| Snowman Stroll Event | November 28 – January 15, 2023 |

Please complete the Artist Application and Design Submission and return it by September 1 to kristi@downtownrochestermi.com or by mail to the Downtown Collaboration Studio, 431 Main, Rochester, MI, 48307. Questions? Call 248/656-0060.

SNOWMAN STROLL ARTIST APPLICATION

Name: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Email: _____

DESIGN #1

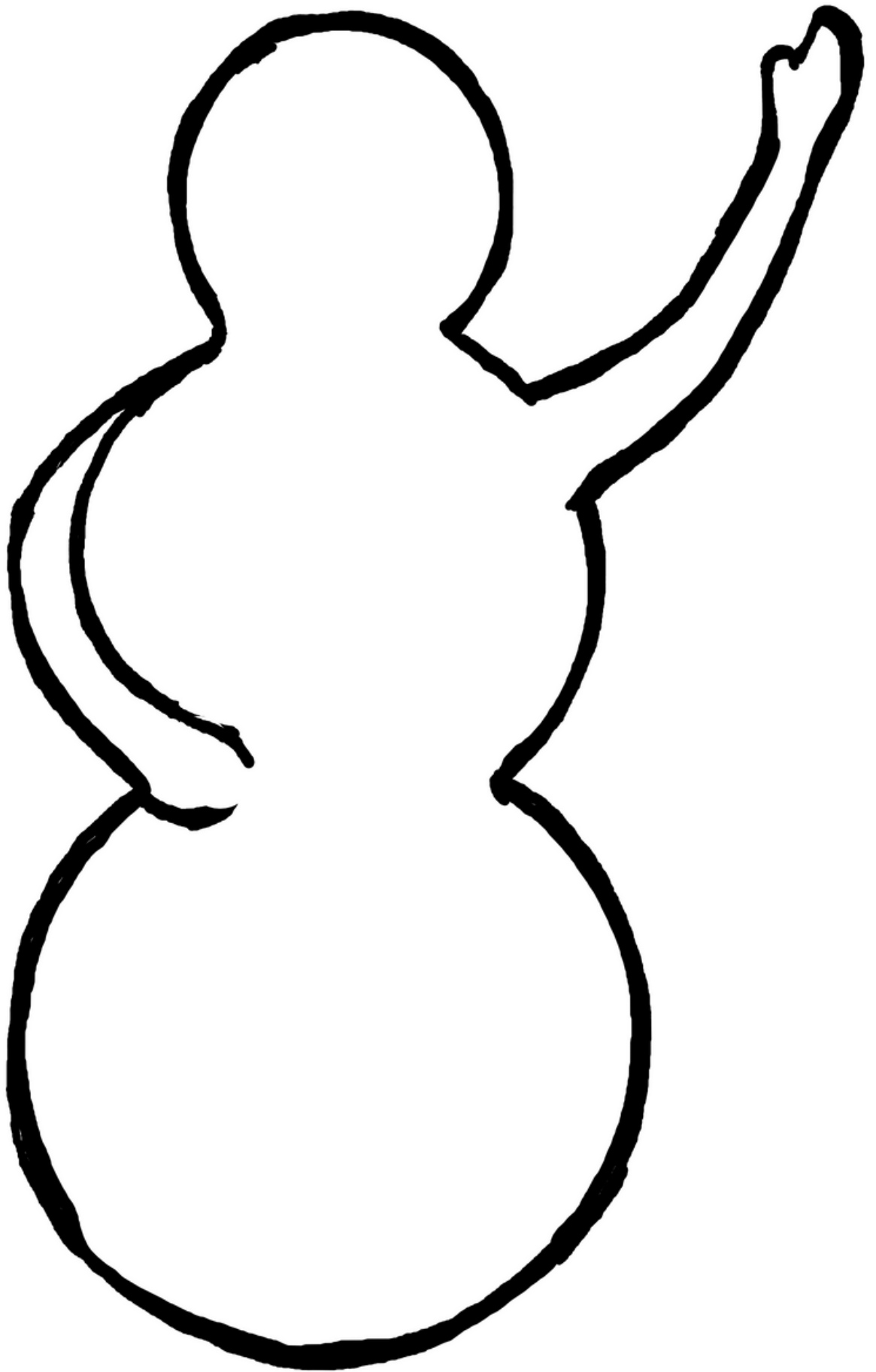
Name of Snowman: _____

Materials Used (Be as detailed as possible):

DESIGN #2

Name of Snowman: _____

Materials Used (Be as detailed as possible):



SNOWMAN STROLL SPONSORSHIP \$2,000

THE SNOWMAN STROLL WILL BRING 5' FIBERGLASS SNOWMAN DESIGNED BY LOCAL ARTISTS TO DOWNTOWN ROCHESTER THIS HOLIDAY SEASON! EACH SNOWMAN WILL BE DISPLAYED ON MAIN STREET DURING THE BIG, BRIGHT LIGHT SHOW, WHICH ATTRACTS OVER 1 MILLION VISITORS EVERY YEAR!

ONLY 12 AVAILABLE!

YOU CAN SELECT YOUR SNOWMAN DESIGN FROM OUR ARTIST PORTFOLIO. THE SNOWMEN WILL BE ON DISPLAY NOVEMBER 28 - JANUARY 15, 2023.

YES, I WANT TO BE A SNOWMAN SPONSOR!

CONTACT NAME: _____
BUSINESS NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
EMAIL: _____

_____ CHECK ENCLOSED (PAYABLE TO ROCHESTER DDA)

_____ CREDIT CARD

CARD NUMBER: _____

EXP. DATE: _____ SECURITY CODE: _____

PLEASE RETURN YOUR COMPLETED SPONSORSHIP FORM BY SEPTEMBER 1 TO KRISTI@DOWNTOWNROCHESTERMI.COM OR MAIL TO THE DOWNTOWN COLLABORATION STUDIO, 431 MAIN, ROCHESTER, MI, 48307. QUESTIONS? CALL 248/656-0060.

A snowman wearing a black top hat with a red pom-pom, a red scarf with white snowflake patterns, and holding a broom. The word "SNOWMAN" is written in green, block letters, and "stroll" is written in a red, cursive font below it.

SNOWMAN STROLL SPONSORSHIP

\$2,000

THE SNOWMAN STROLL WILL BRING 5' FIBERGLASS SNOWMAN DESIGNED BY LOCAL ARTISTS TO DOWNTOWN ROCHESTER THIS HOLIDAY SEASON! EACH SNOWMAN WILL BE DISPLAYED ON MAIN STREET DURING THE BIG, BRIGHT LIGHT SHOW, WHICH ATTRACTS OVER 1 MILLION VISITORS EVERY YEAR!

ONLY 12 AVAILABLE!

YOU CAN SELECT YOUR SNOWMAN DESIGN FROM OUR ARTIST PORTFOLIO. THE SNOWMEN WILL BE ON DISPLAY NOVEMBER 28 - JANUARY 15, 2023.

YES, I WANT TO BE A SNOWMAN SPONSOR!

CONTACT NAME: _____
BUSINESS NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
EMAIL: _____

_____ CHECK ENCLOSED (PAYABLE TO ROCHESTER DDA)

_____ CREDIT CARD

CARD NUMBER: _____

EXP. DATE: _____ SECURITY CODE: _____

PLEASE RETURN YOUR COMPLETED SPONSORSHIP FORM BY SEPTEMBER 1 TO KRISTI@DOWNTOWNROCHESTERMI.COM OR MAIL TO THE DOWNTOWN COLLABORATION STUDIO, 431 MAIN, ROCHESTER, MI, 48307. QUESTIONS? CALL 248/656-0060.

User: mmoriwaki

PERIOD ENDING 06/30/2022

DB: Rochester

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

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | YTD BALANCE 06/30/2022 | ACTIVITY FOR MONTH 06/30/2022 | AVAILABLE BALANCE | % BGD USED |
|---|--------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|---------------|
| Fund Group <None> | | | | | | |
| Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND | | | | | | |
| Revenues | | | | | | |
| Dept 000.000 - GENERAL LEDGER | | | | | | |
| 245-000.000-474.001 | PSD INTEREST & PENALTIES | 0.00 | 1,200.59 | 0.32 | (1,200.59) | 100.00 |
| 245-000.000-601.001 | MAGICAL MURAL TOUR | 1,250.00 | 0.00 | 0.00 | 1,250.00 | 0.00 |
| 245-000.000-605.002 | FOODIE FEBRUARY | 2,250.00 | 0.00 | 0.00 | 2,250.00 | 0.00 |
| 245-000.000-605.003 | SIDEWALK SALES | 5,000.00 | 5,700.00 | 0.00 | (700.00) | 114.00 |
| 245-000.000-605.004 | MUSIC FESTIVAL/DANCING | 2,000.00 | 3,350.00 | 1,800.00 | (1,350.00) | 167.50 |
| 245-000.000-605.005 | LOVE LOCAL MONTH | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 245-000.000-605.007 | LAGNIAPPE | 1,000.00 | 1,000.00 | 0.00 | 0.00 | 100.00 |
| 245-000.000-605.009 | KRIS KRINGLE MARKET | 28,000.00 | 40,228.00 | 0.00 | (12,228.00) | 143.67 |
| 245-000.000-605.011 | BIG BRIGHT LIGHT SHOW | 75,000.00 | 58,679.49 | 0.00 | 16,320.51 | 78.24 |
| 245-000.000-605.013 | WINTER MAGAZINE | 20,000.00 | 16,825.00 | 0.00 | 3,175.00 | 84.13 |
| 245-000.000-605.015 | SPRING MAGAZINE | 15,000.00 | 8,987.50 | 2,125.00 | 6,012.50 | 59.92 |
| 245-000.000-605.018 | ANNUAL AWARENESS PROGRAMSOR | 5,000.00 | 4,500.00 | 250.00 | 500.00 | 90.00 |
| 245-000.000-605.024 | FIRE & ICE FESTIVAL | 13,000.00 | 20,120.00 | 0.00 | (7,120.00) | 154.77 |
| 245-000.000-605.029 | PUBLIC ART EVENT | 26,000.00 | 4,000.00 | 0.00 | 22,000.00 | 15.38 |
| 245-000.000-605.030 | MOVIES IN THE MOONLIGHT | 3,500.00 | 7,285.00 | 1,575.00 | (3,785.00) | 208.14 |
| 245-000.000-605.044 | HALLOWEEN EVENTS | 1,000.00 | 1,000.00 | 0.00 | 0.00 | 100.00 |
| 245-000.000-605.050 | JUNK IN THE TRUNK | 4,600.00 | 4,455.00 | 205.00 | 145.00 | 96.85 |
| 245-000.000-605.052 | DECK ART | 500.00 | 2,446.00 | 25.00 | (1,946.00) | 489.20 |
| 245-000.000-605.057 | ROCHESTER POSED | 1,000.00 | 800.00 | 400.00 | 200.00 | 80.00 |
| 245-000.000-605.062 | FARMERS MARKET | 30,000.00 | 30,853.00 | 6,225.00 | (853.00) | 102.84 |
| 245-000.000-605.064 | ROCHESTER EXPLORERS CLUB | 6,100.00 | 3,200.00 | 2,500.00 | 2,900.00 | 52.46 |
| 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 | 0.00 | 1,500.00 | 0.00 | (1,500.00) | 100.00 |
| 245-000.000-665.072 | INTEREST -MICHIGAN CLASS | 0.00 | 154.05 | 0.00 | (154.05) | 100.00 |
| 245-000.000-676.000 | ADMINISTRATIVE CROSS CHARGE | 27,428.00 | 27,428.04 | 2,285.67 | (0.04) | 100.00 |
| 245-000.000-692.000 | MISCELLANEOUS INCOME | 10,000.00 | 0.00 | 0.00 | 10,000.00 | 0.00 |
| 245-000.000-693.100 | PRINCIPAL SHOPPING DISTRICT | 300,158.00 | 301,345.02 | 7.16 | (1,187.02) | 100.40 |
| 245-000.000-699.805 | TRANS FRM DDA-CONTRACTUAL SRV | 150,000.00 | 150,000.00 | 0.00 | 0.00 | 100.00 |
| Total Dept 000.000 - GENERAL LEDGER | | 731,286.00 | 696,556.69 | 17,398.15 | 34,729.31 | 95.25 |
| TOTAL REVENUES | | 731,286.00 | 696,556.69 | 17,398.15 | 34,729.31 | 95.25 |
| Expenditures | | | | | | |
| Dept 703.000 - GENERAL & ADMINSTRATIVE - GA | | | | | | |
| 245-703.000-701.001 | EMPLOYEE WAGES | 80,500.00 | 84,868.48 | 13,095.30 | (4,368.48) | 105.43 |
| 245-703.000-701.002 | PART-TIME WAGES | 2,040.00 | 822.66 | 474.35 | 1,217.34 | 40.33 |
| 245-703.000-701.003 | OVERTIME WAGES | 13,612.00 | 12,930.29 | 1,654.00 | 681.71 | 94.99 |
| 245-703.000-715.000 | FICA | 8,000.00 | 7,453.34 | 1,154.08 | 546.66 | 93.17 |
| 245-703.000-716.000 | HOSPITALIZATION | 13,000.00 | 10,981.20 | 1,260.36 | 2,018.80 | 84.47 |
| 245-703.000-716.004 | HOSPITALIZATION -HSA FUNDING | 4,100.00 | 4,200.00 | 0.00 | (100.00) | 102.44 |
| 245-703.000-718.001 | DEFINED CONTRIBUTION | 8,900.00 | 9,046.40 | 1,364.31 | (146.40) | 101.64 |
| 245-703.000-718.002 | EMPLOYER RETIREMENT CONTRIBUTI | 2,400.00 | 2,400.00 | 276.96 | 0.00 | 100.00 |
| 245-703.000-719.000 | INSURANCE OTHER THAN MEDICAL | 750.00 | 950.94 | 108.48 | (200.94) | 126.79 |
| 245-703.000-728.000 | POSTAGE | 0.00 | 103.17 | 0.00 | (103.17) | 100.00 |
| 245-703.000-805.050 | CONTRACT SVCS - EMPLOYMENT | 18,000.00 | 10,702.18 | 113.00 | 7,297.82 | 59.46 |
| 245-703.000-863.000 | TRAVEL/MEETINGS & CONFERENCES | 2,550.00 | 0.00 | 0.00 | 2,550.00 | 0.00 |
| 245-703.000-864.008 | CASH-SHORT OR OVER | 0.00 | 17.70 | 0.32 | (17.70) | 100.00 |
| 245-703.000-963.002 | MERCHANT SERVICE FEES | 5,101.00 | 9,550.93 | 708.49 | (4,449.93) | 187.24 |
| 245-703.000-995.001 | ADMINISTRATIVE CROSS CHARGE | 30,247.00 | 30,246.96 | 2,520.58 | 0.04 | 100.00 |

PERIOD ENDING 06/30/2022

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

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | YTD BALANCE 06/30/2022 | ACTIVITY FOR MONTH 06/30/2022 | AVAILABLE BALANCE | % BDGT USED |
|---|-------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund Group <None> | | | | | | |
| Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND | | | | | | |
| Expenditures | | | | | | |
| <hr/> | | | | | | |
| Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA | | 189,200.00 | 184,274.25 | 22,730.23 | 4,925.75 | 97.40 |
| Dept 729.000 - ECONOMIC DEVELOPMENT | | | | | | |
| 245-729.000-728.000 | POSTAGE | 14,204.00 | 14,522.25 | 0.00 | (318.25) | 102.24 |
| 245-729.000-731.000 | LICENSE AND FEES | 9,534.00 | 17,337.50 | 0.00 | (7,803.50) | 181.85 |
| 245-729.000-760.000 | FARMERS MARKET - OP SUPPLIES | 17,000.00 | 21,473.68 | 3,201.78 | (4,473.68) | 126.32 |
| 245-729.000-763.000 | FESTIVAL OF TREES | 20,402.00 | 33,218.95 | 0.00 | (12,816.95) | 162.82 |
| 245-729.000-790.002 | AD PR - NEWSPAPER | 625.00 | 472.20 | 0.00 | 152.80 | 75.55 |
| 245-729.000-790.003 | AD PR - PRINTING/GRAPHICS | 42,870.00 | 39,549.96 | 0.00 | 3,320.04 | 92.26 |
| 245-729.000-790.007 | AD PR - SIGNAGE | 5,900.00 | 4,576.18 | 0.00 | 1,323.82 | 77.56 |
| 245-729.000-791.002 | AD PL - NEWSPAPER ADV | 878.00 | 300.00 | 0.00 | 578.00 | 34.17 |
| 245-729.000-791.004 | AD-PL-TV-HLDY PARADE/DT PROMO | 27,099.00 | 30,000.00 | 0.00 | (2,901.00) | 110.71 |
| 245-729.000-792.000 | BANNERS | 6,021.00 | 6,934.00 | 0.00 | (913.00) | 115.16 |
| 245-729.000-794.000 | GRAPHIC DESIGN | 15,006.00 | 14,400.00 | 0.00 | 606.00 | 95.96 |
| 245-729.000-805.000 | CONTRACTUAL SERVICES | 311,525.00 | 333,568.77 | 0.00 | (22,043.77) | 107.08 |
| 245-729.000-963.000 | MISCELLANEOUS | 62,083.00 | 50,511.03 | 995.40 | 11,571.97 | 81.36 |
| 245-729.000-995.002 | EQUIPMENT RENTAL | 13,779.00 | 14,624.84 | 0.00 | (845.84) | 106.14 |
| <hr/> | | | | | | |
| Total Dept 729.000 - ECONOMIC DEVELOPMENT | | 546,926.00 | 581,489.36 | 4,197.18 | (34,563.36) | 106.32 |
| <hr/> | | | | | | |
| TOTAL EXPENDITURES | | 736,126.00 | 765,763.61 | 26,927.41 | (29,637.61) | 104.03 |
| <hr/> | | | | | | |
| Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND: | | | | | | |
| TOTAL REVENUES | | 731,286.00 | 696,556.69 | 17,398.15 | 34,729.31 | 95.25 |
| TOTAL EXPENDITURES | | 736,126.00 | 765,763.61 | 26,927.41 | (29,637.61) | 104.03 |
| NET OF REVENUES & EXPENDITURES | | (4,840.00) | (69,206.92) | (9,529.26) | 64,366.92 | 1,429.90 |