



City of Rochester

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

*Members: Donna Bourgoïn, Patti Eisenbraun, Doug Gould,
Jill Lutz, Karen Malsbury & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	December 6, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. General Business Agenda Items
 - a. Request for Recommendation – Frost Fest
 - b. Set Date for PSD Goals & Objectives
 - c. Holiday Events Recap
 - Festival of Trees
 - Lagniappe & The Big, Bright Light Show
 - Snowman Stroll
 - Downtown Cookie Stroll
 - Kris Kringle Market
4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
5. Miscellaneous
6. Adjourn

MEMORANDUM

DATE: December 4, 2023

TO: PSD Board

FROM: Promotions, Frost Festival

SUBJECT: Request for Recommendation – 2024 Frost Festival

We respectfully request your recommendation to City Council for approval of the 2024 Frost Festival on the following dates:

Friday, January 19, 5:00 – 9:00pm
Saturday, January 20, 10:00 am – 9:00 pm

Ice sculptures will be placed outside of sponsoring businesses throughout Downtown Rochester. A warming station hosted by the Lions' Club will be located on E. Third between Main and the East Alley, which includes hot beverages and marshmallow roasting.

On Saturday, January 20, there will be a carving competition located on W. Fourth Street. Along with ice sculptures in town, we are looking into a few other elements such as shopping promotions and potential fireworks on Friday and Saturday night.

We will communicate with DPW, the Police Department and Fire Department to coordinate street closures and all details prior to the event.



SNOWMAN stroll

December 1 - 31

Presented By

CHIEF FINANCIAL
CREDIT UNION
...more than money

1. Super Frosty

Artist: Marisa Cohen

2. Freezy

Artist: Sherry Hiler

3. Mrs. Potato Head

Artist: Kelly Roenicke

4. Mele Kalikimaka

Artist: Sophia Karras

5. The Wingman

Artist: Julia Girgis

Sponsor: O'Connor's Public House

6. Holiday Warmth

Artist: Kathryn Bailey

7. Starry City Night

Artist: Faith Marzolf

8. Snow Joke

Artist: Amanda Sgarlata

9. Feliz Navidad

Artist: Katy Kibbey

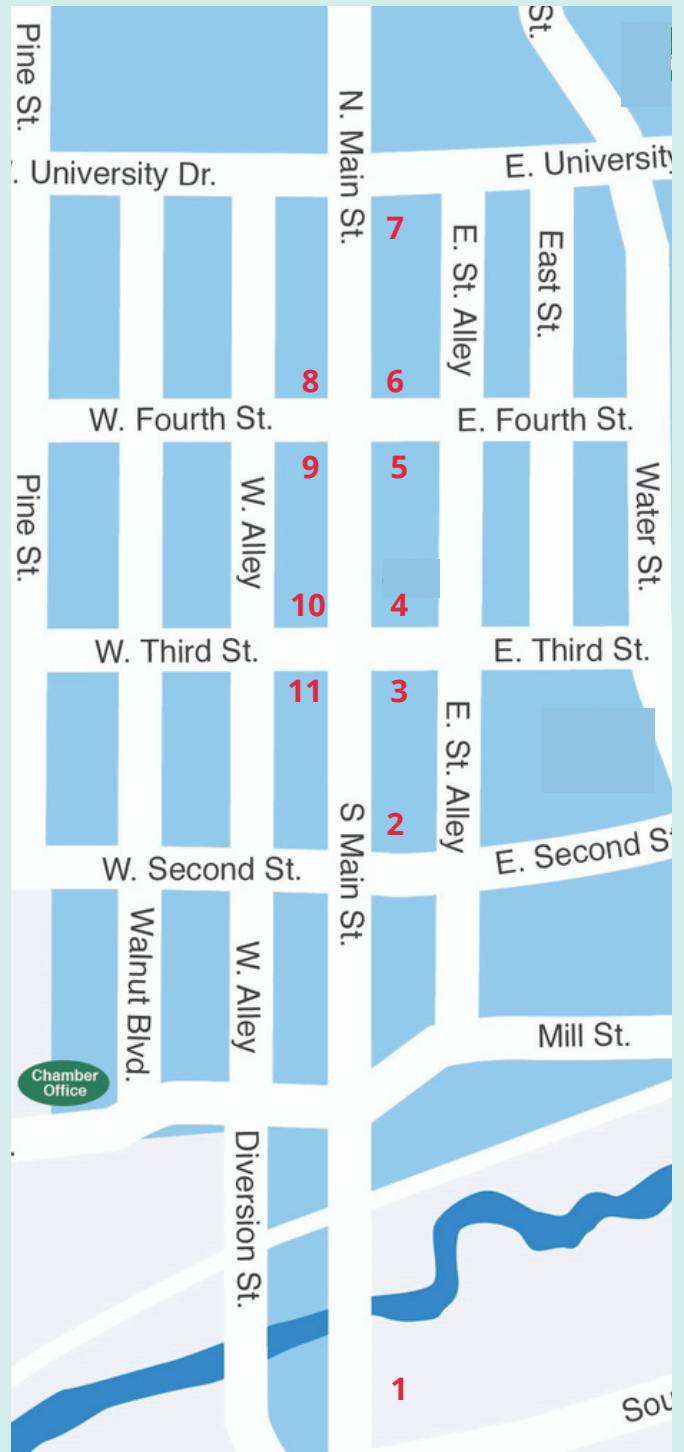
10. Hermey, The Elf Who Became a Dentist

Artist: Julianne Keller

11. Paint The Holidays

Artist: Lori Morris

Sponsor: Action Painting Restorations





4TH ANNUAL ROCHESTER NEIGHBORHOOD LIGHT FIGHT

Text 248-923-4220 to vote!
December 1-10!

Teams:



Alice in Winterland - Text **Winter**



Holidays on Helen - Text **Holiday**



Lights on Ludlow - Text **Lights**



Rudolph's Helpers - Text **Rudolph**



Wesley Wonderland - Text **Wonder**



User: mmoriwaki

PERIOD ENDING 10/31/2023

DB: Rochester

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

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 10/31/2023	ACTIVITY FOR MONTH 10/31/2023	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	249.65	39.33	250.35	49.93
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	1,500.00	0.00	0.00	100.00
245-000.000-605.009	KRIS KRINGLE MARKET	43,000.00	9,675.00	4,725.00	33,325.00	22.50
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	75,000.00	16,368.50	5,868.50	58,631.50	21.82
245-000.000-605.013	IN TOWN MAGAZINE	30,000.00	14,250.00	1,500.00	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	500.00	0.00	1,500.00	25.00
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	0.00	0.00	13,000.00	0.00
245-000.000-605.029	SNOWMAN STROLL	33,000.00	12,000.00	10,000.00	21,000.00	36.36
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,600.00	2,250.00	0.00	5,350.00	29.61
245-000.000-605.044	HALLOWEEN EVENTS	1,500.00	1,750.00	1,500.00	(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	0.00	0.00	700.00	0.00
245-000.000-605.062	FARMERS MARKET	30,000.00	5,970.00	1,080.00	24,030.00	19.90
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	1,500.00	0.00	100.00
245-000.000-605.070	CAROLING IN THE CITY	1,500.00	0.00	0.00	1,500.00	0.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,500.00	1,000.00	0.00	6,500.00	13.33
245-000.000-665.072	INTEREST -MICHIGAN CLASS	5,000.00	1,964.08	0.00	3,035.92	39.28
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	57,989.00	19,329.68	4,832.42	38,659.32	33.33
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	4,256.90	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	390,530.88	35,302.15	477,416.12	44.99
TOTAL REVENUES		867,947.00	390,530.88	35,302.15	477,416.12	44.99
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
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	0.14	(3.03)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	10,000.00	2,418.50	415.42	7,581.50	24.19
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	41,592.00	13,864.00	3,466.00	27,728.00	33.33
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		54,194.00	16,285.53	3,881.56	37,908.47	30.05
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-760.000	FARMERS MARKET	15,000.00	6,615.28	1,314.00	8,384.72	44.10
245-729.000-760.001	CAROLING IN THE CITY	6,000.00	550.00	0.00	5,450.00	9.17
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	16,477.99	5,065.24	23,522.01	41.19
245-729.000-790.002	PANCAKES & PJ'S	500.00	90.10	0.00	409.90	18.02
245-729.000-790.003	IN TOWN MAGAZINE	70,000.00	9,339.56	9,339.56	60,660.44	13.34

PERIOD ENDING 10/31/2023

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Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
245-729.000-790.007	TASTE OF FALL	2,500.00	1,208.65	379.72	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	84.12	21.18	37,915.88	0.22
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	8,932.36	0.00	4,067.64	68.71
245-729.000-791.003	MAGICAL MURAL TOUR	2,000.00	250.00	250.00	1,750.00	12.50
245-729.000-791.004	ANNUAL AWARENESS	38,000.00	4,166.59	0.00	33,833.41	10.96
245-729.000-791.009	LAGNIAPPE	7,000.00	4,043.96	768.96	2,956.04	57.77
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	3,171.23	631.95	828.77	79.28
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	1,030.93	877.23	469.07	68.73
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	2,184.89	1,909.89	4,315.11	33.61
245-729.000-792.000	BANNERS	6,102.00	0.00	0.00	6,102.00	0.00
245-729.000-793.000	SNOWMAN STROLL	33,000.00	6,000.00	6,000.00	27,000.00	18.18
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	0.00	0.00	290,000.00	0.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		628,602.00	94,269.45	26,557.73	534,332.55	15.00
TOTAL EXPENDITURES		682,796.00	110,554.98	30,439.29	572,241.02	16.19
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		867,947.00	390,530.88	35,302.15	477,416.12	44.99
TOTAL EXPENDITURES		682,796.00	110,554.98	30,439.29	572,241.02	16.19
NET OF REVENUES & EXPENDITURES		185,151.00	279,975.90	4,862.86	(94,824.90)	151.21