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**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
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**Regular Meeting Agenda
Wednesday, October 20, 2021, 7:00 pm
Rochester Municipal Building, 400 Sixth Street**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – September 15, 2021
4. Audience Comments
5. Liaison Reports
 - A. City Council – Ann Peterson
 - B. Chamber of Commerce – Marilyn Trent
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Paul Haig
6. General Business Agenda Items
 - A. Downtown Construction Project Update – Nik Banda
 - B. Community Partners Grant Program Proposal – Beth Chilton
 - C. Lightpole Replacement Program Update – Tony Lipuma
 - D. Downtown Visioning Session Presentation – Kristi Trevarrow
 - E. DIA Mural Ribbon Cutting & Reception – 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
9. Adjournment

**The next regular meeting of the Rochester DDA is
Wednesday, November 10, 2021**

Downtown Development Authority
Regular Meeting Minutes

Wednesday, September 15, 2021
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 7:00 p.m.

2) Roll Call

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

3) Approval of Meeting Minutes

Regular Meeting Minutes – August 18, 2021

| | |
|---------------|---|
| Motion By: | Mayor Bikson to approve the August 18, 2021 Regular Meeting Minutes as presented. |
| Second By: | Bob Bloomingdale |
| In Favor: | All |
| Opposed: | None |
| Motion Passed | |

4) Audience Comments

There were no audience comments.

5) Liaison Reports

A. City Council

Mayor Bikson highlighted the following from the September 13, 2021 City Council meeting:

- DTE was scheduled to attend the meeting, but cancelled.
- The Planning Commission has not yet approved the Master Plan update.

- The Planning Commission approved the plan for the Community House. Renovations should be complete within a year.
- The State of the City will be held on October 6, 2021 at 7:00 p.m. at the Community House.

B. Chamber of Commerce

Marilyn Trent shared the following:

- The Sunrise Pinnacle Awards will be held on October 8, 2021 from 7:30 a.m. to 10:00 a.m. at the Royal Park Hotel.
- The Executive Director of the Chamber will be announced at the Sunrise Pinnacle Awards.
- There have been two recent ribbon cuttings:
 - The Rochester Municipal Park Butterfly Garden expansion project
 - The 54th Art & Apples Festival

C. Historical Commission

Don Sienkiewicz reported that the Commission's next meeting will be on Thursday, September 23, 2021 at the Rochester Hills Museum. They will be discussing the categorization of various historical items, as well as choosing dates for Heritage Days and Founder's Day.

D. Principal Shopping District

Kristi Trevarrow reported that City Council approved the Kris Kringle Market and Caroling in the City. Festival of Trees will be held November 19-21, 2021. Rochester Posed will be held on October 7, 2021. There are also various events that will be forwarded to City Council for approval soon.

6) General Business Agenda Items

A. Downtown Infrastructure Report

Deputy City Manager Nik Banda reported that the individual responsible for the vandalism and graffiti downtown has been caught. Clean up can begin now that all evidence has been retrieved.

Mr. Banda also reported that all sidewalk repair work in the downtown district has been completed. This includes the brick work, repair of trip hazards, as well as the area behind Sargent Appliance. The remaining 44 acorn lights are scheduled for delivery in October. This will complete the light pole replacement project.

B. Downtown Visioning Session

The Community Development Committee is hosting the Downtown Visioning Session on Wednesday, September 29, 2021 from 6:00 p.m. – 9:00 p.m. at the Royal Park Hotel. The session will cover the anticipated changes over the next 12-18 months. Kristi Trevarrow will provide a report to the DDA following the event.

C. Parking Fund Update

Deputy City Manager Nik Banda shared information from Finance Director/Treasurer Anthony Moggio regarding the Parking Fund update. As of the end of August 2021, the

parking fund remains at approximately 10% below pre-Covid levels. As of the end of FY 2022, it is anticipated that there will be \$250,000 more in expenses than revenue. This includes the \$112,000 for one year's payment for meter replacement. The final cost of the meter replacement is pending on final values, as well as any additional maintenance plans that have not yet been approved. To rectify the shortfall, including upcoming maintenance and meter needs, the recommendation is that \$800,000 of the \$1,391,673 of the American Rescue Plan money to be transferred to the parking fund.

D. Fall/Holiday Downtown Marketing Program

Kristi Trevarrow shared the following upcoming Fall/Holiday events:

- *In Town Magazine* - The photoshoot will take place towards the end of September. *In Town Magazine* will be sent to residents and available at the businesses the second week of November.
- The Magical Mural Tour will run through September 30, 2021.
- The Taste of Fall will run through October 18, 2021
- Rochester Posed - October 7, 2021
- Trick-or-Treat Downtown and Halloween Fest - October 16, 2021
- Festival of Trees will be held on November 19-21, 2021 at the Community House
- Lagniappe - November 22, 2021
- Big, Bright Light Show will run from November 22, 2021 – January 2, 2022
- Plaid Friday - November 26, 2021
- Small Business Saturday - November 27, 2021
- The Snowman Stroll is from December 1, 2021 – January 2, 2022
- Twelve Days of Cookies – December 4, 2021
- Kris Kringle Market – December 3-4, 2021
- Caroling in the City – December 12, 2021

E. 2021 Big, Bright Light Show Installation

Installation of the lights is scheduled to begin the first week of October. Staff will be ordering a new snow globe Christmas ornament that will feature the Big, Bright Light Show. This will be used as a fundraiser for the lights.

7) Receipt of Regular Reports

A. Executive Director Update

Annual Business Development Meeting

The Business Development Annual Meeting is scheduled for Monday, September 20, 2021 from 6:00 p.m. to 8:00 p.m. at the Royal Park Hotel.

Main Street Oakland County Shop, Text, Win Promotion

The County will not be hosting their Shop, Text, Win Promotion on Small Business Saturday. Staff is working internally on a concept to replace this promotion locally.

Magical Mural Tour

The 2nd annual Magical Mural Tour is underway! Eighteen 4'x8' murals are around downtown and the Municipal Park. Murals will be on display until September 30, 2021.

DIA Mural

Artist Jake Dwyer is starting on the mural and, weather permitting, hopes to have it completed in 2-3 weeks. A ribbon cutting will be scheduled once there is a firm completion date.

Holiday Sponsorships

Sponsorship opportunities for the holiday season are wrapping up. There is still availability for the Festival of Trees and the Snowman Stroll.

Sunrise Pinnacle Awards

The awards will be held on October 8, 2021 from 7:30 a.m. to 10:00 a.m. at the Royal Park Hotel. Please notify Kristi Trevarrow if you plan to attend.

B. Events & Marketing Update

EVENTS

Taste of Fall

Taste of Fall is a promotion for downtown restaurants, bars and bakeries. The purpose of the promotion is to showcase Michigan's fall flavors through innovative food and beverage offerings. Taste of Fall began on September 6, 2021 and will run through October 18, 2021. To support the promotion, staff produced a brochure (printed and online), table tents and a social media campaign.

Rochester Posed – October 7, 2021

The theme this year for Rochester Posed is "Famous Duos." Twenty businesses are participating, and most businesses have chosen their Famous Duo selection already. The public will be able to participate in text-to-vote for their favorite windows. Posters and flyers will be distributed to the businesses in the next couple of weeks.

Trick-or-Treat Downtown – October 16, 2021

Trick-or-Treating will take place between 3:30 p.m. and 5:00 p.m. The costume parade will begin at 5:15 p.m. The parade will be on Water Street, beginning at University and ending at the Fire Station where RAYA will host a spaghetti dinner. After the costume parade, we will be hosting a Halloween Fest at the Farmers' Market lot. The Halloween Fest includes a variety of games and prizes for the kids. The Little Donut Factory will be onsite selling hot, fresh donuts. Big Don Balloons will also be in attendance this year. The Detroit Ghostbusters will be in attendance once again with ecto-1 for photos. The Linda Rea Team will also be in attendance passing out pumpkins to the first 200 trick-or-treaters. The Halloween Fest will take place from 5:30 p.m. to 7:00 p.m.

PROMOTIONS

Farmers' Market

The market has continued to be a source of positivity for customers and vendors alike. The market has been full with produce, dahlias and specialty foods. There have consistently been 2,000 attendees each week. The Rochester Pollinators will be present a few weeks in September, making the purchase and pickup of native plants easy.

Kris Kringle Market

Lincoln of Troy is returning as the presenting sponsor. Vendor applications have been sent out and returned. There are currently a few open spaces, and staff has been in discussion with potential new vendors.

In Town Magazine

Marketing kits were recently sent out and have been returned with advertising opportunities for the *In Town Magazine*. Next week we will be working with businesses on collecting items for the photoshoot taking place the last week in September. *In Town Magazine* will be delivered to businesses and sent to homes the second week of November.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 08/31/2021 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

An update on downtown projects will be presented at the annual meeting.

E. Site Development Committee

Tony Lipuma shared that the final project is the installation of the acorn lights.

8) Miscellaneous

The next regular meeting of the Rochester Downtown Development Authority is Wednesday, October 20, 2021.

9) Adjournment

Seeing no further business, Chairman Giovanelli adjourned the meeting at 7:50 p.m.

Date Approved

Susan McCullough

6A. Downtown Construction Project Update

Deputy City Manager Nik Banda will provide an update on construction projects in and around the downtown district.

6B. Community Partners Grant Program Proposal

We have received a request from Paint Creek Center for the Arts to partner with them on the Community Partners Grant Program. The program details are attached, along with responses to questions I raised with the request. PCCA Executive Director Beth Chilton will be in attendance to present the request.



Community Partners Grant Guidelines



The Community Partners grant program is a competitive grant program that exists to strengthen communities by encouraging them to work collaboratively with artists and culture bearers to explore local issues, where collaborative artmaking is integral to daily lives and is valued as a tool for community development. Grants from \$10,000 to \$20,000 are available for qualifying applications.

Each Community Partners Project must meet or exceed **ALL** the following project goals:

*Bring people together in Michigan communities...*Encourage authentic dialogue resulting in meaningful collaborations between community members, artists and/or culture bearers, civic, municipalities, arts/cultural, human service, neighborhoods, business sector and other organizations and groups.

*Determine what is unique and important to each community...*Identify and define shared community goals, risks, concerns, challenges, opportunities, issues, celebrations, and/or other conditions as subjects/themes for the project.

*Share in the creative processes of arts and culture as a tool for exploring community change...*Engage community members in examining and exploring those community subjects/themes from above through active participation in projects focusing on the creative processes.

Eligible organizations include: 501c3 non-profit organization, college/university, unit of government or tribal entity. The eligible 501c3 non profit organization, college/university or unit of government represents the project partnership — coordinating planning efforts, submitting the grant application, acting as fiduciary agent and assuming full project responsibility. This primary organization must apply, representing a partnership/collaboration with:

- at least two partner organizations (any type of organization is eligible). Partner organizations work with the primary organization and artist(s) and/or culture bearer(s) to plan the project, prepare the application and implement the project. Partner organizations do not need non-profit status. Businesses, schools and/or school districts, for profit organizations, neighborhood groups, etc. are eligible as partner organizations. One of the Partner/collaborator organizations must be an arts/cultural organization in the event that the Primary/Applicant Organization is not.
- artist(s) and/or culture bearer(s) who will serve as the creative lead. MCACA defines “creative lead” as one or more artist(s) or culture bearer(s) that must serve in the partnership, helping the

primary and partner organizations plan the project, prepare the grant application, and implement the project.

Applications submitted by K-12 schools/school districts or other organizations/individuals for projects that primarily benefit schools within the K-12 curriculum and school day are not eligible. K-12 schools/school districts may serve as partner/collaborator organizations in a project.

A College or University serving as the Primary/Applicant Organization must demonstrate that the project will PRIMARILY benefit and involve participants from the greater community in which the institution exists; a “campus” does not constitute a “community.”

Grants from \$10,000 to \$20,000 are available. Grants must be used to cover costs associated with conducting the project described in your application. Artist and/or culture bearer stipends, travel or lodging for artist and/or culture bearer, consumable material and supplies related to the project, marketing material to promote the project. Grant funds do not need to be matched, although it is strongly encouraged.

Are you eligible to apply for a Community Partners grant?

You must be able to answer YES to all of the following questions.

- Are you a nonprofit organization, college/university or municipality?
- Are you physically located in the state of Michigan?
- Are your facilities open and accessible to the public?

Applicants with unmet obligations on prior grants i.e. late/incomplete reports, may not apply (Contact MCACA staff if you are concerned about a prior grant).

Questions? Please contact.

Chad Swan-Badgero, badgeroc@michigan.org, 517.881.9472

Alison Watson, watsona11@michigan.org, 517.275.0579

Adam Wheeler, wheatera@michigan.org, 517.881.7272

Application Deadline

Applications are to be submitted online through SmartSimple no later than:

5:00 p.m. EST, November 1, 2021.

The SmartSimple system will not accept applications after the deadline. Incomplete applications will not be accepted by the SmartSimple system.

Application Basics

- Applicants can request a minimum of \$10,000 or a maximum of \$20,000.
- There is no required match to this grant award, although strongly encouraged.
- Funded projects must be take place and be completed within the grant period: January 1, 2022 – June 15, 2022.

Grantee Responsibilities and Requirements

Eligibility

Only nonprofit organizations, colleges/universities, municipalities or tribal entity are eligible. Applicants must be incorporated and located in the State of Michigan. They must ensure no part of net earnings benefit a private individual. Donations to the organizations must be allowable as a charitable contribution under section 170c of the Internal Revenue Code of 1954 as amended. (Organizations with status under Section 501(c)(3) of the IRS Code and local Units of Government meet this criteria.)

Any applicant that has unmet obligations on current grant agreements, such as overdue or incomplete reports or other significant problems, is not eligible to apply for future funding. If any applicant fails to meet MCACA requirements on a current grant agreement, their pending application will be removed from the review process. If any applicant fails to meet MCACA requirements on a current grant, following Council approval on the application, the newly approved grant will be rescinded. Auxiliary support organizations (i.e. friends of xyz) whose primary function is to raise money for another agency or group, may not apply in this grant program. Federal and State of Michigan agencies, divisions or departments are not eligible to apply for funding from MCACA.

Match

Community Partner grant recipients are not required to make a cash match. Any additional funds, over and above the grant award, may include other cash, earned revenue, contributions, and “in-kind” funds which represent a reasonable value of services, materials, and equipment, as allowed under federal Internal Revenue Service code for charitable contributions. Also, there are certain expenses that may occur during the year that should not appear on the itemization required with awardee’s Final Reports. These expenses include: costs involved in the start-up of a new organization, costs incurred prior to the grant starting date, indirect costs for the handling/management of grant funds, awards or cash prizes, fund raising events, or reception costs.

Grantees must sign a grant agreement detailing terms for the use of funds. Please note that the grant agreement will detail the scope of work and the payment schedule. MCACA budget requires applicants to list full project expenses and revenue to balance expenses.

Accessibility

MCACA and Arts Midwest strives to make the arts accessible to all people. Funded organizations agree to make every attempt to ensure that programs are accessible to persons with disabilities. According to state and federal law, every publicly funded organization must place itself in the position of being able to provide accommodations when persons with disabilities make requests for services. For a list of resources on accessibility, visit <http://arts.gov/accessibility/accessibility-resources/nea-office-accessibility>.

The Fine Print

Receipt of state and federal grants carries with it certain obligations and responsibilities. By submitting a Michigan Council for Arts and Cultural Affairs (MCACA) grant application, applicants are affirming that they are familiar with the requirements of MCACA, and that they will comply with those requirements.

Grantees should use cost accounting principles which comply with requirements as set forth in 2 CFR Chapter, I, Chapter II part 200 Uniform Administrative Requirements, Cost, Principals, and Audit Requirements for Federal Awards*. This new guidance, commonly called the Omni Circular, Super Circular or Uniform Guidance, replaces A-87 Cost Principals – State and Local Governments, A-122 Cost Principals - Nonprofit organizations, A-89 catalog of Domestic Assistance, A-102 Administrative Rules State and Local Governments, A-133 & A-50 Audit Rules. It is important to note that for grant recipients the change from the previous federal standards (like A-87 & A-133) to the OMNI circular formally went in to effect December 26, 2014, and applies to MCACA grants awarded after 7/1/2016.

* All references to the “Omni Circular” refer to the “Office of Management and Budget 2 CFR Chapter 1 & 2 Part 200, 215, 220, 225 and 230 – Uniform Administrative Requirements, Cost Principals, and Audit Requirements for Federal Awards” dated 12/26/13, <http://www.gpo.gov/fdsys/pkg/FR-2013-12-26/pdf/2013-30465.pdf>

Since MCACA receives funding from the NEA (CFDA 45.025), organizations receiving funding from the MCACA must, in turn, comply with the requirements outlined in the NEA’s General Terms and Conditions <https://www.arts.gov/sites/default/files/2015-general-terms-and-conditions-for-partnership.pdf>).

The Grantee shall otherwise be in compliance at all times with all applicable federal laws, regulations, rules and orders including, but not limited to Title VI of the Civil Rights Act of 1964, 42 USC 2000d et seq.; Executive Order 13166; Title IX of the Education Amendments of 1972, 20 USC 1681 et seq.; Section 504 of the Rehabilitation Act of 1973, 29 USC 701 et seq.; the Age Discrimination Act of 1975, 42 USC 6101 et seq.; the National Environmental Policy Act (NEPA) of 1969, 42 USC 4321 et seq.; the National Historic Preservation Act (NHPA) of 1966, 16 USC

470 et seq.; the Drug Free Workplace Act of 1988, 41 USC 701 et seq.; Lobbying restrictions, 18 USC 1913, 2 CFR 200.450, and 31 USC 1352; Davis-Bacon and Related Acts; the Native American Graves Protection and Repatriation Act of 1990, 25 USC 3001 et seq.; the U.S. Constitution Education Program, P.L. 108-447, Division J, Sec. 111(b); and the prohibition on funding to ACORN, P.L. 111-88, Sec. 427.”

Grantees must assure the Council that professional performers and/or related or supporting personnel employed in projects funded by the Council shall not receive less than the prevailing minimum compensation as determined by the Secretary of Labor. Labor standards set out in Part 505 (29CFR) “Labor Standards on Projects or Productions Assisted by Grants from the National Endowment for the Arts.” In addition, grantees must assure the Council that no part of projects funded by the Council will be performed or engaged in under working conditions which are unsanitary or hazardous or dangerous to the health and safety of employees engaged in such projects. Consistent with Public Law 101-512, when purchasing equipment and products under a Council grant, grantees are encouraged to purchase American-made equipment and products.

Grantees are required to comply with requirements regarding debarment and suspension in Subpart C of 2 CFR 180, as adopted by the National Endowment for the Arts in 2 CFR 32.3254. Grantees are required to execute projects and/or productions in accordance with the above noted requirements, certifying that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Grantees are prohibited from conducting general political lobbying, as defined in relevant statutes, regulations and OMB circular within a Council funded project.

Travel outside the United States, its territories, Mexico and Canada not identified in the grant application must be specifically approved in writing by the Council before travel is undertaken. Such travel, if approved, must comply with applicable state and federal regulations.

According to section 11 of your Grant Agreement, support must be credited and included in all publicity, media materials, on your website and during each broadcast promotion of the activity. Credit should read: **“This activity is supported in part by Arts Midwest and the Michigan Council for Arts and Cultural Affairs.”**

Grantees must submit, in a Council supplied format, a final report. The final report must include a narrative summary of outcomes, detailed financial statement, and publicity materials from the activity (i.e. publication materials, photographs and news stories). Selected grantees may also be required to submit an interim report.

Grantees are required to keep on file and make available upon request the following support documentation: A list of dates and amounts of all grant payments received; documentation of all

expenditures made using grant funds and matching funds, including copies of paid invoices, receipts, timesheets, payroll records, and tax withholding reports. Documentation of in-kind donations should include volunteer work schedules, copies of receipts given to donors for in-kind donations, an explanation of how the value of each donation was determined, or other supporting documentation.

SmartSimple Application Instructions

- Applicants must apply using the online software <https://mcaca.smartsimple.com/> (no www).
- Codes are supplied by drop-down tabs in the SmartSimple system.
- The term “project” in the instructions refers to all activities that funds are being requested for, regardless of which category you select.
- Please use the **same** SmartSimple account for each/all applications. Be sure to write down your username and password. If you should lose login information, please contact SmartSimple via link on the login page.
- MCACA is not responsible for incorrectly uploaded materials or the inability to open attachments. Documents must be uploaded as “.pdf” files (portable document format).

Before applying for an MCACA grant, it is important to note that applicants must first:

- Check if your Organization is already registered. If not, Register Organization
- Create an ACCOUNT and USER PROFILE in SmartSimple (If you do not have one)
- Complete/Update ORGANIZATION INFORMATION section
- Complete/Update ADA/504 INFORMATION section
- Complete/Update ORGANIZATIONAL HISTORY/BOARD section
- Complete/Update DEMOGRAPHICS section

Upon creating an account and completion of the above sections, an applicant may view eligible grants and begin application(s) by selecting icon(s) under “My Opportunities.”

Some sections have tool tips (indicated with a “?”) and/or descriptions for guidance.

Do NOT click “Submit” until the project information, summary information, attachments, and fee processes have all been completed.

Use the “Next” button to move on to the next page or click on the tabs.

Make Sure you are clicking “Save Draft” often as the system will time out.

Step-by-step instructions for applicants:

[My Opportunities](#) – Select “Apply Now” button on the grant program line you will work on/submit. If you have already begun the application process, click on “Applications and Grants” in the top right corner to access your draft application.

[New Grant](#) - Ensure that Organization Name and Project Director information is correct.

[Assurances Section](#) – Complete the assurance form within the SmartSimple system. The assurances information must be completed before submitting your application.

DocuSign is an online electronic signature service that will allow users to sign and return documents to the MCACA grant portal. The signer does not need a *DocuSign* account OR access to this portal to sign and submit the document. An email notification will provide a link to the specific document to be signed, and the signed document can be submitted from DocuSign back into the system. You will not need to download, scan, physically sign, or upload anything - it will be done automatically. You will receive a notification from SmartSimple when the signed document is received by the system.

[Project Director](#) – check that the appropriate person is listed as “project director”. If the Project Director is not correct, click on the binoculars icon and select the appropriate person from the list. If the correct person is not listed, that person will need to register in the system. The Project Director cannot be the same person as the Authorizing Official.

[Contact Details](#) - Ensure contact details information is current and/or correct.

[Project Information Section](#) - Make selections that best describe project activities for support. Use the tool tips for further information by hovering over the “?” after each question.

[Budget Section](#) (*Criteria 1 - worth 10 points at the review*) –

Please read information boxes closely for detailed instructions on how to enter the Budget.

- Click “Edit Budget” button and a new window will open
- Click the “+” button to add lines under expense categories
- When completed, click “Save” and then “Close”

MCACA budget requires applicants to list full project expenses and revenue to balance expenses. This itemization does not need to show a 1:1 cash match of your grant request. Keep complete records and receipts. Applications **MUST** use the MCACA provided template in the SmartSimple system.

Funding CAN be used for:

- Artist and/or culture bearer stipends
- Travel or lodging for artists
- Consumable material and supplies related to the project
- Marketing material to promote the project

Funding may NOT be used for:

- Incentives for participation including cash awards
- Indirect costs
- Individual private lesson instruction
- Payment for apprentices or interns
- Planned fundraising activities
- Scholarships or competitions
- Grant writing fees
- Non-classical art forms including, but not limited to martial arts, healing arts, exercise programs, acrobatics or gymnastics (exceptions exist – contact MCACA for details)
- Costs associated with the start-up of a new organization
- Costs incurred prior to the grant starting date
- Purchase awards, cash prizes, scholarships, contributions or donations
- Fundraising functions
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Publication, records, films of a commercial nature, i.e. works of questionable artistic value produced to realize quick market profit
- Capital improvements, new construction, renovation or permanent equipment items

Attachments Section

Basic things to remember:

- Files should be uploaded as PDF documents.
- Do not create PDFs of your electronic documents by scanning. PDFs created this way are much larger and of lower quality.
- Please do not enable any document security settings or password-protect any PDF files you submit.
- The attachments every applicant must submit for their on-line application are:
 - Narrative
 - Key Staff/Cultural Workers/Artists Bios
 - Supplemental Materials

Below are the descriptions for what to include in the ATTACHMENTS section of SmartSimple:

Narrative Attachment (worth 60 points at the review)

Follow these instructions to create your Narrative:

- For the narrative, use the Review Criteria (below) as an outline and guide to describe the project you are seeking support for.
- Be clear from the beginning what the grant funding will support/be used for.
- Submit up to four narrative pages only.
- Do not use type size smaller than 12 point.
- Leave a minimum margin of 1" on all sides.
- Be sure to number and include the name of the organization on each page.
- Don't assume the panel is familiar with your organization, terminology, or the environment in which you are operating.

Narrative Review Criteria and Scoring

Each application will be reviewed by a panel in order to determine the appropriateness of support to the applicant. Review criteria are used in two ways:

1. To assist the applicant in preparing the grant application by establishing how panel reviewers will judge the application.
2. To assist reviewers by outlining for them what MCACA expects from a successful applicant and weighting each criteria based on program goals and priorities.

For the proposal narrative, refer to the Review Criteria below as an outline and guide to describe the activities you wish supported. Address each numbered Review Criteria in order. Remember that panelists score applications based on the completeness of your answers to each Review Criteria. Some criteria are worth more points than others.

1. Project Goals: worth 20 points at the review

What is the issue/concern/celebration, etc that is going to be addressed?

What are the art form(s) or tradition(s) to be used in project and why.

Why is it important to the community?

What is the benefit to the community, partners/collaborators/artists?

How will this project strengthen the community and how will you evaluate its success?

2. Community: worth 20 points at the review

Describe how you are bringing people together in Michigan Communities.

Be sure to include:

Each partnering or collaborating organization and their role in the project?

Identify the artist(s) or culture bearer(s) engaged in the process

Who are your targeted community participants for the project?

How will you reach and engage the community participants for this project?

3. Project Description/Timeline: worth 20 points at the review

Description of the activities that will take place, when and where. (a month-by-month summary of project activities may be an effective way to provide this information.)

Key Staff/Cultural Workers/Artists Bios Attachment (Criteria 5 - worth 10 points at the review)

- Provide appropriate staff and artist/culture bearer bios as it relates to your application/project, and how they are qualified to conduct the project.
- Appropriate bios may include: qualified individuals involved in the planning of the project, artist(s) and/or culture bear being brought in, and/or administration where project is taking place.
- This attachment is limited to three pages.

Supplemental Materials (Criteria 6 - worth 10 points at the review)

- Use no more than four (4) attachments to upload additional materials or samples of the work regarding your project that will assist the peer panel in reviewing your application.
- Appropriate supporting attachments may include (but are not limited to): marketing materials, models being used for the work, evidence of past work/events, letters of support from partners/collaborators, etc.
- PDF files will be uploaded in the Supplemental Material section.
- Include a header (with applicant name and description) and page number on each attachment

Additional Considerations (Criteria 7 - worth 10 points at the review)

Panelists will devote 10 points to the completion of the applicants Organizational Profile, which includes: correct and up-to-date organization information, ADA/504 information, Organizational history/board and demographics.

Assurances

This page is for reference only. To verify the Authorizing Official has signed and returned the document, a signed assurances pdf document will be visible under the "Signed Assurances" heading. If there is no pdf, please follow the directions in the information box. An application can NOT be submitted without the signed assurances.

Application Submission

Applications must be submitted on-line by **5:00 p.m. EST November 1, 2021**. The SmartSimple system will not accept applications after this time. Incomplete applications will not be accepted by the SmartSimple system.

The successful submission of your application does not confirm the accuracy of the grant application, materials uploaded or that it will receive funding.

The Council is not responsible for incorrectly uploaded materials or the inability to open attachments. The Michigan Council for Arts and Cultural Affairs reserves the right to retain a copy of application materials for archival purposes and its permanent record.

Following the publicly open panel meetings, MCACA Council members will approve a funding formula that takes into consideration panel scores, number of eligible applicants and available funds to determine grant awards. The MCACA Council may also consider geography or other policy-driven factors in its grantmaking.

All application materials are public records.

Kristi Trevarrow

From: Elizabeth Chilton <echilton@pccart.org>
Sent: Wednesday, October 13, 2021 2:58 PM
To: Kristi Trevarrow
Subject: RE: Community Partners grant opportunity

Good questions, Kristi!

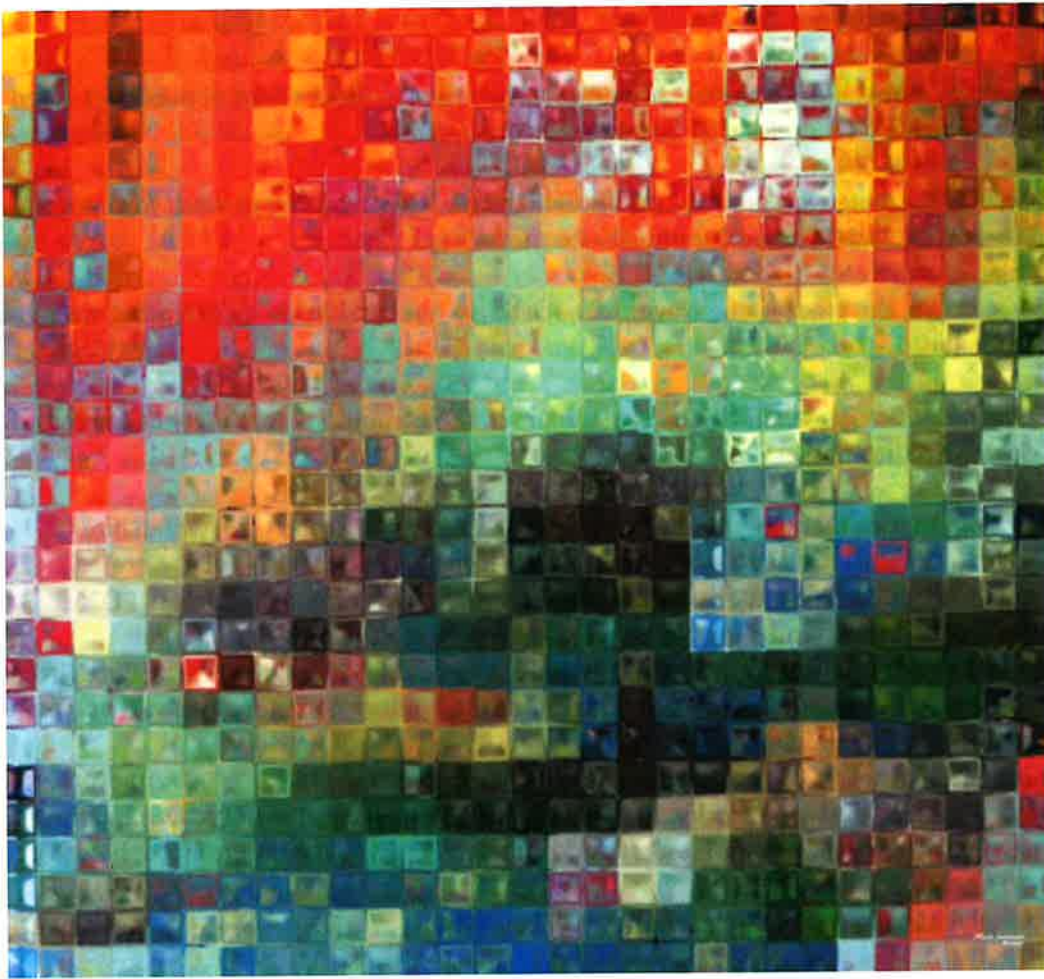
First of all – I will need to get back to you on next week’s city council meeting. (I have a prior obligation, but I am trying to get someone else to cover for me)

Secondly, here is a link to the MCACA webpage showing their grant programs (including this one) <https://www.michiganbusiness.org/industries/mcaca/mcaca-grants/grant> And here is a link to the guidelines specific to this particular grant: <https://www.michiganbusiness.org/4a8566/globalassets/documents/mcaca/community-partners-grant-guidelines.pdf>

Finally, here are my responses to your other questions...

- What is the anticipated finished size of the piece?
 - o We will commit to 300 completed tiles. Each tile will be 6x6” (including grout) so we will have 75 square feet of tiles to work with. (if space allows we may be able to do more)
 - o We would work with the artist to determine the final layout of the tiles based on the wall(s) being used (similar to how we worked with Jake on the DIA mural project)
- How would it be installed?
 - o We would pay a professional to install the tile – someone who has lots of experience installing exterior tiles (we have not identified this person yet)
 - o We would work with the artist to customize the installation to the dimensions of the wall(s)
 - o We would prefer a large wall which would allow the majority of the tiles to be installed between 2.5’ – 6.5’ off the ground so that viewers can easily see them all.
 - o The installation may not have straight sides (see sample images below) – it all depends on what we choose to do.
- Who would have “ownership”, i.e. who would be responsible for the piece in the long term – insurance, maintenance, vandalism, etc.?
 - o I think the work would be gifted to the property owner and they would be responsible for its care and maintenance.
 - o We do not need to guarantee the longevity of the piece.
- Will the grant cover all costs related to the project? If not, what are other projected expenses and who would be responsible for those costs?
 - o The grant would cover all costs for the project within the grant period (January 1 – June 30, 2022)
 - o Our project timeline would have all the tiles completed by mid April so we would have time to have all the tiles installed by mid-May and the opening event by mid-June.
 - o There is no required match. (However in-kind contributions should be noted as it will only add strength to our proposal)
 - o MCACA does not have the budget form in their grant application portal yet, but I am only proposing costs that will be funded through the grant.





6C. Lightpole Replacement Program Update

Site Development Committee Chairman Tony Lipuma will provide an update on the installation locations for the new (44) acorn lightpoles.

6D. Downtown Visioning Session Presentation

Kristi Trevarrow will provide an overview of the findings from the Downtown Visioning Session.

6E. DIA Mural Ribbon Cutting & Reception

The mural on the DTE wall is now complete. The Ribbon Cutting & Reception has been scheduled for Wednesday, October 27. See attached invitation. If you are interested in attending, please let Kristi know by Monday, October 25.



OCTOBER 27, 2021

4:00 PM

MURAL RIBBON CUTTING & RECEPTION

DTE SUBSTATION
MAIN STREET

DOWNTOWN ROCHESTER

7A. Executive Director Update

Outdoor Dining Platforms

The platforms and parklet are scheduled to be removed to storage at the end of the month.

November & December DDA Meetings

As a reminder, the DDA meets the 2nd Wednesday of the month for November & December. Our next meetings will be on November 10 and December 8.

Vacation

I will be out of town October 31 – November 7. I will not be checking my email, so if you need anything please reach out to Nik, Jenna or Taylor.



Rochester DDA Board Meeting

October 12, 2021

Events Coordinator Report

Past Events

- **Rochester Posed** – Rochester Posed was once again a HUGE success! The streets were packed on October 7th! We've received nothing but positive feedback from the public and merchants. 25 businesses participated and each featured a different "Famous Duos" in their storefront windows using live mannequins. We used SMS texting, so the public picked their favorite windows by voting for them through text messages and we also had a panel of judges that scored the windows as well. The People's Choice first place winner was The Ski Company (Mikaella Herman & Elizabeth Kinney) with Laverne & Shirley, second place was 4th Street Boutique with Joe Exotic & Carole Baskin and third place was Hello Fancy Boutique (Camilla & Sophia Person) with Tinkerbell & Periwinkle! Judges Choice first place winner was 4th Street Boutique with Joe Exotic & Carole Baskin, second place was Aurum Design Jewelry with Wilma & Betty and @ Home Furniture (Motor City Irish Dance) took third place with Clark Kent & Lois Lane.



Upcoming Events

- **Trick-or-Treat:** October 16 –This year, Trick-or-Treating will take place from 3:30 – 5:00 pm. Trick-or-Treat will be one way only on each side of Main Street. The east side will run one way north and the west side will run one way south. There will be signage indicating where there are additional trick-or-treat stops that are not located on S. Main Street. The costume parade starts at 5:15 pm and will be on Water St., beginning at University and ending at the Fire Station where RAYA will host pumpkin painting. In addition, there will be a Halloween Fest in the Farmers' Market lot from 5 – 7 pm. The Halloween fest includes Halloween themed goodies, The Little Donut Factory will be selling hot fresh donuts, Halloween photo opportunities, including a photo opportunity with Ecto 1 and The Metro Detroit Ghostbusters, The Rochester Hills Public Library's Book Bike will be onsite, and The Linda Rea Team will be donating pumpkins to the first 200 trick-or-treaters who stop by their pumpkin patch! Trick-or-Treat downtown is presented by Genisys Credit Union.
- **Mini Goals & Objectives Meeting** – The Promotions Committee Mini Goals & Objectives meeting is scheduled for Wednesday, October 27. The committee will meet to discuss the 2022 event calendar as well as new ideas for events, promotions, awareness etc... Stay tuned for an update from the meeting.

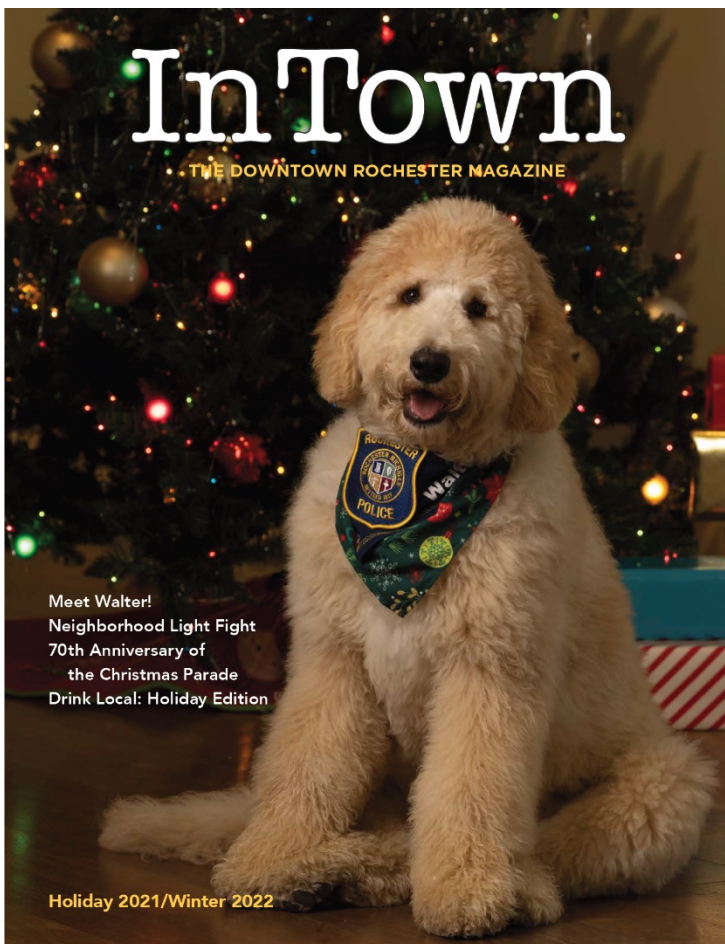
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
October 2021
Marketing Coordinator Update

PROMOTION

In Town Magazine: In Town Magazine has gone to print this week and will hit homes the week of November 8. This issue has a special feature article with Walter – the Rochester Police’s new Emotional Support Dog. We also highlight our retailers with our annual gift guides, restaurants with our holiday edition of Drink Local, upcoming Cookie Stroll and a lot more holiday fun!

Farmers’ Market: Trick-or-Treat at the Market is scheduled for Saturday, October 23 from 10am - Noon at the market. The DDA will be passing out complimentary goodie bags and children will also be able to create a Halloween craft for free. This will mark our second to last date for the season.

Kris Kringle Market: We have our last few offers out to potential Kris Kringle vendors. Currently I am working on scheduling all day-of logistics, ordered mugs, including scheduling entertainment, rentals, and finding volunteers. We will launch all social media promotion in the coming weeks.



PERIOD ENDING 09/30/2021

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

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | YTD BALANCE 09/30/2021 | ACTIVITY FOR MONTH 09/30/2021 | AVAILABLE BALANCE | % BGD USED |
|---|-------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|---------------|
| Fund Group <None> | | | | | | |
| Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | |
| Revenues | | | | | | |
| Dept 000.000 - GENERAL LEDGER | | | | | | |
| 494-000.000-402.000 | CURRENT PROPERTY TAXES | 1,650,000.00 | 1,528,725.53 | 1,110,411.10 | 121,274.47 | 92.65 |
| 494-000.000-573.000 | LOCAL COMMUNITY STABILIZATION | 40,000.00 | 0.00 | 0.00 | 40,000.00 | 0.00 |
| 494-000.000-626.000 | DDA BUSINESS DEVELOPMENT | 20,000.00 | 2,443.00 | 276.00 | 17,557.00 | 12.22 |
| 494-000.000-676.000 | ADMINISTRATIVE CROSS CHARGE | 43,238.00 | 0.00 | 0.00 | 43,238.00 | 0.00 |
| 494-000.000-692.000 | MISCELLANEOUS INCOME | 1,040.00 | 77.00 | 0.00 | 963.00 | 7.40 |
| Total Dept 000.000 - GENERAL LEDGER | | 1,754,278.00 | 1,531,245.53 | 1,110,687.10 | 223,032.47 | 87.29 |
| TOTAL REVENUES | | 1,754,278.00 | 1,531,245.53 | 1,110,687.10 | 223,032.47 | 87.29 |
| Expenditures | | | | | | |
| Dept 736.000 - MOVIES IN THE MOONLIGHT | | | | | | |
| 494-736.000-790.007 | AD PR - SIGNAGE | 0.00 | 54.76 | 0.00 | (54.76) | 100.00 |
| Total Dept 736.000 - MOVIES IN THE MOONLIGHT | | 0.00 | 54.76 | 0.00 | (54.76) | 100.00 |
| Dept 752.000 - BIG BRIGHT LIGHTSHOW | | | | | | |
| 494-752.000-805.000 | CONTRACTUAL SERVICES | 150,000.00 | 0.00 | 0.00 | 150,000.00 | 0.00 |
| Total Dept 752.000 - BIG BRIGHT LIGHTSHOW | | 150,000.00 | 0.00 | 0.00 | 150,000.00 | 0.00 |
| Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | |
| 494-896.000-701.000 | SUPERVISOR SALARIES | 79,000.00 | 18,089.10 | 6,035.58 | 60,910.90 | 22.90 |
| 494-896.000-701.002 | PART-TIME WAGES | 0.00 | 1,093.95 | 397.80 | (1,093.95) | 100.00 |
| 494-896.000-710.101 | LONGEVITY | 2,100.00 | 0.00 | 0.00 | 2,100.00 | 0.00 |
| 494-896.000-715.000 | FICA | 6,444.00 | 1,469.71 | 492.88 | 4,974.29 | 22.81 |
| 494-896.000-716.000 | HOSPITALIZATION | 22,206.00 | 3,852.78 | 1,284.26 | 18,353.22 | 17.35 |
| 494-896.000-716.004 | HOSPITALIZATION -HSA FUNDING | 4,200.00 | 0.00 | 0.00 | 4,200.00 | 0.00 |
| 494-896.000-718.000 | RETIREMENT CONTRIBUTION | 10,997.00 | 9,900.00 | 9,900.00 | 1,097.00 | 90.02 |
| 494-896.000-718.002 | EMPLOYER RETIREMENT CONTRIBUT | 0.00 | 276.96 | 92.32 | (276.96) | 100.00 |
| 494-896.000-719.000 | DENTAL/OPTICAL | 950.00 | 379.44 | 126.48 | 570.56 | 39.94 |
| 494-896.000-721.000 | UNEMPLOYMENT COMP. INSURANCE | 16.00 | 3.35 | 0.00 | 12.65 | 20.94 |
| 494-896.000-728.000 | POSTAGE | 3,168.00 | 224.00 | 29.00 | 2,944.00 | 7.07 |
| 494-896.000-729.000 | PRINTING & OFFICE SUPPLIES | 21,000.00 | 3,138.26 | 2,310.27 | 17,861.74 | 14.94 |
| 494-896.000-757.000 | OPERATING SUPPLIES | 2,600.00 | 252.65 | 216.65 | 2,347.35 | 9.72 |
| 494-896.000-801.000 | ADMINISTRATIVE CROSS CHARGE | 78,200.00 | 0.00 | 0.00 | 78,200.00 | 0.00 |
| 494-896.000-803.000 | LEGAL SERVICES | 2,112.00 | 75.00 | 0.00 | 2,037.00 | 3.55 |
| 494-896.000-804.000 | AUDITING | 3,118.00 | 0.00 | 0.00 | 3,118.00 | 0.00 |
| 494-896.000-805.009 | CONTRACT SVCS - BUS. DEV COMM | 10,445.00 | 1,686.80 | 144.16 | 8,758.20 | 16.15 |
| 494-896.000-805.010 | CONTRACT SVCS - D.P.W. | 10,000.00 | 0.00 | 0.00 | 10,000.00 | 0.00 |
| 494-896.000-805.011 | CONTRACT SVCS - MAINTENANCE | 23,439.00 | 630.00 | 0.00 | 22,809.00 | 2.69 |
| 494-896.000-805.027 | CABLE CASTING | 4,224.00 | 325.00 | 0.00 | 3,899.00 | 7.69 |
| 494-896.000-805.030 | CONTRACT SVCS - DUMPSTERS | 122,764.00 | 14,143.32 | 7,071.66 | 108,620.68 | 11.52 |
| 494-896.000-805.703 | CONTRACT SVCS - EMPLOYMENT | 1,795.00 | 280.00 | 140.00 | 1,515.00 | 15.60 |
| 494-896.000-850.000 | TELECOMMUNICATIONS | 5,189.00 | 1,341.80 | 551.33 | 3,847.20 | 25.86 |
| 494-896.000-860.000 | COMPUTER RENTAL | 2,072.00 | 0.00 | 0.00 | 2,072.00 | 0.00 |
| 494-896.000-861.002 | EQUIPMENT LEASE - COPY MACHIN | 15,000.00 | 2,481.76 | 0.00 | 12,518.24 | 16.55 |
| 494-896.000-863.001 | PROFESSIONAL DEVELOPMENT | 9,000.00 | 0.00 | 0.00 | 9,000.00 | 0.00 |

User: mmoriwaki

PERIOD ENDING 09/30/2021

DB: Rochester

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

| GL NUMBER | DESCRIPTION | 2021-22 AMENDED BUDGET | YTD BALANCE 09/30/2021 | ACTIVITY FOR MONTH 09/30/2021 | AVAILABLE BALANCE | % BDGT USED |
|--|-------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund Group <None> | | | | | | |
| Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | |
| Expenditures | | | | | | |
| 494-896.000-863.002 | TRAVEL | 1,584.00 | 707.29 | 707.29 | 876.71 | 44.65 |
| 494-896.000-864.000 | LOCAL MILEAGE ALLOWANCE | 1,097.00 | 0.00 | 0.00 | 1,097.00 | 0.00 |
| 494-896.000-883.000 | COMMUNITY AFFAIRS- EXTERNAL | 5,000.00 | 963.94 | 668.05 | 4,036.06 | 19.28 |
| 494-896.000-912.000 | GENERAL INSURANCE | 15,573.00 | 849.00 | 0.00 | 14,724.00 | 5.45 |
| 494-896.000-921.000 | LIGHT & POWER | 36,960.00 | 11,089.73 | 4,872.44 | 25,870.27 | 30.00 |
| 494-896.000-922.000 | HEAT-BUILDING | 603.00 | 77.92 | 30.58 | 525.08 | 12.92 |
| 494-896.000-931.000 | MAINTENANCE & REPAIRS - EQUIP | 528.00 | 123.02 | 123.02 | 404.98 | 23.30 |
| 494-896.000-940.000 | RENTAL OF LAND | 32,761.00 | 6,331.91 | 0.00 | 26,429.09 | 19.33 |
| 494-896.000-957.000 | DUES & SUBSCRIPTIONS | 1,689.00 | 911.62 | 254.54 | 777.38 | 53.97 |
| Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORIT | | 535,834.00 | 80,698.31 | 35,448.31 | 455,135.69 | 15.06 |
| Dept 900.000 - CAPITAL CONTROL | | | | | | |
| 494-900.000-974.019 | CAPITAL ASSETS - MAINT & MINO | 151,000.00 | 42,572.68 | 8,815.83 | 108,427.32 | 28.19 |
| 494-900.000-974.121 | SIDEWALK RECONSTRUCTION | 31,680.00 | 570.00 | 0.00 | 31,110.00 | 1.80 |
| 494-900.000-974.210 | STREET LIGHTING REPLACEMENT | 250,000.00 | 86,900.00 | 0.00 | 163,100.00 | 34.76 |
| 494-900.000-989.000 | COVID-19 RESPONSE | 100,444.00 | 0.00 | 0.00 | 100,444.00 | 0.00 |
| Total Dept 900.000 - CAPITAL CONTROL | | 533,124.00 | 130,042.68 | 8,815.83 | 403,081.32 | 24.39 |
| Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS | | | | | | |
| 494-965.000-999.203 | TRANS TO MVH LOCAL STREET FUN | 373,156.00 | 633.33 | 252.00 | 372,522.67 | 0.17 |
| 494-965.000-999.516 | TRANS TO AUTO PARKING FUND | 162,164.00 | 0.00 | 0.00 | 162,164.00 | 0.00 |
| Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS | | 535,320.00 | 633.33 | 252.00 | 534,686.67 | 0.12 |
| TOTAL EXPENDITURES | | 1,754,278.00 | 211,429.08 | 44,516.14 | 1,542,848.92 | 12.05 |
| Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY: | | | | | | |
| TOTAL REVENUES | | 1,754,278.00 | 1,531,245.53 | 1,110,687.10 | 223,032.47 | 87.29 |
| TOTAL EXPENDITURES | | 1,754,278.00 | 211,429.08 | 44,516.14 | 1,542,848.92 | 12.05 |
| NET OF REVENUES & EXPENDITURES | | 0.00 | 1,319,816.45 | 1,066,170.96 | (1,319,816.45) | 100.00 |
| Fund Group <None>: | | | | | | |
| TOTAL REVENUES | | 2,485,564.00 | 1,875,704.02 | 1,181,640.43 | 609,859.98 | 75.46 |
| TOTAL EXPENDITURES | | 2,490,404.00 | 304,568.55 | 73,293.55 | 2,185,835.45 | 12.23 |
| NET OF REVENUES & EXPENDITURES | | (4,840.00) | 1,571,135.47 | 1,108,346.88 | (1,575,975.47) | 12,461.48 |
| TOTAL REVENUES - ALL FUNDS | | 2,485,564.00 | 1,875,704.02 | 1,181,640.43 | 609,859.98 | 75.46 |
| TOTAL EXPENDITURES - ALL FUNDS | | 2,490,404.00 | 304,568.55 | 73,293.55 | 2,185,835.45 | 12.23 |
| NET OF REVENUES & EXPENDITURES | | (4,840.00) | 1,571,135.47 | 1,108,346.88 | (1,575,975.47) | 12,461.48 |