

Manistee Main Street/DDA
April 27, 2015 @ 9 am
Manistee City Hall-Council Chambers

AGENDA

- I. Call to order – Chair
- II. Approval of Agenda
- III. Public comment. (Limit 5 minutes per person.)
- IV. Fiscal Year 2015-2016 Budget – Deadline to submit to City Council is April 28.
 - a. Review Draft Budget
 - b. Review Work plans
- V. Other Business
 - a. MLCC—Development District License Update (Manistee Inn & Marina; Bookmark Building)
- VI. Public comment. (Limit 5 minutes per person.)
- VII. Adjournment

DOWNTOWNMANISTEE

michigan

Board Meeting Minutes March 11, 2015

Call to Order

The Chair called the meeting to order at 12:02 pm

Members Present

Brandon Ball, Rachel Estabrook, Colleen Kenny, Barry Lind, Jeff Reau, Sara Spore, Shari Wild

Members Absent

Valarie Bergstrom (excused), Todd Mohr (excused)

Also Present

Patrick Kay (Executive Director), John Iacoangeli (Beckett and Raeder) Dianna Wall (Manistee Area Chamber of Commerce)

Approval of Agenda

There was a MOTION by Mr. Reau, supported by Ms. Kenny, that the Agenda be accepted as presented. MOTION CARRIED

Public Comment

None

Approval of Minutes

There was a MOTION by Ms. Kenny, supported by Mr. Reau, that the minutes from the regular meeting on February 11, 2015 be accepted as presented. MOTION CARRIED

Treasurers Report

It was noted that the February Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed.

There was a MOTION by Ms. Kenny, supported by Mr. Reau, to accept the check register as presented and place on file. MOTION CARRIED

It was noted that Mr. Kay previously distributed Budget Adjustment Memos. The recommended Budget Adjustments are:

- \$500 was removed from the Annual Property Acquisition Fund Contribution
- \$375 was removed from the 2-Way Traffic on River Street Fund (for ancillary expenses)
- \$825 was removed from the Business Assistance Team-Educational Seminars
- \$150 was removed from the IRP Loan Program (for marketing of the program once received)
- \$400 was removed from the Local Banks-\$25,000 Loan (to advertise the program)
- \$1,000 was removed from the Developer Day Project (event has been canceled)
- \$500 was removed from the Recruitment Mobilization Team
- \$250 was removed from the Revolving Loan Fund (to advertise for the program)
- \$1,000 was removed from the Volunteer Recruitment & Development (we canceled the program)
- \$5,000 was added to the Local Façade Grant Program (Now there is \$10,000 in the budget)
- \$10,000 was removed from the Land Acquisition Fund Yearly Allocation
- \$10,000 was removed from the Holiday Decorations Sponsorship Budget
- \$25,000 was removed from Riverwalk Maintenance Fund under Revenues

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March 11, 2015

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- \$25,000 was removed from Riverwalk Repair under the Design Committee Expenses
- \$800 was removed from the Volunteer Recruitment Budget under the Organization Committee Expenses
- \$800 was added to the Volunteer Appreciation Event Budget under the Organization Committee Expenses
- \$6,000 was removed from the Website Redevelopment Budget under the Promotions Committee Expenses and added under the same budget item to the Organization Committee
- \$3,000 was removed from the Land Acquisition Fund Yearly Allocation
- \$3,000 was added to the Promotions Committee Advertising Budget

There was a MOTION by Mr. Reau, supported by Ms. Kenny, to accept the Budget Adjustments as presented and make the Budget Adjustment Memos a part of the March Minutes. MOTION CARRIED

TIF Plan and Development Plan Presentation

It was noted the Development Plan and Tax Increment Financing Plan had been previously distributed. Mr. Iacoangeli reviewed the plan. He noted after the Board approves the plan it will be sent to City Council, public hearings will be held, DDA will notify business owners and it will be published in the newspaper twice. Mr. Iacoangeli will present the final plan at the April Board Meeting.

Marketing & Promotions Committee

It was noted that the minutes from the Marketing & Promotions Committee meetings had been distributed.

Organization Committee

It was noted that the minutes from the Organization Committee had been distributed.

Design Committee

It was noted that the minutes from the Design Committee had been distributed. .

Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee had been distributed.

Other Business

Strategic Planning Session Review

It was noted the Strategic Planning Session report had been previously distributed.

Review of Bylaws, Policies and Procedures

An Ad Hoc Committee consisting of Ms. Estabrook, Mr. Lind and Ms. Wild will review the Bylaws, Policies and Procedures.

Executive Director Report

It was noted the Executive Director Report had been distributed. Mr. Kay reviewed the report.

Façade Grant Application Deadline

Mr. Kay reported the Façade Grant Application deadline has been extended until April 22, 2015.

Board Meeting Date Change

There was a MOTION by Mr. Reau, supported by Ms. Kenny, to change the next Board Meeting date to April 15, 2015. MOTION CARRIED

Meeting of Manistee Main Street/DDA

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Public Comment

None

Consideration of a Closed Session to Discuss the MSDDA Executive Directors Annual Evaluation

MSDDA Executive Director, Patrick Kay, requested a Closed Session this afternoon as permitted by the Open Meetings Act Section 8 (a) for discussion on the MSDDA Executive Director's Annual Evaluation.

There was a MOTION by Ms. Kenny, supported by Mr. Reau to honor Mr. Kay's request. MOTION CARRIED by roll call vote. Ayes: Ball, Estabrook, Kenny, Lind, Reau, Spore, Wild. Nays: None

There was a MOTION by Mr. Reau, supported by Mr. Ball, to return to regular session. MOTION CARRIED

There was a MOTION by Mr. Reau, supported by Mr. Ball to do another review of the MSDDA Executive Director in three months. MOTION CARRIED

Adjournment

There being no further business to be brought before the Board, the meeting was adjourned at the call of the Chair at 2:50 pm.

Respectfully submitted on April 15, 2015

Brandon Ball, Secretary

3 11 15 minutes approved at the MSDDA meeting on: _____

Manistee Main Street/DDA
Marketing & Promotions Committee
March 18, 2015 • Minutes

Present: Patrick Kay, Mary Nezki, Dianna Wall, Brittany Hoszkiw, Kathryn Kenny, Cheri Koblinski, Matthew Knizacky, Todd Mohr, Janine Gregorski & Corky Rybicki

CVB: Very busy, been to Novi and Indy, Hosted VP of Pure Michigan; doing zip code analysis from lodging businesses versus website views

Hops & Props: will be Sept 19 from 2 pm to 8 pm . On Sept 18 a dinner/craft beer pairing will be held.

Wine & Chocolate: May 9th, will be 2 red wine, 2 whites and 2 dessert wine sites and 3 chocolate sites. There will be a drawing, but where?

Sleighbell: Call Rachel Estabrook if you would like to be on committee.

General discussion: Agreed that we need better internal & external communication, 1,000 brochures are out, Co-op ads are on hold only 5 participants,

New downtown dollars are on the way, Corky will call Marketing & Promotions Committee Members about the best meeting time and days. Job descriptions for the committees would be useful.

Brittany: Plans on being as helpful and available as we want. We need to keep in mind Board Outcomes for our committee. Agreed that internal & external Communication is vital, Image building and Retail is our main job.

3 things to remember about downtown events:

1. Does it communicate to our target market?
2. Does it reach Niche Markets.
3. Does it make \$\$\$, for the DDA or downtown businesses or both?



Estimate

Date	Estimate #
3/1/2015	33

PO Box 194
Eastlake, MI 49626

Name / Address
Manistee Main Street DDA 11 Cypress St Manistee, MI 49660

Project

Description	Qty	Rate	Total
Initial trimming / cutting back of trees and shrubs between Riverwalk and the river to make the height of the foliage below the railing, or allow for better sight of the river by trimming trees up as previously discussed. (Additional labor will be charged at \$40 per man hr)	60	40.00	2,400.00
Mulch (natural brown) per cubic yard - delivered and installed	240	50.00	12,000.00
Annual flowers installed per flat	10	50.00	500.00
Weekly maintenance of DDA District which includes - mowing, trimming, edging of grass in designated areas. Blowing all sidewalks clean of debris. Also, making sure no tree limbs hang below 7 feet above the Riverwalk, and that other maintenance issues are addressed as previously discussed. (Bagging of grass clippings will be an additional \$100 per cut)	24	350.00	8,400.00
Trim / prune all shrubs, perennials, and trees along the Riverwalk. Recommended to be done twice a year.	2	600.00	1,200.00
Weeding / spraying of beds done once per month	6	250.00	1,500.00
Spray area near river with an aquatic approved chemical to kill unwanted growth	1	150.00	150.00
Remove and replace damaged shrub(s) if needed, includes new top soil around root ball with a starting fertilizer (price can vary based on shrub being replaced, labor rate is \$40 per man hr)	1	120.00	120.00
Total			\$26,270.00

Please feel free to contact us with any questions concerning the above estimate.
Email - prattesprolawn@outlook.com. Phone (231)510-2479



Main Office: (231) 757-3850 • North Branch: (231) 398-9900
 3091 N. US-31 Scottville, MI 49454 • 3021 Schoedel Rd. Manistee, MI 49660

PROJECT ESTIMATE

**JOB SITE: MANISTEE DOWNTOWN RIVERWALK & SURROUNDING
 LANDSCAPE AND HARDSCAPE MAINTENANCE**

**RIVERWALK AREA & SURROUNDING LANDSCAPE AND HARDSCAPE
 MAINTENANCE:**

SPRING MAINTENANCE (1 ST VISIT) LEAF & DEBRIS CLEAN UP, PRUNING, WEEDING, MOWING OF 5' AND INSTALLING MULCH	\$4,248.00
ADDITIONAL LABOR TO REMOVE ALL OF THE VOLUNTEER TREES AND SHURBS THAT HAVE GROWN TALLER THAN THE RIVERWALK BETWEEN THE WALK AND THE RIVER (THE FIRST 300' OR SO FROM THE US 31 BRIDGE)	\$2,832.00
DOUBLE GROUND HARDWOOD MULCH (70 YARDS)	\$2,730.00
15 FLATS OF ANNUALS INSTALLED	\$330.00
ANNUAL PLANT MIX WITH MIRICLE GROW (3 BAGS).....	\$105.00
27 WEEKS OF MAINTENANCE (\$735.00 PER WEEK).....	\$19,845.00
TOTAL 2015 MAINTENANCE.....	\$30,090.00



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Manistee Main Street/DDA
April 15th, 2015 @ Noon
Manistee City Hall-Council Chambers

AGENDA

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)

4. Approval of minutes from the regular meeting on March 11th, 2015
5. Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports
6. TIF Plan and Development Plan-Next Steps
7. Committee Reports
 - a. Marketing & Promotions Committee
 - b. Organization Committee
 - c. Design Committee
 - d. Economic Restructuring Committee
8. Other Business
 - a. Riverwalk and Downtown Maintenance Proposals
 - b. Work Plans FY 2015-2016; Work Plans-Additional Board Meeting?
 - c. Volunteer of the Year
 - d. Annual Meeting and Volunteer Appreciation—April 22nd, 2015 @ 5:30pm
9. Public comment. (Limit 5 minutes per person.)

10. Adjournment.

The next Regular MSDDA Meeting will be held at City Hall (70 Maple Street) on May 8th, 2015.

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April 15, 2015 @ Noon
Manistee City Hall-Council Chambers

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5. Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports
6. Fiscal Year 2015-2016 Budget – Deadline to submit to City Council is April 28.
 - a. Review Draft Budget
 - b. Schedule Additional Meetings
7. TIF Plan and Development Plan-Next Steps
8. Committee Reports
 - a. Marketing & Promotions Committee
 - i. Billboard for Victorian Sleighbell Parade & Old Christmas Weekend.
 - ii. Resolution to apply for Liquor License – Women’s Wine & Chocolate Event
 - b. Organization Committee
 - c. Design Committee
 - d. Economic Restructuring Committee
9. Other Business
 - a. Riverwalk and Downtown Maintenance Proposals
 - b. Work Plans FY 2015-2016; Work Plans-Additional Board Meeting?
 - c. Volunteer of the Year – Nominees are John and Laura Kaser
 - d. Annual Meeting and Volunteer Appreciation—April 22, 2015 @ 5:30pm
10. Public comment. (Limit 5 minutes per person.)
11. Adjournment.

The next Regular MSDDA Meeting will be held at City Hall (70 Maple Street) on May 8, 2015.

**Downtown Development Authority
Organization Committee
March 25, 2015
Blue Fish**

DRAFT MINUTES

Attending: Sara Spore (Committee Chair), Colleen Kenny, Gini Pelton, Todd Mohr, Lee Trucks, Shari Wild, Brittney Hoszkiew (Main Street Michigan), Roz Jaffe. Barry Lind arrived @12:45
Absent: Patrick Kay, Christine Lamb, Valarie Bergstrom, Thomas Johnson, Cindy Kaminski

Motion to accept February minutes with removal of Roz's name as drafter. Made by Roz, seconded by Lee, approved.

Annual Meeting/Volunteer Appreciation Dinner:

Discussed selection of Volunteer of the Year. Shari will follow up with board and committee chairs for nominations. There was a nomination suggested for John & Laura Kaser. For the future, we will create criteria for selection.

Roz will create a draft eVite and email to Shari.

Roz and Gini will discuss presentation and annual report with Patrick Kay.

Flower Baskets:

Discussed Hometown Giving as a venue for fundraising for Flower Basket donations. Shari will check with Cameron Clark for more information on participating. Roz distributed draft of sponsorship form, waiting for downtown map which is in process.

Writing articles for newsletters: Patrick will contact John Wolff at WSCC to find students to help

Brittney Hoszkiew presentation:

Brittney listed 3 major goals of the Organization Committee as set by the Board: 1) Communication 2) Education (about DDA both internally & externally) 3) Assessment (includes fundraising, membership and volunteer goals). Under each of 3 we listed past, current and possible projects. Several attendees volunteered as project chairs for these projects. We will review project list again at next Org meeting to find other chairs. Projects without a chairperson can be reviewed by the Board for their input on who will do the project or to place in "parking lot" for a later date.

Brittney will email the lists she created.

Patrick created and distributed draft workplans for Organization Committee projects. Committee members who chair a project will review and update these workplans or create a new workplan to be reviewed at next Org meeting.

Roz left at 1:10pm.

Submitted by Roz Jaffe

Design Committee – Minutes

Date: March 24, 2015 at 8:37 AM

Location: Chamber/Main Street office

Present: Rob Carson, Kyle Mosher, Patrick Kay.

Minutes were approved.

RFP's for landscaping along the Riverwalk have come in; Larsen's Landscaping; Pratt's Pro Lawn; and Jason Thompson Landscaping. Committee reviewed the proposals and decided to recommend to the board Pratt's Pro Lawn with the following additions: half of the quoted mulch would be ordered at a time because they felt it was too much and that we would walk the Riverwalk with him before he begins to re-estimate the mulch since the first time it was done with snow on the ground. Carson recommended that Pratt contact the Soil and Water Conservation before removing the invasive weeds right beside the river. Kay recommended that we approve a 1 year contract with our option to renew for a 3 year contract and enable us to cancel it if performance drops in future years. Carson recommended that a map of the work to be included in the contract. All recommendations were accepted.

Street Trees: Duchon had reported that Paul Adamski was not able to work in our time frame. The committee decided based on the amount of money and the purpose of the project that the board review the project and determine if the City would allow us to just put the trees in the sidewalk instead of in planters. Kay recommended that the trees species be decided by the City Tree Commission.

Hanging Baskets: Duchon had reported that Weesie's will do the project for the same price that they did last year. We are still waiting to find out about the watering contract renewal. The flowers should be installed mid-May or before Mother's Day weekend for the WW&CW. Organization Committee needs to create the program for fundraising so that the Design Committee can promote the funding.

Façade Grant: Application deadline has been extended to April 22nd, 2015. One application has come in from Famous Flynn's however it was incomplete and will be resent. Mathewson's Upholstery agreed to complete his façade grant project by June 2016 (add to budget).

Parking/Wayfinding Signs: Nothing to report except that the grant application was denied for funding. Carson is still working with Jensen to draft up a Downtown Loop sign.

Other/New Business: Kay brought a proposal from Amor signs to update the US-31 Monument sign with a new color and LED display. The committee decided that they would keep the sign the same way, but would entertain a cost/quote for the LED portion. Kay will bring quote/proposals to the next meeting; No report for the status of other signs on US-31; Work Plans were reviewed and the following corrections/additions were made: add \$5,000 to the façade grant program to account for Mathewson's Upholstery, add a work plan for crosswalk signs in the DDA; the committee recommended to ask the following people to be new members of the Design Committee: Kendra Thompson, Mark Fedder, Brandon Prince, Gary Nieson, Ken Orshul, Shawn Barch or Mary Wahr, and (owner of Manistee Restoration)

Carson and Mosher agreed to count up and locate the light posts in the downtown for an RFP of the Holiday Decorations. Carson will use his GPS locator to identify exact locations.

Meeting Adjourned at 10:30am

Facade Grants

Main Street

FY 2015/2016 Work Plan

Committee: Design

Objective # : Improve the physical appearance of Downtown; Incentive to new Businesses

Project # : MSDDA Facade Grant Program

Project Manager: Patrick

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Review Guidelines and Application with Committee	Chair/Committee	January		0.5	\$0.00	Changes need to be sent to Board
promote local grant through google group	Patrick	February		0.1	\$0.00	
Deliver applications to various DDA Businesses	Patrick	February				
draft press release	Patrick	February		0.5	\$0.00	
send release to media outlets	Patrick	February		0.1	\$0.00	
receive applications	staff	Apr 1, 2015		2	\$0.00	Make sure date allows for HDC approval
Design committee review and make recommendation to MSDDA board	committee	April	Committee Meeting	10	\$0.00	
Board approve recommendation	board	May	Board Meeting	1	\$0.00	
Announcement to recipients	Patrick	May				
Announcement to Media	Patrick	May				
Verify Projects Have Started	Patrick	August				3 months from announcement

Facade Grants

review completed work	staff	June	August Following Year	4	\$0.00	Copy of paid invoices, cleared checks, and onsite review
grant reimbursements	staff	July	August Following Year	1	-\$25,000.00	

Totals:

19.2 -\$25,000.00

Measurement of Success: Effectively promote facade program to property owners and administer the full budgeted amount.

Riverwalk Landscaping

Main Street

FY 2015/2016 Work Plan

Committee: Design

Objective # : To create and maintain an attractive downtown/Riverwalk for visitors

Project # : Downtown Maintenance Contract

Project Manager: Kyle (Brandon, Patrick, Kyle serve as maintenance sub-committee)

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Review submitted proposals and make recommendation to Board	Committee	March		2	\$0	
Draft new contract with contractor and MSDDA review new contract with contractor	Patrick Committee	March April		1 1	\$0 \$0	
Get approval of contract and proposed recommendation of contractor from board	board	April	April Board Meeting			
Review with Contractor the proposed plan	Sub Committee/Contractor	May		1		may require walking the Riverwalk with contractor
Work begins conduct multiple walk-throughs and meetings with sub-committee and contractor	Contractor Sub Committee/Contractor	May	October		-\$30,000	
		July	September	6		2-3 on site visits
Evaluate Proformance/Create long term contract	Committee	October	November			3 year contract

Riverwalk Landscaping

Totals: 11 **-\$30,000.00**

Measurement of Success: establish an attractive and inviting area for visitors to visit

Hanging Baskets

Main Street

FY 2015/2016 Work Plan

Committee: Design

Objective # : Create an attractive streetscape that invites visitors to our downtown

Project # : Hanging Flower Baskets & Planters

Project Manager: Janet Duchon

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Decide on Plan for Flowers	Janet					
Advertise sponsorship	Organization Committee				-\$150.00	
Receive Donations for Pole/Planter	Organization Committee				\$9,600.00	\$100/pole/96 poles
determine number of planters	Committee					
order plants from Weesies	Janet & Committee				-\$3,500.00	
Contact DPW for installation	Patrick					
Check with watering company/Get Contract	Janet/Patrick					
Schedule Watering	Janet				-\$5,000.00	Add Watering of Trees
Recognize Sponsors	Patrick/News paper				-\$250.00	Newspaper Ad
Totals:				0	\$700.00	

Measurement of Success:

Holiday Decorations

Main Street

FY 2015/2016 Work Plan

Committee: Design

Objective # : Improvement – Beautification

Project # : Holiday Decorations

Project Manager:

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Review Previous year with DPW	Patrick/DPW					
Draft new RFP for contract	staff	July		1	\$0.00	
Distribute RFP electronically & mail	staff	July	August	2		
collect responses	staff	August		1	\$0.00	
consider & select contractor	Committee	August	September	2	\$0.00	
implement decorations	contractor	Late November			-\$10,000.00	
evaluate	committee	December	January	4	\$0.00	

Totals:

10

-\$10,000.00

Measurement of Success:

Manistee MSDDA FY 2015/2016 Work Plan

Committee: Design

Objective # :

Project Title : Downtown Trees

Project Manager and Committee:

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Identify types of trees	Jason/Committee						
Identify containers for trees	Jason/Committee						
Talk to area businesses	Committee						
Identify locations of trees	Committee						
Order Trees	Patrick/Jason						\$240/tree (4 trees)
Order containers	Patrick/Jason						\$800/planter (4 planters)
Buy planting material	Patrick/Jason						
Installation	Public Works						
Watering							
Removal for Winter	Public Works						
Sponsorship							4 spon. @\$2000 each

Totals:

0

\$0.00

Measurement of Success:

Manistee MSD | FY 2015/2016 Work Plan

Committee: Design

Objective # : Increase safety for pedestrians in Downtown

Project Title : Crosswalk signs

Project Manager and Committee: Kyle Mosher

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Research Project	Committee	July	July				
Review Other Communities	Committee	July	August				
Decide on locations	Committee	August	September				
Decide on Type	Committee	September	September				
Review with Chief of Police	Patrick	October	October				
Order Signs	Patrick	November					
Install Signs	Contractor/Committee	Spring 2016					
Removal for Plowing	Patrick/DPW	Winter 2016					
Review Program	Committee	November	January				
							10 signs at \$300 each

Totals: 0 **-\$3,000.00**

Measurement of Success: Increase downtown business

Downtown Signage

Manistee MSDDA FY 2015/2016 Work Plan

Committee: Design

Objective # : Create an easily accessible downtown for visitors

Project Title : Downtown Parking and Loop Signage

Project Manager and Committee:

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Identify where signage should be	committee						
Talk to area businesses	committee						
Design Sign	Brandon Jensen				-\$250.00		
Apply for Grant	Patrick/Rob				\$750.00		
Get input from stakeholders	Patrick						
Get approval from Chief of Police and City	Patrick						
Order Signage	Amor				-\$1,200.00		
Install Signs	Amor						

Totals: 0 -\$700.00

Measurement of Success:

Revolving Loan Program

Manistee MSDDA FY 2014/2015 Work Plan

Committee: Economic Restructuring

Objective # :

Project Title : Revolving Loan Program

Project Manager and Committee: Steve and Jeff

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Market Loan to Community					-\$250		Newspaper
Monitor two outstanding loans							Stockyard; American Cleaners \$5000
Monitor existing loans							Mitten Media; \$10,000
Make Loans					\$300		\$15,000 to loan/\$300 loan fee

Totals:

0

\$50

Measurement of Success:

Biz 101 Educational Series

Manistee MSDDA

FY 2014/2015 Work Plan

Committee: Economic Restructuring

Objective # :

Project Title : Biz 101 Educational Series

Project Manager and Committee: Stacie

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Identify needs in the downtown for education	committee						survey downtown businesses
Prioritize needs in a list	committee						
Identify speakers for each need	committee						find speakers for each topic
Schedule speakers	Patrick						Fall/Winter months
Advertise seminars	Patrick						
Execute	committee						
Review program	committee						

Totals:

0

-\$2,000.00

Measurement of Success:

Local Banks \$25K Loan

Manistee MSDDA

FY 2014/2015 Work Plan

Committee: Economic Restructuring

Objective # : Enable Businesses to open or expand relatively easy (Business Incentive)

Project Title : \$25,000 Local Bank Loan Program

Project Manager and Committee: Jeff

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Send RFP to Area Banks	Patrick						
Receive Proposals/Review	Patrick/Committee						lunch downtown to discuss project
Structure an Agreement Procedure	Chosen Bank/Patrick						
Market Loan Program	Patrick						
Implement Loans	Banks						Newspaper \$125,000

Totals:

0

-\$250.00

Measurement of Success:

Manistee MSDDA

FY 2014/2015 Work Plan

Committee: Economic Restructuring

Objective # :

Project Title : USDA IRP Loan Program

Project Manager and Committee: T.

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Complete Application	T. and Patrick						
Review Application	Jeff and T. and Patrick						
Submit Application	Patrick						
Market Program to Public	Committee						
						-\$150.00	

Totals:

0

-\$150.00

Measurement of Success:

Town Square

Manistee MSDDA FY 2015/2016 Work Plan

Committee: Economic Restructuring

Objective # : Redevelope Former Gliks Building into Highest and best use

Project Title : Town Square

Project Manager and Committee: Jeff and Committee

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Present to Parks Cmte	Jeff & Patrick						
Update Master Plan	Denise Blakeslee						
Identify Funds for Purchase ID Location	Jeff & T Committee						
Negotiate Price for Building	TBA						
Design Park Space	Committee						
Id Funds for Redevelopment	Jeff, T, Patrick						
Purchase Building	Board					-\$100,000	Expected to come from Land Acquisition Fund
Demolish	Jeff, T, Patrick						
Build out Park	Jeff, T, Patrick						

Totals:

0

\$0

Measurement of Success:

Business Assistant Program

Manistee MSDDA

FY 2015\2016 Work Plan

Committee: Economic Restructuring

Objective # : Recruit New Businesses in the Downtown

Project Title : Business Assistance Program

Project Manager and Committee: Patrick

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Identify Businesses We want to see in Manistee	Committee						
Obtain Market Research	Patrick						market research from MS Michigan
Research from Other Organizations	Committee						CVB, Chamber, AES, State, MSHDA
Target Businesses	Committee						
Schedule Meet and Greets	Patrick						
Create Business Plans	Betsy Evans						
Assist with follow through	Committee						
Totals:				0	-\$2,000.00		

Measurement of Success:

Main Street**FY 2015/2016 Work Plan****Committee: Promotions**

Objective # : Get shoppers downtown in February

Project # : Frostbite HomeGrown Saturday - February

Project Manager: Maggie Diebel

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Set Date	Committee	November		1	\$0	
finalize event scope with M&P committee	Committee	November	December	1	\$0	similar to 2013
create chili cook-off application	Patrick	December	January	1	\$0	
Plan Children's Activities	Maggie	January	February	3		
post application to MSDDA website	Patrick	January		1	\$0	
promote application over facebook and google group	Patrick	January		1	\$0	
Find Sponsors for Event	Patrick	January		1	\$2,000	
Order Ice Sculptures	Patrick	January		1	-\$1,000	Ice Impressions (TC)
Contact Children's Activities Sponsor	Maggie	January		2		This group (NHS) will run the kids activities
Ask Oleson's for turkeys	Maggie	January		1		donated turkeys for frozen turkey bowling
mail out applications to past participants and area restaurants	Patrick	January		2	\$0	
arrange for buskers from HGS database	Cheryl	January	February	8	-\$500	
Arrange logistics – busker placements	Cheryl	February		4	\$0	

Frostbite

collect chili contest applications	Patrick	January	February	2	\$0	
assemble roster & chili placements	Patrick	February		1	\$0	
compile and send all information to designer	Patrick	February		1	\$0	
design event brochure / scorecard	Brandon Jensen	January		6	-\$300	RightSide Design
Print Scorecard/brochure	Jackpine	February		4	-\$150	
distribute flyers – hard copy	Brian/Patrick	February		5	\$0	
promote event on FB, google group	Patrick	January	February	2	\$0	
Write and distribute Press Release	Patrick	January	February	1	\$0	
Purchase sampling cups, spoons, etc.	Patrick	January	February	1	-\$125	
distribute sampling cups, etc.	Patrick	Day Before Event		1	\$0	
HOLD EVENT	committee	3rd Weekend		6	\$500	Charge \$1/Person
Collect and tabulate scorecards	Patrick			4	\$0	
announce winners & give prize money	Patrick			1	-\$175	
survey public and merchants re: survey monkey	Patrick			2	\$0	
report results back to M&P committee	Patrick	March		1	\$0	
misc					\$0	
Totals:				65	\$250	

Frostbite

Measurement of Success: build on success of last year, increase number of chili entries, expose more people to downtown businesses.

Manistee MSDDA FY 2014/2015 Work Plan

Objective # : Promote/Advertise Downtown Manistee

Project # : Co-op Advertising & Branding

Project Manager: Todd Mohr

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Co
Initial Planning	Committee	October	December	10		
Theme / Brand Development	Patrick/Brandon/Todd	November	December	20		
Design Campaign	Brandon	November	December		(\$1,000.00)	
Sell Campaign	Patrick/Todd	December	January	20	\$30,000.00	
Production	TBD/RSD	February			(\$2,000.00)	
Broadcast TV		February	January	20	(\$15,000.00)	
Billboards		February	January	10	(\$8,000.00)	
Digital Adv		February	January	20	(\$4,000.00)	
DDA Match					(\$5,000.00)	
Totals:				105	(\$5,000.00)	

Measurement of Success:

Committee: Promotions

Comments
DDA Match of \$250 per participant (20 anticipated)
Total DDA cost \$7500

Manistee MSI FY 2014/2015 Work Plan

Committee: Promotions

Objective # : Increase Visibility of the Downtown

Project Title : Website

Project Manager and Committee: Patrick Kay

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Plan of Website for the year	Patrick/Brandon						
Review of plan with Committee	Committee						
Revise Plan	Brandon/Patrick						
Content	Patrick						
Update Website	Brandon						
Review Website	Patrick/Brandon						
Feedback from Board/Businesses	Committee/Patrick						
Review Plan	Patrick/Brandon						

Totals: 0 **-\$2,500.00**

Measurement of Success:

Main Street**FY 2015/2016 Work Plan****Committee: Promotions**

Objective # : Increase Downtown visibility

Project # : General Advertising of Downtown

Project Manager: Patrick

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Develop Plan of Advertising	Patrick/Brandon	July		1	\$0	
Review With Committee	Committee	July	August	1	\$0	similar to 2013
Revise Advertising Plan	Patrick/Brandon	August	September	1	\$0	
Design Work	Brandon	January			-\$300	
Advertise	Patrick	January		3		
Visitors Guide					\$(3,000.00)	
Orchard Beach Brochure					\$ (300.00)	
Shoreline Magazine					\$(1,500.00)	
Other Publications					\$(2,000.00)	
Totals:				6	-\$7,100	

Measurement of Success: Increase traffic in the Downtown

Manistee MSDDA FY 2015/2016 Work Plan

Committee: Promotions

Objective # : Fundraiser

Project # : Women's Wine and Chocolate Walk

Project Manager: Patrick Kay &

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Initial Committee Meeting to Discuss Plans	All	January					
Identify which locations will participate		January					
Sample Wines for Event	Patrick & Committee	January	April				
Obtain Sponsors	Committee	January	March		\$4,500		1 key sponsor at \$1500; 8 sponsors at \$350 each
Select Wines for Event	Committee	January	April				
Select Chocolates for Event	Committee	January	April		-\$500		Noteware
File for Liquor permits (6)	Patrick	February	March		-\$600		
Poster Design	Patrick	March	March		-\$350		
Create Online Registration	Brandon	April	April				
Print Fliers/Posters	Patrick/Jackpine	April	April				
Distribute Fliers/Posters	Committee	April	May				
Promote to Women's groups	Committee	April	May				
Advertise Online	Patrick	March	May				
Advertise Newspaper & Magazines	Patrick	April	May		-\$1,000		
Press Release	Patrick	April	May				

Wine and Chocolate

Select Possible Vendors	Committee	March	May			vendor locations at \$35/each (in vacant storefront)
Sell Tickets	All	April	May	\$6,000		200 tickets @ \$30 each
Order Wine Glasses	Patrick	April	April	-\$600		216 wine glasses
Print Tasting Cards	Patrick	April	May	-\$200		
Order Wine	Patrick	May	May	-\$2,000		
Order Chocolate	Patrick	May	May	-\$500		
Order Wine Charms	Patrick	April	April	-\$200		Order from Middletown
Recruit Volunteers for each station	Committee	April	May			
Pick up Gift Bag Stuff	Committee	April	May			
Order supplies (plates, napkins, cork screws, spouts, etc.)	Patrick	April	April	-\$250		
Assemble Gift Bags	Committee	April	May			
Set Up stations	Committee	May	May			
Event Date (May 10 th 2-6pm)		May 9th, 2015				

Totals:

0

\$4,300

Measurement of Success: Sales of businesses, number of attendance, demographics outside of Manistee.

Hops and Props

Manistee MSDDA FY 2015/2016 Work Plan

Committee: Promotions

Objective # : To raise money and bring in new business to the downtown

Project Title : Hops and Props

Project Manager and Committee: Patrick Kay, Todd Mohr; Promotions

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Establish Date	Chair	November					2nd weekend in Sept.
Update Logo		November					consistency
Define the Budget, Event		December					
Advertising-MI Beer Guild		December			-\$500		yearly advertisement
Create Letter to sponsor/vendor/brewery, Registration Form, Basic Layout, etc.		January					30-40 brewers
Save the Date for Brewers, Century Boats, New Boats, Crafters, etc.		January	March				30-49 brewers
Create Sponsor Package		January	February				
Create Advertising Plan		January	February				Newspaper (online and Print); Facebook; Billboard; postcards; etc.
Research Musical Groups		January	March				Give local bands a chance

Hops and Props

Ask Restaurants for Kick-Off Party and Boater's Brunch		January	March				Bluefish; Boathouse; TJ's; River Street Station; HOF; Elks; Eagles; etc.
Send Letters to Sponsors		February	June				
Title Sponsor Found		February	March		\$5,000		West Shore?
Secondary Sponsors Found		February	June		\$5,000		
Remaining Sponsors		March	August		\$5,000		
Define Map of the event		April	May				
Formal Request to Brewers		April	July				30-40 Breweries
Formal Request to Boaters		April	July				
Formal Request to Vendors		April	August				Beer only
Advertising-Design Complete		May	May				
Arts and Crafts Request		May	July				World Of Arts or MAI?
Contact Other Groups (United Way, etc.)		May	June				
Advertising-Great Lakes		May	May		-\$1,500		June/July/August
Advertising-Scuttlebutt		May	May		-\$1,500		July/August
Advertising-MI Beer Guide		May	May		-\$1,000		July/August
Book Bands		May	June		-\$1,500		shop local
File for Liquor License		June	July		-\$100		never too early to file
Formal Request to City		June	July				
Create Line up of Brewers and Order Tent/Table/Chairs/etc.		June	July				
Secure Stage/Sound		June	July		-\$2,300		
Secure Stage/Sound		June	August		-\$300		
Define Kickoff and Brunch		June	July				
Order wristbands; tickets		July	July		-\$250		left over tickets and wristbands
Order Glasses		July	July		\$0		use last year's

Hops and Props

Order Porta-potties		July	August		-\$540		and wash stations
Complete Poster Design		June	June		-\$350		8-units; 3-sinks
Print Posters & Postcards		July	July		-\$1,000		100 posters;7000 postcards
Send out Advertisng to MNA; Northern Ex; Ludington; Online Press; Dianna Stampfler, etc.		July	August		-\$3,000		August/September
Design for Shirts							
Volunteer Schedule		July	September				use signupgenius.com
Posters & Postcards Out		July	August				
Amor put insert on US-31 Sign		July	August		-\$75		signage on US-31
Sell Tickets		August	September		\$25,000		\$25/ticket; 1000 tickets (600 breaks even) remember to have tickets at places that are open late
Signs and Banners		August	September		-\$250		Check basement
Complete Design of Event Brochure/Map		August	August				
Printing of Brochure		Late August	September		-\$1,000		Jackpine
Order Beer		August	Septeber		-\$12,000		All require CHECK on delivery
Order Ice		August	September		-\$450		rent Ice storage
Order Shirts		August	September		-\$1,200		
Remind Public Works		September	September				just to be safe
Block Off Street		September					Chief Bachman
Event Date		September					

Hops and Props

Clean-Up		September					Need lots of volunteers
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Totals:

0

\$11,185

Measurement of Success:

Sidewalk Sales

Main Street

FY 2015/2016 Work Plan

Committee: Promotions

Objective # : Retail Events

Project # : Sidewalk Sales

Project Manager: ???

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Set Dates	M&P	January		0.1	\$0		
Complete city banner permit	Patrick	July		0.25	-\$50		Turn in to Michelle at City Hall
Hang Banner	DPW	July	August	0.1	\$0		Contact Kathie at City DPW, should be hung the Monday before
Advertising:	Patrick/Mary	July	August	2	-\$450		See separate advertising budget
Put out yard signs	Committee	August	August	1	\$0		
Chamber Email	Dianna	July		0.5	\$0		write up short blurb and submit to Chamber staff
Facebook	Patrick	July		0.5	\$0		
Marketplace E-Newsletter	Patrick	July		0.5	\$0		
CVB Sign	Kathryn	July		0.5	\$0		
West Shore Bank Sign Parkdale	Jordan	July		0.5	\$0		
Hold Event collect yard signs	Committee	Aug 12	Aug 13	1	\$0		

Sidewalk Sales

Totals: 6.95 -\$500

Measurement of Success: Increase in number of people attending event with positive feedback.

Boos, Brew, and Brats

Manistee MSDDA FY 2015/2016 Work Plan

Committee:

Objective # :

Project Title : Boos, Brews, and Brats

Project Manager and Committee:

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Identify Date		April	April				
Update Logo		April	May				
Define Budget, Event, Pub Crawl, Kids Games		April	May				
Create Sponsor Information		April	May				
Find Key Sponsor		April	July		\$2,500		
Find Sub Sponsors		May	July		\$2,100		2-\$500; 4-\$250; 4-\$100
Define Advertising Plan		May	June				
List, Define all Details of Event		May	July				
Recruiting Running Club to help with 5K		June	July				
Define 5K route		July	August				
Research Musical Groups		June	August				
Request approval of City Hall		July	August		-\$50		
Complete and Mail Liquor License		July	August		-\$100		
Design Poster and Postcards		August	August		-\$350		
Print Posters and Postcards		September	September		-\$500		

Boos, Brew, and Brats

Send out 5K applications	August	October			
Promote 5K event	August	October		\$1,000	75 Adults; \$20/person
Advertise	September	October		-\$1,000	MNA, Facebook, Ludington, Mason/Manistee
Order wristbands, tickets, running numbers, drink cups, etc.	September	October		-\$400	
Order water bottles or other 5K item and Medals for race	August	September		-\$600	
Order portapotties, tent, tables, heaters, etc.	August	September		-\$1,500	
Book Band(s)	August	September		-\$2,000	
Order Brats for Pub Crawl	September	October		-\$150	
Order Beer Glasses	August			-\$2,000	
Print passports and organize pub Crawl	August	September		-\$150	
Order Beer/Cider				-\$1,800	
Order snacks and drinks for runners	September	October		-\$100	
Rent Timer	August	September		-\$50	

Boos, Brew, and Brats

Get Stage from High School	October	October				
Entry Fee					\$5,000	\$10/person; 500 people
Host Event/Sell Beer and Cider	October 24th, 2015				\$4,000	
			0	\$3,850		

Totals:

Measurement of Success:

Men's & Ladies Night

Main Street

FY 2015/2016 Work Plan

Committee: Promotions

Objective # : Retail Events

Project # : Mens & Ladies Nights

Project Manager: Mary & Shelly

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Set Dates	Committee	March		1	\$0		Ladies Night Dec. 12 5-9 pm
Set Hours	Committee	March		2	\$0		
Advise Merchants	Committee	October	December	2	\$0		
Ladies Night: "Basket Giveaway"							
Inform Merchants	Mary/Shelley	October	December	4	\$0		
Collect items	Mary/Shelley	October	December	6	\$0		
Design Fliers	Brandon	October	November	2	-\$350		
Deliver Fliers/Slips to Merchants	Mary/Shelley	December		4	-\$500		
Advertising: Newspapers	Mary/Shelley	15-Nov	1-Dec	4	-\$750		MNA, LDN? Ads usually for men's night too
Chamber E-Newsletter	Mary/Teresa	15-Nov	25-Nov	3	\$0		
Facebook	Mary/Shelley	15-Nov	1-Dec	1	-\$100		
Marketplace E-newsletter	Mary/Sarah	15-Nov	1-Dec	3	\$0		
CVB Sign	Mary/Shelley	15-Nov	1-Dec	2	\$0		
Radio	Todd/Patrick	15-Nov	1-Dec	3	\$0		

Men's & Ladies Night

Totals: 37 -\$1,700

Measurement of Success: Increase involvement of merchants, increase numbers attending events

Downtown Brochure

Manistee MSDDA

FY 2015/2016 Work Plan

Committee: Promotions

Objective # : Assist Shoppers/Visitors in Navigating Downtown

Project Title : Downtown Brochure

Project Manager and Committee:

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Update Database of All Downtown Businesses	Patrick			9			
Send database to designer	Patrick						
Update Brochure	Brandon			3	-\$100		
Update Layout of Brochure	Patrick/Brandon			3			
Present to stakeholders for review	Committee			4			
Print	Brandon				-\$900		
Distribute	Patrick			2			

Totals:

21

-\$1,000

Measurement of Success:

Tips for updating QuickBooks

You can export a report, change certain format

QuickBooks will update and keep these changes

- 1 Renamed report titles
- 2 Font, Fill, and Number formatting
(in row & column headers only)
- 3 Resized columns
- 4 Renamed column & row headers
- 5 Inserted rows & columns
You must enter text or a formula in the row to preserve it.
- 6 New Excel formulas
The updated report must contain the row associated with y
- 7 Inserted text
Make your new text always appear next to a particular row
the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in r
- Inserted rows that o
- Moved data cells

reports in Excel

...ing or add new formulas, and then update it with new QuickBooks data

is:

	A	B	C	D	E	F	G	H
1						My Company P&L		
2						Profit & Loss		
3						July through August 2012		
4							07/16/12	Aug 16
5						Ordinary Income/Expense		
6						MONEY IN (aka Income)		
7						40100 - Construction Income		
8						40110 - Design Income	3,054.02	3,900.00
9						40199 - Less Discounts given	0.00	-48.35
10						Total 40100 - Construction Income	3,054.02	3,751.65
11						40500 - Reimbursement Income		
12						40520 - Permit Reimbursement Income	0.00	487.00
13						Total 40500 - Reimbursement Income	0.00	487.00
14						Total Income	3,054.02	29,197.65
15						* Labor Income less Design Income	3,054.02	13,227.00
16						Cost of Goods Sold		

your formula

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non-header cells*
are left empty

- Renamed date columns
- Deleted columns
- Sorted columns
- Inserted columns in between QuickBooks row headers
- User-defined supported in updated to t

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I	J
TOTAL	
6,954.02	
-48.35	*
6,905.67	
487.00	
487.00	
46,343.45	
21,596.71	Labor Diff

7

formulas may not be collapsed reports when the same excel sheet

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
DOWNTOWN DOLLARS ACCOUNT
BALANCE SHEET
As of March 31, 2015**

	<u>Mar 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Downtown Dollars Checking - WSB	6,621.71
Total Checking/Savings	<u>6,621.71</u>
Other Current Assets	
Downtown Dollars in Transit	11,690.00
Total Other Current Assets	<u>11,690.00</u>
Total Current Assets	<u>18,311.71</u>
TOTAL ASSETS	<u><u>18,311.71</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2012 Downtown \$ Outstanding	7,750.00
2014 Downtown \$ Outstanding	14,995.00
2015 Downtown \$ Outstanding	1,540.00
Total Other Current Liabilities	<u>24,285.00</u>
Total Current Liabilities	<u>24,285.00</u>
Total Liabilities	24,285.00
Equity	
Unrestricted Net Assets	-5,035.10
Net Income	-938.19
Total Equity	<u>-5,973.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>18,311.71</u></u>

**MANISTEE MAIN STREET/
 DOWNTOWN DEVELOPMENT AUTHORITY
 BALANCE SHEET
 As of March 31, 2015**

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
248-008 · Money Market Account - WSB	98,709.56
248-000 · Checking - West Shore Bank	49,932.42
Total Checking/Savings	148,641.98
Accounts Receivable	
248-028 · Accounts Receivable	9,291.28
Total Accounts Receivable	9,291.28
Other Current Assets	
248-033 · Vogue Loan Receivable	200,000.00
12100 · Pre-Paid Expenses	1,923.50
248-031 · Nextworks Loan Receivable	2,499.94
Total Other Current Assets	204,423.44
Total Current Assets	362,356.70
TOTAL ASSETS	362,356.70
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
248-210 · Payroll Liability	
248-213 · Michigan Unemployment	203.30
248-212 · Michigan Withholding	239.07
248-211 · 941 Liability	1,900.14
Total 248-210 · Payroll Liability	2,342.51
248-204 · Unearned Revenue	2,250.00
248-203 · Accounts Payable - Other	275.00
Total Other Current Liabilities	4,867.51
Total Current Liabilities	4,867.51
Total Liabilities	4,867.51
Equity	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,544.99
Total 248-392 · Designated Fund Balance	78,544.99
248-390 · Fund Balance	249,489.38
Net Income	29,454.82
Total Equity	357,489.19
TOTAL LIABILITIES & EQUITY	362,356.70

**MANISTEE MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
MARCH 2015 CHECK REGISTER**

<u>DATE</u>	<u>CHECK #</u>	<u>PAID TO</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
PAYROLL:				
3/13/2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR MARCH 1 - MARCH 15	\$ 2,375.00
3/30/2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR MARCH 16 - MARCH 31	\$ 2,375.00
3/13/2015	DIR DEP	INTERNAL REVENUE SERVICE	FEDERAL DEPOSIT FOR FEBRUARY 2015 PAYROLL	\$ 633.36
3/23/2015	DIR DEP	STATE OF MICHIGAN	MICHIGAN WITHHOLDING DEPOSIT/FEB 2015 PAYROLL	\$ 79.69
CHECK REGISTER:				
3/11/2015	3160	MANISTEE AREA CHAMBER OF COMMERCE	MARCH 2015 OFFICE SPACE & ADMIN SUPPORT	\$ 889.00
3/11/2015	3161	THE PIONEER GROUP	FROSTBITE SATURDAY ADVERTISING	\$ 146.25
3/11/2015	3162	RIGHTside design LLC	DOWNTOWN MAP DESIGN & PRODUCTION	\$ 600.00
		(TOTAL CHECK \$648.75)	FROSTBITE SATURDAY CHILI POSTERS	\$ 48.75
3/11/2015	3163	JACKPINE BUSINESS CENTER	30 FROSTBITE POSTERS; 1,500 FROSTBITE POSTCARDS	\$ 316.00
3/11/2015	3164	JACKPINE BUSINESS CENTER	#10 REGULAR & WINDOW ENVELOPES	\$ 112.73
		(TOTAL CHECK \$341.88)	OFFICE SUPPLIES	\$ 193.23
			8 LITERATURE RACKS	\$ 35.92
3/24/2015	3165	CARDMEMBER SERVICE	MSFT OFFICE	\$ 10.59
		(TOTAL CHECK \$198.44)	FROSTBITE SATURDAY SUPPLIES	\$ 187.85
3/24/2015	3166	BECKETT & RAEDER	TIF PLAN PROJECT/FEBRUARY FEES & EXPENSES	\$ 1,050.00
3/31/2015			TOTAL EXPENSES	\$ 9,053.37

MANISTEE MAIN STREET/ DOWNTOWN DEVELOPMENT AUTHORITY PROFIT & LOSS/BUDGET COMPARISONS July 2014 through March 2015

	<u>Jul '14 - Mar 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
248-411 · Allocation from Fund Balance	0.00	0.00	0.00	0.0%
TIF Revenues				
248-404 · Delinquent Personal PropertyTax	112.99			
248-401 · TIF Revenue	251,271.83	270,000.00	-18,728.17	93.06%
248-403 · Delinquent Taxes	25,507.96			
Total TIF Revenues	<u>276,892.78</u>	<u>270,000.00</u>	<u>6,892.78</u>	<u>102.55%</u>
Committee Revenues				
248-270 · Committee Revenue				
248-273 · Econ Restructure-Developer Day	0.00	1,000.00	-1,000.00	0.0%
248-269 · Design Comm Rev-Hanging Baskets	0.00	9,300.00	-9,300.00	0.0%
248-275 · Promotion Comm. Rev.-Co-op Adv.	6,000.00	30,000.00	-24,000.00	20.0%
Total 248-270 · Committee Revenue	<u>6,000.00</u>	<u>40,300.00</u>	<u>-34,300.00</u>	<u>14.89%</u>
Total Committee Revenues	6,000.00	40,300.00	-34,300.00	14.89%
Event Revenue				
248-280 · Event Revenues				
248-780 · Women's Wine & Chocolate Walk	250.00	8,550.00	-8,300.00	2.92%
248-295 · Frostbite HGS Sponsorships	1,144.94	500.00	644.94	228.99%
248-290 · Boos, Brews & Brats				
248-293 · Boos, Brews & Brats 5K	1,000.00			
248-292 · Boos, Brews & Brats Sponsorship	1,900.00	650.00	1,250.00	292.31%
248-291 · Boos,Brews&Brats Alcohol Sales	4,006.00	7,000.00	-2,994.00	57.23%
Total 248-290 · Boos, Brews & Brats	<u>6,906.00</u>	<u>7,650.00</u>	<u>-744.00</u>	<u>90.28%</u>
248-283 · Sleighbell				
248-289 · Sleighbell Miscellaneous Income	425.00			
248-286 · Sleighbell Sponsorships	19,460.00	13,500.00	5,960.00	144.15%
Total 248-283 · Sleighbell	<u>19,885.00</u>	<u>13,500.00</u>	<u>6,385.00</u>	<u>147.3%</u>
248-282 · Sidewalk Sales	0.00	500.00	-500.00	0.0%
248-281 · Hops & Props				
248-288 · Hops & Props Admissions	16,080.85	15,000.00	1,080.85	107.21%
248-287 · Hops & Props Beer & Food	0.00	3,750.00	-3,750.00	0.0%
248-285 · Hops & Props Miscellaneous	55.00			
248-284 · Hops & Props Sponsors	6,966.74	15,000.00	-8,033.26	46.45%
Total 248-281 · Hops & Props	<u>23,102.59</u>	<u>33,750.00</u>	<u>-10,647.41</u>	<u>68.45%</u>

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2014 through March 2015**

	<u>Jul '14 - Mar 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 248-280 - Event Revenues	51,288.53	64,450.00	-13,161.47	79.58%
Total Event Revenue	51,288.53	64,450.00	-13,161.47	79.58%
Friends of Downtown Manistee				
248-302 - Tree Sponsorships	0.00	4,000.00	-4,000.00	0.0%
248-301 - Holiday Decorations Sponsorship	0.00	0.00	0.00	0.0%
Total Friends of Downtown Manistee	0.00	4,000.00	-4,000.00	0.0%
248-664 - Interest Income	115.94	100.00	15.94	115.94%
Total Income	334,297.25	378,850.00	-44,552.75	88.24%
Gross Profit	334,297.25	378,850.00	-44,552.75	88.24%
Expense				
Office Related Expenses				
248-847 - Advertising	0.00	300.00	-300.00	0.0%
248-869 - Business Expo	300.00			
248-868 - Insurance	499.00	1,800.00	-1,301.00	27.72%
248-867 - Mobile Phone Stipend	0.00	480.00	-480.00	0.0%
248-866 - Meeting Hosting-Refreshments	508.31	750.00	-241.69	67.78%
248-861 - Credit Card Expense	183.41	400.00	-216.59	45.85%
248-865 - Training-Education-Conferences	50.00	900.00	-850.00	5.56%
248-859 - Printing & Reproduction	0.00	100.00	-100.00	0.0%
248-858 - Miscellaneous-Office Related	0.00	300.00	-300.00	0.0%
248-857 - Membership Dues	724.00	650.00	74.00	111.39%
248-854 - Postage	203.04	500.00	-296.96	40.61%
248-853 - Office Equipment and Supplies	1,365.69	1,400.00	-34.31	97.55%
248-863 - Travel	814.14	900.00	-85.86	90.46%
Total Office Related Expenses	4,647.59	8,480.00	-3,832.41	54.81%
Personnel Related Expense				
248-700 - Administrative Services	7,335.00	8,000.00	-665.00	91.69%
Gross Salary - Director				
248-718 - Gross Salary - Director				
248-705 - Federal 941 Company Expense	3,270.38	4,500.00	-1,229.62	72.68%
248-711 - Unemployment	203.30	455.00	-251.70	44.68%
248-712 - Workmen's Compensation	389.00	425.00	-36.00	91.53%
248-718 - Gross Salary - Director - Other	42,750.00	57,000.00	-14,250.00	75.0%
Total 248-718 - Gross Salary - Director	46,612.68	62,380.00	-15,767.32	74.72%

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2014 through March 2015**

	<u>Jul '14 - Mar 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Gross Salary - Director	46,612.68	62,380.00	-15,767.32	74.72%
Total Personnel Related Expense	53,947.68	70,380.00	-16,432.32	76.65%
Fee Related Expenses				
248-731 · Bank Service Charges	152.04	100.00	52.04	152.04%
248-906 · TIF Plan Redevelopment	8,167.50	13,250.00	-5,082.50	61.64%
248-904 · Annual Audit	1,560.00	1,500.00	60.00	104.0%
248-903 · 1999 Bond Payment-Streetscape	137,987.50	137,988.00	-0.50	100.0%
248-902 · Legal Fees	255.00			
Total Fee Related Expenses	148,122.04	152,838.00	-4,715.96	96.91%
Design Committee RelatedExpense				
248-639 · Trees	0.00	4,160.00	-4,160.00	0.0%
248-665 · Hanging Baskets Watering/Maint	3,000.00	4,500.00	-1,500.00	66.67%
248-663 · Signage	1,105.20	330.00	775.20	334.91%
248-662 · 2-Way River St Traffic Project	0.00	0.00	0.00	0.0%
248-659 · Riverwalk Landscaping	7,500.00	15,000.00	-7,500.00	50.0%
248-653 · Holiday Decorations	3,392.00	10,000.00	-6,608.00	33.92%
248-652 · Facade Grant Program	5,000.00	10,000.00	-5,000.00	50.0%
248-651 · Downtown Maintenance	0.00	6,800.00	-6,800.00	0.0%
248-649 · Downtown Flower Program	3,436.60	3,440.00	-3.40	99.9%
Total Design Committee RelatedExpense	23,433.80	54,230.00	-30,796.20	43.21%
Economic RestructuringCommittee				
248-634 · Developer Day	0.00	1,000.00	-1,000.00	0.0%
248-633 · Local Banks (\$25,000 Loan)	0.00	0.00	0.00	0.0%
248-632 · IRP Loan Program	0.00	0.00	0.00	0.0%
248-631 · Revolving Loan Fund Marketing	0.00	0.00	0.00	0.0%
248-628 · Property Acquisition	0.00	0.00	0.00	0.0%
248-627 · Recruitment Team	53.94	250.00	-196.06	21.58%
248-625 · Business Assistance Team (BAT)	18.63	325.00	-306.37	5.73%
Total Economic RestructuringCommittee	72.57	1,575.00	-1,502.43	4.61%
Organization Committee				
248-604 · MSDDA Website (hosting)	77.83	175.00	-97.17	44.47%
248-603 · Volunteer Appreciation Event	420.00	1,800.00	-1,380.00	23.33%
248-602 · Downtown Dollars Program	285.00	350.00	-65.00	81.43%
248-601 · Volunteer Recruitment	0.00	0.00	0.00	0.0%
248-600 · Main Street Program Newsletter	0.00	448.00	-448.00	0.0%

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2014 through March 2015**

	<u>Jul '14 - Mar 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Organization Committee	782.83	2,773.00	-1,990.17	28.23%
Promotions Committee Expenses				
248-751 - Promotions Committee Expense				
248-855 - Advertising	3,295.25	3,000.00	295.25	109.84%
248-607 - Website Redevelopment	5,063.75	6,000.00	-936.25	84.4%
248-782 - Women's Wine & Chocolate Walk	308.68	2,400.00	-2,091.32	12.86%
248-777 - Co-op Advertising Pass-through	0.00	30,000.00	-30,000.00	0.0%
248-776 - Co-op Advertising	0.00	5,000.00	-5,000.00	0.0%
248-775 - Boos, Brews & Brats	6,163.31	3,000.00	3,163.31	205.44%
248-771 - Targeted Coupon-Voucher Program	0.00	0.00	0.00	0.0%
248-764 - Sleighbell Weekend	18,021.17	13,500.00	4,521.17	133.49%
248-763 - Sidewalk Sales	352.94	500.00	-147.06	70.59%
248-759 - Mens & Ladies Nights	509.00	450.00	59.00	113.11%
248-774 - Frostbite Saturday	1,894.76	900.00	994.76	210.53%
248-752 - Downtown Brochure	1,215.92			
248-761 - Hops & Props on the River	35,419.14	23,590.00	11,829.14	150.15%
248-758 - HomeGrown Saturdays	1,592.00			
Total 248-751 - Promotions Committee Expense	<u>73,835.92</u>	<u>88,340.00</u>	<u>-14,504.08</u>	<u>83.58%</u>
Total Promotions Committee Expenses	<u>73,835.92</u>	<u>88,340.00</u>	<u>-14,504.08</u>	<u>83.58%</u>
Total Expense	<u>304,842.43</u>	<u>378,616.00</u>	<u>-73,773.57</u>	<u>80.52%</u>
Net Ordinary Income	<u>29,454.82</u>	<u>234.00</u>	<u>29,220.82</u>	<u>12,587.53%</u>
	<u>29,454.82</u>	<u>234.00</u>	<u>29,220.82</u>	<u>12,587.53%</u>

Tips for updating QuickBooks

You can export a report, change certain format

QuickBooks will update and keep these changes

- 1 Renamed report titles
- 2 Font, Fill, and Number formatting
(in row & column headers only)
- 3 Resized columns
- 4 Renamed column & row headers
- 5 Inserted rows & columns
You must enter text or a formula in the row to preserve it.
- 6 New Excel formulas
The updated report must contain the row associated with y
- 7 Inserted text
Make your new text always appear next to a particular row
the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in r
- Inserted rows that o
- Moved data cells

reports in Excel

...ing or add new formulas, and then update it with new QuickBooks data

is:

	A	B	C	D	E	F	G	H
1						My Company P&L		
2						Profit & Loss		
3						July through August 2012		
4							07/16/12	Aug 16
5						Ordinary Income/Expense		
6						MONEY IN (aka Income)		
7						40100 - Construction Income		
8						40110 - Design Income	3,054.02	3,900.00
9						40199 - Less Discounts given	0.00	-48.35
10						Total 40100 - Construction Income	3,054.02	3,751.65
11						40500 - Reimbursement Income		
12						40520 - Permit Reimbursement Income	0.00	487.00
13						Total 40500 - Reimbursement Income	0.00	487.00
14						Total Income	3,054.02	29,197.65
15						* Labor Income less Design Income	3,054.02	13,227.00
16						Cost of Goods Sold		

your formula

r by entering

non-header cells*
are left empty

- Renamed date columns
- Deleted columns
- Sorted columns
- Inserted columns in between QuickBooks row headers
- User-defined supported in updated to t

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I	J
TOTAL	
6,954.02	
-48.35	*
6,905.67	
487.00	
487.00	
46,343.45	
21,596.71	Labor Diff

7

formulas may not be collapsed reports when the same excel sheet

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
REVOLVING LOAN ACCOUNT
BALANCE SHEET
As of March 31, 2015**

	<u>Mar 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - West Shore Bank	16,210.20
Total Checking/Savings	<u>16,210.20</u>
Accounts Receivable	
Accounts Receivable	4,391.85
Total Accounts Receivable	<u>4,391.85</u>
Total Current Assets	20,602.05
Other Assets	
Revolving Note Receivable	9,360.19
Total Other Assets	<u>9,360.19</u>
TOTAL ASSETS	<u><u>29,962.24</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	29,000.00
Retained Earnings	694.40
Net Income	267.84
Total Equity	<u>29,962.24</u>
TOTAL LIABILITIES & EQUITY	<u><u>29,962.24</u></u>